

“ANALYSING THE IMPACT OF PHYSICIAN RECOMMENDATION ON THE ADOPTION OF MEDICAL DEVICES BY PATIENTS”



Dissertation
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01

INTRODUCTION



INTRODUCTION

- Medical devices play a crucial role in modern healthcare, aiding in the diagnosis, treatment, and monitoring of various medical conditions.
- The adoption of medical devices by patients has seen a significant increase in recent years, driven by advancements in technology and a growing emphasis on personalized medicine.
- Physicians, as trusted healthcare providers, have a direct influence on patients' decisions regarding medical device adoption.
- Understanding the impact of physician recommendations on patients' adoption of medical devices is vital for improving healthcare delivery and patient outcomes.

INTRODUCTION

- Prior research has shown that patient adherence and satisfaction with medical devices are closely linked to the recommendation and endorsement of physicians.
- However, further investigation is needed to gain a comprehensive understanding of the factors influencing patients' decision-making processes and the implications of physician recommendations on medical device adoption.
- By analyzing the relationship between physician recommendations and patient adoption, we can identify areas for improvement in healthcare communication, patient education, and shared decision-making.
- Through rigorous research methodology and data analysis, this study seeks to contribute to the existing literature and provide evidence-based recommendations for the healthcare industry.

02



OBJECTIVES

OBJECTIVES

01

To Analyze The Impact Of Physician Recommendations On The Adoption Of Medical Devices By Patients.

To Investigate Patients' Satisfaction Levels With The Recommended Medical Devices.

02



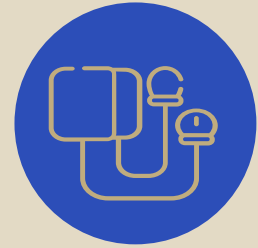
03

To Identify The Challenges To Patient Acceptance Of Medical Devices And To Study How Physician Suggestions Can Help To Overcome These Barriers.

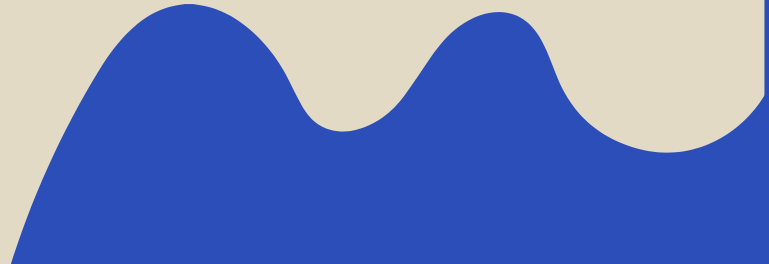
To Identify Factors Influencing Participants' Choices To Embrace Medical Devices

04

03



METHODOLOGY



RESEARCH METHODOLOGY



RESEARCH DESIGN

This study's research methodology was a cross-sectional survey.



SAMPLE POPULATION

Convenience Sampling Strategy among the Users of Medical Devices.



DATA COLLECTION

Online Google Survey Form consisting of 2 sections
Participants demographics and questions based on objectives.



DATA ANALYSIS

Descriptive Statistical Analysis performed using graphs, pivot tables in MS Excel

Process





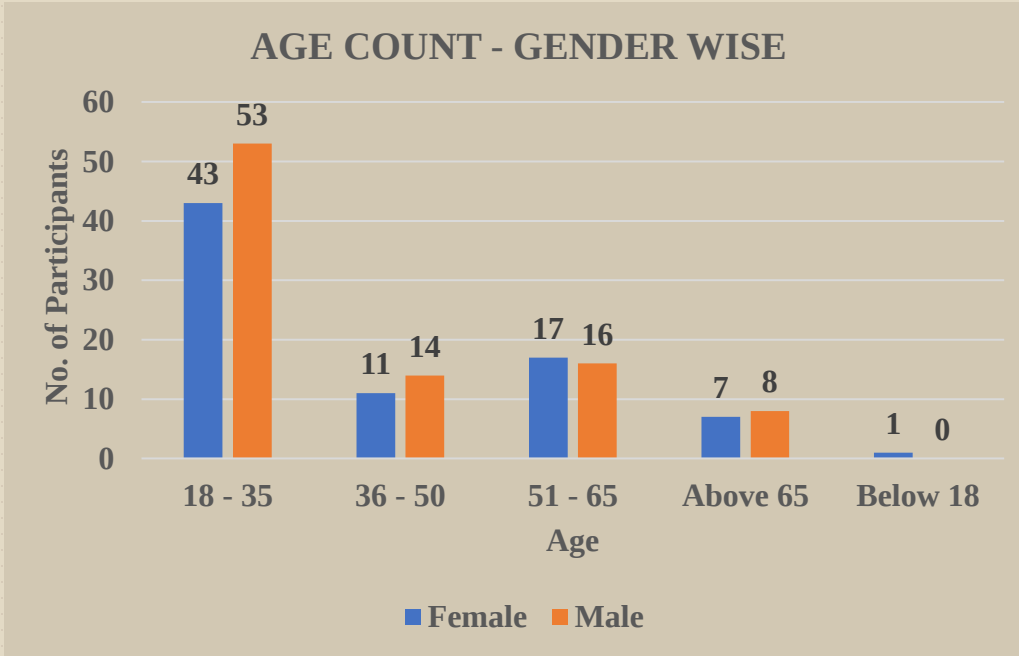
04

RESULT ANALYSIS

**Total No. Of Participants Who
Voluntarily took part in the survey**

170

RESULTS ANALYSIS



MALE

53.5%

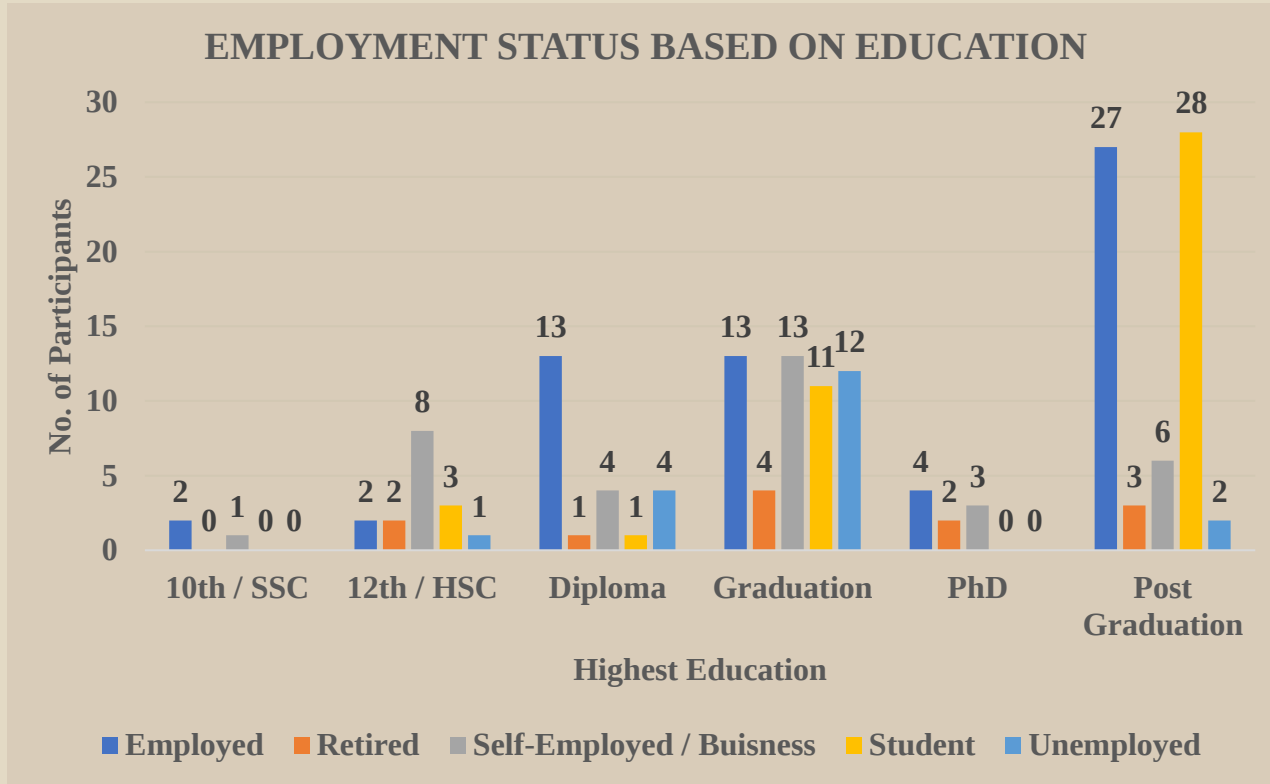


FEMALE

46.5%



RESULTS ANALYSIS



RESULTS ANALYSIS

GEOGRAPHICAL LOCATION OF PARTICIPANTS	
Region	No. of Participants
Eastern India	20
Northern India	69
Southern India	55
Western India	26
Total	170

RESULTS ANALYSIS

- **Knowledge on Medical Device**

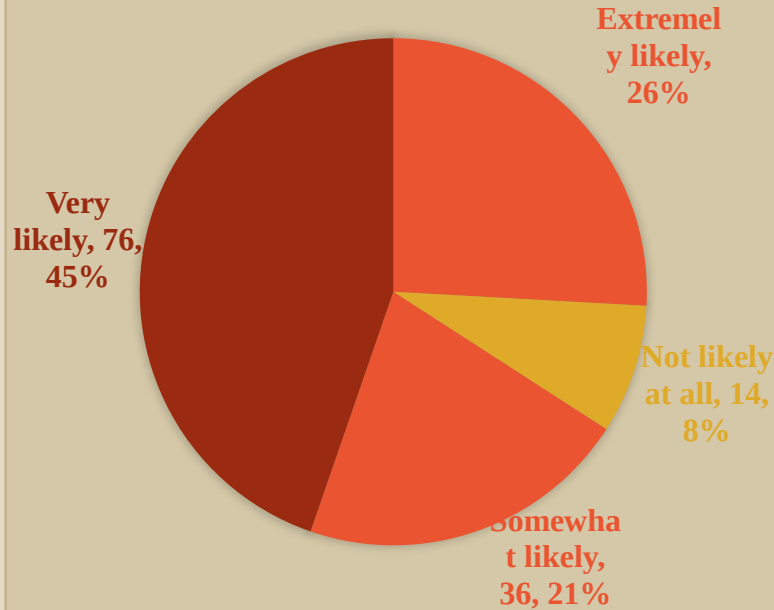
The findings revealed all the 170 participants included in the study demonstrated familiarity with medical devices.

- **Recommendation of Medical Device by Physician**

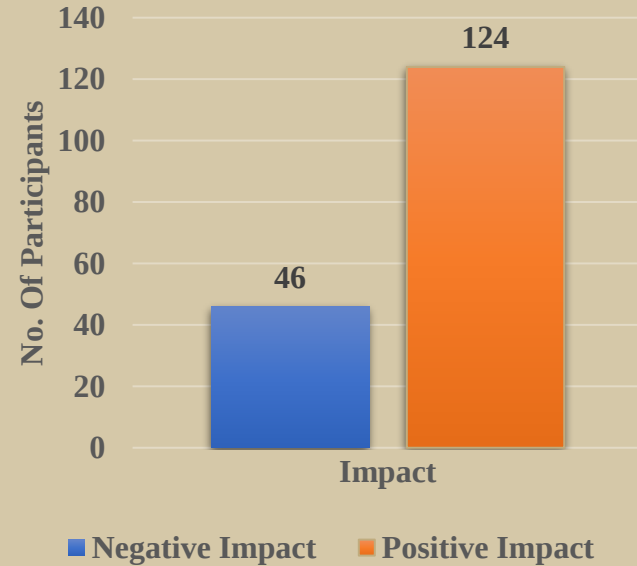
The results indicated that all 170 participants were recommended a medical device by their physician.

RESULTS ANALYSIS

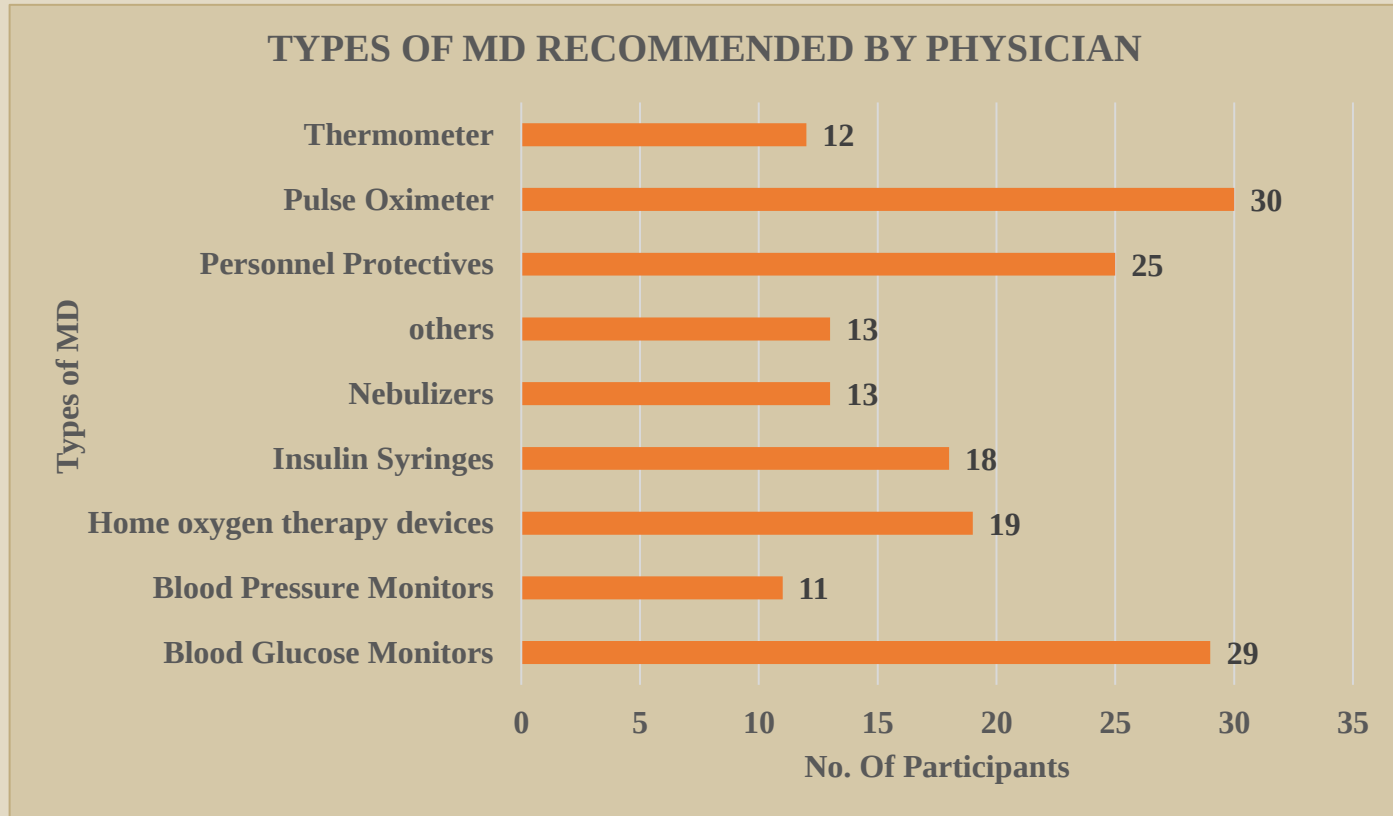
LIKELIHOOD TO ADOPT A MD RECOMMENDED BY PHYSICIAN



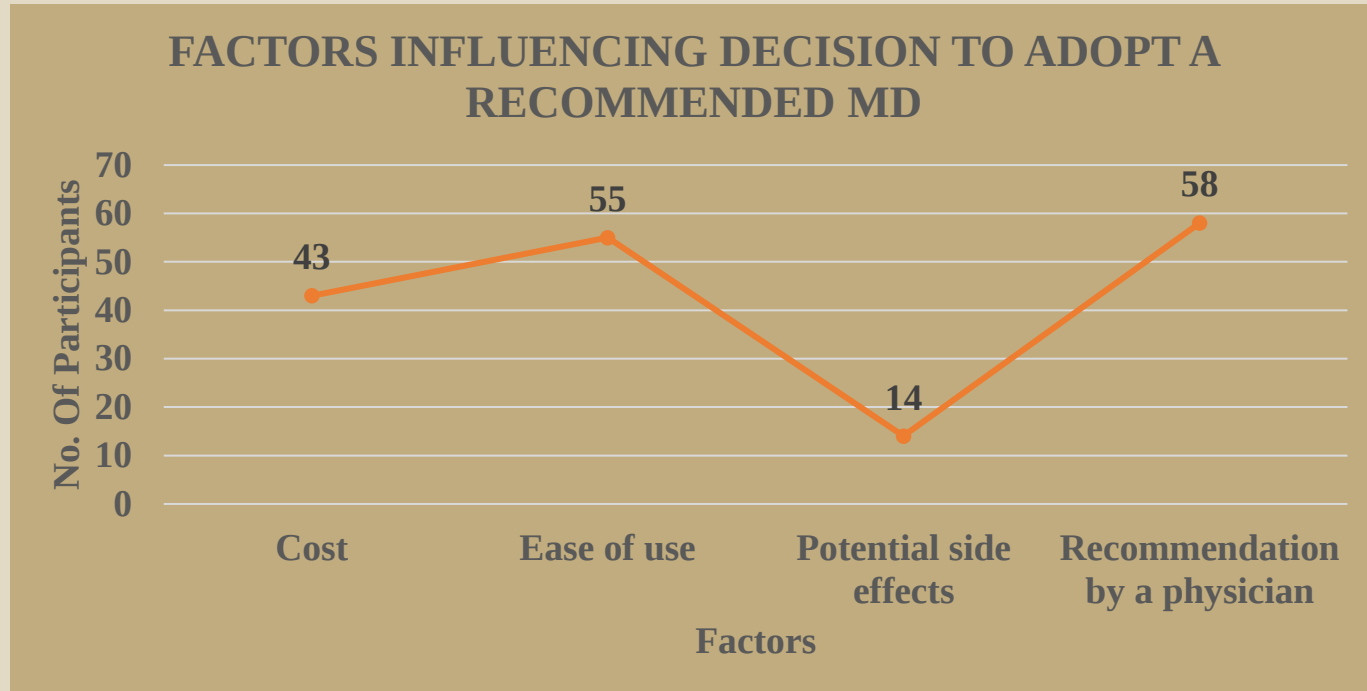
IMPACT ON HEALTH BY USING MD RECOMMENDED BY PHYSICIAN



RESULTS ANALYSIS

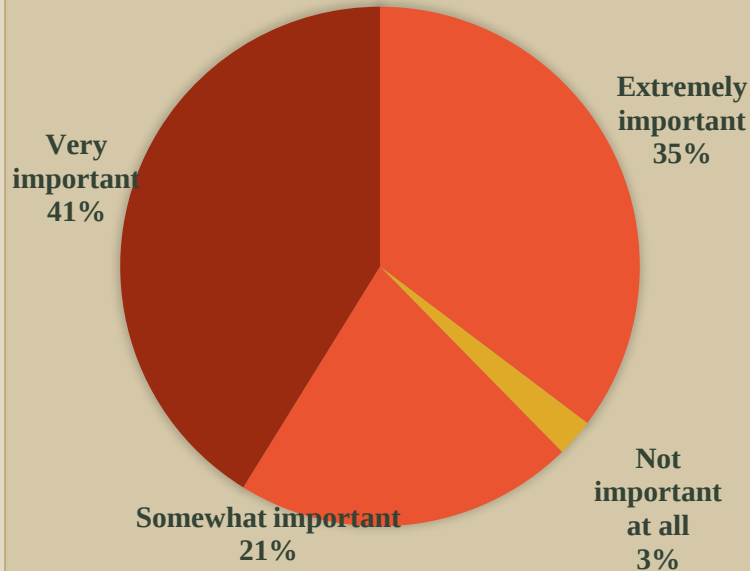


RESULTS ANALYSIS

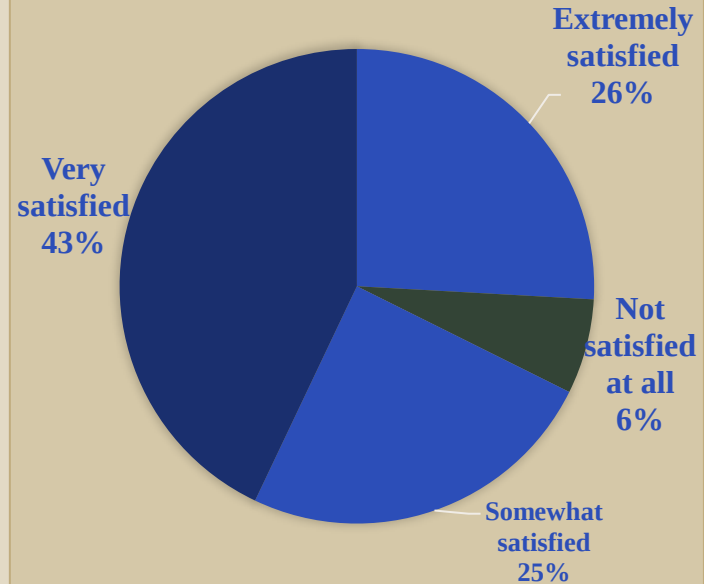


RESULTS ANALYSIS

IMPORTANCE OF PHYSICIAN RECOMMENDATION

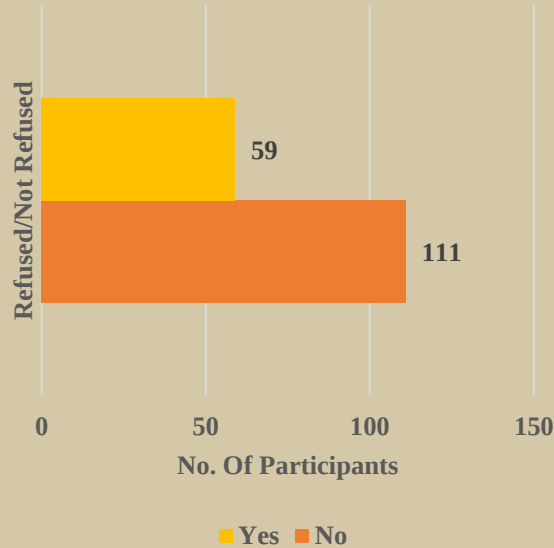


SATISFACTION WITH THE MD RECOMMENDED BY PHYSICIAN

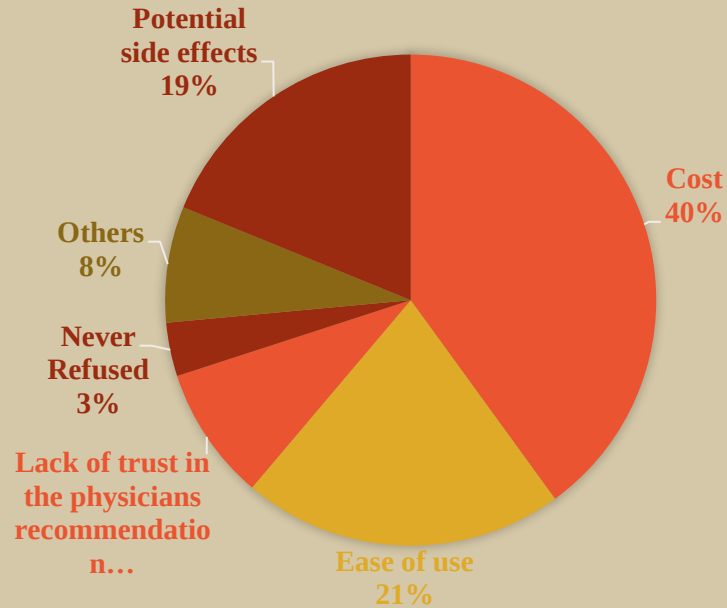


RESULTS ANALYSIS

PEOPLE REFUSING TO USE A
MD RECOMMENDED BY
PHYSICIAN

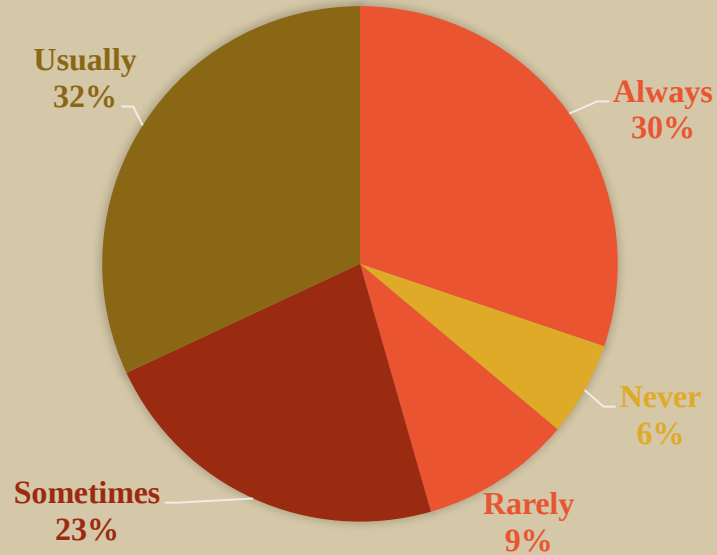


REASON TO REFUSE MD
RECOMMENDED BY PHYSICIAN



RESULTS ANALYSIS

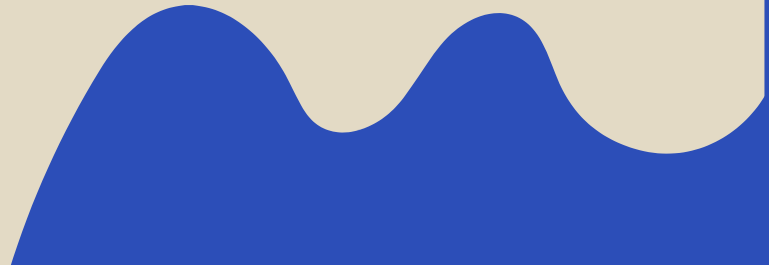
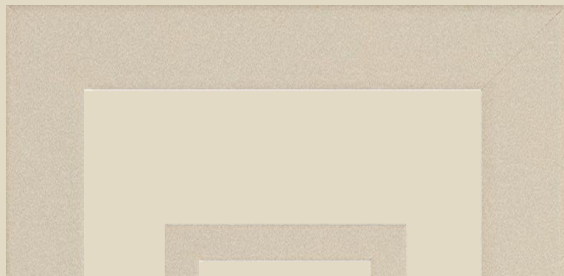
PHYSICIAN DISCUSSING RISK & BENEFITS OF MD WITH PATIENTS



05



CONCLUSIONS



CONCLUSIONS



1

Physician Recommendation

The findings suggest that patients place considerable trust in their physicians' expertise and rely on their recommendations as a crucial factor in the adoption of medical devices.

Satisfaction Level

2



The recommended devices were effective in meeting their needs and improving their overall well-being. Such findings underscore the importance of physician recommendations in ensuring patient satisfaction and positive health outcomes.

CONCLUSIONS



3

Physician Communication about MD

The Findings suggests a need for improved communication between physicians and patients, ensuring that discussions on potential benefits and risks are consistently conducted to empower patients in their decision-making process.

Factors Influencing Adoption of MD

4

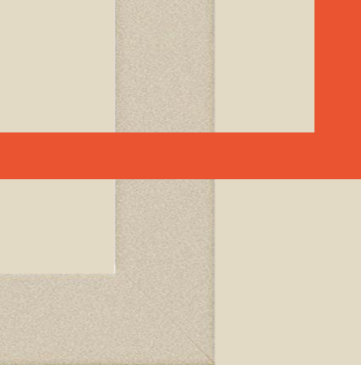


Cost, usability, and potential side effects all become important factors for patients to think about. The doctor's recommendation, however, had the greatest impact, highlighting the crucial role doctors play in their patients' decision-making.

ACKNOWLEDGEMENT

I Take this Privilege and express My gratitude to –

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- **My Friends** for their help and support during the course and this research work.
- **All the Participants,** who voluntarily took part in this survey.
- **Lastly, Everyone** for their support directly or indirectly for successful completion of this project work.

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**THANK
YOU !!**

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