

Startup launches social network for docs across India

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Pune:

A platform developed by Lybrate, a doctor consultation start-up, helps doctors unwind as well as stay connected with each other across practices and cities.

‘GoodMD’, developed on the lines of Facebook, brings together practitioners of Allopathy, Ayurveda and Homoeopathy, who discuss emerging issues like branded drugs vs generic or those related to the clinical history of a certain patient.

Saurabh Arora, Lybrate founder and CEO, told **TOI** that over 70,000 doctors have come on board in the pilot phase and that the platform is becoming a ground where doctors exchange notes. He further said that Lybrate aims to bring all [verified] doctors in the country on the platform.

“The platform has shown doctors joining hands like never before and express their thoughts on issues, whether it was Prime Minister Narendra Modi’s remarks on Indian doctors in London or celebrating a fellow doctor’s achievement or exemplary work,” Lybrate said.

For instance one doctor disagreed with the PM’s assertion that Indian doctors preferred prescribing branded medicines to generic ones.

“Being the PM, Modi should not have made such remarks against doctors of his own country at an international forum. If it is an issue, it needs discussion on why or if doctors do that. Of course, there are loopholes and strict action is required. So, rather than making a statement, it should have been discussed first. It was more of an allegation,” a doctor said on the platform.

Another practitioner was more in synch with Modi’s assessment.

“I am not totally against what the PM has said, as we know that this is happening. But I would also say here that when our MPs, MLAs, and politicians go abroad for treatment, it shows doctors (here) that they do not have faith in us, then it is not a very nice statement to make,” the doctor added.

Other topics discussed included health care expenditure as a share of GDP, recognition won by leading doctors and an outlier making it to the profession. “On the platform, doctors passionately talk about subjects that do not otherwise make for a credible discourse on other social networking platforms,” the company said.

BONDING ONLINE

■ The platform, GoodMD, was designed on the lines of Facebook by Lybrate, a doctor consultation startup

■ The platform allows practitioners from fields like allopathy, ayurveda and homoeopathy to connect with each other and have conversations online



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