

# STUDY OF FACTORS INFLUENCING THE USE OF TELEMEDICINE IN REMOTE VILLAGES IN INDIA

Dr. Ashish Gupta

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# INTRODUCTION

- Use of information and communication technology (ICT) in healthcare growing, it's making a significant impact on scalability of healthcare. Telemedicine/Telehealth is a ICT based outreach health care facility.
- with over 70% of the population in rural areas and over 80% of health care work force in urban areas. Growth rate of human resources and hospitals significantly lags the disease incidence rate, and hence the **gap** in demand versus supply is widening at an alarming pace.
- Most health awareness education camps are still being conducted in form of folk dances/drama and counselling/consultation camps by teams of experts who physically travel to various regions. It is not practically possible to arrest this widening gap in a reactive care paradigm through traditional methods of building more additional hospitals and human resource.
- If patients and staff such as health workers and nurses in one region could consult experts in another region without having to travel physically, there would be better utilization of available resources, and faster proliferation of awareness to prevent further widening of the gap. If lesser skilled health workers could be trained to handle more complex jobs without the educator having to reside or travel physically to the training camps, it would help rapid generation and upgradation of human resource. If there were a means of monitoring the environment frequently enough and take proactive steps to avoid/treat disease outbreak without having to depend on an annual census data, it would arrest the growth of the demand-supply gap at an early stage.



- Earlier biggest challenge for scalability of Telemedicine was non availability of data network (Internet), but as 4G technology is expanding this hindrance is no more that much effective.
- Govt. of India working on 'Health for all model' and want to provide healthcare services to all its citizen, even to the remotely located villages.
- For this, Government is working on PPP model.
- Medireach India Pvt. Ltd. M/s MJ Solanki is one of the biggest human outsourcing company in Gujrat, and also working with many esteemed customers, Our company M/s MJ Solanki has partnered with central as well as state govt. for various projects
- The company want to invest in the new telemedicine projects of govt. of India, So, I have been given the task to carry out Study on factors Influencing the use of telemedicine
- The effectiveness of such measures depends directly on the factors that influence the use of telemedicine services. If, those factors can be identified, then implementation will be proper and successful.



# LITERATURE REVIEW

- Telemedicine as a new technology innovation in developing countries that has a great potential to bring about paradigmatic change to health care, can be consider as a significant service sector in both the national and global economy (Zailani et. al., 2014[1].
- According to the 12<sup>th</sup> five-year plan, telemedicine and consultation support to the at all level (primary and secondary facilities from specialists at tertiary centers) is recommended.
- In chapter 2 (National health program) of the plan, telemedicine facility is also recommended for urban slums, so that health related intervention in urban slum will be easier. By acknowledging potential of telemedicine in healthcare, it is also recommended that full capacity of telemedicine should be utilized. [2]
- The potential offered by tele-medicine for remote diagnostics, monitoring and case management should be fully realize. [2]



- Health Care is one of the most important dependencies for economic sustainability and growth of a country. While **India has made significant strides of economic growth in the last two decades**, there is a steep growth of health spending alongside. This is partly due to increased health awareness and infrastructure but mainly due to increased incidence and prevalence of diseases. For example the current economic loss due to the lost disability adjusted life years (DALY) is estimated at >200 Million life years in India and disease incidence is expected to double by 2015[3]
- Considering the present population and per-capita GDP[4], the increase in economic loss of productive life years in this period translates to \$200 Trillion in India alone! In countering this depletion of productivity, there is an acute shortage of physicians (1 per 1000 people) and nurses (0.8 per 1000 people ) and care facilities (1 bed per 1000 people)[5] in the country.
- The spread of available workforce is also disproportionate across various regions, varying from 0.25 to 2.3 per 1000 people[3], with over 70% of the population in rural areas and over 60% of health care work force in urban areas.



- India's telemedicine initiative has the potential to provide specialized health care to millions of poor Indians. This potential was well summed up by Dr. Devi Shetty: “In terms of disease management, there is [a] 99% possibility that the person who is unwell does not require [an] operation. If you don't operate you don't need to touch the patient. And if you don't need to touch the patient, you don't need to be there. You can be anywhere, since the decision on healthcare management is based on history and interpretation of images and chemistry ... so technically speaking, 99% of health-care problems can be managed by the doctors staying at a remote place—linked by telemedicine.[6]
- Telemedicine may turn out to be the economical, as well as the fastest, way to bridge the rural–urban healthcare divide. Taking into account India's huge strides in the field of information and communication technology, telemedicine could help to bring specialized healthcare to the remotest corners of the country[7,8]



- In addition, poor Indian villagers spend most of their out-of-pocket health expenses on travel to the specialty hospitals in the city and for staying in the city along with their attendants [9].
- A recent study conducted by the Indian Institute of Public Opinion found that 89% of rural Indian patients have to travel about 8 km to access basic medical treatment, and the rest have to travel even farther[10]
- Telecommunication technologies comprise a variety of advanced, computerized equipment that are allowing physicians, nurses, and other healthcare professionals to provide complex healthcare thousands of miles away from the location of service [11]
- Tele-Health is expected to enable transfer of different kinds of information needed for patient monitoring, education and medical interventions in delivery of health care. It should have the capability to provision resources and integrate their interactions from different personnel, entities and locations. From merely taking demographic information to performing remote surgery, the associated technologies have demonstrated with adequate accuracy, stability and capabilities. Identifying this as the way forward, a number of e-Health initiatives have been launched in India, in both public and private sector[12][13]



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## PURPOSE STATEMENT

- The purpose of this study is to establish the factors that influence use of telemedicine.
- This study will provide information what factors patients consider for choosing telemedicine, how infrastructure (physical and staff) influence the use of Telemedicine
- This study will also try to determine if the patients perceive the telemedicine as a means to improve health.
- It will help Government, Hospitals, corporate companies, Individual working in telemedicine/ telehealth field in decision making.



# OBJECTIVES

To investigate the different facilitating factors, which influence the use of acceptance of the technology.

The study shall be guided by the following objectives:

1. To Identify influence of infrastructure on the use of telemedicine
2. To assess how technical skills influence use of telemedicine
3. Assess how staff attitude influence the use of telemedicine



# MATERIAL AND METHODS



## STUDY DESIGN

- **STUDY DESIGN:** Descriptive survey
- **SETTING:** Remote telemedicine centre of Madurai  
(Hospital name can't be disclose because of terms and condition)
- **DURATION OF STUDY:** 3 months  
(5th February 2018 to 5th May 2018)
- **SAMPLE SIZE:** 200



# SAMPLING

- **Sampling technique:** Convenient sampling
- **Sample selection:** Current patients and potential patients of Telemedicine center
- **Inclusion criteria:** Personnel familiar with telemedicine services
- **Exclusion criteria:** Personnel not familiar with telemedicine services .



# RESEARCH QUESTIONS

What are the-

1. Influence of infrastructure on the use of telemedicine?
2. Influence of technical skills on the use of telemedicine?
3. Influence of staff attitude on the use of telemedicine?



# DATA COLLECTION

- My research is a quantitative research, I have created a questionnaire and divided in two sections
  - Questions about person Age, sex, employment status.
  - And the main questionnaire
- Total 21 main questions were their in my questionnaire based on Likert scale from Strongly Disagree to Strongly Agree
- Questionnaire has been converted in digital/electronic form (Google form) and send these form to sample population
- Questionnaires were distributed to the various Telemedicine centers patient. Therefore, it targeted different age groups and most likely targeted telemedicine service user.
- Questionnaires were filled with the help of a nurse on mobile and computer A total of 200 questionnaires were distributed, of which 172(10 declined) were completed usable for study.



# QUESTIONNAIRE

Based on UTAUT model (modified)



|     |                                                                                                  | Strongly disagree |  | N |  | Strongly agree |
|-----|--------------------------------------------------------------------------------------------------|-------------------|--|---|--|----------------|
|     | <b>Performance Expectancy (PE)</b>                                                               |                   |  |   |  |                |
| PE1 | I find Telemedicine useful for doctor consultation (PE1)                                         |                   |  |   |  |                |
| PE2 | Using telemedicine enables me to have faster communication with doctor (PE2)                     |                   |  |   |  |                |
| PE3 | Using telemedicine increases my productivity (PE3)                                               |                   |  |   |  |                |
| PE4 | If, I use telemedicine, it increases my chances of getting a raise (PE4)                         |                   |  |   |  |                |
|     | <b>Effort expectancy</b>                                                                         |                   |  |   |  |                |
| EE1 | I will use telemedicine if My interaction with Telemedicine will be clear and Under stable (EE1) |                   |  |   |  |                |
| EE2 | I will use telemedicine if it doesn't require any special skill                                  |                   |  |   |  |                |
| EE3 | I would use TM if it is easy to use (EE3)                                                        |                   |  |   |  |                |
| EE4 | I will use Telemedicine if it is easy to learn                                                   |                   |  |   |  |                |
|     | <b>Attitude</b>                                                                                  |                   |  |   |  |                |
| AT1 | Using Telemedicine will be good idea (AT1)                                                       |                   |  |   |  |                |
| AT2 | Telemedicine would make work more interesting (AT2)                                              |                   |  |   |  |                |
| AT3 | I would like to getting treated with telemedicine (AT3)                                          |                   |  |   |  |                |

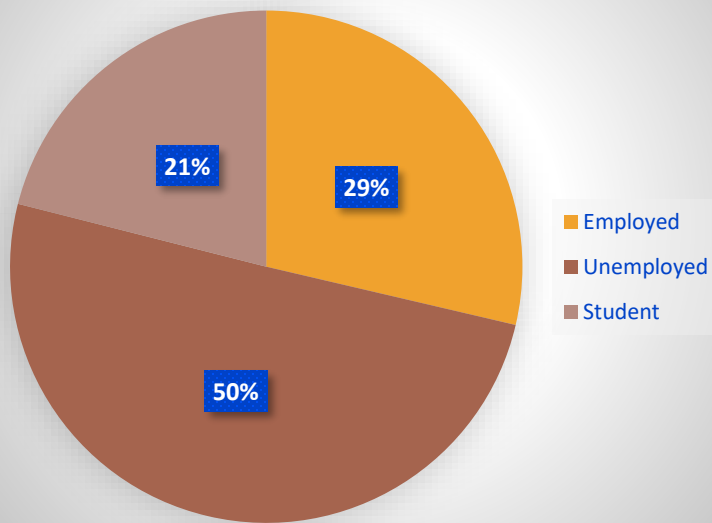


|     |                                                                                                                          | Strongly disagree |  | N |  | Strongly agree |
|-----|--------------------------------------------------------------------------------------------------------------------------|-------------------|--|---|--|----------------|
|     | <b>Social Influence (SI)</b>                                                                                             |                   |  |   |  |                |
| SI1 | People who influence my behavior think that I should use telemedicine (SI1)                                              |                   |  |   |  |                |
| SI2 | People who are important to me think that I should use telemedicine (SI2)                                                |                   |  |   |  |                |
| SI3 | In general, govt hospital has supported the use of telemedicine (SI3)                                                    |                   |  |   |  |                |
|     | <b>Facilitating condition (FC)</b>                                                                                       |                   |  |   |  |                |
| FC1 | I will use telemedicine, if TM center has resources necessary to use telemedicine (FC1) e. g. electricity, Wi-Fi, laptop |                   |  |   |  |                |
| FC2 | I will use telemedicine, If TM staff has the knowledge necessary to use telemedicine (FC2) (basic computer knowledge)    |                   |  |   |  |                |
| FC3 | I think, Telemedicine is not compatible with other aspects of my work (FC3)                                              |                   |  |   |  |                |
| FC4 | I will use telemedicine, if staff is available for assistance with telemedicine (FC4)                                    |                   |  |   |  |                |
|     | <b>Behavioural Intention (BI)</b>                                                                                        |                   |  |   |  |                |
| BI1 | I intend, I would use telemedicine in the next six months (BI1)                                                          |                   |  |   |  |                |
| BI2 | I predict I would use telemedicine in the next six months (BI2)                                                          |                   |  |   |  |                |
| BI3 | I plan to use telemedicine in the next six months (BI3)                                                                  |                   |  |   |  |                |

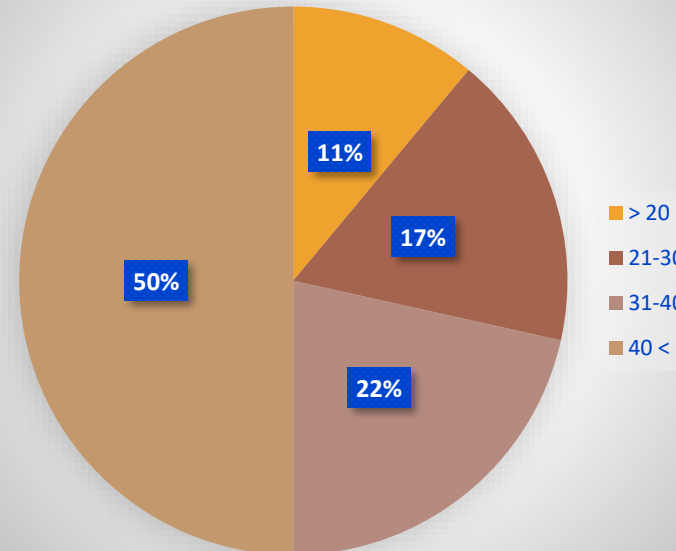


# POPULATION CHARACTERISTICS

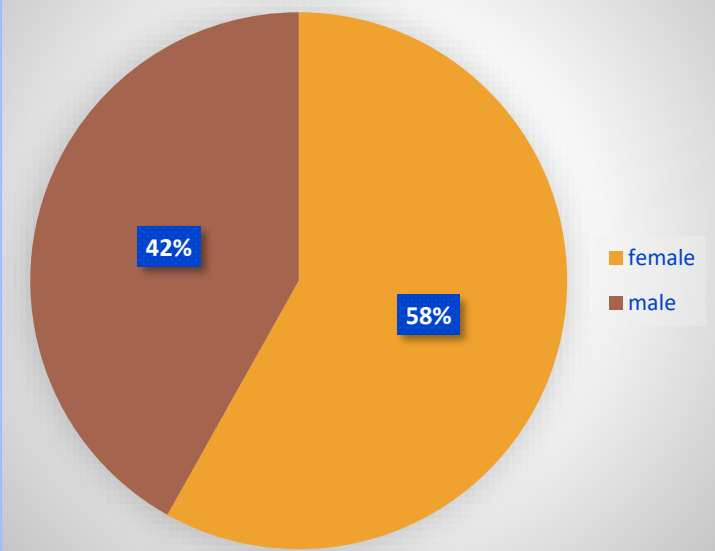
Employment status



Age group



Sex



# DATA ANALYSIS

Data analysis has been done with the use  
of Microsoft excel 2016



|     |                                                                                                  | Strongly agree | Agree | Neutral | Not Agree | Strongly disagree | sum  | N   |
|-----|--------------------------------------------------------------------------------------------------|----------------|-------|---------|-----------|-------------------|------|-----|
|     | <b>Performance Expectancy (PE)</b>                                                               |                |       |         |           |                   |      | 172 |
| PE1 | I find Telemedicine useful for doctor consultation                                               | 91%            | 5%    | 3%      | 0%        | 0%                | 100% | 172 |
| PE2 | Using telemedicine enables me to have faster communication with doctor (PE2)                     | 63%            | 34%   | 2%      | 0%        | 1%                | 100% | 172 |
| PE3 | Using telemedicine increases my productivity (PE3)                                               | 75%            | 24%   | 1%      | 0%        | 0%                | 100% | 172 |
| PE4 | Patient use telemedicine, it increases patient chances of becoming more productive               | 71%            | 29%   | 0%      | 0%        | 0%                | 100% | 172 |
|     | <b>Effort expectancy</b>                                                                         |                |       |         |           |                   |      | 172 |
| EE1 | I will use telemedicine if My interaction with Telemedicine will be clear and Under stable (EE1) | 73%            | 24%   | 3%      | 0%        | 0%                | 100% | 172 |
| EE2 | I will use telemedicine if it doesn't require any special skill                                  | 71%            | 27%   | 1%      | 0%        | 1%                | 100% | 172 |
| EE3 | I would use TM if it is easy to use (EE3)                                                        | 74%            | 25%   | 1%      | 0%        | 0%                | 100% | 172 |
| EE4 | I will use Telemedicine if it is easy to learn                                                   | 70%            | 26%   | 4%      | 0%        | 0%                | 100% | 172 |
|     | <b>Attitude</b>                                                                                  |                |       |         |           |                   |      | 172 |
| AT1 | Using Telemedicine will be good idea (AT1)                                                       | 72%            | 25%   | 3%      | 0%        | 0%                | 100% | 172 |
| AT2 | Telemedicine would make work more interesting (AT2)                                              | 68%            | 20%   | 11%     | 0%        | 1%                | 100% | 172 |
| AT3 | I would like to work with telemedicine (AT3)                                                     | 79%            | 20%   | 0%      | 1%        | 0%                | 100% | 172 |

|                                                                                                                          | Strongly agree | Agree | Neutral | Not Agree | Strongly disagree | sum  | N   |
|--------------------------------------------------------------------------------------------------------------------------|----------------|-------|---------|-----------|-------------------|------|-----|
| <b>Social Influence (SI)</b>                                                                                             |                |       |         |           |                   |      | 172 |
| People who influence my behavior think that I should use telemedicine (SI1)                                              | 55%            | 32%   | 9%      | 3%        | 1%                | 100% | 172 |
| People who are important to me think that I should use telemedicine (SI2)                                                | 50%            | 35%   | 12%     | 2%        | 1%                | 100% | 172 |
| In general, govt hospital has supported the use of telemedicine (SI3)                                                    | 3%             | 7%    | 5%      | 8%        | 77%               | 100% | 172 |
| <b>Facilitating condition (FC)</b>                                                                                       |                |       |         |           |                   |      | 172 |
| I will use telemedicine, if TM center has resources necessary to use telemedicine (FC1) e. g. electricity, Wi-Fi, laptop | 72%            | 23%   | 4%      | 0%        | 1%                | 100% | 172 |
| I will use telemedicine, If TM staff has the knowledge necessary to use telemedicine (FC2) (basic computer knowledge)    | 74%            | 21%   | 3%      | 0%        | 2%                | 100% | 172 |
| I think, Telemedicine is not compatible with other aspects of my work (FC3)                                              | 17%            | 7%    | 1%      | 3%        | 72%               | 100% | 172 |
| I will use telemedicine,, if staff is available for assistance with telemedicine (FC4)                                   | 83%            | 16%   | 0%      | 0%        | 1%                | 100% | 172 |



|     |                                                                 | Strongl<br>y agree | Agree | Neutral | Not<br>Agree | Strongly<br>disagree | sum  | N   |
|-----|-----------------------------------------------------------------|--------------------|-------|---------|--------------|----------------------|------|-----|
|     | <b>Behavioural Intention (BI)</b>                               |                    |       |         |              |                      |      | 172 |
| BI1 | I intend, I would use telemedicine in the next six months (BI1) | 45%                | 33%   | 22%     | 1%           | 0%                   | 100% | 172 |
| BI2 | I predict I would use telemedicine in the next six months (BI2) | 18%                | 24%   | 40%     | 10%          | 8%                   | 100% | 172 |
| BI3 | I plan to use telemedicine in the next six months (BI3)         | 16%                | 10%   | 43%     | 2%           | 28%                  | 100% | 172 |



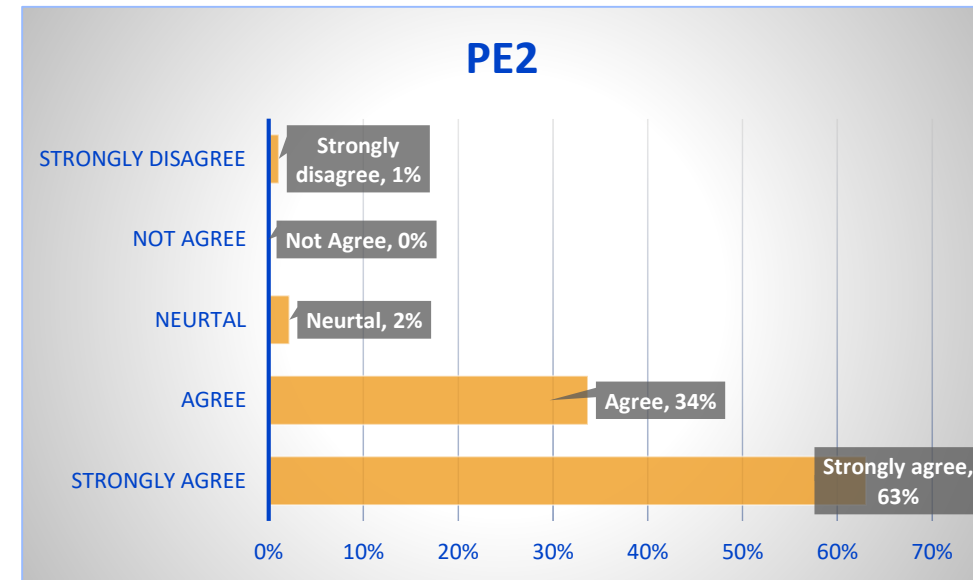
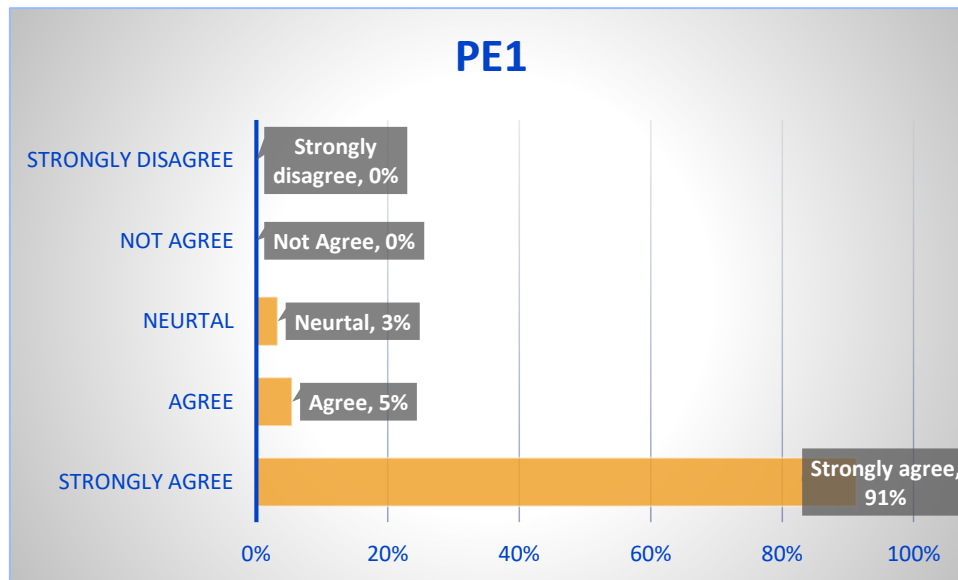
# GRAPHS

# PERFORMANCE EXPECTANCY (PE)

# PERFORMANCE EXPECTANCY (PE)

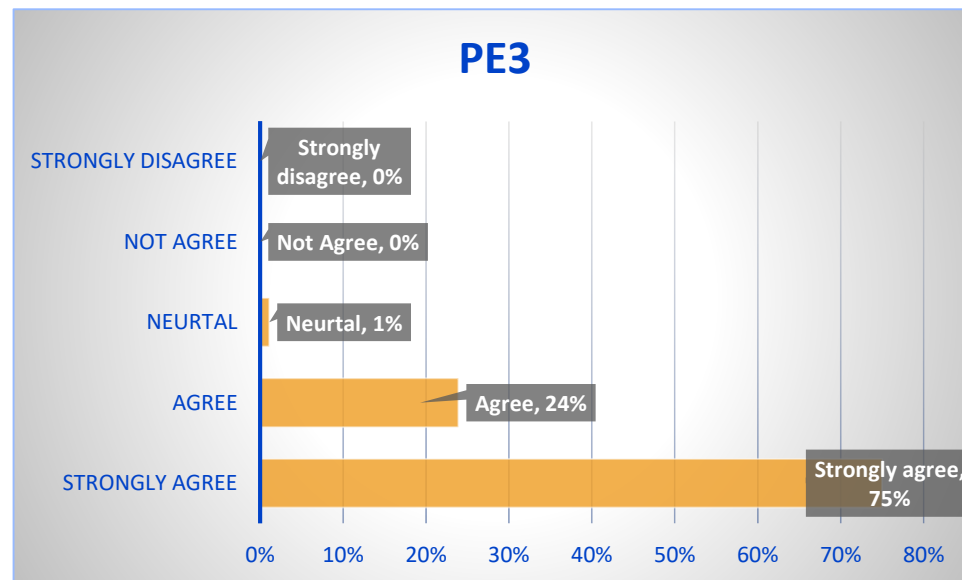
Q1 I find Telemedicine useful for doctor consultation

Q2 Using telemedicine enables me to have faster communication with doctor (PE2)

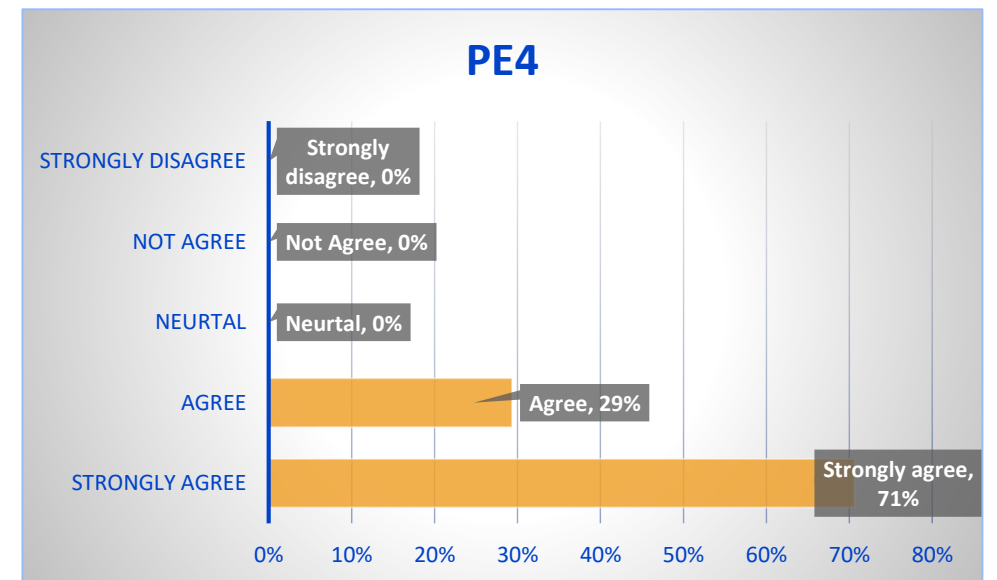


# PERFORMANCE EXPECTANCY..

Using telemedicine increases my productivity (PE3)

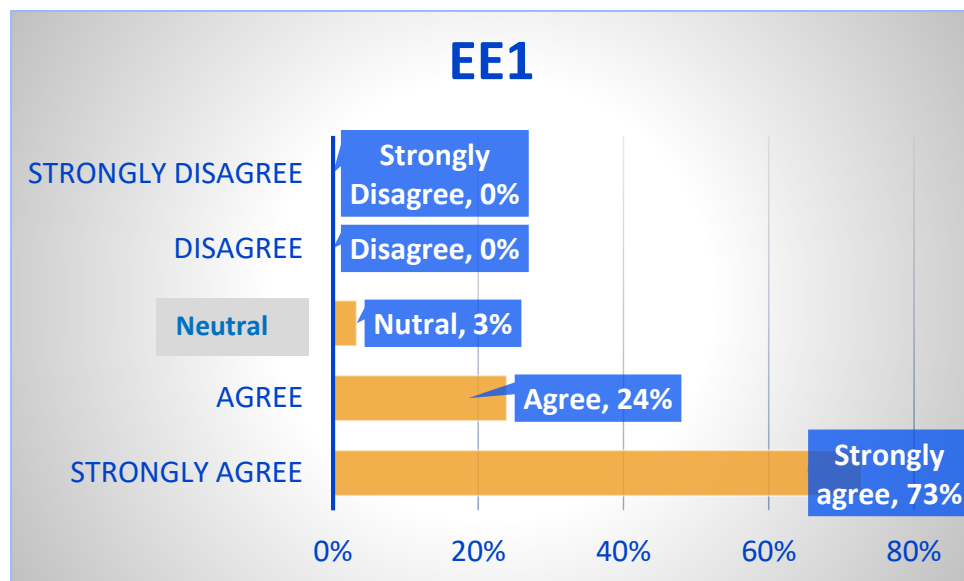


If, I use telemedicine, it increases my chances of getting a raise (PE4)

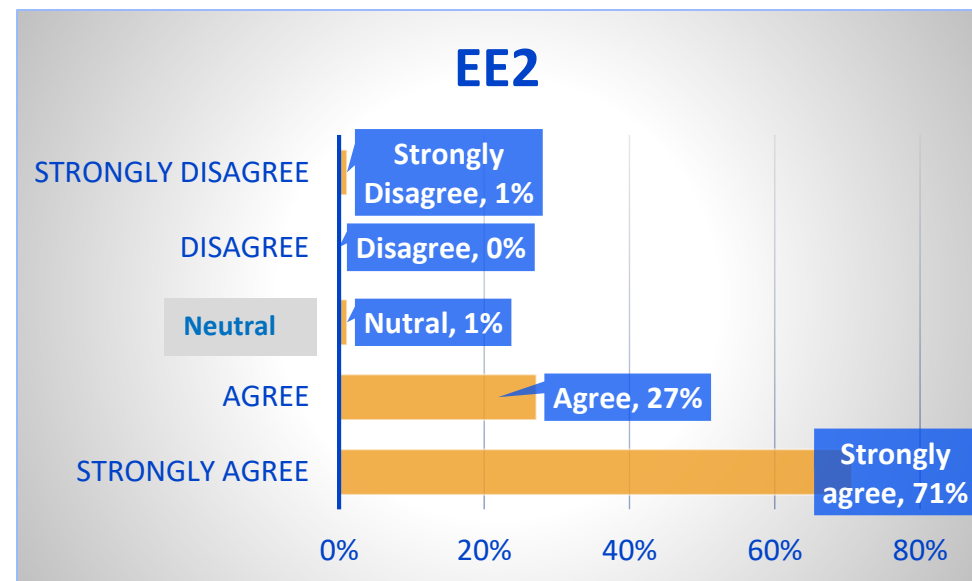


# EFFORT EXPECTANCY (EE)

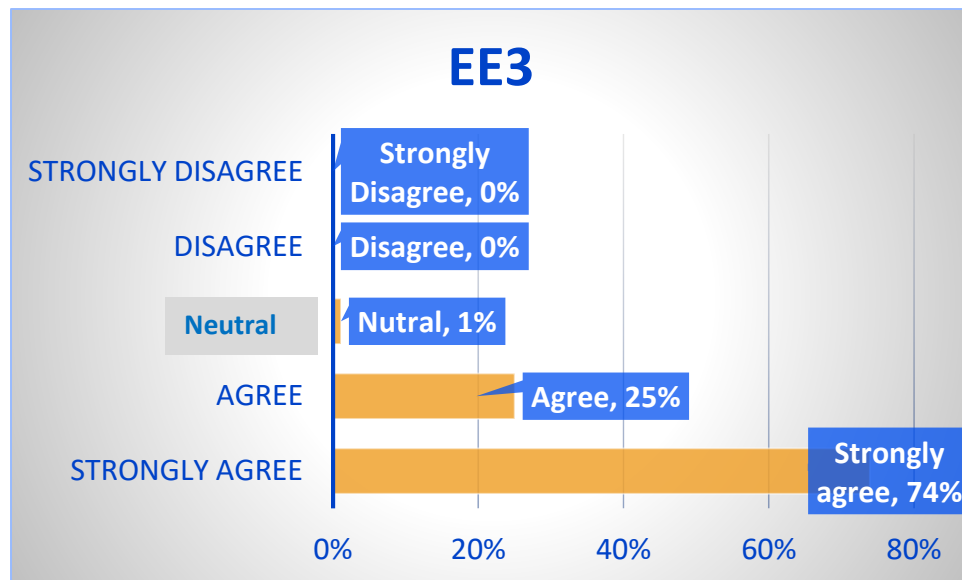
I will use telemedicine if My interaction with Telemedicine will be clear and Under stable (EE1)



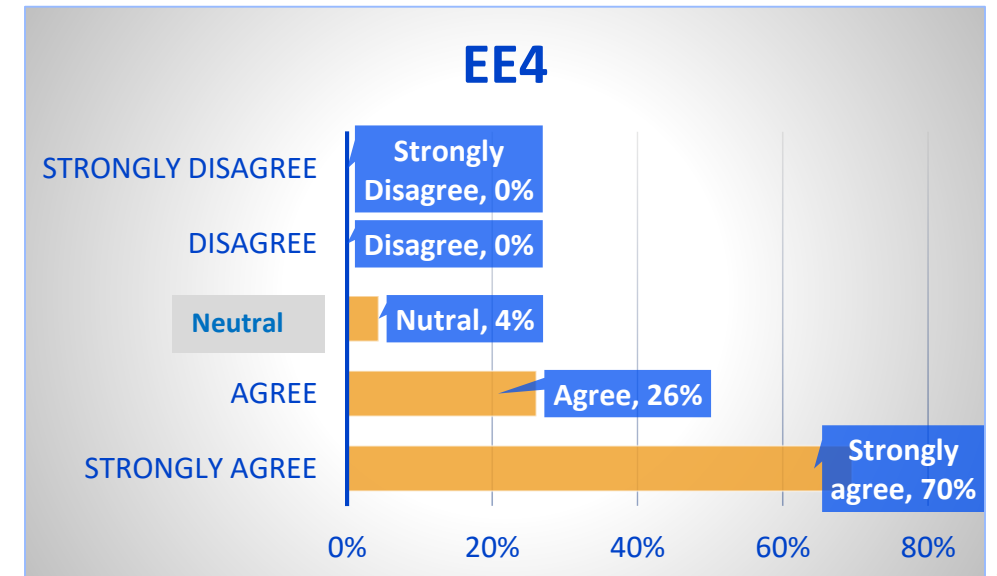
I will use telemedicine if it doesn't require any special skill



I would use TM if it is easy to use (EE3)



I will use Telemedicine if it is easy to learn

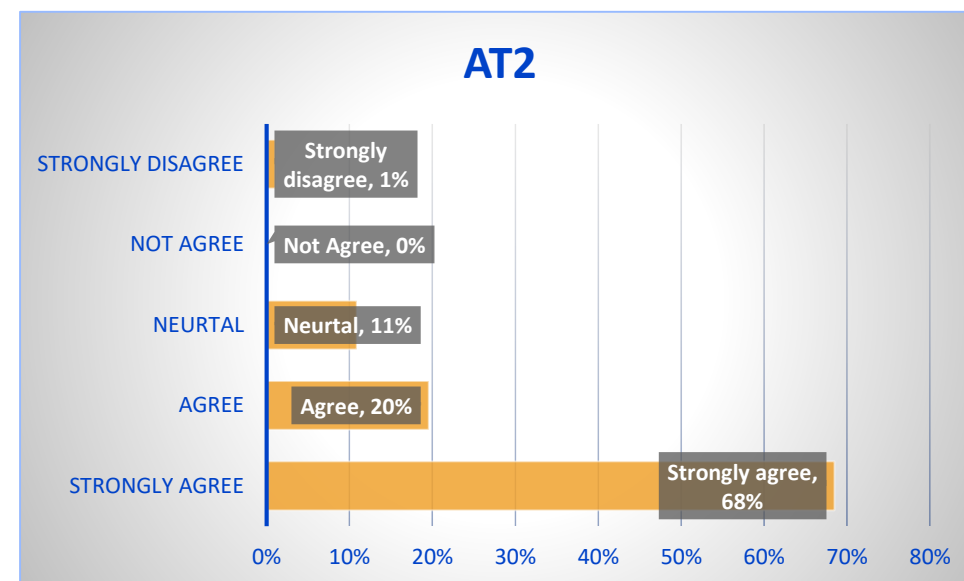
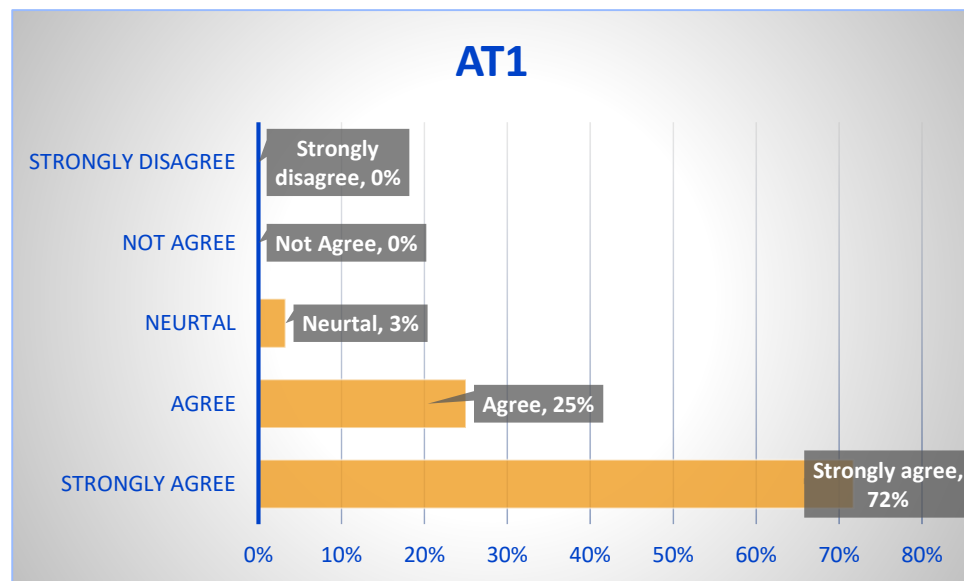


# ATTITUDE (AT)

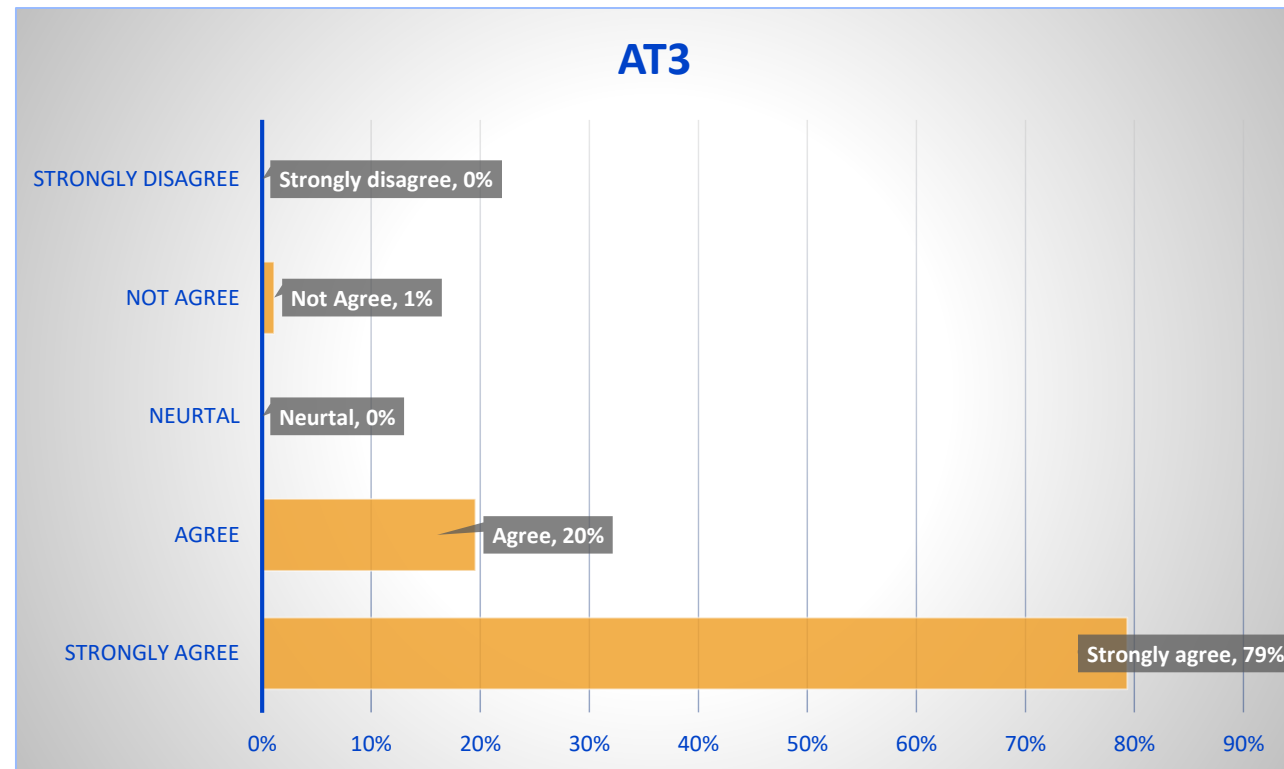


Using Telemedicine will be good idea (AT1)

Telemedicine would make work more interesting (AT2)



Q.12 I would like to getting treated with telemedicine

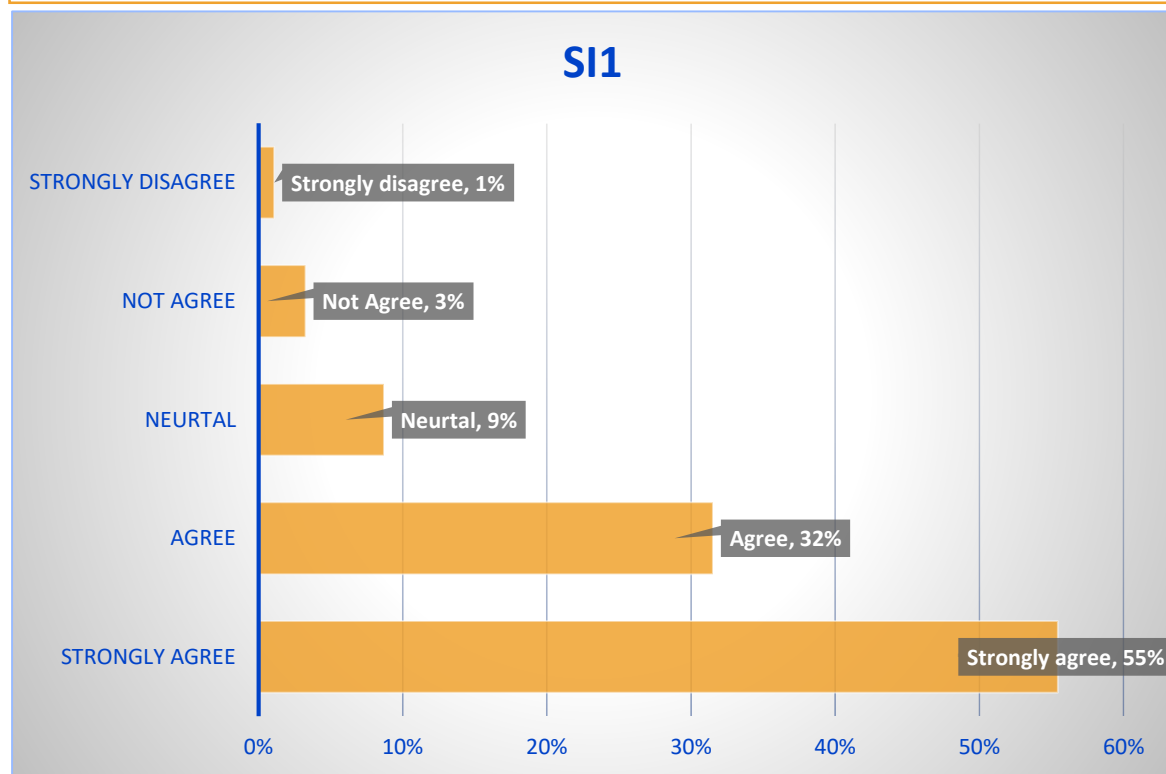


# SOCIAL INFLUENCE (SI)

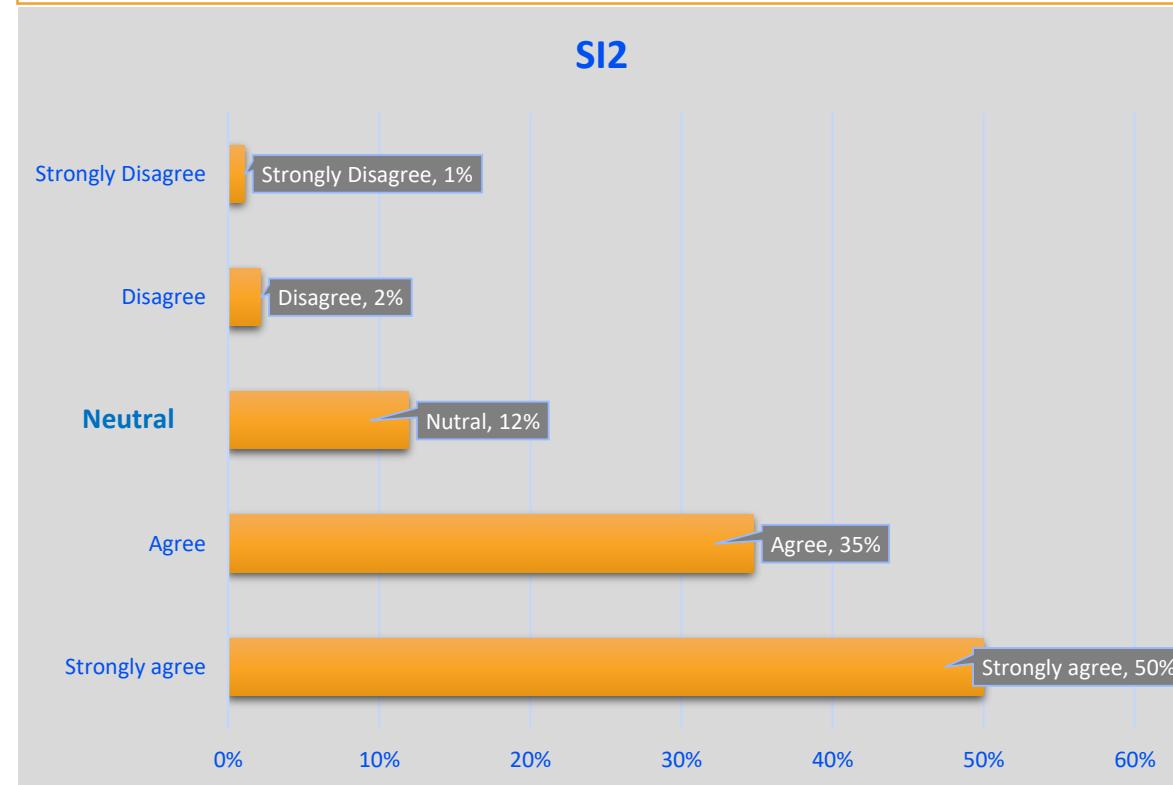


# SOCIAL INFLUENCE

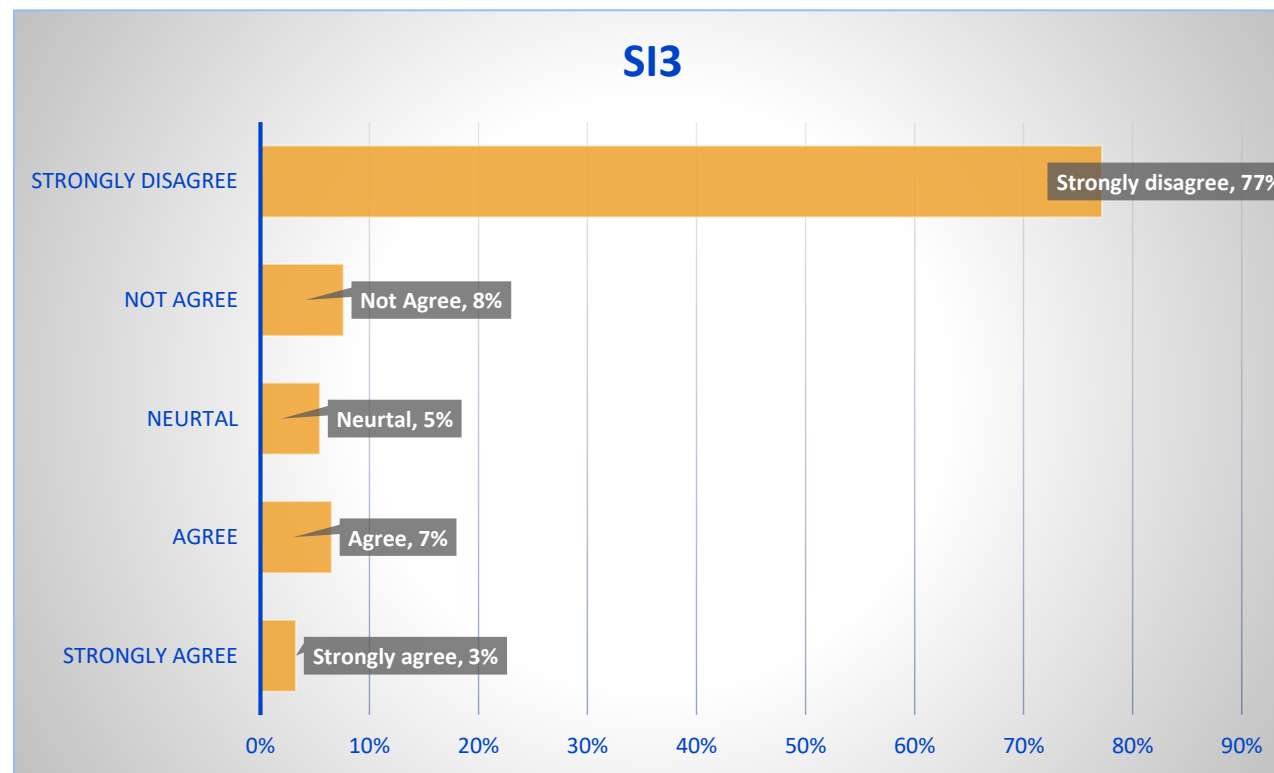
People who influence my behavior think that I should use telemedicine (SI1)



People who are important to me think that I should use telemedicine (SI2)



Q.15 In general, govt hospital has supported the use of telemedicine



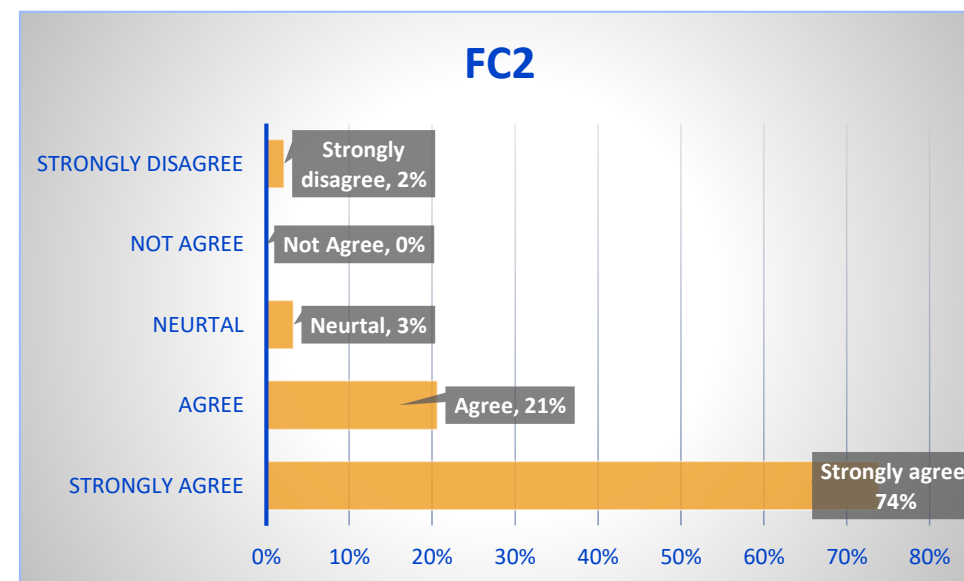
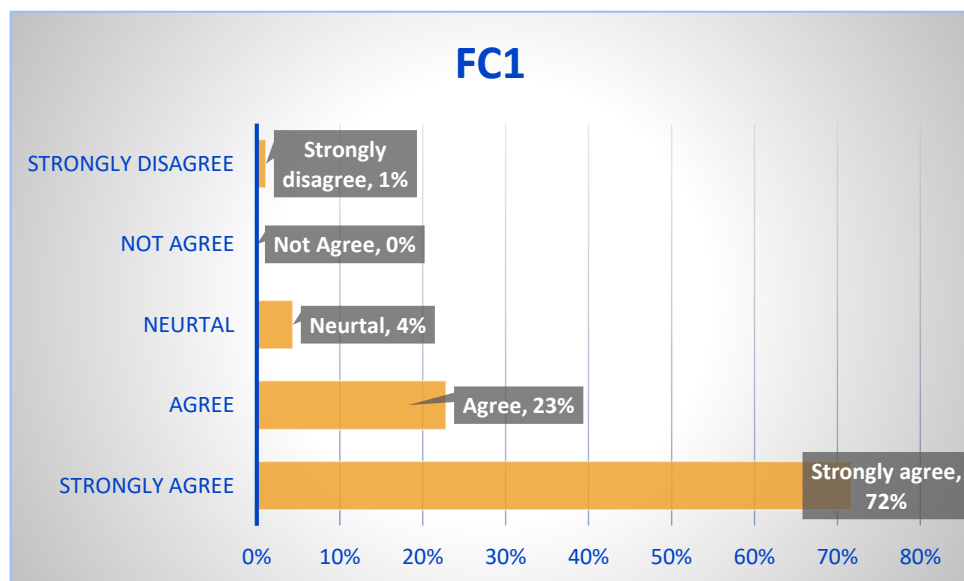
# FACILITATING CONDITION (FC)



# FACILITATING CONDITION

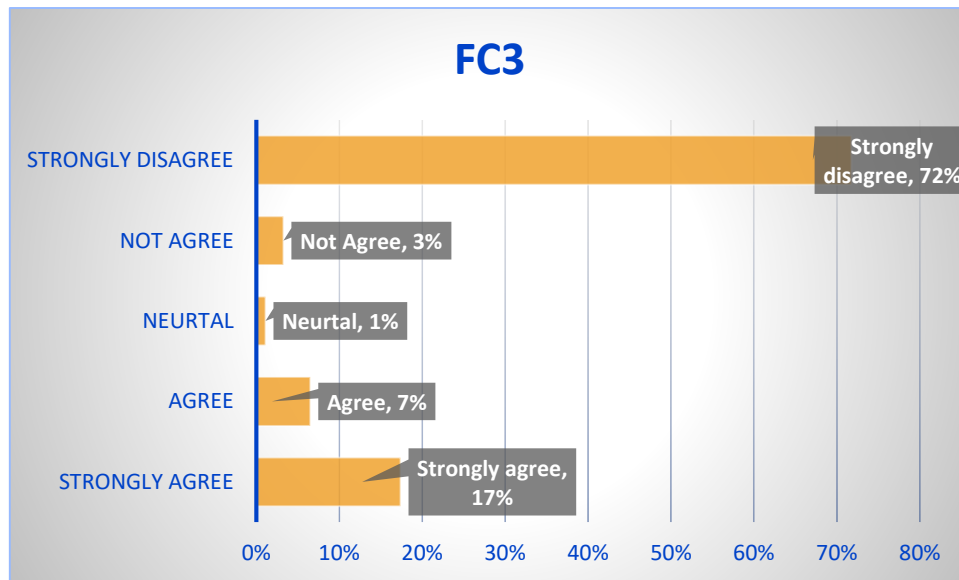
I will use telemedicine, if TM center has resources necessary to use telemedicine (FC1) e. g. electricity, Wi-Fi, laptop

I will use telemedicine, If TM staff has the knowledge necessary to use telemedicine (FC2) (basic computer knowledge)

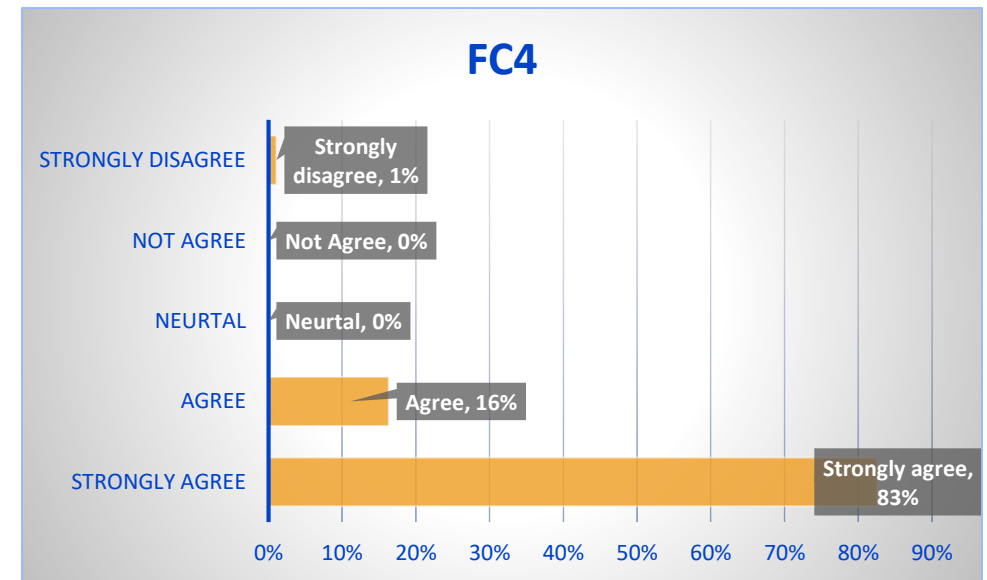


# FACILITATING CONDITION

I think, Telemedicine is not compatible with other aspects of my work (FC3)



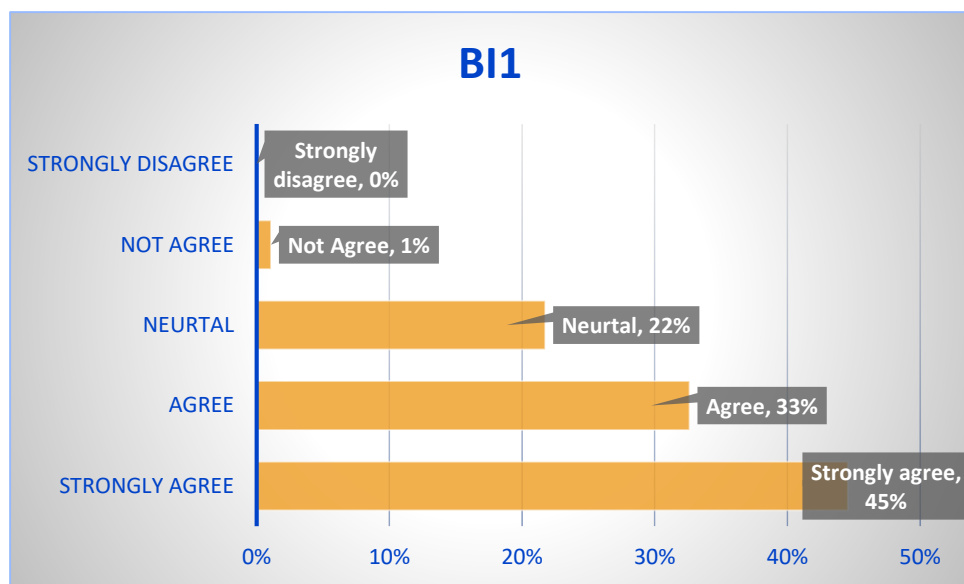
I will use telemedicine,, if staff is available for assistance with telemedicine (FC4)



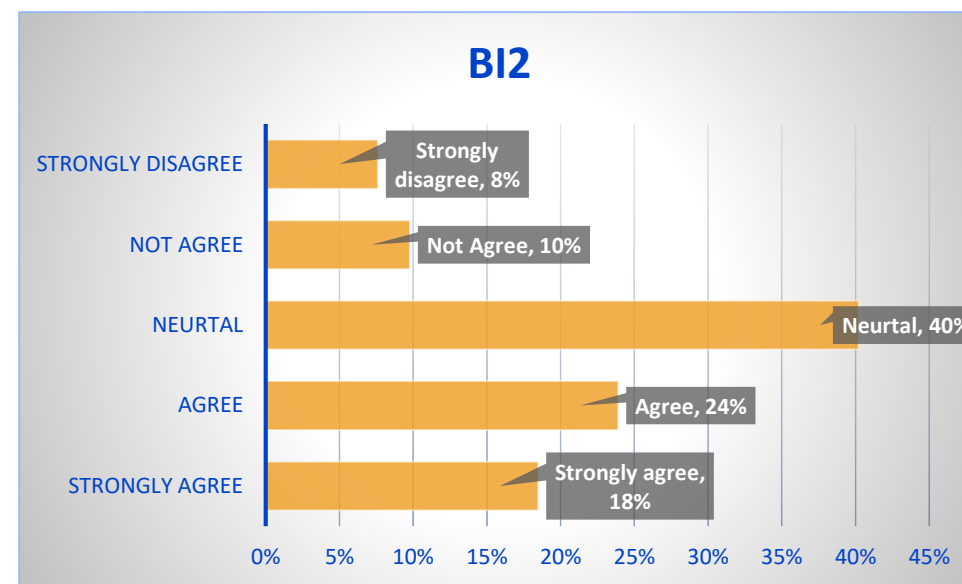
# BEHAVIOURAL INTENTION (BI)

# BEHAVIOURAL INTENTION

I intend, I would use telemedicine in the next six months (BI1)

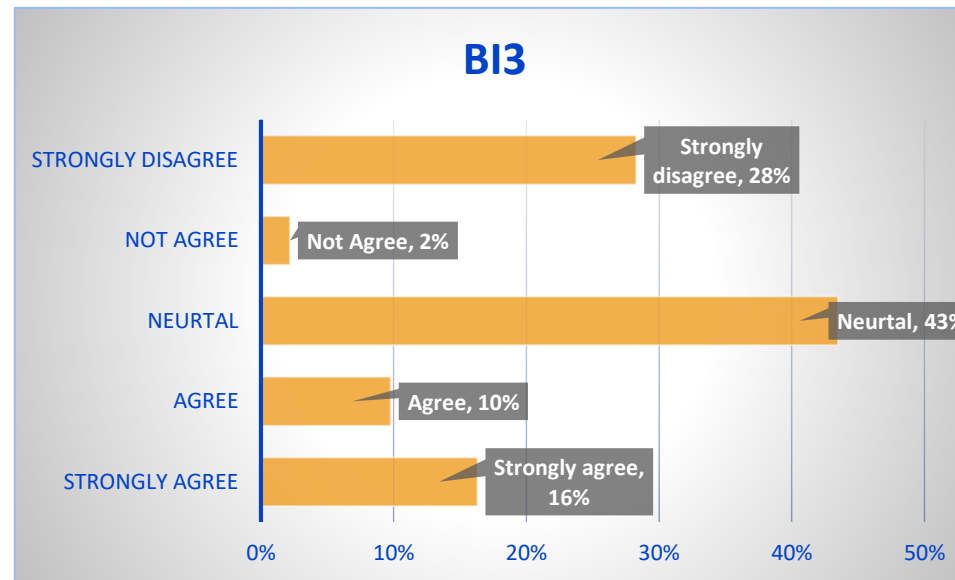


I predict I would use telemedicine in the next six months (BI2)



# BEHAVIOURAL INTENTION

I plan to use telemedicine in the next six months (BI3)



## VARIABLE

|                                    |                      |
|------------------------------------|----------------------|
| <b>Performance Expectancy (PE)</b> | Independent Variable |
| Effort expectancy                  | Independent Variable |
| Attitude                           | Independent Variable |
| Social Influence (SI)              | Independent Variable |
| Facilitating condition (FC)        | Independent Variable |
| Behavioural Intention (BI)         | dependent Variable   |



## DISCUSSION

- Performance Expectancy:
- More than 90% respondents were strongly agreed that telemedicine is useful for consultation
- 63% respondents were strongly agreed and 34% agree that Telemedicine enables them to have faster communication with doctors
- Three fourth survey respondents said that using telemedicine increases their productivity
- More than 70% respondents expect that taking telemedicine services will increase their chance of becoming more productive



## DISCUSSION CONT..

### Effort expectancy

- 73% strongly agreed people strongly agree; Telemedicine team put expected effort, so communication was smooth
- 71% strongly agreed that, it doesn't require special effort /skill
- 70% says Telemedicine use is a good idea,68% says TM makes patient visit more interesting. It means they have a positive attitude towards it.

### Social Influence

- Social influence play a Important role for the use of new service (TM)
- In society influencer as well as important people perspective towards TM is neutral.
- For improvement of this social influence social behavior change communication can play an important role.



## DISCUSSION CON..

### Facilitating condition (FC)

- >70% of respondent strongly agreed that they will use TM services if center has all the resources and staff is competent
- 83% of respondent strongly agreed they will use if someone will be there for help in facilitating TM services
- So, Facilitating condition plays an important role

### Behavioural Intention (BI)

- Respondents behavioral intention of use of telemedicine service is also an important factor.
- Our analysis shows that less than 50% respondents strongly agreed that they are intend to use Telemedicine service for in the next six months. Response were neutral for their prediction that they predict that they will use telemedicine in next six months
- Response about future planning of using TM services was also not heathy 28% respondent strongly disagree with it.



## LIMITATION AND DELIMITATION

- Sampling is purposive sampling, so these results can't be generalized, for generalization it should be first carried out at a large population with other better sampling technique



# CONCLUSION

- This study is basically tried to find out the influence of various factors on the use of telemedicine. Modified form of Unified theory of acceptance and use of technology questionnaire were used. After data analysis with Microsoft excel 2016
- Talking about Performance Expectancy, it is concluded that majority of sample population says that telemedicine is useful in consolation, it increases availability of doctor and overall it improves productivity. Research is also found that sample population also say that by use of telemedicine their communication with doctor are clear. Talking about effort expectancy, respondents say that use telemedicine doesn't require any special skills and it is easy to learn
- Research is found that respondents have positive attitude toward telemedicine and says that it is a good idea to use telemedicine. Social influence always plays an important roles in the use of new service and research. In society influencer as well as important persons perspective towards TM is neutral. For improvement of this social influence social behavior change communication can play a significant role. If all the required resources and staff for support available at the telemedicine centres people will use telemedicine condition. People is still not intended to use telemedicine services in future. They have no planning that they will use telemedicine in near future. It shows that they only use telemedicine services as and when required.



## CONCLUSION CONT..

- At Present, my findings are not generalizable.
- The factors presented in this paper might not capture all the significant factors that affect telemedicine usage. We plan to carry out more case studies in other part of India to improve this model in the future.
- In future work, I would try to apply full UTAUT model into my research model and consider the effects of other crucial constructs of the UTAUT model within the context of India. To be more precise and convincing, my work will continue, and new findings will be anticipated.



# RECOMMENDATIONS

- It is very necessary to change patients perspective towards telemedicine services before starting telemedicine service by behavior change communication. It will make society aware and also change patients behavior towards healthcare in general and telecare in specifically
- Full infrastructure :A computer with internet connectivity should be ensured in every PHC and all higher health facilities in this Plan period.
- Connectivity can be extended to Sub-Centers either through computers or through cell phones, depending on their state of readiness and the skill-set of their functionaries.
- All District hospitals should be linked by tele-medicine channels to leading tertiary care centers, and all intra-District hospitals should be linked to the District hospital and optionally to higher centers.
- The availability of “Skype”, and other similar applications for audio-visual interactions, makes tele-medicine a near universal possibility and could be used to ameliorate the professional isolation that health personnel posted in rural and remote areas face.
- The potential offered by tele-medicine for remote diagnostics, monitoring and case management should be fully realized.



# PERMISSION

- Medireach, India Pvt. Ltd. Is a subsidiary of M/s M J Solanki Group.
- Medireach India Partnered with Pneuropsychiatric for Telemedicine project.
- I have taken permission for my research, for conducting Interviews of from Medireach India Pvt Ltd.



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# QUESTIONS

