Medical Education in India - Vision

Today, while the world offers 1.5 doctors for every 1,000 individuals, India is providing only 1 doctor for every 1,700 individuals. Due to unfavorable doctors to patient ratio, the stress on healthcare system is overwhelming.

To fulfill this vision by 2031, there is a need to increase the annual intake of medical students from 50,000 to 70,000. It, hence, becomes logical for the government to increase number of colleges, as well as allow for more students per medical college to undertake the noble profession of medicine. This dual effect will allow our country to reach its Vision 2031.

Challenges on Enhanced Student Management in Medical Colleges

- Load on the teaching fraternity increases as they are catering to a larger group of students
- There is a lack of resources for students to practice practical and clinical skills uniformly through the curriculum
- High potential of information overload on students as the learning time is shared by a large number of students

Potential Issues

- Compromised learning because of greater class strength
- Compromised learning because of insufficient faculty attention
- Compromised learning because of insufficient clinical and practical skills
- Compromised learning because of limited time to understand and retain concepts

What is Desired?

Due to current issues and challenges, the medical education system needs a prudent solution to help the faculty and students to teach and learn more effectively. And that’s where Elsevier developed Clinical Learning - a web based online solution, which acts as a friend to both our faculty and our students.

- For our faculty it provides a platform by which they can teach difficult concepts, in an easier way, to larger students groups with the help of visualization.
- For our students it becomes a guide to learning, revising and reviewing each of these concepts at their own pace, and at their own location of choice.
Clinical Learning: What is it?

Clinical Learning is an interactive digital resource to aid teaching and learning of clinical and practical skills for undergraduate medical curriculum. It focuses on skill based learning with 400 hours of videos and 600 hours of animations in both clinical as well as basic sciences. The content is based on latest MCI curriculum and has been developed by India’s respected opinion makers involved in education and content generation in healthcare.

Product Concept

Clinical Learning comprises of the must-know difficult clinical and practical skills as per MCI curriculum for undergraduate medical education.

Clinical Learning consists of instructionally designed modules in clinical and practical skills with appropriate use of:

- Real-time HD videos of practical and procedures shot in leading medical colleges and hospitals
- 2D/3D animations for better visualization of concepts
- Simulation and interaction tools to help practice and revision
- Diagrams and illustrations for better understanding of concepts
- Professional voice over to enhance retention
- Self-assessments integrated at the end of every module
Clinical Learning: Features

- Interactive, credible, comprehensive, MCI curriculum aligned, peer reviewed content
- Developed by an eminent editorial board comprising of over 150 senior faculty members from leading medical colleges
- Instructionally designed modules focusing on must-know and difficult to understand clinical and practical skills as per the MCI curriculum
- Learners can study at their own pace and revisit courses anytime, anywhere
- Learning Management System (LMS) that allows collaborative learning with tools like chat, discussion board and feedback promoting real-time interaction among peers
- Real-time reports to enable instructors in transparent monitoring of usage and feedback

Clinical Learning: Advantages

For Institutes
- Ensure consistency and standardization in clinical and practical education
- Easy to use and implement, one-stop digital teaching and learning solution
- Real-time and transparent monitoring of students’ learning performance and feedback
- Raise the profile of your institute by introducing latest learning pedagogy

For Faculty
- Make your class more interactive and effective
- Engage large audiences using credible audio-visual content
- Create and customize your own courses using simple authoring tools in the LMS
- Create assessments, case studies and track performance of students with real-time reporting

For Students
- Revisit practical and clinical skills anytime, anywhere
- Study and access interactive courses at your own pace
- Dashboard to view your progress and performance
- Collaborative and active learning by interacting with peers and teachers using discussion forums, chats
Clinical Learning: Adding Value

In our research conducted by interviewing over 100 faculties & 500 students from various colleges across India, it was found that the usage of Clinical Learning helped improve their efficiency and productivity. This leads to more optimized usage of the invaluable time that our learned faculties possess.

*Imagine the kind of constructive research our faculty could do, had they been able to save time and energy through the use of Clinical Learning.*

From an economics perspective, it would be interesting to analyze what a productivity increase would mean for an institute providing undergraduate and postgraduate education.

The 7 Steps on Return on Investment (ROI) Calculation

1. The average number of faculties in your institute would be ________________
2. Lets say the average salary of a faculty per year would be INR ________________
3. So total salary expenditure for faculties in a year would be INR ________________
4. For analysis, let us assume that the usage of this product increases the productivity of faculty members by ________ %
5. So the yearly productivity gain in monitoring terms is INR ________________
6. And total investment on Clinical Learning per year for your institutes is INR ________________
7. So the return on investment is justified up to ____________ times
What our users are saying

"Clinical Learning modules are definitely of world class quality and Elsevier needs huge appreciation for developing a product like this." - Ankil Kumar Garg, MBBS Student, BS Medical College, West Bengal

"We are very impressed with the material of Clinical learning, interactive digital resources for enhancing teaching and learning for undergraduates, and will recommend it for our institute." – Dr. Kusuma Kumari, HOD Pharmacology, Malla Reddy Institute of Medical Sciences & Research, Andhra Pradesh

"Clinical learning is one of the best e-learning tools I have ever used. The modules are short and interesting with nice illustrations and cover all the basics. It is a must-have tool for me as it helped me get clarity on and reinforce various difficult procedures." – Shahzadi Bhutto, MBBS Student, Jinnah Sindh Medical University, Karachi, Pakistan

"Each module is very well illustrated and detailed for students." – Dr. Poonam Lamba, Associate Professor Microbiology, GB Pant Hospital, New Delhi

"The modules are very comprehensive and the explanation of the different pathological conditions is very clear." – Dr. Joe Fleming, Professor, Dept. of Clinical Biochemistry, CMC Hospital, Tamil Nadu

"Clinical Learning is a great tool for learning any procedure like inserting IV cannula, lumbar puncture and a lot more. It has the correct info, which no other medical animation video has. The modules are helpful not only for medical students but also for nursing and other paramedical students. They are even useful for practitioners, who need a refresher training." – Sepuri Bala Ravi Teja, Kurnool Medical College, Andhra Pradesh

"The topics are covered in great detail. The language used is simple, comprehensible for undergraduate students. Pictures and graphic representations are illustrative. Overall it's a very good concept." – Dr. Shubhangi P Sathe, Professor & Head, Dept of Ophthalmology, DM Wayanad Institute of Medical Sciences, Kerala

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"I consider Clinical Learning, a very important part of my learning curve, especially during my very first year as a doctor per se. As an intern, I was intrigued by their step by step approach to simple yet basic procedures. I am thankful to Elsevier's Clinical Learning for helping me make the best of my Internship. I highly recommend it and I urge students to begin using it as soon as possible." - Rajkumar Elanjeran, MBBS Student, Gandhi Medical College, Andhra Pradesh

"This is a very nice concept. I'm impressed with the content of Clinical Learning." – Dr. Gauravi Dhuva, Professor, Department of Pathology, P.D.U. Medical College, Gujarat

"I felt that subject matter and animation and voice were just perfect for teaching and learning." - Dr. Vani Ramkumar, Prof of Obstetrics & Gynaecology, St. John's Medical College, Karnataka

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