

SOCIAL MEDIA'S ROLE IN HEALTHCARE DECISION MAKING FOR INDIVIDUALS

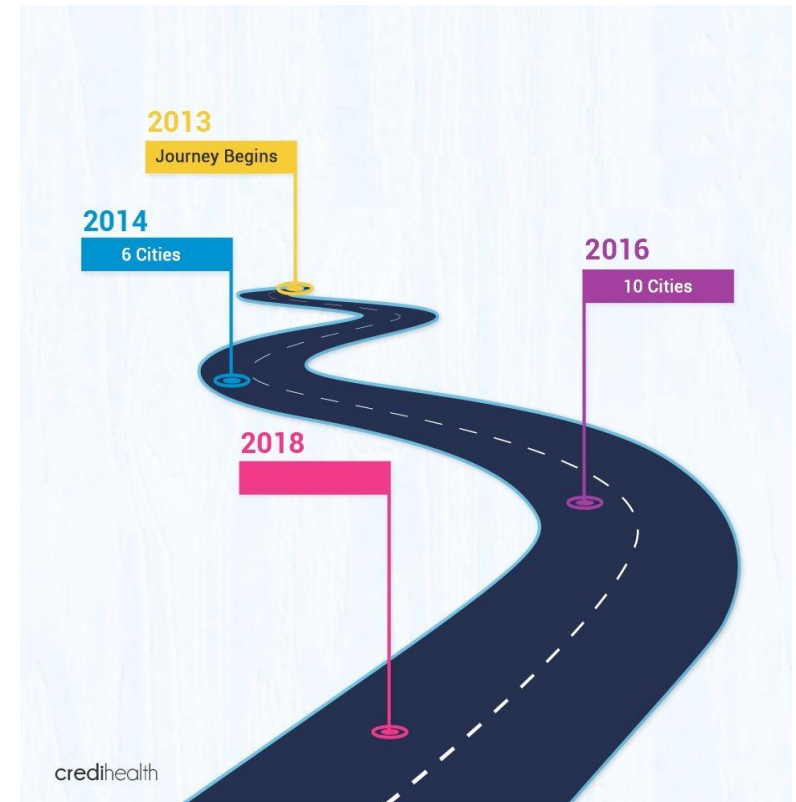
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Introduction – About Credihealth Pvt. Ltd.

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 began its journey in 2013 from Gurugram. Founded by Mr. Ravi Virmani, Credihealth started to increase its presence pan India. Now they attract 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.



Introduction - Social Media's Role In Healthcare Decision Making For Individuals

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 it.

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.



Research Question and Objectives of The Study

Research Question:

What is the role of social media in healthcare decision making for individuals?

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.



Methodology

Study Type: Cross sectional descriptive study

Study Area: Pan India

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

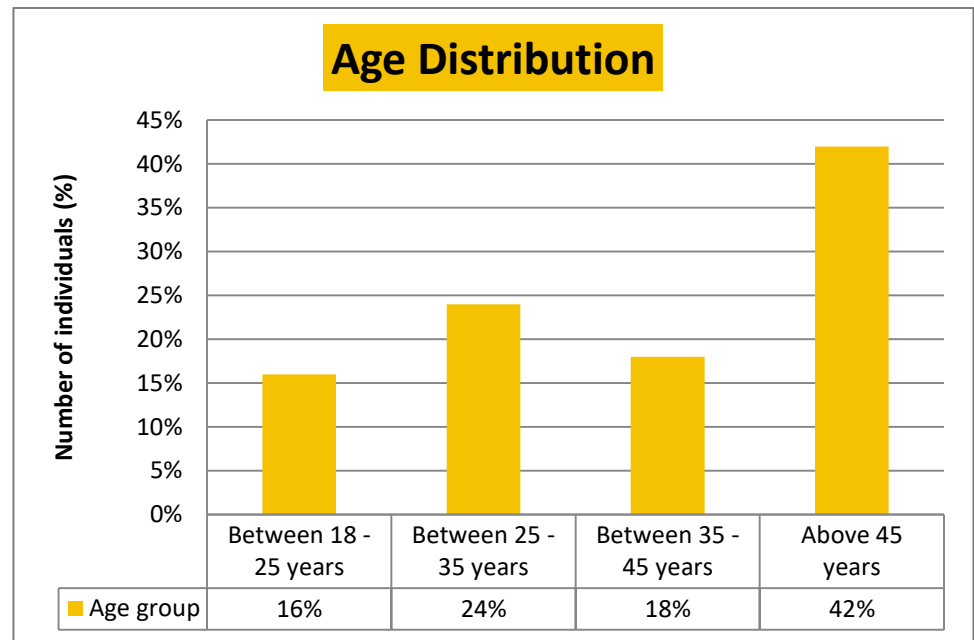
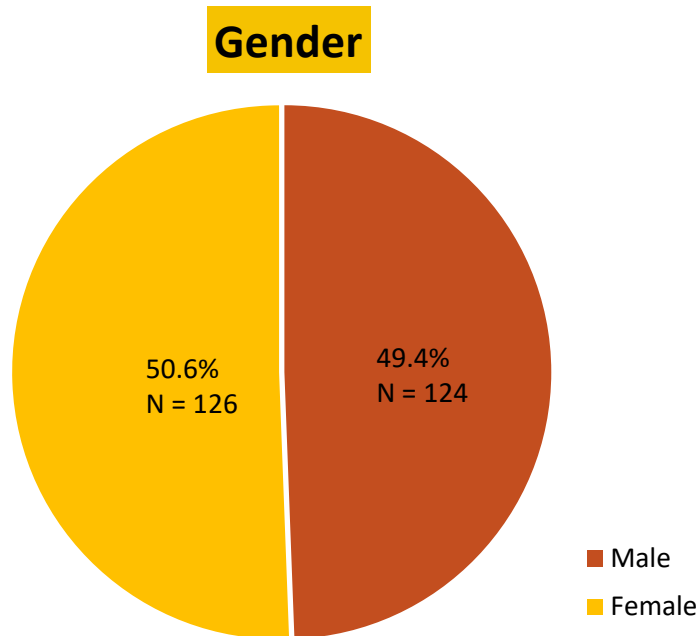
Data Analysis: Data analysis was done on MS Excel and graphical analysis viz bar graphs was done

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

Exclusion Criteria: Individuals below the age of 18 were not considered as the age group is dependent on their parents/ guardians for their healthcare needs.

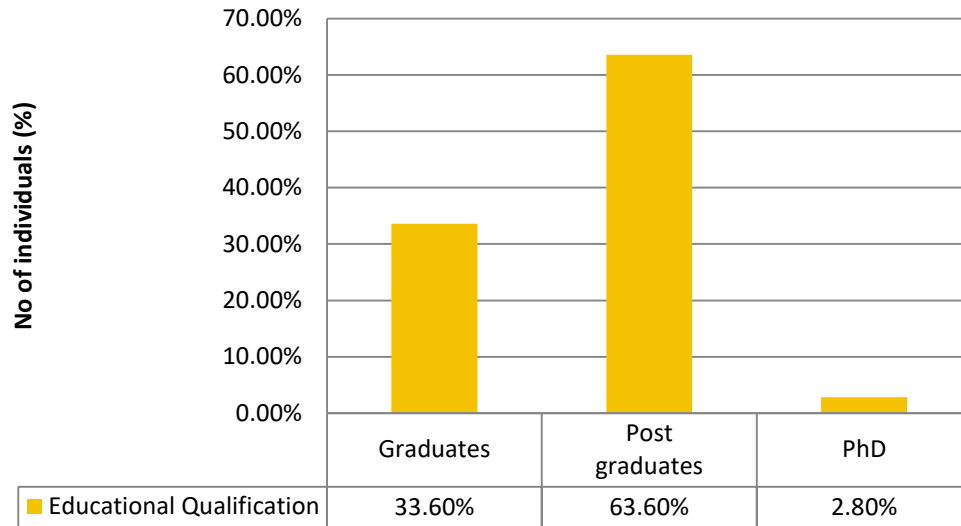
Findings

1. Demographics

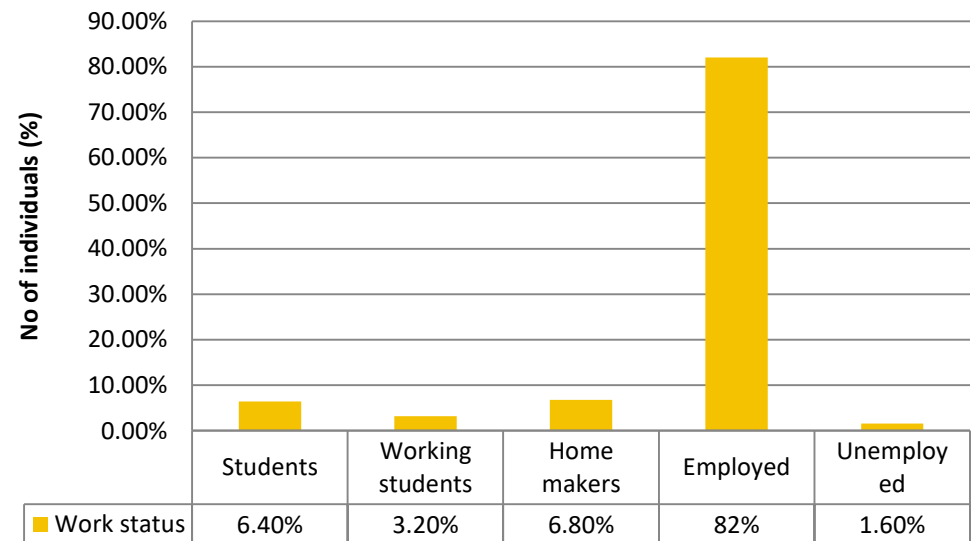


<https://forms.gle/L2wWDsNmAd5irmEQ8>

Educational Qualification

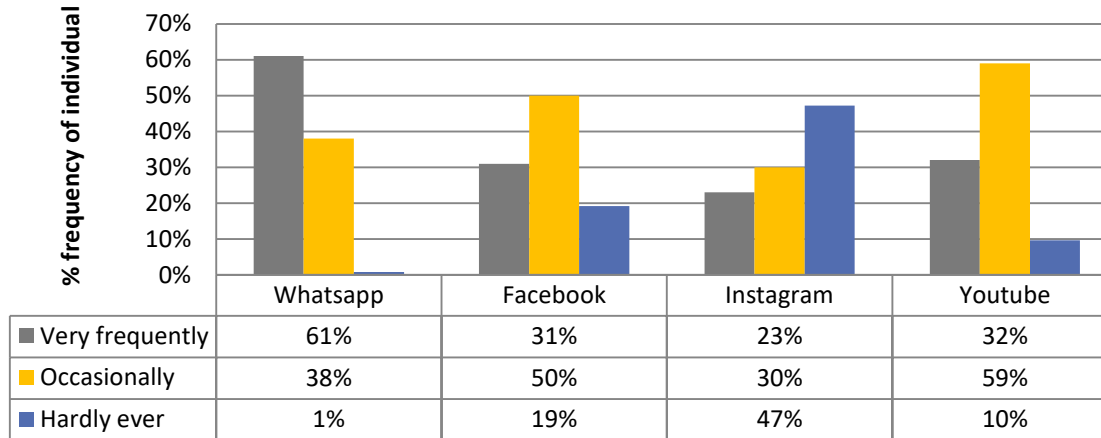


Work status

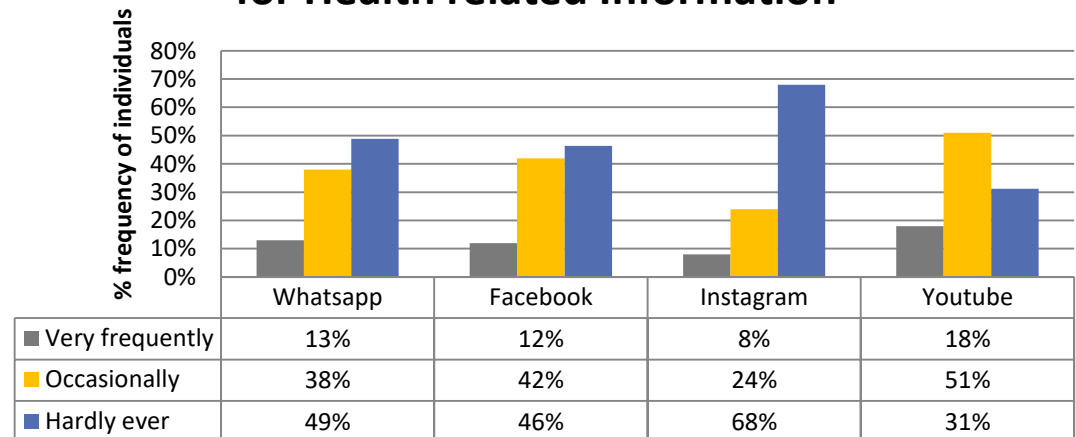


Usage Of Social Media by Individuals

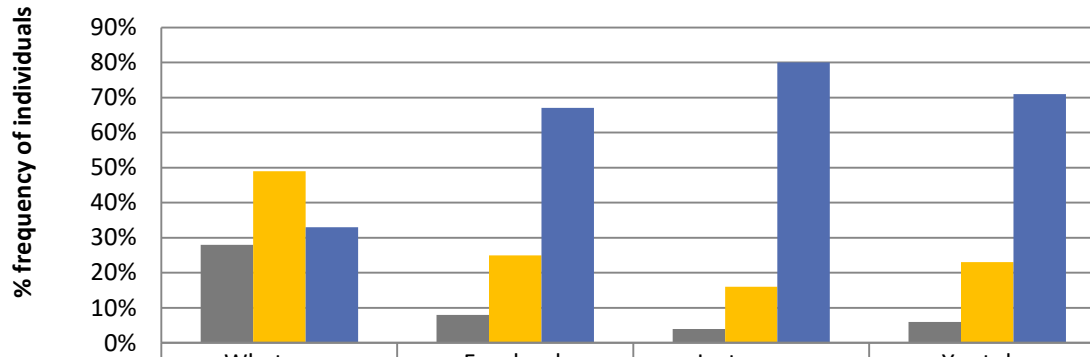
Percentage Frequency of Usage Of Social Media Networks



Percentage Frequency Of Individuals looking for Health related Information

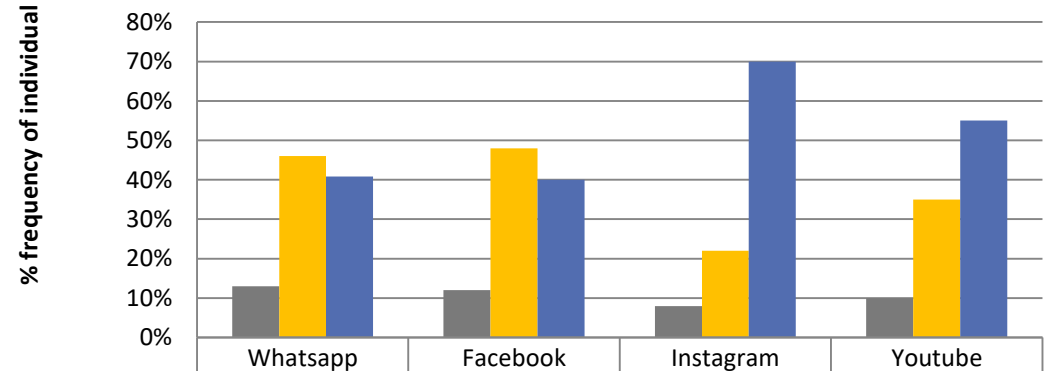


Percentage frequency: Individuals who discuss about Healthcare over Social Media



Very frequently	28%	8%	4%	6%
Occasionally	49%	25%	16%	23%
Hardly ever	33%	67%	80%	71%

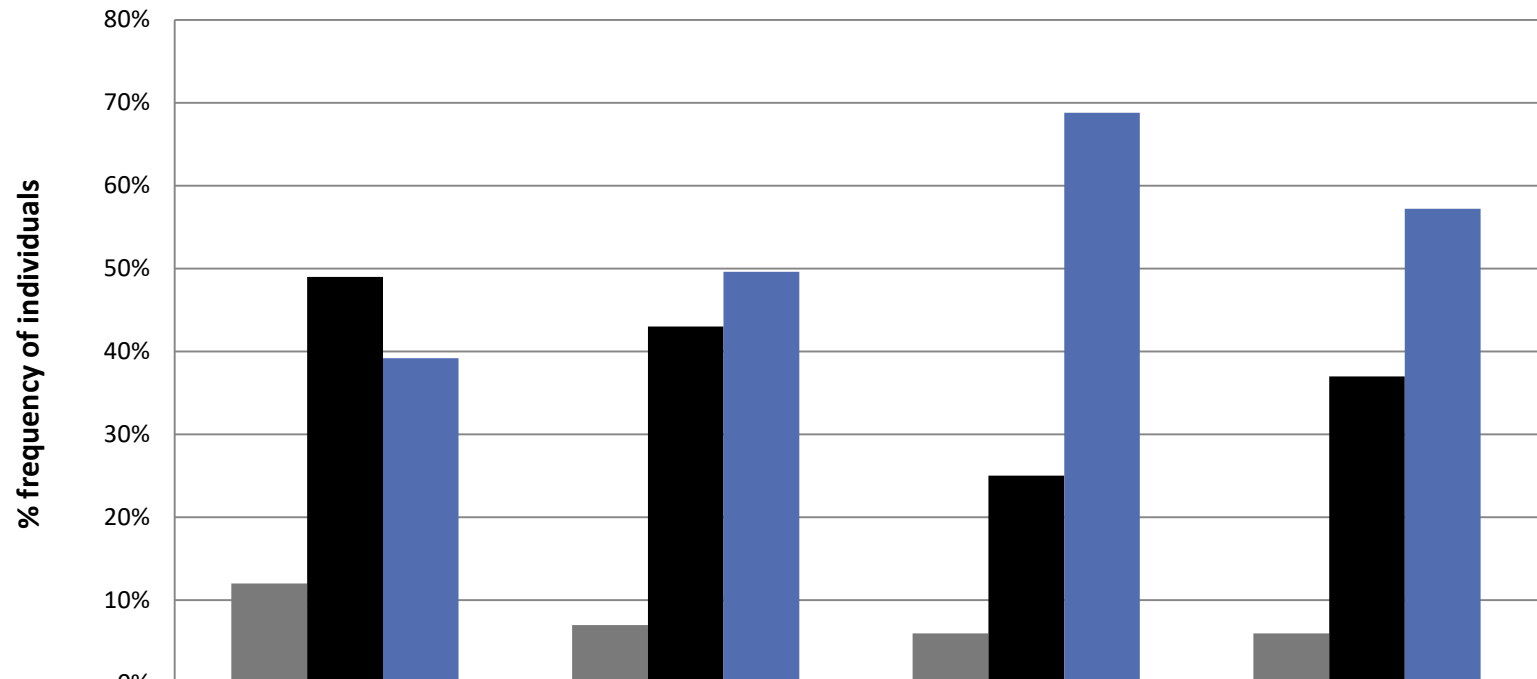
Percentage frequency: Individual who notice Healthcare Ads on Social Media



Very frequently	13%	12%	8%	10%
Occasionally	46%	48%	22%	35%
Hardly ever	41%	40%	70%	55%

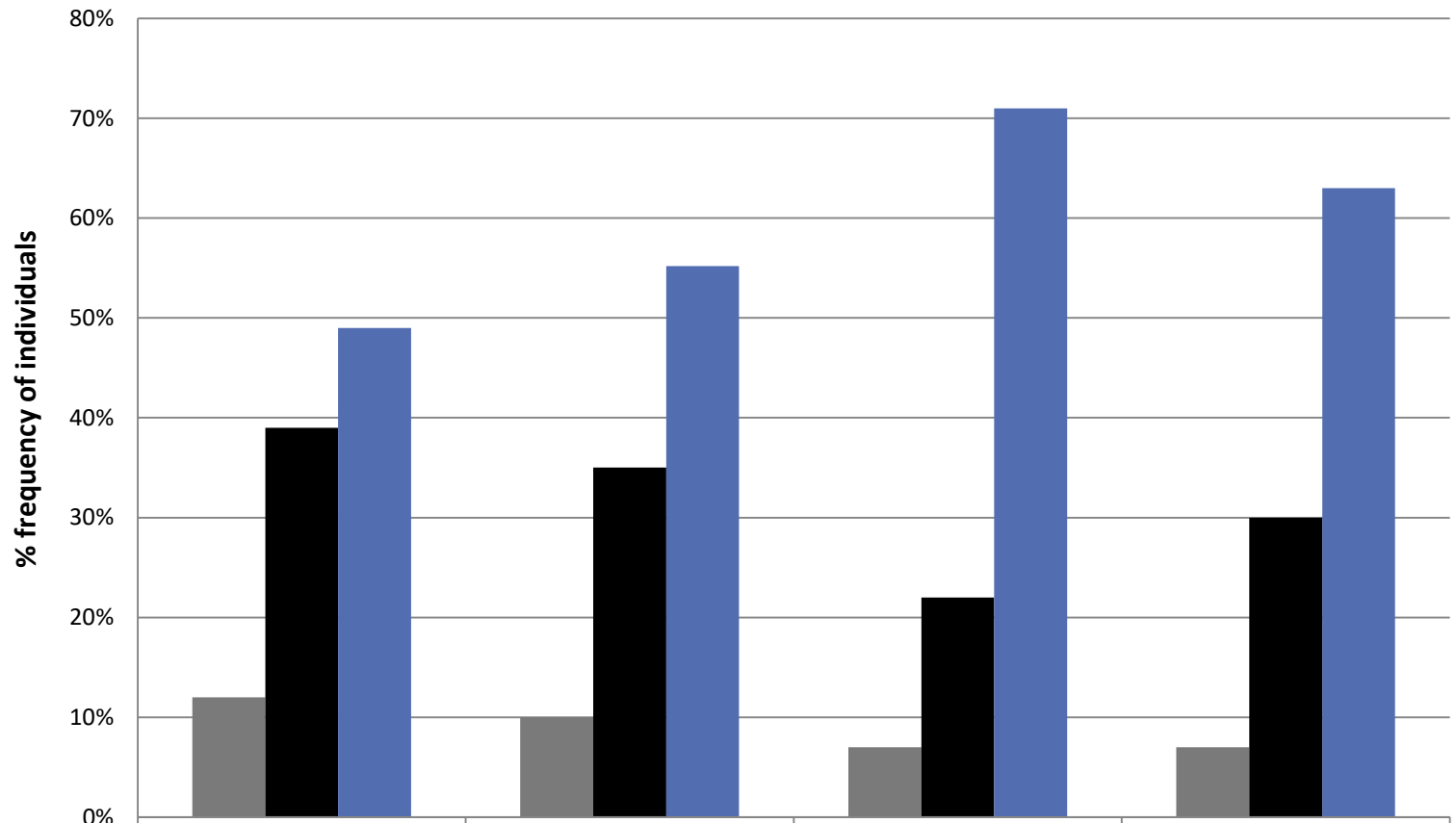
Influence of Factors available on Social Media on Individuals to take up Healthcare Services

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



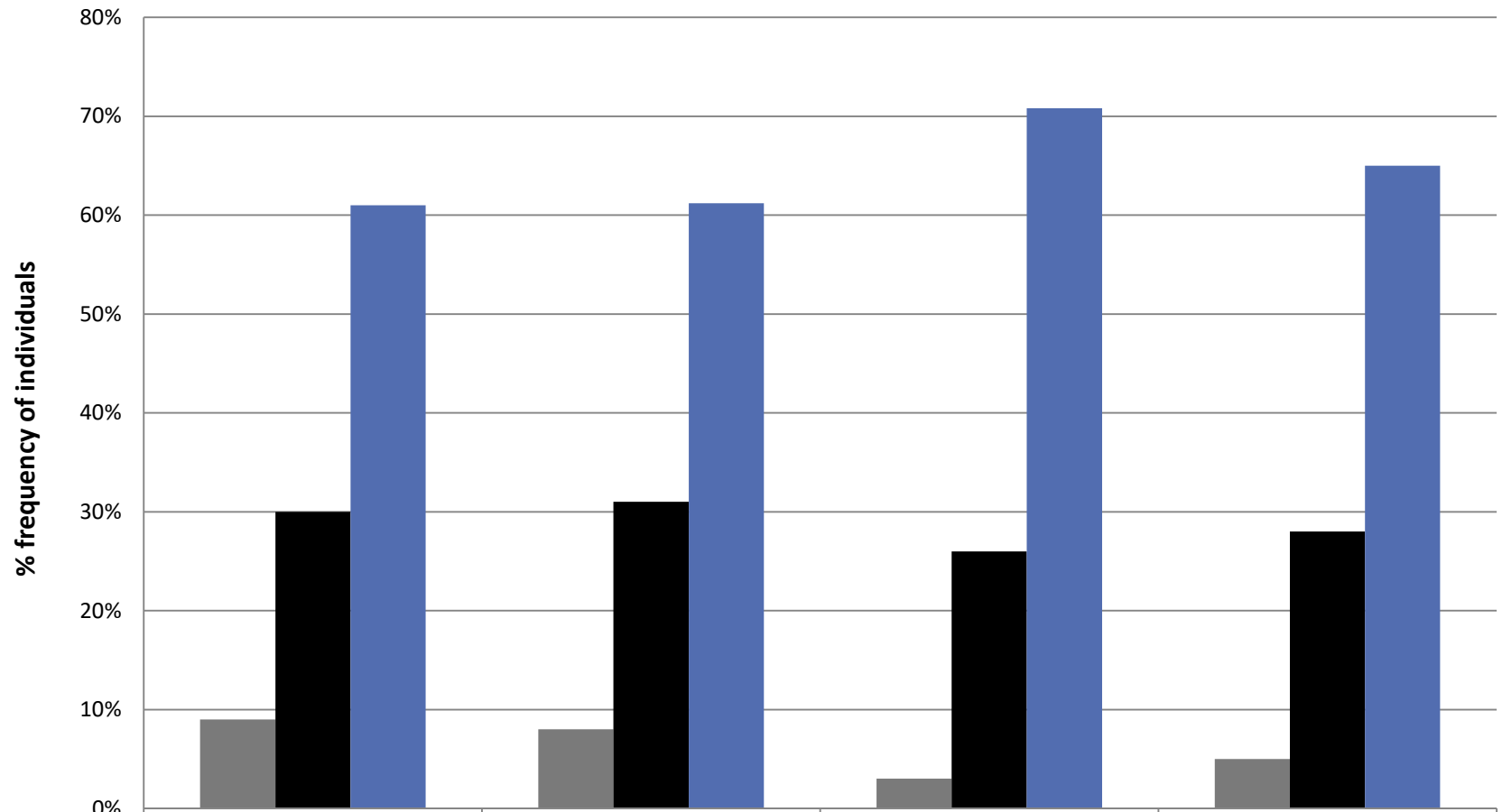
■ Majorly influenced	12%	7%	6%	6%
■ Occasionally	49%	43%	25%	37%
■ No impact	39%	50%	69%	57%

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



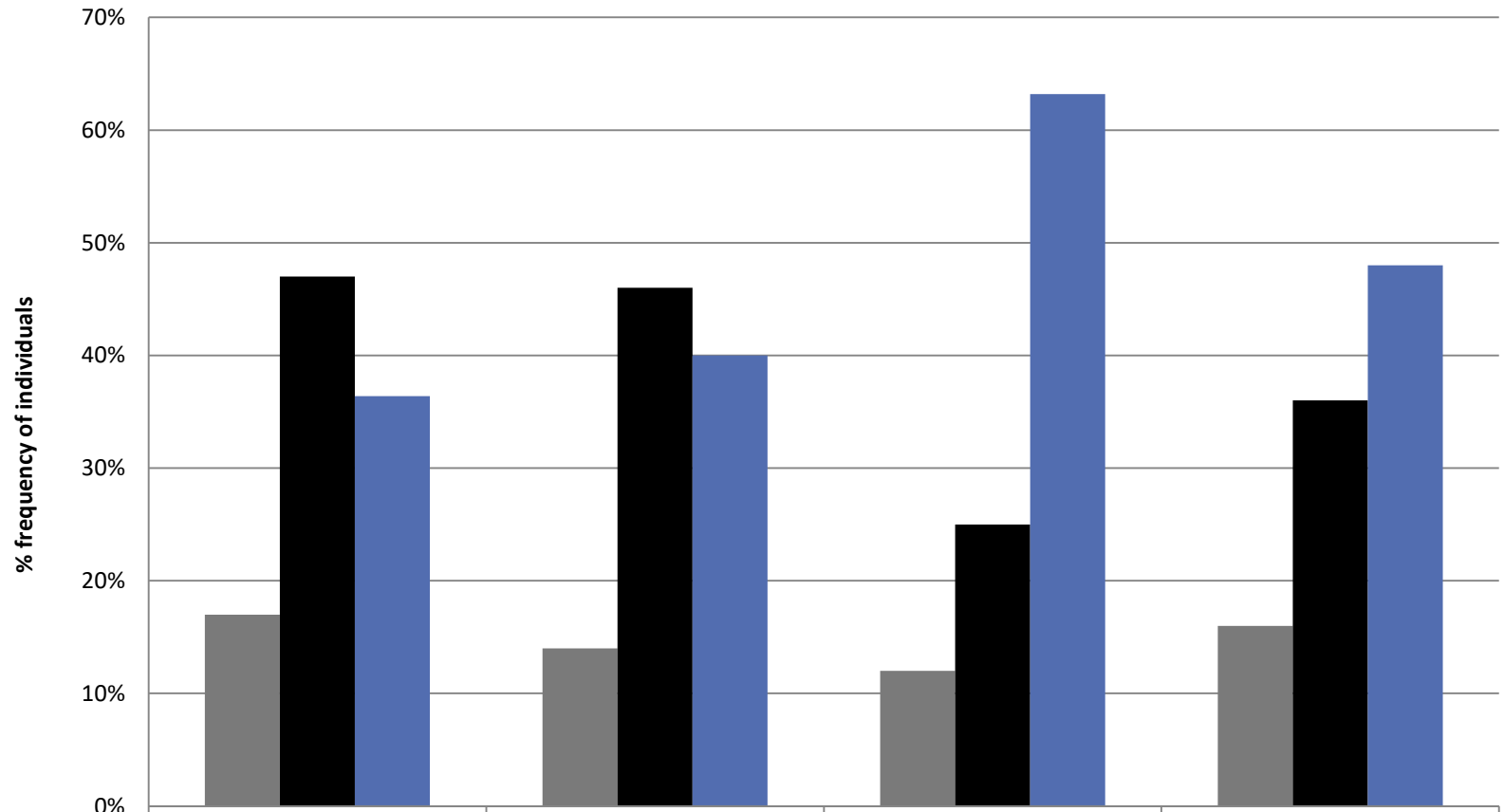
	Whatsapp	Facebook	Instagram	Youtube
■ Majorly influenced	12%	10%	7%	7%
■ Occasionally	39%	35%	22%	30%
■ No impact	49%	55%	71%	63%

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



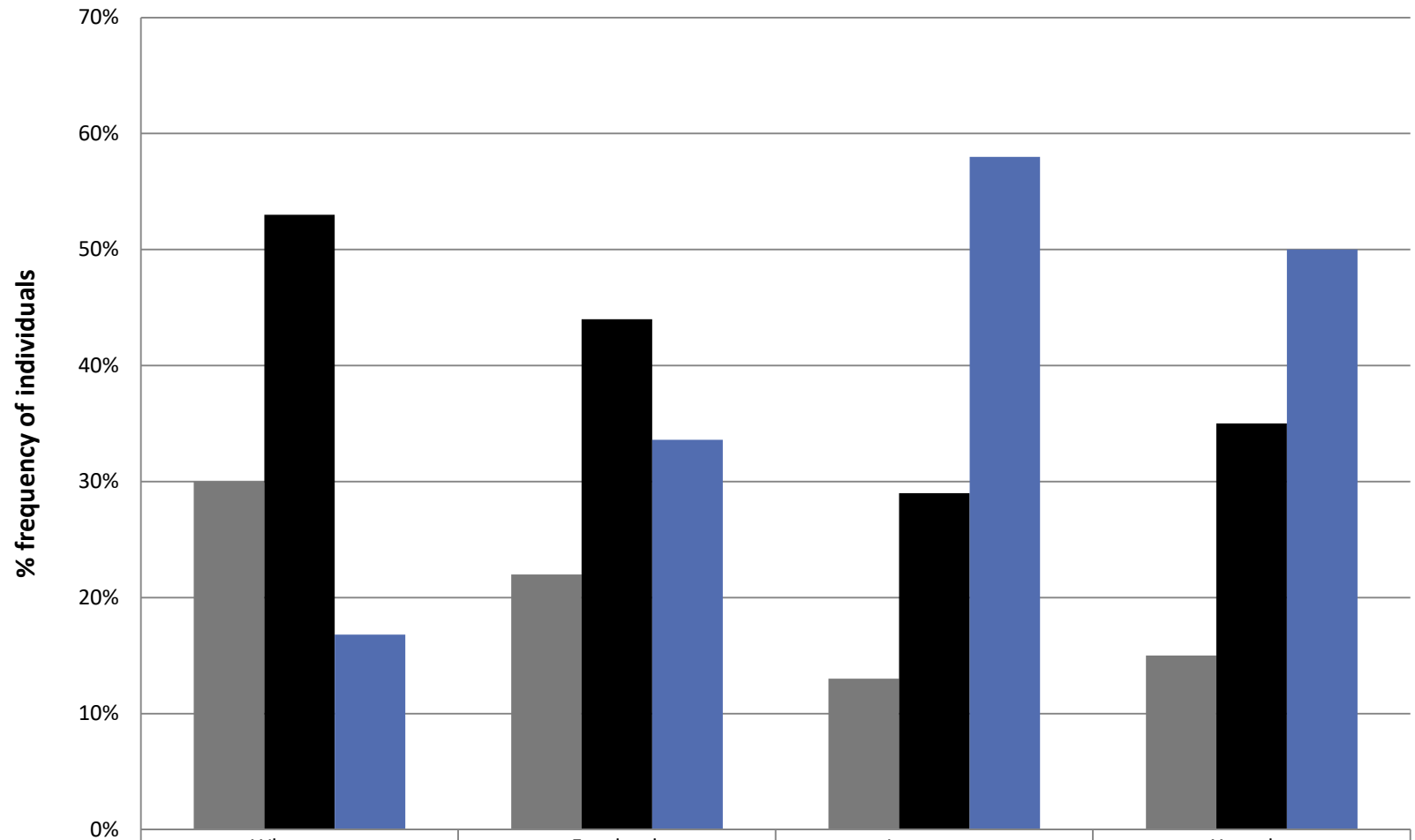
	Whatsapp	Facebook	Instagram	Youtube
Majorly influenced	9%	8%	3%	5%
Occasionally	30%	31%	26%	28%
No impact	61%	61%	71%	65%

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



	Whatsapp	Facebook	Instagram	Youtube
■ Majorly influenced	17%	14%	12%	16%
■ Occasionally	47%	46%	25%	36%
■ No impact	36%	40%	63%	48%

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



■ Majorly influenced	30%	22%	13%	15%
■ Occasionally	53%	44%	29%	35%
■ No impact	17%	34%	58%	50%

Conclusion

- Understanding what kind of healthcare needs individuals require, what information they look for and what they notice helps organizations to produce relevant content and dissipate 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 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%).

Continued..

- 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.

THANK YOU