

CURRICULUM VITAE



NAME: DR. ASHUTOSH CHANDRASHEKHAR PRADHAN

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DATE OF BIRTH: 5th October 1968.

MARITAL STATUS: Married

QUALIFICATION: B.H.M.S. – (DEC. 1991) (Dipl. in Mktg. Mmt. - Ongoing)

EXPERIENCE:

- **CEO / Medical Communicator / Medical Advisor**
Adroit Insights [www.adroitinsights.com]
- Works as **Medical Advisor / Medical Communicator**
for Good Health n You.com (India) Pvt. Ltd. (India's
one of the premier Healthcare Communication
Agency). [www.goodhealthnyou.com,
www.healthlibrary.com, www.doctoryou.com]
- Practicing as a Consulting Homoeopath since June
1993.
- Ex-Lecturer Department of Human Anatomy &
Department of Homoeopathic Materia Medica, Yerala
Homoeopathic Medical College, Currey Road,
Mumbai12 (Since 1st January 1998 to 1st March 2000)

**AREAS OF
INTEREST:**

- Conduct Clinical Trials.
- Conceptualizing and simplifying medicine to establish
good communication strategies to effectively reach
doctors and lay people.
- To spread Specialized Medical aid to the interior of India
by using telemedicine.
- Writing.
- Teach Clinical Subjects to lay people.
- Forensic Medicine.

DETAILS

❑ CEO, Medical Communicator, Medical Advisor

Formed a company in order to facilitate e-healthcare. Currently developing websites for medical practitioners, associations, medical colleges, and healthcare organizations. The work involves conceptualization of the websites as per the client's needs and requirements. Also involved in formation of a medical news website www.adroitinsights.com meant only for medical professionals and healthcare organizations.

Developing a library (Adroit Insights Medical Informatics for People) meant for healthcare professionals and lay people. The library will consist of books on topics ranging from a speciality to strategy planning from the World's renowned organizations like the Center for Disease Control (CDC), World Health Organization (WHO), etc. The library will also involve world known medical journals. The library will be open for people at a bare minimum cost along with non-interest-refundable security deposit.

❑ As a Medical Advisor:

Working simultaneously with Good Health N You.com (India) Pvt. Ltd. (India's one of the premier Healthcare Communication Agency) on project-to-project basis. (www.goodhealthnyou.com, www.healthlibrary.com, www.doctoryou.com)

The work involves:

- A. Formulating Strategies (Brand Positioning strategies, communication strategies) for pharmaceutical companies with respect to launches or promotion of existing brands.
- B. Writing, Conceptualizing visual aid folders, promotional material, medical games, and booklets for pharmaceutical companies.
- C. Plan clinical trials for ethical brands.
- D. Conceptualizing site maps for a company's or a product's web site with respect to the marketing strategy adopted.
- E. Conceptualizing and editing patient and doctor's education material for pharmaceutical companies.
- F. Contributing articles to the promotional material of a pharmaceutical company, web sites. Editing articles of the contributors, (the articles involve consumer health articles and medical articles, the publication varies from a booklet / product monograph to a leave behind pamphlet / package insert).
- G. Identifying drawbacks and implementing corrective majors for web sites and marketing strategy of a pharmaceutical product.
- H. Market research, competitive research amongst various existing brands.
- I. Answering to online health queries from web users from doctors for MEDLINE searches.
- J. Answering online queries with respect to a pharmaceutical product.

□ **Details of Projects Worked on:**

Sr	Pharmaceutical Company	Task	M/Y
1.	GlaxoSmithKline	Built up / Conceptualized Marketing / Communication Strategies for Hepitec (Lamivudine) Target audience were DM gastroenterologists, patients, and field force.	February 2001
2.		Check Yellow - Formulation of Communication Strategies.	March 2001
3.		Operation Yellow – Check Yellow A presentation + touch screen kiosk computer game for Gastroenterologist and Hepatologist at the GSK stall at a conference.	March 2001
4.	Nicholas-Piramal	Brand re-positioning / promoting marketing strategies on Haemaccel	April 2001
5.		Positioning / Marketing strategies for the launch of Hyperix (St. John's Wort)	April 2001
6.		Conceptualized Visual Aids for 48+ brands.	May-June 2001

7.	Pfizer India Ltd.	Marketing / Mass Media Communication Strategies For Minipress XL (Prazocin) (A antihypertensive to be marketed as a drug of choice in Benign Hypertrophy of Prostate)	April 2001
8.		Built up / Conceptualized mass media communication campaign for Becosules (Vitamin B Complex)	May 2001
9.	Pfizer India Ltd	Medline at Your Finger Tips – Volume 1 Booklet on how to search PubMed	April 2001
10.		Medline at Your Finger Tips – Volume 2 Booklet on how to search MeSH	May 2001
11.		Medline at Your Finger Tips – Volume 3 Booklet on how to search NLM Gateway	May 2001
12.	Wockhardt	Improvisation of Communication Strategies for six leading brands	June – July 2001

13.		Formulating Marketing / Communication strategies for Methycobal which was to be launched first time in India on August 10 th , 2001.	July 2001
14.	Lupin Laboratories	Positioning and Marketing Strategies for Doxcef (Cefpodoxime proxetil – Third Generation Cephalosporin) – To be launched on August 10 th , 2001.	August 2001.
15.	Kopran Ltd.	Re-formulating communication strategies for Aten (Atenolol).	August 2001.
16.	Boots-Piramal	Re-formulating the Marketing strategies and conceptualizing the Visual Aids for: Lobate, Lobate S, Lobate G, Lobate M, Lobate GM, Flake Free (New Anti-Dandruff Shampoo to be launched), Mellagaurd 15, Mellagaurd Forte, Aknemycin Plus, Akneroxid.	October 2001.

17.	Evian	Formulating marketing strategy along with packaging strategy (Natural mineral water from Alps – France).	Dec. 2001 – Jan 2002.
18.		Participation in the conference for field force as a interviewing doctor for MRs / Area Sales Managers.	January 2002.
19.	Novartis	Curam – strategic brand management.	February 2002.
20.		GenTeal – Improving the medical communication	March 2002
21		Hydergine – Improving medical communication	
22.		Ceffi – Cefixime – Improving medical communication strategy, market strategy	March 2002
23.	Dicalciiplex – Re-formulating the marketing strategy, repositioning the brand		
24.	Sefiron - Re-formulating the marketing strategy, repositioning the brand		
	Khandelwal Laboratories		

25.	Shalina Laboratories		Maladox Malaqu in Kifaru	Doctor Educati on and pack insert materia l	March 2002.
Market Surveillance					
Sr	Brand Name	Brief Detail about the brand		Date	
1.	Hyperix (<i>Nicholas-Piramal</i>)	Contains: St. John's Wort – A mild anti-depressant.		17 th May 2001.	
2.	Methycobol (<i>Wockhardt</i>)	Contains: Methycobalamin 500 µg acts on peripheral neuropathy in all clinical conditions that lead to it.		28 th July 2001.	
3.	Doxcef (<i>Lupin</i>)	Contains: Cefpodoxime proxetil – Third generation cephalosporin.		30 th July 2001.	
4.	Aten (<i>Kopran</i>)	Contains: Atenolol – Anti-hypertensive (β -Blocker)		7 th August 2001.	
5.	Powergesic (<i>Jenburkt</i>)	Contains: Diclofenac sodium, Paracetamol IP, Chlorzazone USP – Combination of painkillers and muscle relaxant.		30 th August 2001.	
6.	Flake Free (<i>Boots-Piramal</i>)	Contains: Ketoconazole + Zinc Pyrithione – An anti-dandruff shampoo. Expected launch cancelled.		6 th Sept. 2001.	
7.	Trishun (<i>Zandu</i>)	An ayurvedic product. Initially it was OTC and they wanted to make it prescriptive.		15 th Sept. 2001.	
8.	Raloxifene (<i>Lupin / Bayer</i>) two surveys.	Prevents Osteoporosis. Also, prevents the side effects of HRT.		27 th Sept. and 17 th Nov. 2001.	
9.	Threptin (<i>Raptakos-Brett</i>)	Proteins and vitamins. Commonly prescribed in convalescent and PEM.		29 th Sept. 2001.	
10.	Calpol (<i>Glaxo SmithKline</i>)	Contains: Paracetamol. Wanted to boost the prescriptive market over Nimesulide.		10 th October 2001.	
11.	Twinrix (<i>Glaxo SmithKline</i>)	Vaccine against Hepatitis A + B		15 th Nov. 2001.	
12.	Nootropil (<i>UCB Pharma</i>)	Contains: Piracetam 800 mg. They are coming up with 1200 mg tablets with new brand name for MCI and wanted to judge the market trend.		20 th Nov. 2001.	
13.	Evian	A mineral water to be launched for the use in pediatrics age group. A French company launching its activities in India.		Dec 2001- Jan 2002.	

14.	Curam (<i>Novartis</i>)	A anti-biotic combo of Amoxycillin and Clavulanic Acid	February 2002.
15.	Safiron (<i>Khandelwal</i>)	A iron preparation – with stagnant sell – a market survey was done amongst leading general physicians and consulting physicians for reformulating brand strategy.	March 2002.

❑ **Research & Educational activities:**

- ❖ Presented a paper on “Urban Health Care, Priorities in Research” (Stress Induced Systemic Diseases) at Convention on Interpathy (Multidisciplinary) Research Priorities, held at Maharashtra University of Health Sciences, Nashik on 18th, 19th, 20th January 2000.
- ❖ A seminar conducted at Panvel on Studying Homoeopathic Philosophy, Repertory & Materia Medica through cases.
- ❖ Conducted a homoeopathic proving at Homoeopathic Medical College, Mumbai.

❑ **Practice:**

- * Practicing Classical Homoeopathy since June 1993. Has treated many acute & chronic cases successfully.
- * Was working at V.N. Desai Municipal General Hospital as an honorary since 93-94. O.P.D. on Tuesdays - 1pm to 3pm. Approximately 50 needy patients were benefited from the service every Tuesday.

❑ **Other Experience:**

Has worked as a freelancer with www.indiandoctors.com, www.bodytimes.com where contributed articles and FAQs.

❑ **Articles written for various journals, newspapers, & magazines:**

Sr. No.	Name of Article.	Name of Publication.	Date, Month, & Year.
Medical Journals			
1.	A remedy for bruises as a constitutional remedy.	Homoeopathic Links. (International Journal for Classical Homoeopathy.)	Vol. 10, 1997. April-June 1997, (2/97).
2.	Journal of Homoeopathic Repertory.	A complete student's journal written for Department of Homoeopathic Repertory.	October 1998.

Mass Media

3.	Homoeopathy's Important Twelve Statements.	Lokaprabha. (Letters section)	9 th August 1992.
4.	Possible Cures. (Bhivandi Poisoning)	Mid-Day. (Letter)	16 th August 1996.
5.	Homoeopathic Antidote. (Bhivandi Poisoning)	The Asian Age. (Letter)	19 th August 1996.
6.	Mushrooms blamed for tragedy.	The Indian Express. (Article)	20 th August 1996.
7.	Bhivandi Poisoning- because of Mushrooms?	Navakal (Article)	21 st August 1996.
8.	As a editor for homoeopathic section has written following articles: 1) Perceiving Homoeopathic Remedy in pregnancy a must. 2) Homoeopathic crossword. 3) Face Reading, Body Language & Homoeopathy. 4) Why Cancer is incurable? It can be curable if...	Aude Sapere. Article Crossword Article Article	April 1998.
9.	Politicians Control your Morality.	Chitrlekha. (An Interview)	14 th September 1998.
10.	Diseases of Old Age – Controlling therapies.	Chitrlekha. (An interview)	4 th January 1999.
11.	Homoeopathic Crossword.	Aude Sapere.	April 1999.
19.	Akashwani – Mumbai B	Delivered Four 15 minutes Speeches on Health Education & Homoeopathy	On 6 th , 8 th , 13 th , 15 th , 20 th , 22 nd , 27 th , 29 th May 2001.
20.	Arogyam Dhanasampada – Akashwani Mumbai B – Morning 6.58	Delivered four lectures of on Day-to-day stress and chronic diseases – A Homoeopathic Perspective	6 th , 13 th , 20 th , 27 th March 2002.

Web Publishing

20.	www.indiandoctors.com www.bodytimes.com	Contributed more than 200 Frequently Asked Questions and articles on Ophthalmology, & ENT.	March 2000.
21.	www.goodhealthnyou.com www.doctornyou.com www.healthlibrary.com	Contributed more than 2000 articles and FAQs on General medicine, homeopathy. Conceptualized various channels. Conceptualized Doctornyou.com.	Since May 1, 2000.
22.	Worked on the project as a Medical Advisor for: www.zybangoodhealthnyou.com www.zybanindia.com	Quitter's online help, a site for Glaxo SmithKline	June / July 2001
23.	www.drpradhan.com	Developed own web site to facilitate e-healthcare.	March 2001.
25.	www.healthawards.com - WWW Health Awards	Worked as a judge for World Wide Web Health Awards. Judged 18 sites – U.S. government and commercial sites.	Spring – 2001
26.	www.healthawards.com - WWW Health Awards	Worked as a judge for World Wide Web Health Awards. Judged 14 sites – U.S. government and commercial sites.	February – 2002

□ **Additional assets:**

- ❖ Has good knowledge of MS Office 2000, Internet, HTML, Dream Weaver, Frontpage, Hompath Classic Ver. 7.0.
- ❖ Has good knowledge of MEDLINE searches.
- ❖ Have hands on knowledge of Adobe Photoshop 5.5 & PM 6.5, Quark Express, Corel Draw, CGI, Perl, PHP, MySQL.
- ❖ Possesses a valid: passport, driving license-two wheelers & light motor vehicle.

❑ **Areas of Interest:**

- ❖ Conduct multidisciplinary Clinical Research for current public health concerns: AIDS, MDR Tuberculosis, Stress Induced Systemic Diseases.
- ❖ Conduct Clinical Trials as per the international standards for alternative medicines.
- ❖ Spread of healthcare in remote localities (where at present specialized medical aid is not available) with the help of Internet and Telemedicine.
- ❖ Create homeopathic database of cases, journal citations, which should be equivalent to Entrez database, to facilitate research in Alternative Medicine.
- ❖ Teach clinical medicine.
- ❖ Develop medical softwares.
- ❖ E-Healthcare & Telemedicine: Create animated CD ROMs on Homoeopathic Materia Medica, Human Embryology, Human Anatomy, Human Physiology, and Internal Medicine.

❑ **Extra curricular activities:**

- ❖ Swimming.
- ❖ Photography- nature, wild life, & clinical.
- ❖ Playing games like chess, cricket, table tennis, etc.
- ❖ Acting & direction: Participated in one act plays during student life & has won prize for best direction.

❑ **Details of B.H.M.S. (Bachelor of Homeopathic Medicine and Surgery) course:**

B.H.M.S. is a full time five and half year's course, equivalent to MBBS, approved by the Indian Central Government. Quality and Standard of teaching in all Homoeopathic Medical Colleges are strictly governed by a government body- Central Council of Homoeopathy, Delhi. After completion of the course, a state government ruled body, Maharashtra Council of Homoeopathy allocates permanent registration number. After allocation of permanent registration number, the candidate is legally designated as a doctor and is allowed to practice homoeopathy all over India.

Subject wise details and mark distribution for BHMS				
Sr. No.	Subject	Theory Exam. (Total Marks)	Practical, Clinical & Oral Exam. (Total Marks)	Total (Total Marks)
First B.H.M.S. (One year & Six months)				
1.	Human Anatomy.	200.	200.	400.
2.	Human Physiology & Bio-chemistry.	200.	200.	400.
3.	Homoeopathic Materia medica & Organon.	100.	100.	200.

4.	Homoeopathic Pharmacy.	100.	100.	200.
	Total of all 1 st subjects.	600.	600.	1200.
Second B.H.M.S. (One year)				
1.	Pathology, Bacteriology & Parasitology.	100.	100.	200.
2.	Forensic medicine.	100.	100.	200.
3.	Preventive and Social medicine.	100.	100.	200.
4.	Homoeopathic Materia Medica.	100.	100.	200.
5.	Organon and Homoeopathic Philosophy.	100.	100.	200.
	Total of all 2 nd subjects.	500.	500.	1000.
Third B.H.M.S. (One year)				
1.	Surgery (General Surgery, Ear/Nose/Throat, Ophthalmology, Dentistry & Homoeopathic Therapeutics).	200.	200.	400.
2.	Obstetrics, Gynecology, & Homoeopathic Therapeutics.	200.	200.	400.
3.	Organon & Homoeopathic Philosophy.	200.	200.	400.
4.	Homoeopathic Materia Medica.	100.	200.	300.
	Total of all 3 rd year subjects.	700.	800.	1500.
Fourth B.H.M.S. (One year)				
1.	Medicine, Dermatology, Pediatrics, Psychiatrics, & Homoeopathic Therapeutics.	200.	200.	400.
2.	Homoeopathic Materia Medica.	200.	200.	400.
3.	Homoeopathic Repertory.	100.	100.	200.
	Total of all 4 th year subjects.	500.	500.	1000.
	Grand Total.	2300.	2400.	4700.
Internship				
1.	Medicine IPD & O.P.D. (General medicine, Skin, Pediatrics, Psychiatry,).	-	-	3 months.
2.	Surgery IPD & O.P.D. (General Surgery, E.N.T., Ophthalmology).	-	-	3 months.
3.	Obstetrics and Gynecology IPD & O.P.D.	-	-	3 months.
4.	Communicable Diseases.	-	-	1 month.
5.	Homoeopathic Hospital & O.P.D.	-	-	2 months.
Respective university conducts all the exams.				

Please Note: Original documents along with photocopies can be produced as and when required.
