

HER JOURNEY WITH DR KEERTHI

About the Applicant

- Name Keerthika S
- FogsI No 30160091
- Location Madurai
- Type of practice Private maternity care hospital

Problem Statement / Digital Challenge

- What was the key operational or clinical challenge?
 - Misinformation overload
 - Limited consultation time
 - Lack of continuous care
- Why was a digital solution required?
 - To bridge the information gap
 - To extend care beyond the clinic
 - To enable scalable impact
- Which stakeholder(s) were most affected (e.g., nursing, admin, patients)?
 - Nursing staff: reinforced digital education during patient visits and improved compliance with antenatal and treatment advice
 - Patients & Caregivers: Actively engaged with digital content and adherence to medical guidance

Digital Tool / Solution Implemented

- Description of the tool/solution
 - Instagram and youtube videos with structured evidence based information on maternal ,gynecological and infertility care.
- In house/ Outsourced
 - Individual clinician led initiative
- Key features (e.g., dashboard, patient safety tracking,

Digital Implementation Highlight

- Time taken for rollout
 - 2-4weeks with basic content creation and scaled into a fully integrated patient engaging digital education platform
- Staff trained / departments covered
 - In house staffs
- Internal champions or teams that led the initiative
 - * Lead Clinician Dr Keerthika
 - * Nursing Team: Reinforced digital education
 - * Clinic Support Staff: Assisted with patient onboarding to digital platforms and improved engagement through routine workflow integration.

Digital Impact

- Operational improvements
 - * Reduced Consultation Time
 - * Improved Documentation & Compliance
 - * Cost Efficiency
 - * Streamlined Patient Flow
- Quality or safety improvements
 - Early Risk Identification
 - * Improved Treatment Compliance:
 - * Reduced Misinformation
 - * Enhanced Patient Safety
- Any awards, recognitions

Key Enablers

- Enablers and challenge
 - * High Digital Reach, Real-World Impact: Leveraged widespread smartphone use to scale education
 - * Clinician-Led Credibility: Built patient trust through evidence-based content—requiring continuous validation
 - * Scalable Patient Education Model: Reached thousands simultaneously while maintaining clarity and engagement.
 - * Seamless Clinical Integration: Aligned digital content with routine practice to improve efficiency
 - * Sustainable Yet Time-Intensive: Low-cost, high-impact model—balanced against the time and effort needed for regular content creation.

Lessons Learned / Replicability

- Top 2–3 learnings
 - simplicity drives impact
 - consistency builds trust
 - digital +clinical integrations works best
- What other hospitals should consider when adopting similar practices
 - Ensure clinical accuracy and integrate with workflow with plan for consistency and focus on accessibility
 - (Optional) Supporting visuals or dashboards
 - Any **relevant links + documents** to the details of the solution / write-up