Dr. Pooja Sidharth Rao

Redefining the World of Medical Learning

In an interview with CEO World, Dr. Pooja Sidharth Rao—entrepreneur, healthcare leader, and the visionary behind Medline Academics—offers a compelling look into her journey

In a world where healthcare is rapidly evolving, the need for accessible, high-quality medical education has never been higher. This is where Dr. Pooja Sidharth Rao steps in. An entrepreneur, healthcare leader, and the visionary behind Medline Academics, Dr. Pooja has traversed across corporate sector, entrepreneurship, and hands-on clinical work.

She did face setbacks, especially early on. But instead of giving up, she pushed forward and built India's first e-learning platform for reproductive medicine. Working closely with Dr. Kamini Rao Hospitals anchored her vision in the day-to-day reality of patient care.

CEO World sat down with Dr. Rao for an exclusive interview, diving into how she builds impact-driven solutions that actually move the needle in medical education.

Q. Give us an overview of professional journey and key milestones that shaped your career.

My journey has been anything but linear, and I think that's what has shaped it the most. I started my career in the corporate world, working with multinational organizations, where I learnt the fundamentals of strategy, operations, and execution. But somewhere along the way, I realized that I wanted to build something of my own—something that would create real, lasting impact.

My first entrepreneurial venture didn't succeed, and at that time, it felt like a major setback. But looking back, it was one of the most defining moments of my career. It taught me resilience, patience, and the importance of building with purpose rather than speed. That experience became the foundation for everything that followed.

The turning point came with the creation of Medline Academics—a platform built to bridge the gap between knowledge and clinical practice. Around the same time, being closely associated with Dr. Kamini Rao Hospitals gave me deeper exposure to patient care, helping me understand how education directly influences outcomes at the ground level.

Some of the key milestones include launching India's first e-learning platform in reproductive medicine, building a hybrid learning ecosystem, and seeing hundreds of doctors trained every year. But honestly, the most meaningful milestone is seeing those doctors go on to transform patient care in their own communities.

In a nutshell, I truly believe that ***"Success is not a single moment—it's a series of small, consistent steps taken with clarity and intent."***

Q. What inspired you to create a first-of-its-kind e-learning platform in obstetrics, gynaecology, and reproductive medicine?

The inspiration came from a very real gap I observed while working closely within the healthcare ecosystem. There were brilliant doctors, deeply committed to their profession, but many of them didn't have access to structured, hands-on training or mentorship—especially in specialized fields like reproductive medicine. At the same time, learning was often limited by geography, time, and availability of experts.

When I saw this gap, the thought was simple - how do we make high-quality education accessible without compromising on depth or clinical relevance? That is where the idea of a digital platform came in. Not as a replacement for traditional learning, but as an enabler. We wanted to bring together the best minds in the field and create a system where knowledge could reach anyone, anywhere. Being involved with our new venture Dr. Kamini Rao Hospitals further reinforced this vision. When you see real patients, real journeys, and real outcomes, you understand how critical it is for doctors to be continuously trained and updated. That's how Medline Academics came into existence - with the intent to democratize learning and strengthen the entire ecosystem of care.

Q. How do you define "impact-driven leadership" in today's rapidly evolving healthcare ecosystem?

For me, impact-driven leadership is about building systems that continue to create value beyond your direct involvement. In healthcare, every decision - whether it's related to education, operations, or patient care, has a ripple effect. So, leadership is not just about growth metrics, but about the quality of that impact.

At Medline Academics, impact is seen in the doctors we train. At Dr. Kamini

Rao Hospitals, it is reflected in patient outcomes and the trust we build with families. After all, "True leadership is not about how far you go, but how many lives move forward because of you."

Impact-driven leadership means asking yourself consistently—are we just growing, or are we making a difference? It also means staying grounded in purpose while adapting to change. Technology, trends, and models will evolve, but the intent behind what you build must remain strong.

Q. What differentiates Medline Academics from traditional medical training platforms?

We don't see education as content delivery, but as capability building. Traditional platforms often focus heavily on theory, but we've built a model that integrates learning with real-world application. Our hybrid approach combines online academic sessions with hands-on clinical training, ensuring that doctors are not just learning, but also practicing.

Another key differentiator is mentorship. We've created an ecosystem where learners interact with experienced clinicians, gaining insights that go beyond textbooks. Our close association with Padma Shri Prof. Dr. Kamini A Rao, who herself is a pioneer in this field allows us to bring real clinical insights and decades of expertise directly into the learning process. It bridges the gap between what is taught and what is practiced. And most importantly, we continuously evolve. Our curriculum is regularly updated to stay aligned with advancements in the field, ensuring relevance at every stage.

Q. What motivates you to consistently push boundaries across multiple domains?

"Growth begins where comfort ends—and purpose keeps you going."

I've always believed that growth happens when you step outside your comfort zone. Whether it's building an educational platform, working in healthcare, or leading digital initiatives - each domain brings a new perspective. But beyond that, what truly drives me is the impact. When you see the difference, your work is making - whether it's a doctor gaining confidence or a patient receiving better care - it pushes you to do more. My journey has also taught me that there is always more to learn. Staying open to new ideas, new technologies, and new ways of thinking keeps the journey exciting. And of course, having the right support system - my family, mentors, and team, makes it possible to keep moving forward.

Q. What goes into creating impactful healthcare content that resonates with both professionals and patients?

Creating impactful healthcare content requires a balance—between accuracy and accessibility. For professionals, the content needs to be detailed, evidence-based, and clinically relevant. It should add value to their practice and help them make better decisions.

For patients, the same information needs to be simplified without losing its essence. It should empower them with knowledge while also building trust.

At Medline Academics, we focus on structuring content in a way that is practical and easy to apply. Our association with Dr. Kamini Rao Hospitals also plays a key role here, because real patient interactions help us understand what truly matters.

Q. What is your long-term vision for Medline Academics and digital healthcare education?

The future of healthcare will not be defined by institutions alone, but by the ecosystems we build around learning and care.

The long-term vision is to build an ecosystem where quality healthcare education is accessible, continuous, and globally relevant.

For Medline Academics, this means expanding our reach, introducing more specialized programs, and strengthening our hybrid learning model. We also aim to integrate advanced technologies to make learning more personalized and immersive.

At the same time, the vision extends beyond education. Through our work at Dr. Kamini Rao Hospitals and initiatives like the Kamini Kares Foundation, we want to ensure that knowledge translates into better care, reaching even underserved communities.

I strongly believe that the future of healthcare lies in collaboration —between education, technology, and clinical practice. If we can continue to build platforms that empower professionals and improve patient outcomes, then we are moving in the right direction.

On Leadership & Vision

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