

Social Media's Role in Healthcare Decision Making for Individuals

By

Akanksha Pathania

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

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TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Akanksha Pathania**, student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at **Credihealth Pvt. Ltd.** from **4th Feb 2019** to **3rd May 2019**.

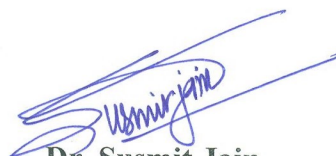
The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Dr. Susmit Jain
Associate Professor
The IIHMR University, Jaipur

The certificate is awarded to

Dr. Akanksha Pathania

In recognition of having successfully completed her
Internship in the department of

Content & Communications

and has successfully completed her Project on

Social Media's Role In Healthcare Decision Making for Individuals

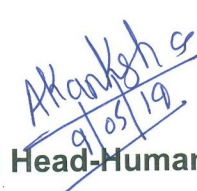
4th February 2019 - 3rd May 2019

Credihealth Pvt. Ltd.

She comes across as a committed, sincere & diligent person who has a
strong drive and zeal for learning

We wish her all the best for future endeavors

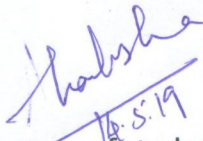

Training & Development


Zonal Head-Human Resources

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CERTIFICATE BY SCHOLAR

This is to certify all ethical issues have been considered while collecting data for my dissertation titled "Social Media's Role in Healthcare decision making for Individuals" at CrediHealth Pvt. Ltd. (February 2019).



Signature of student

ABSTRACT

Social Media's Role in Healthcare Decision Making for Individuals

Submitted By: Dr. Akanksha Pathania

MBA HM 22, ROLL NO: 0528

Guided By: Dr. Susmit Jain

Introduction:

The use of social media by healthcare providers, doctors and hospitals has increased in the past decade. Healthcare providers use social media to communicate with their users to understand their medical needs as well as to inform them about the products and services they can offer. Social media also plays a role in customer services viz feedbacks and reviews, which may influence individuals to take a service. As social media has become a critical channel for healthcare information it is important to study how individuals use. Also if various factors like **health and wellness information, healthcare discounts, celebrities, doctors and friends and family members** on social media networks like **Facebook, Instagram, Whatsapp** and **Youtube** influence these individuals to take up healthcare services.

Objectives:

1. To determine the use of social media by individuals
2. To determine if individuals are influenced by external factor on social media to take up healthcare services.

Methodology

Study Type:

Cross sectional descriptive study

Study Area:

Pan India through online questionnaire

Study Period:

1st March 2019 – 19th April 2019

Sample Size:

250 responses received through online questionnaire using Google forms.

Sample Method:

Non probability convenience sampling

Data Collection Technique:

Primary data was collected from 250 respondents through online questionnaire using Google forms.

Data Analysis:

Data analysis was done on MS Excel and graphical analysis viz bar graphs was done

Inclusion Criteria:

Individuals above the age of 18 years who use social media were included in the study.

Exclusion Criteria:

Responses of individuals below the age of 18 were not considered as the age group is dependent on their parents/ guardians for their healthcare needs.

Results:

1. **Demographics:** 50.6 % of the respondents were Female, 49.4% were Male. 16 % were 18 - 25 years, 24% were 25 - 35 years, 18% were 35 - 45 years and 42% were above 45 years. 63.6% had a PG degree. 33.6% were graduates and 2.8% had a PHD.

82% were employed. 6.8% were homemakers, 6.4% were students, 32% were working students and 1.6% were unemployed.

2. Social Media Usage: Whatsapp was used most frequently by respondents. 18% individuals chose Youtube and 51% individuals chose Youtube making it the first choice for individuals looking for health related information. Whatsapp was used the most to discuss Healthcare. Individuals noticed healthcare ads on Facebook and Whatsapp most frequently (12 % and 13%)

3. Influence: 49% individuals were occasionally influenced by Health and wellness information on Whatsapp. % individuals were occasionally influenced by Healthcare discounts on Whatsapp, Influence of celebrities on both Whatsapp (31%) and Facebook(30%) was similar on individuals to take up Healthcare services. 47% individuals were occasionally influenced by Doctors/ Healthcare practitioners on Whatsapp, to take up Healthcare services. 53% individuals were occasionally influenced by Friends/ family members on Whatsapp, which was the maximum among the 4 networks.

Conclusion:

Informative content on Healthcare should be shared on Whatsapp as individuals discuss healthcare and notice healthcare advertisement more on Watsapp.

Doctor / health practitioner videos should be shared onWhatsapp, Facebook and Youtube as individuals are influenced by them while taking healthcare services.

Friends/ Family members were the most influential factor on social media for individuals to take up healthcare services. Friends/ family members on Whatsapp which had the maximum influence on individuals to take up healthcare services out of all the factors considered for the survey.

Acknowledgement

The opportunity I had at Credihealth Pvt. Ltd., Gurugram was a great chance for professional learning and development. I am also grateful for getting a chance to meet so many wonderful people and professionals who lead me through this period.

My appreciation and gratitude is extended to Mr Ravi Virmani (CEO and MD, Credihealth Pvt. Ltd.) for his guidance, generosity to share his tremendous knowledge and for giving continuous and unlimited motivation from the beginning of the internship till the end of the program.

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I would also like to thank Ms. Akanksha Shivpuri (HR – Credihealth Pvt. Ltd.) for her constant elevating encouragement and my colleagues for their time, support and kind supervision in the completion of this project.

I would also like to acknowledge Mr. Utkarsh Rana for his words of motivation and immense faith in me.

I pay my deep sense of gratitude to Dr. Susmit Jain (Guide– IIHMR, Jaipur) for his co-operation and encouragement at each step.

Last, but not the least, my parents, who have always inspired me to do my best. So with due regards, I express my gratitude to them.

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SOCIAL MEDIA'S ROLE IN HEALTHCARE DECISION MAKING FOR INDIVIDUALS

Chapter 1

Background

1.1 Introduction

With time, India has moved from traditional forms of marketing channels to digital ones. Digital marketing channels help in establishing an organization's online presence and also help in maintaining it. The channels help the organization target the kind of audience they want to reach out to and often get a better deal for the product or service they are marketing.

Social media is a digital web based technology used by individuals to create, share, and forward ideas, information and other expressions. This is made possible by widely available virtual communities and social media networks.

Social media websites use user generated content like images, videos, posts or comments and information in the form of data which is generated on the basis of online interactions. Individuals are also using online applications and platforms to share content, links, and information on a regular basis. With time social media is now accompanied by individuals and businesses who are seeking to use new tools. They want to do so to communicate with family, friends, colleagues, peers and potential customers.

Social media can be broadly classified into 13 groups.

Table 1: Classification of Social Media

Social Media	Description
Blogs	Blogs provide individuals the ability to interact and leave comments on often informal content or discussions. Mostly they are textual but can incorporate images, videos and audio content. Some examples of blogs are Healthline, TED Med, Health business blog, Wall Street Journal health blog.
Business Networks	Professional interactions and business relations are supported on such social media platforms. One well known example is LinkedIn. It helps to maintain professional contacts, find new professional opportunities and gain new resources.
Collaborative projects	These applications allow multiple people to pool in information and knowledge to create online related content. WikiTravel, WikiBooks, Wikipedia can be considered as a collaborative website.

Forums	These are online message boards where people respond in the form of long posted messages. These are different from chat rooms and instant messages. Some examples are HealthBoards, Quora, Tumblr.
Business Social Networks	It simply means businesses using social media to connect with individuals or other businesses with similar interests or activities. Facebook and Whatsapp are being used to promote collaborations through online communities.
Microblogs	These contain small digital content which could be links, videos, and images. Some well-known examples of microblogs are Facebook, Tumblr and Twitter.
Photo sharing	These applications allow users to upload, share, host and manage photographs. These could be individual websites or image uploading facilitating applications. Instagram and Snapchat are well known examples.
Social Bookmarking	Through social bookmarking, individuals can add, edit and share bookmarks over the digital platform on web documents. Tagging is a very significant part of social bookmarking. Some social bookmarking websites which incorporated tagging are Simply, Flickr, Diigo.
Service/Product review	These websites help individuals in reviewing and posting reviews on products, services, individuals or organizations. Some examples are Glassdoor, Epinions, Ratemyteachers.com, Trustpilot.
Social gaming	These are websites which support online gaming through their network. Facebook is one of the most common examples to have supported Happy Farm, Farm Town, Mob Wars and Mafia Wars.
Social networks	These websites enable individuals to increase their social contacts or business contacts by getting in touch with individuals. Some examples are Facebook, Twitter, Linkedin, Google+, Whatsapp
Video sharing	These platforms provide online service for video hosting where the user can upload, store, convert and play back videos. Youtube and Pandora TV are some known examples.
Virtual worlds	These social media platforms help create digital simulations and computer generated environment. Skyrim is an example of virtual world.

Source: International Journal of Market Research, Vol. 52 Issue 2

Content that goes on these social media networks is the information or experiences communicated to individuals through speech, writing, visuals, through multiple mediums online and offline.

Content for the digital platform can be broadly classified into

Table 2: Types of content

Content	Type
Written Content	Blog post, white papers, ebooks, customer success stories, case studies, product content & guides, testimonials, comparison sheet, FAQ, user generated content
Visual Content	Images, videos, infographics, gifs
Interactive Content	Contest, polls, quizzes
Video Content	‘How to’ tutorials, webinars, product demos, vlog, company culture

In the previous generations, patients would not pay much attention to quality, safety or the medical experiences similar patients had. They would make choices regarding where to get healthcare based majorly based on factors like reputation of the healthcare provider, recommendations of a friends or other family members.⁽⁵⁾

Individuals are now using social media platforms to share content, links, and information on a regular basis. More and more consumers are going online and visiting social media sites to look for information about health, wellness, and specific illnesses.⁽¹⁾

Many social media websites allow customers to describe and rate their experiences with respect to services. Many social media websites allow customers to describe and rate their experiences. This would be with respect to services which were provided. Consequently, people are increasingly posting reviews about their care and rating hospitals and even medical practitioners on the internet.⁽⁵⁾

This study **aims** to understand how individuals are using these social media networks in India. Its objective is also to determine if external factors like celebrities, friends/families, healthcare information, discounts, healthcare practitioners on social media have any influence on individuals while taking up healthcare services.

4 major social media channels are considered in the study.

Facebook: It is a social networking website. It allows users to create a personal profile, connect with others, exchange messages, and join common-interest user sites.

YouTube: It is a media sharing platform. It allows users to view and share videos with a global audience.

Whatsapp: It is a cross-platform mobile messaging application. It allows users to exchange messages. The users of this application can create groups, send each other unlimited images, video, and audio media messages.

Instagram: It is a video and photo sharing social networking site. Individuals can capture, edit and share photographs, videos and messages.

1.2 Rationale

Social media has become an essential digital platform as it plays a role in facilitating communication and information sharing between the service providers and the consumers. It also plays a role in educating consumers and marketing the services.

As social media has become a critical channel for healthcare information this study will help us understand how individuals use their social media and if they look for information related to healthcare and wellness. Also it will help us determine if various factors like **health and wellness information, healthcare discounts, celebrities, doctors** and **friends and family members** on social media networks like **Facebook, Instagram, Whatsap** and **Youtube** influence these individuals to take up healthcare services.

1.3 Research Question

What is the role of Social Media in Healthcare decision making for Individuals?

1.4 Objectives

1. To analyze the use of social media by individuals
2. To determine if individuals are influenced by external factor on social media to take up healthcare services.

Chapter 2

Review of Literature

Review of literature for the present study has been organized under the following headings:

2.1 Use of Social Media in Health Communication: Findings from the Health Information National Trends Survey 2013, 2014, and 2017

This study examined the use and predictors of social media for health communication in a nationally representative sample of US adults. 2013, 2014, and 2017 National Cancer Institute's Health Information National Trends Survey was considered to identify respondents' use of social media for sharing health information or exchanging medical information with a health-care professional. A bivariate analysis using the Pearson χ^2 test was conducted to assess the association of respondents' basic demographic characteristics as well as health status and the use of social media for health communication. In total, 4242 respondents were identified who used social media for sharing health information. 4834 respondents were identified who used social media for exchanging medical information. Multivariable analyses indicated that the use of social media for exchanging medical information with a health-care professional has increased.⁽⁷⁾

2.2 Descriptive study on The Science of Influence: How Social Media Affects Decision - Making in the Healthcare, Travel, Retail and Financial Industry, December 2017

1,783 internet users participated in the survey. It was conducted by Institute for Public Relations Digital Media Research Centre in 2017. 4 separate survey questionnaires were used. Adult internet users in US were asked to fill the survey about the influence of social media. Surveys were delivered via Research Now. Quota Sample was used. The study concluded that in the healthcare industry, word of mouth (37%) was the most influential channel, followed by healthcare blogs (33%), forums (26%), healthcare reviews (23%) and website for healthcare companies (21%).⁽⁴⁾

2.3 Descriptive Study on 'Empowering patients through social media: The benefits and challenges'. 2014

For the study the MEDLINE database was searched using the terms "social media" and "patient." This search was conducted in September 2012 and yielded 765 abstracts. 63 abstracts were selected and out of those only 12 articles were found to be relevant for the purposes of the review. The results of this research found that there appeared to be an increase in the use of social media by patients across the healthcare spectrum. The use of social media technology is becoming an emerging trend for patients who were seeking health information. It concluded that such technology held promises for improving patient engagement, empowerment and community building.⁽²⁾

2.4Patients' and health professionals' use of social media in health care: Motives, barriers and expectations. 2013

A descriptive online survey was conducted with 139 patients and 153 healthcare professionals in an obstetrics and gynaecology department. This study was carried out to determine motives and use for social media for health related reasons and expectations for health related social media use. They were asked about their motive and use of social network sites (Facebook, Twitter, Linkedin and Youtube).

The results showed that the patients used Twitter the most, especially to increase knowledge and exchange advice. Facebook was the second choice especially for social support and exchanging medical advice. Both patients and professionals expected future social media use.⁽³⁾

Chapter 3

Methodology

3.1 Study Type:

Cross sectional descriptive study

3.2 Study Area:

Pan India

3.3 Study Period:

1st March 2019 – 19th April 2019

Defined the problem: 1st March 2019 – 5th March 2019

Data collection through the questionnaire: 6th March 2019 – 10th April 2019

Data analysis: 11th April 2019 – 19th April 2019

3.4 Study Respondents:

Individuals who responded to Questionnaire made on Google forms

3.5 Sample Size:

250 responses received through online questionnaire using Google forms.

3.6 Sample Method:

Non probability convenience sampling

3.7 Data Collection Technique:

Primary data was collected from 250 respondents through online questionnaire using Google forms.

3.8 Data Analysis:

Data analysis was done on MS Excel

3.9 Ethical Considerations:

Respondents were informed that no personal data was being collected through the questionnaire. Data confidentiality will be maintained. All the data present will only be shared for dissertation purpose.

3.10 Inclusion Criteria:

Individuals above the age of 18 years who use social media were included in the study.

3.11 Exclusion Criteria:

Responses of individuals below the age of 18 were not considered as the age group is dependent on their parents/ guardians for their healthcare needs.

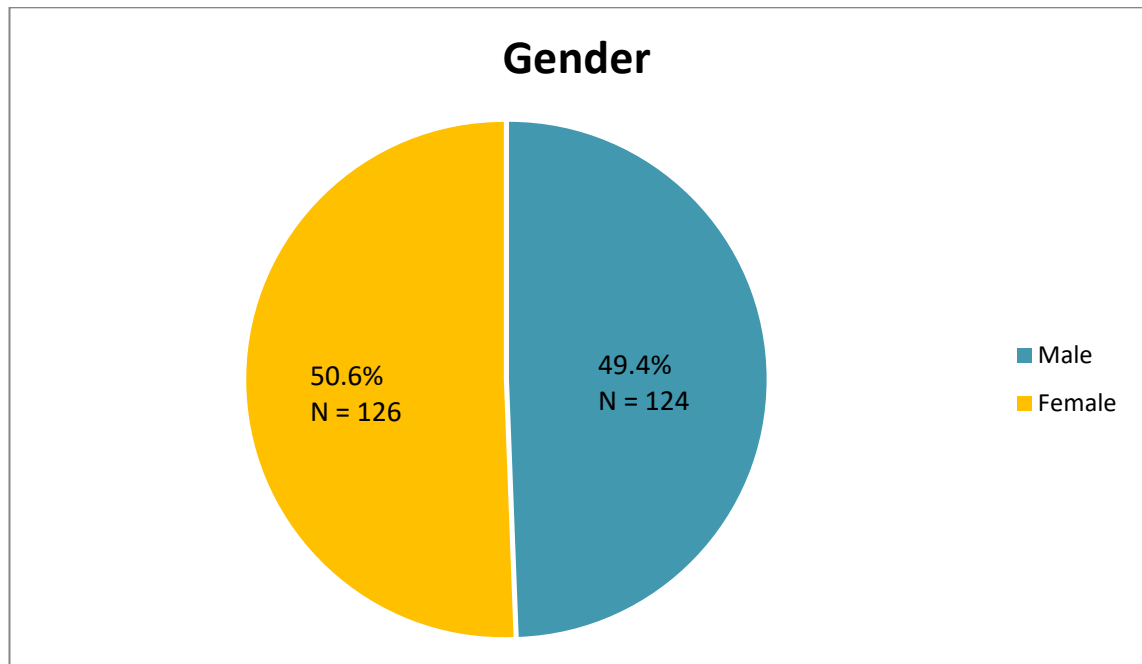
Chapter 4

Data Analysis

4.1 Demographics

The demographic details for the 250 respondents is as given below

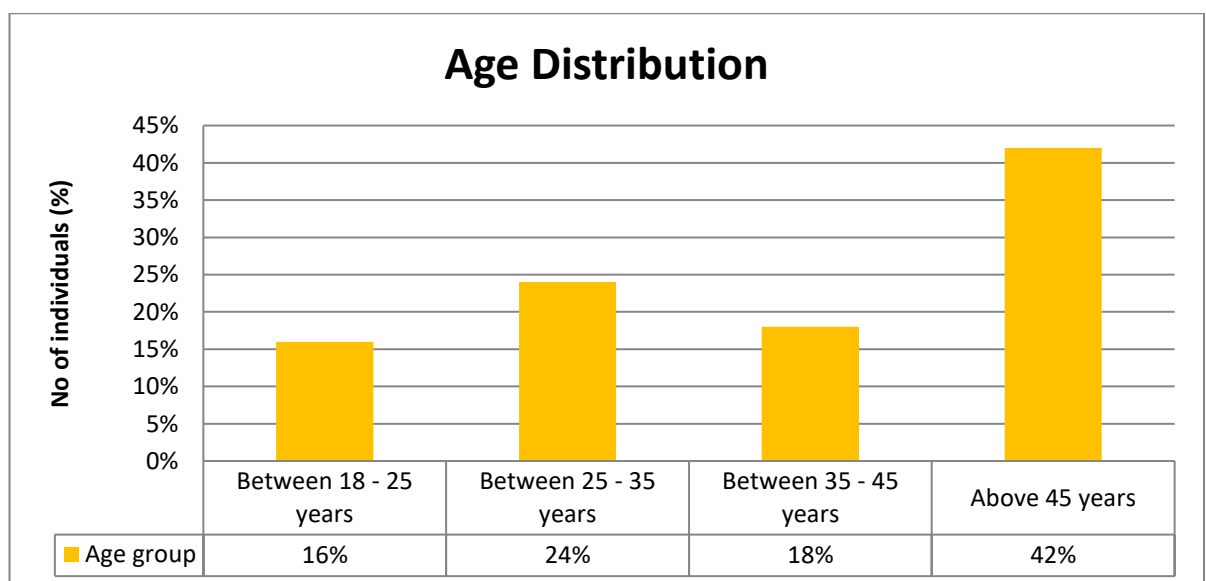
4.1.1 Gender



Graph 1: Gender

Out of the 250 respondents, 50.6 % of the respondents were Female where as 49.4% of the respondents were Male.

4.1.2 Age Distribution

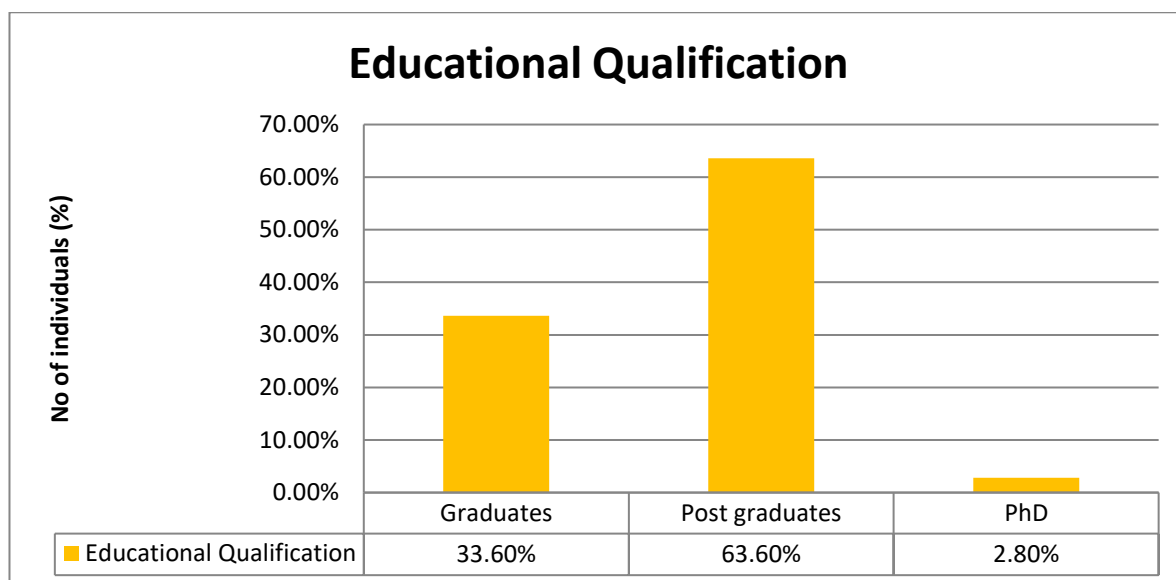


Graph 2: Age distribution

Respondents were categorized into 4 different age groups. 16 % respondents were in between 18 - 25 years of age, 24% were between 25 - 35 years of age, 18% were between 35 - 45 years of age.

42% respondents were above 45 years of age indicating that older adults have also started using social media.

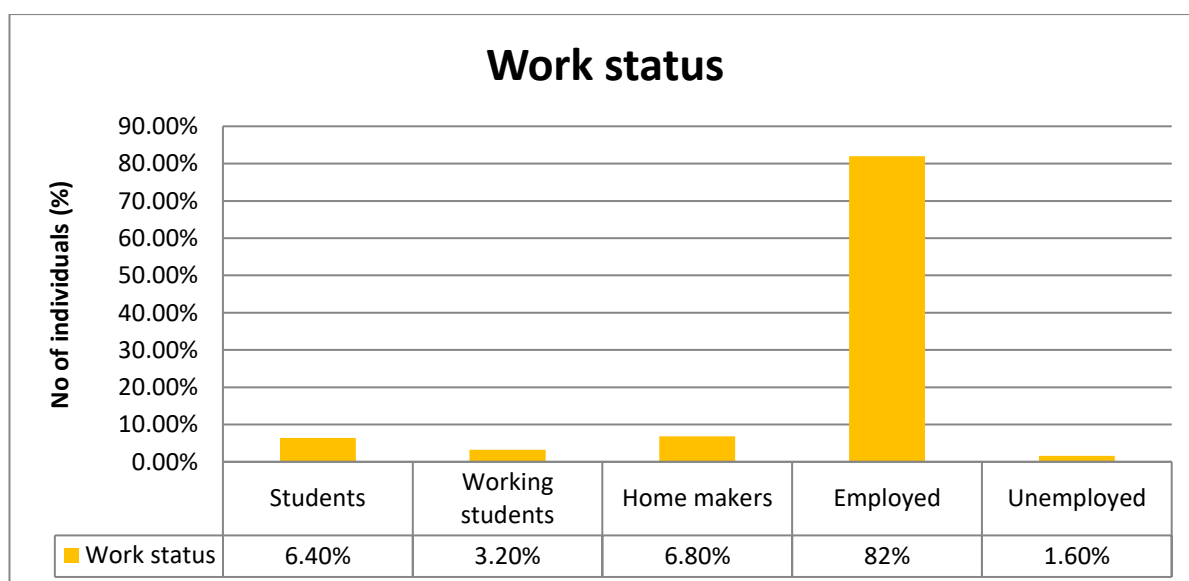
4.1.3 Educational Qualification



Graph 3: Educational Qualification

Among the 250 respondents maximum number of respondents i.e. 63.6% had a Post Graduate degree. 33.6% were graduates and 2.8% respondents had a PHD.

4.1.4 Work Status



Graph 4: Work Status

Among the 250 respondents 82% of the respondents were employed. 6.8% were homemakers, 6.4% were students, 32% were working students (internships) and 1.6% were unemployed.

4.2 Usage of Social Media by Individuals

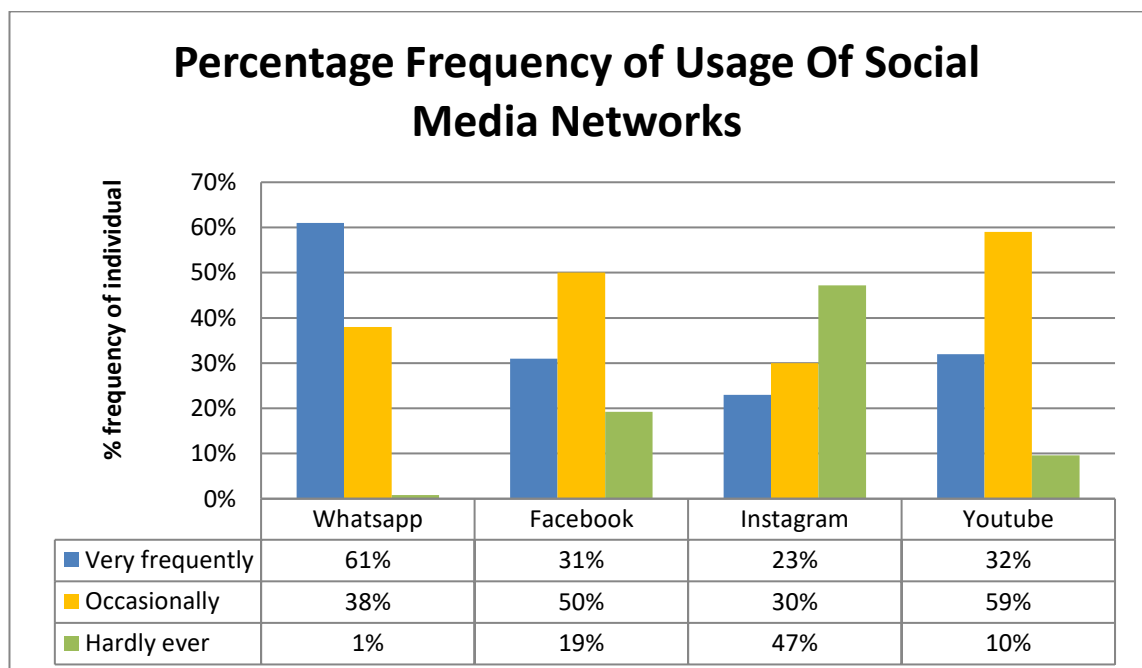
For the study, the top 4 leading social media networks (based on active users as of April 2019⁽⁶⁾) were considered.

Network Name	Number Of Users (in millions)
Facebook	2,320
Youtube	1,900
Whatsapp	1,600
Instagram	1,000

Source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Usage of these 4 channels by individuals in India has been compared below.

4.2.1 Percentage Frequency of Usage Of Social Media Networks

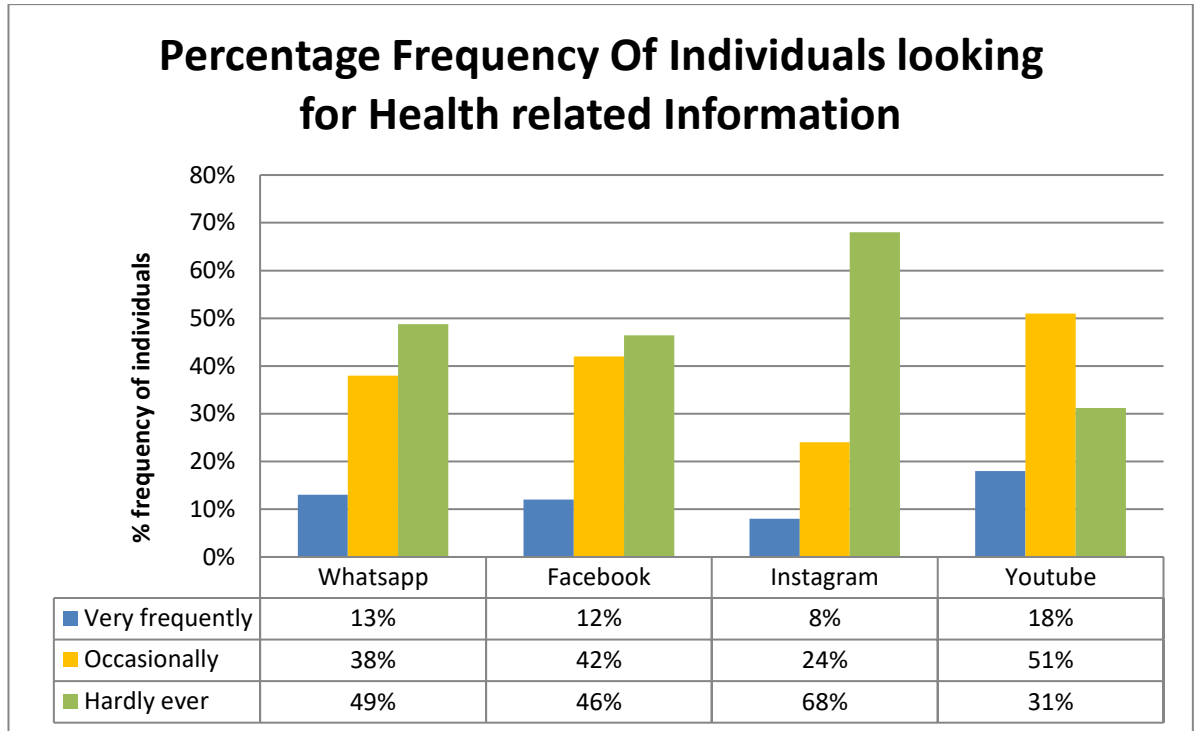


Graph 5: Percentage Frequency: Usage of Social Media Networks by Individuals

- It was analyzed that 61% individuals used Whatsapp very frequently and 38% used it occasionally, making it the most used among all the 4 social media networks.
- 32% individuals used Youtube very frequently and 59% individuals used it occasionally, making it the 2nd most used network.
- Facebook had 31% individuals using it very frequently and 50% individuals using it occasionally.

- Across all the 4 networks, Instagram was found to have the least amount of users.

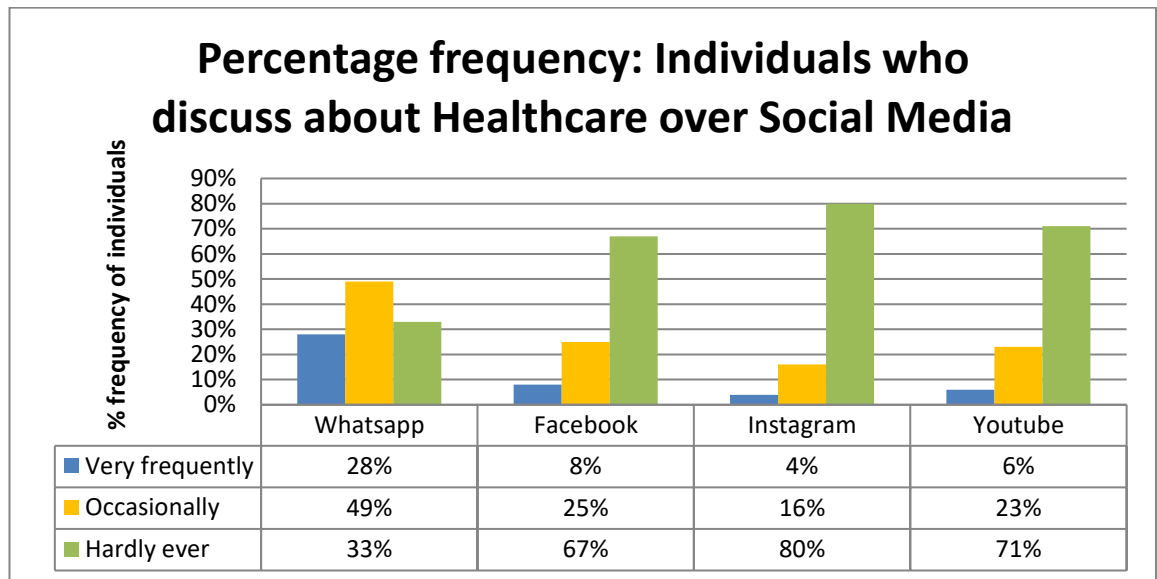
4.2.2 Percentage Frequency Of Individuals looking for Health related Information



Graph 6: Percentage Frequency: individuals looking for Health related information

- It was analyzed that Youtube was the first choice for individuals looking for health related information (18% individuals chose Youtube very frequently and 51% individuals chose Youtube occasionally)
- Facebook and Whatsapp were the 2nd and 3rd choice for looking for health related information.
- Instagram was used the least to look for health related information (68% individuals hardly using it for this purpose)

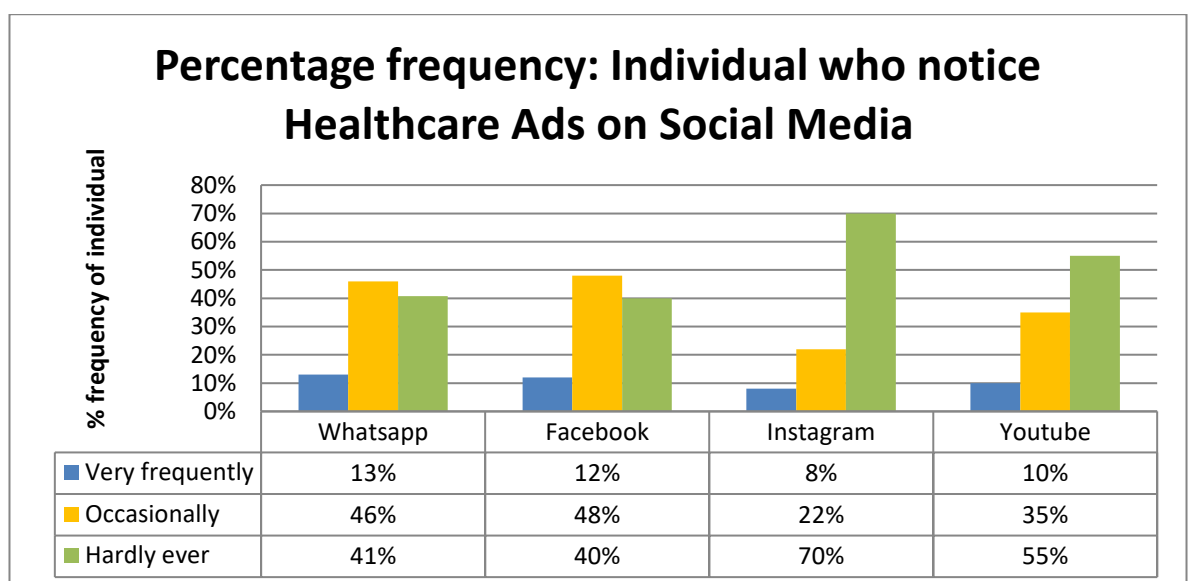
4.2.3 Percentage frequency: Individuals who discuss about Healthcare over Social Media



Graph 7: Percentage frequency: individuals who discuss about Healthcare on social media.

- It was analyzed that Whatsapp was used the most to discuss Healthcare from all the 4 networks (28% using it very frequently and 49% using it occasionally)
- Instagram was the least used social media channel for healthcare discussion over all 4 social media networks

4.2.4 Percentage frequency: Individual who notice Healthcare Ads on Social Media



Graph 8: Percentage frequency: Individuals who notice Healthcare Ads on Social Media

- It was analysed that individuals noticed healthcare ads on Facebook and Whatsapp most frequently (12 % and 13%) among all the 4 networks.
- Least amount of individuals noticed healthcare ads on Instagram

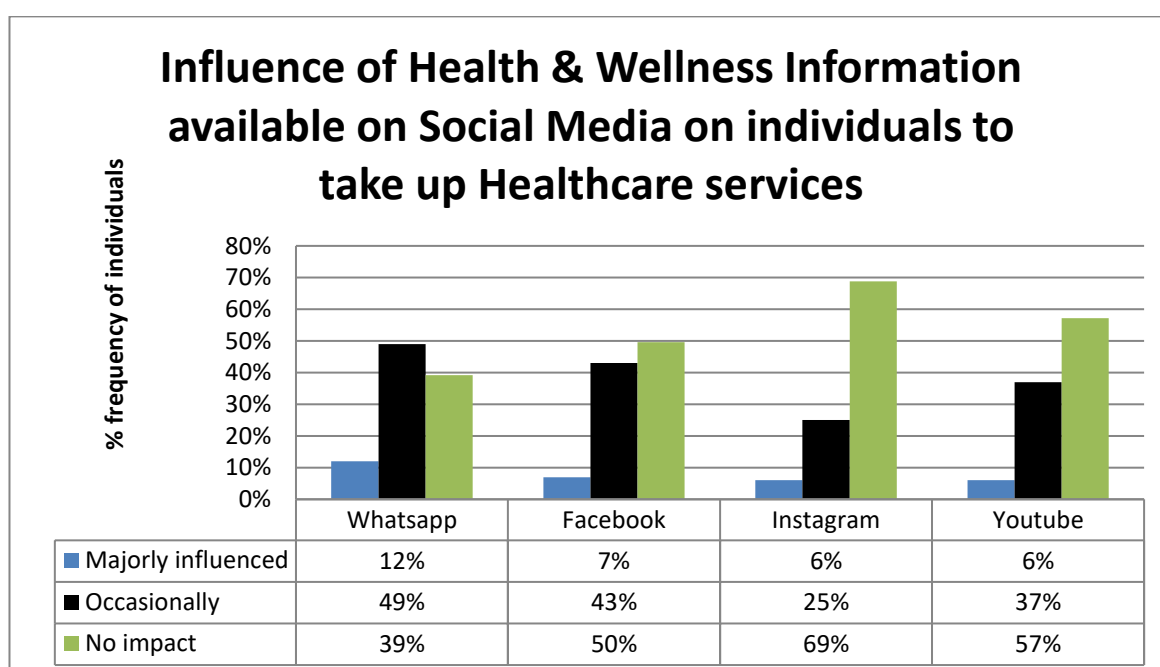
4.3 Influence of Factors available on Social Media on Individuals to take up Healthcare Services

5 factors were considered for this section.

This section will help us determine if **Health and wellness information, Healthcare discounts, Celebrities, Doctors/ Healthcare practitioners and Friends and family members** on **Facebook, Instagram, Whatsapp** and **Youtube** influence individuals to take up healthcare services or not.

These healthcare services may include hospital visits (OPD/IPD), diagnostics and daycare services.

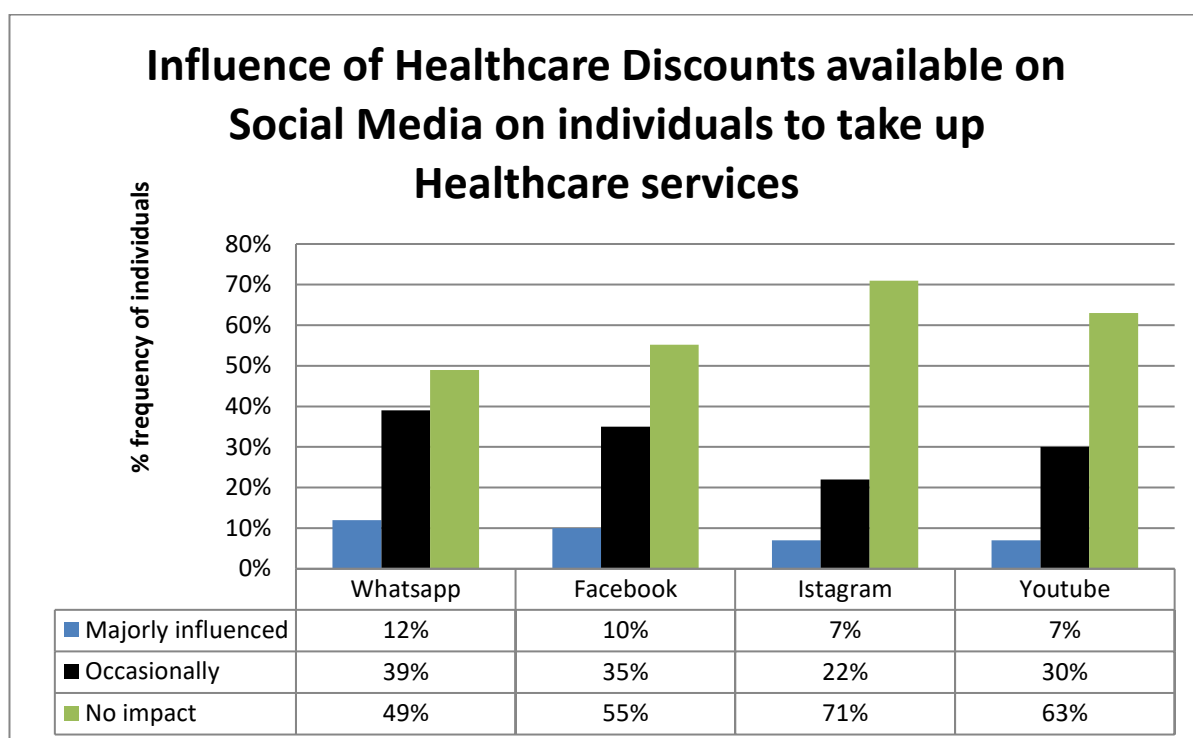
4.3.1 Influence of Health & Wellness Information available on Social Media on individuals to take up Healthcare services



Graph 9: Influence of Health & Wellness Information on Social Media to take up Healthcare services

- It was analyzed that 49% individuals were occasionally influenced by Health and wellness information on Whatsapp, which was the maximum among the 4 networks.
- 43% individuals on Facebook and 37% on Youtube were occasionally influenced by health and wellness information.
- Out of all the 4 social media networks, health and wellness information on Instagram had the least impact.

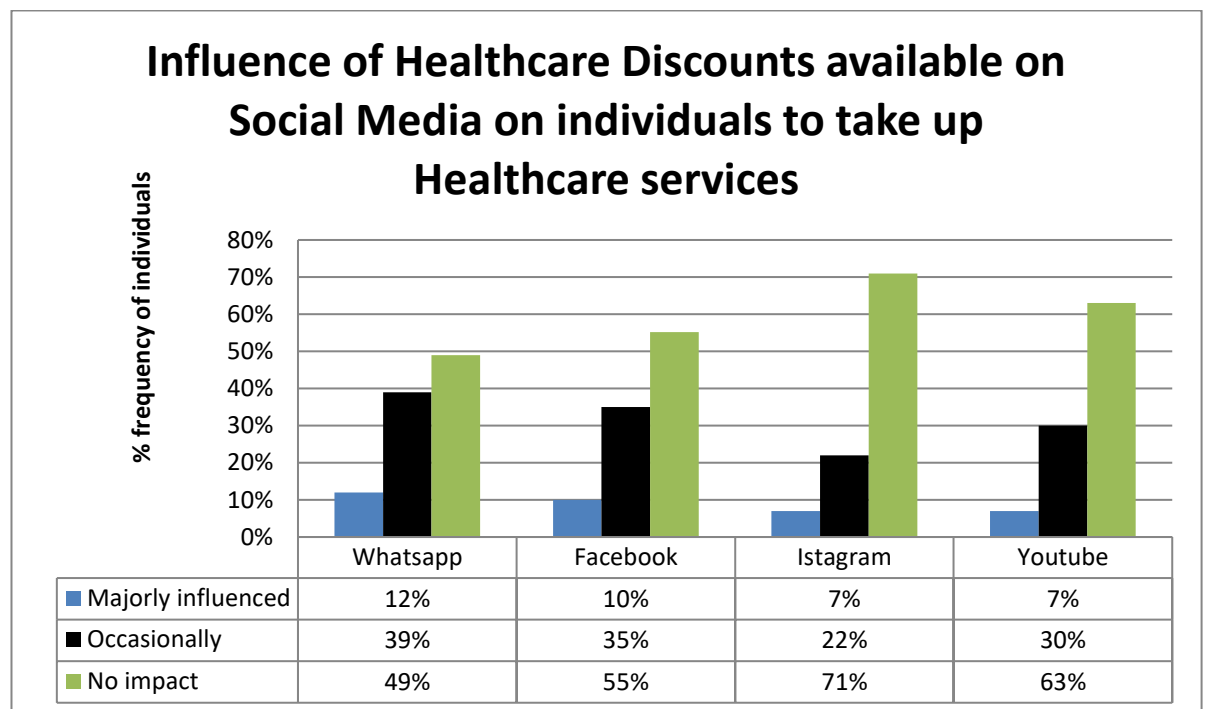
4.3.2 Influence of Healthcare Discounts available on Social Media on individuals to take up Healthcare services



Graph 10: Influence of Healthcare discounts on Social Media on individuals to take up Healthcare services

- It was analyzed that 12% individuals were majorly influenced and 39% individuals were occasionally influenced by Healthcare discounts on Whatsapp, which was the maximum among the 4 networks.
- 35% individuals on Facebook and 30% on Youtube were occasionally influenced by healthcare discounts to take up Healthcare services.
- Out of all the 4 social media networks, healthcare discounts on Instagram had the least impact.

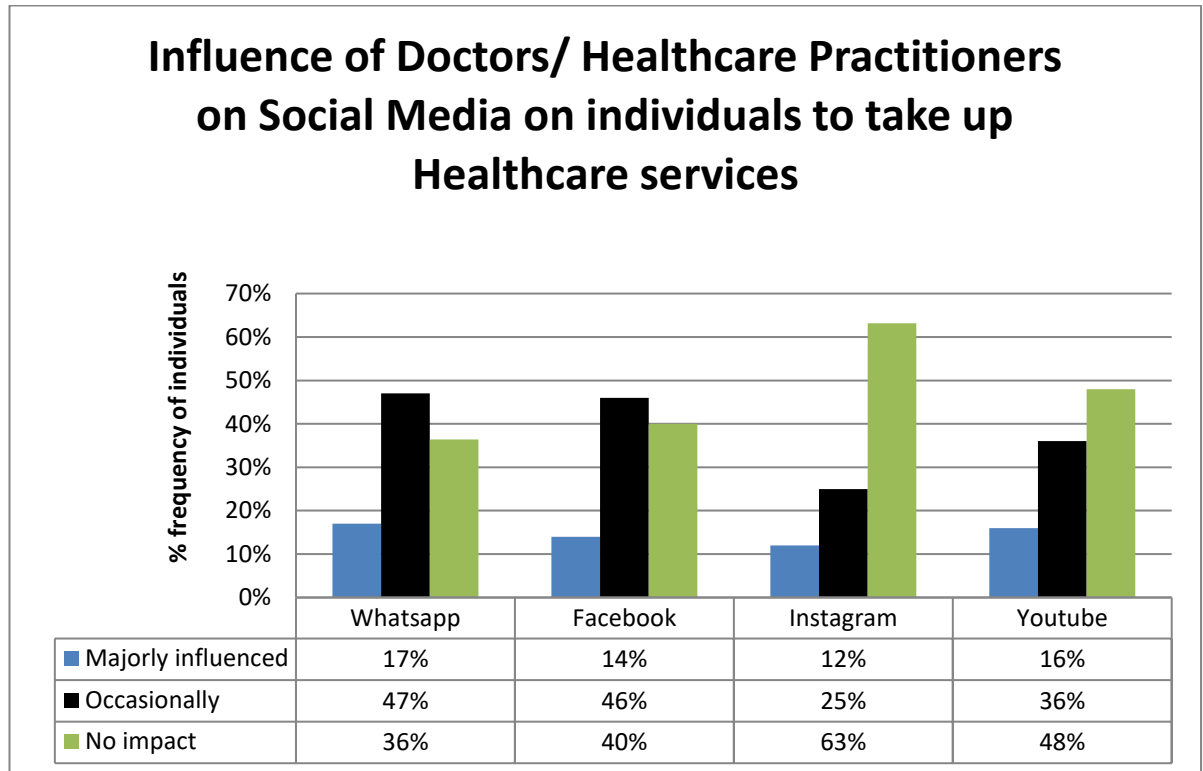
4.3.3 Influence of Celebrities on Social Media on individuals to take up Healthcare services



Graph 11: Influence of Celebrities on Social Media on individuals to take up Healthcare services

- It was analyzed that influence of celebrities on both Whatsapp and Facebook was very similar on individuals to take up Healthcare services
- 28% of individuals were influenced by celebrities on Youtube to take up Healthcare services.
- Out of all the 4 social media networks, health and wellness information on Instagram had the least impact.

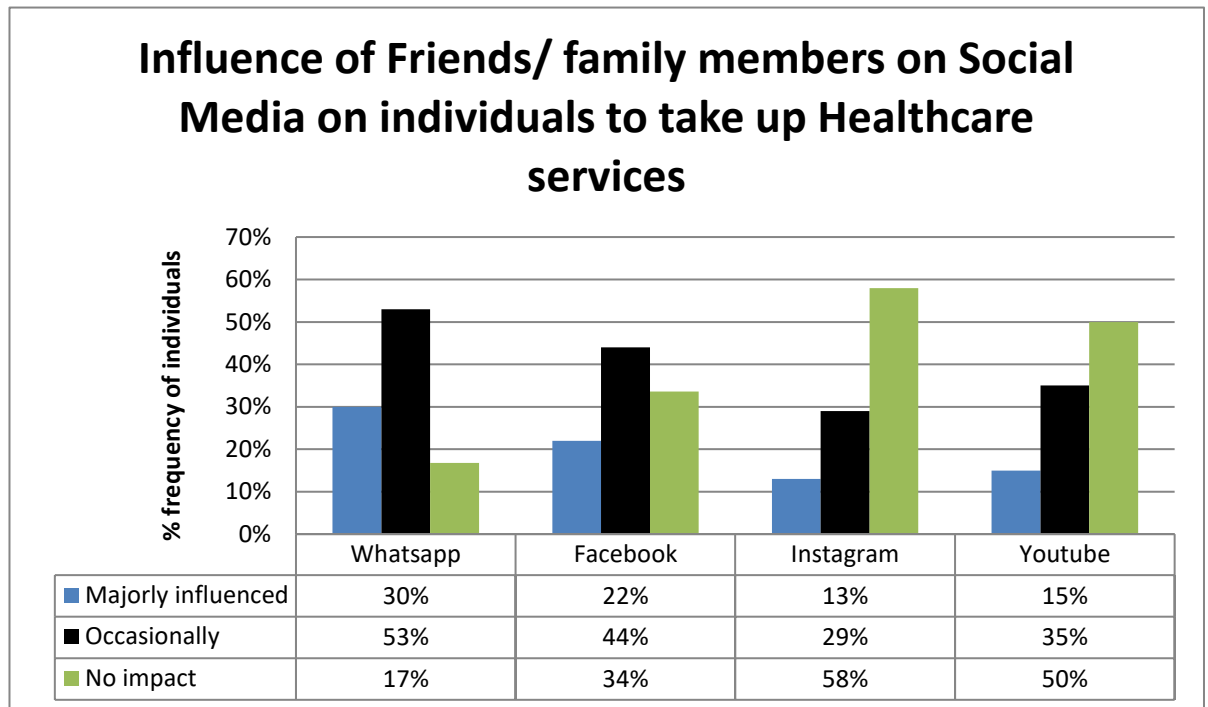
4.3.4 Influence of Doctors/ Healthcare Practitioners on Social Media on individuals to take up Healthcare services



Graph 12: Influence of Doctors/ Healthcare practitioners on Social Media on individuals to take up Healthcare services

- It was analyzed that 17% individuals were majorly influenced and 47% individuals were occasionally influenced by Doctors/ Healthcare practitioners on Whatsapp, to take up Healthcare services which was the maximum among the 4 networks.
- 14% individuals were majorly influenced and 46% individuals were occasionally influenced by Doctors/ Healthcare practitioners on Facebook to take up Healthcare services.
- 36% were occasionally influenced by Doctors/ Healthcare practitioners on Youtube to take up Healthcare services.
- Out of all the 4 social media networks, Doctors/ Healthcare practitioners on Instagram had the least impact.

4.3.5 Influence of Friends/ family members on Social Media on individuals to take up Healthcare services



Graph 13: Influence of Friends/ Family members on Social Media on individuals to take up Healthcare services

- It was analyzed that 30% individuals were majorly influenced and 53% individuals were occasionally influenced by Friends/ family members on Whatsapp, to take up Healthcare services which was the maximum among the 4 networks.
- 22% individuals were majorly influenced and 44% individuals were occasionally influenced by Friends/ family members on Facebook to take up Healthcare services.
- 35% of individuals were occasionally influenced by Friends/ family members on Youtube to take up Healthcare services.
- Out of all the 4 social media networks, Friends/ family members on Instagram had the least impact.

Chapter 5

Discussion

Understanding how individuals use social media for their healthcare needs, what information they look for and what they notice helps organizations to produce relevant content and disseminate it through the channels where the right consumers are going to take notice of it and finally utilise the information and services which are offered.

It is also necessary to know what factors influence them on social media – where do individuals turn to for trusted information to take up healthcare services.

The data collected through the online questionnaire revealed that social media is being used equally by both men and women. Out of these individuals most of them are employed. This indicates that the use of social media is among individuals who have some form of education qualification.

The analysis also indicates that social media is being used among the elder population (45+ years).

The demographics help us form the content/information shared on social media which can be specific to their gender, age groups and qualifications.

Individuals prefer using Youtube to look for Healthcare related information although the use of Whatsapp and Facebook is a lot more among them. So the information shared among individuals can also be modified according to the social media network and the type of content it supports.

Healthcare Ads are noticed by individuals over Facebook and Whatsapp, and also such information is most often shared by these individuals over Whatsapp. So Ads can be made in the form of pictures with actionable links to the relevant website landing page.

Individuals get influenced by Doctors/ healthcare practitioners and Friends/ Family members the most when taking up healthcare services. So the content that is shared should include these external factors when they are being shared on the social media networks. If these individuals are influenced by specific factors, these factors are what they trust the most while making choices and in this case while taking up medical services. Doctor videos and Patient feedback/ reviews should be shared among Whatsapp, Facebook and Youtube.

Even though the study gives a fair picture of how individuals use social media and what factors influence them to take up healthcare services, the study has a couple of limitations which have to be considered.

1. There is no way to know if the respondents understood the questions – unconscious responses.
2. There is always a possibility of respondent biases.
3. Low response rate may also reduce the quality of the survey.

Chapter 6

Conclusion

The analysis shows that individuals prefer using Whatsapp the most (61% very frequently, 38% occasionally) among all the 4 social media channels.

It is also analyzed that Youtube is the 2nd most used social media network (32% very frequently) and is also preferred the most to look for health related information (18% very frequently) among the 4 social media networks.

Even though individuals do not look for information related to healthcare on Whatsapp (13% very frequently) so often, they prefer to use it the most to discuss health care over social media (28% very frequently, 49% occasionally).

Maximum number of individuals notice advertisement the most on Whatsapp (13% very frequently) in comparison to Facebook (12%), Youtube (10%) and Instagram (8%).

While analyzing the factors on social media which influences individuals to take up healthcare services, it is seen that individuals get influenced by healthcare and wellness information the most when it is shared on Whatsapp (12% very frequently, 49% occasionally) to take up healthcare services.

It is also analyzed that 12% individuals get majorly influenced by Healthcare discounts on Whatsapp which was the most among all the 4 social media networks considered.

Celebrities on social media who often have a good fan base and a lot of followers had the least amount of influence on individuals to take up healthcare services among all the factors in the study. Only 9% individuals get influenced by celebrities through Whatsapp to take up Healthcare services which is the most among all 4 social media networks considered.

Individuals were influenced by Doctors/ healthcare practitioners on Whatsapp (17% very frequently, 47% occasionally) the most to take up healthcare services. Doctors/ healthcare practitioners on Facebook (14% very frequently and 46% occasionally) also influenced the individuals to take up healthcare services.

Friends/ Family members were the most influential factor on social media for individuals to take up healthcare services. Friends/ family members on Whatsapp (30% very frequently, 53% occasionally) had the maximum influence on individuals to take up healthcare services.

Chapter – 7

Supplementary

7.1 Questionnaire on Google Forms



Social Media's Role in Health Care Decision Making for An Individual

The agenda of the survey is to understand how individuals use the social media for health and wellness related information and services.

This will also help to understand how they are influenced by external factors to take these services up.

The survey is divided into 3 parts and includes multiple choice questions.

The first part includes your basic details.

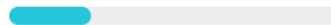
The second part includes how you use social media with respect to health and wellness.

The third part includes how you are influenced externally through social media to take up healthcare services.

NOTE: This is an anonymous survey, no personal details will be taken.

Thank you and Enjoy.

NEXT



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Basic Details

Please fill in your basic details below.

Your Gender *

- ☐ Male
- ☐ Female
- ☐ Other: _____

Your Age *

- ☐ Below 18 years
- ☐ Between 18 - 25 years
- ☐ Between 25 - 35 years
- ☐ Between 35 - 45 years
- ☐ Above 45 years

Your Educational Qualification *

- ☐ School
- ☐ Graduate
- ☐ Post graduate
- ☐ PHD

Your Profession *

- ☐ Student
- ☐ Working student
- ☐ Home maker
- ☐ Employed
- ☐ Unemployed

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Usage & Preferences

The second section is to understand your social media usage and preferences.

How often do you use the following social media? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

You use social media for the following (you can choose multiple options)

	Communicating	Shopping	Health & Wellness	Entertainment	Knowledge	Work
Whatsapp	☐	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐	☐
Youtube	☐	☐	☐	☐	☐	☐

When do you check your social media sites? (you can choose multiple options)

	Morning	Afternoon	Evening	Night	Throughout the Day
Whatsapp	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
Youtube	☐	☐	☐	☐	☐

How often do you use social media to LOOK for health related information? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

How often do you use social media to FIND OUT about hospital, doctors and healthcare services? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

How often do you use social media to DISCUSS/TALK about hospital, doctors and healthcare services? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

How often do you use social media to find DISCOUNTS/PROMOTIONS for doctors, hospital or healthcare services ? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

How often do you pay attention to hospital, doctor, healthcare ADS on social media? *

	Very frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

How often do you use social media to look for REVIEWS of doctor, hospital or health services ? *

	Very Frequently	Occasionally	Hardly ever
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

Influence

This section will help to understand how you are influenced externally through social media to make medical decisions.

Are you influenced to go to a hospital/ doctor when required if you see HEALTH & WELLNESS INFORMATION social media? *

	Majorly influenced	Occasionally	No impact
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Youtube	☐	☐	☐
Instagram	☐	☐	☐

Are you influenced to go to a hospital or doctor when required if you see DISCOUNTS FOR HEALTH SERVICES on social media? *

	Majorly influenced	Occasionally	No impact
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Youtube	☐	☐	☐
Instagram	☐	☐	☐

Are you influenced to go to a particular hospital or doctor when required if a CELEBRITY talks about it on social media? *

	Majorly influenced	Occasionally	No impact
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Youtube	☐	☐	☐
Instagram	☐	☐	☐

Are you influenced to go to a particular hospital or doctor when required if a DOCTOR/ HEALTHCARE EXPERT talks about it on social media? *

	Majorly influenced	Occasionally	No impact
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Instagram	☐	☐	☐
Youtube	☐	☐	☐

Are you influenced to go to a particular hospital or doctor when required if a FRIEND/ FAMILY MEMBER talks about it on social media? *

	Majorly influenced	Occasionally	No impact
Whatsapp	☐	☐	☐
Facebook	☐	☐	☐
Youtube	☐	☐	☐
Instagram	☐	☐	☐

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7.3 Appendix

Credihealth - Aapka Health Partner is a medical assistance company. It is a one of a kind, integrated healthcare platform which provides end to end complete in-hospital support from admission till the discharge process.

Credihealth attracts over 10 million users annually and its network is present in over 65 cities. Credihealth connects its users with over 650 hospitals and 35000+ specialists.

The content shared by Credihealth caters to the following

1. People looking to book hospital, homecare appointments
2. Patients unclear regarding which doctor/ hospital to visit
3. People seeking information regarding their medical condition, specialty and treatment
4. Individuals who want a second opinion regarding the medical condition
5. Individuals who want to compare treatment costs
6. Individuals looking for information on consultation/ procedure discounts
7. Users seeking information regarding healthcare topics
8. Individuals who want to solve their hospital/ equipment/ insurance queries
9. Patients who want to know their appointment status
10. Users who want to provide and/or check feedback and reviews
11. Users with queries on services like medicines, lab tests, homecare etc

The content strategy Credihealth uses includes the following Channel and Content

Channel	Objective	Content
Website (Desktop, Mobile website)	Brand building, SEO, acquisition and retention, increase revenue, decrease cost	Website content, service features, pictures, infographics, videos, testimonials, ratings and feedback
Mobile App		
Blog	SEO, brand awareness	posts, articles, health guides, infographics, pictures
Communities	Brand discovery, brand building	Questions & answers, comments, reviews
Email Campaigns	Brand discovery, brand building	images, product/ service content & guides, testimonials, FAQ, user generated content
Search (Paid)	Brand awareness and visibility, customer acquisition and retention, better customers, increase revenue	Ads, banners, campaigns, paid placements
Online Advertising		
Search (Organic)		Website content, service features, testimonials, ratings and feedback

The content strategy for the social media channel can be further explained in the following

Network	Objective	Content
Whatsapp	Brand Discovery Brand Building Indirect Customer Acquisition	Images, gif, Videos, trends
Facebook		Videos, images, polls, queries, post/comments, chats/private messages
Twitter		Opinions, polls, photos, infographics
Instagram		Photos, polls, videos, gifs, chat/ private messages
Youtube		Videos, comments
Quora		Questions and answers