

The role of information, communication and technology in healthcare – A Descriptive Study

Submitted to :

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INTRODUCTION

- ▶ ICTs are defined as tools that facilitate communication and the processing and transmission of information by electronic means from radio and television to telephones (fixed and mobile), computers, and the Internet.
- ▶ ICTs has potential to improve healthcare but has not been widely used as tools to advance equitable health care access.
- ▶ This study is conducted to see how useful are ICTs as tools to increase information flows and the dissemination of evidence-based knowledge, and to empower citizens in healthcare

Objectives

- ▶ To understand customer experience towards e-healthcare
- ▶ To understand doctors' response towards adoption of technology
- ▶ To check the ease in using technology by officers delivering the services
- ▶ To analyse impact of demographics on overall experience in delivering e-services

Methodology

- ❑ Study Area – Callhealth Services Pvt.Ltd
- ❑ Study Duration – 3 months (9th February to 9th May'2018)
- ❑ Research Design – Descriptive design
- ❑ Sampling technique – Convenient sampling
- ❑ Sample size – 50
- ❑ Data collection instrument

Primary data - questionnaire (structured)

Secondary data – articles, journals

- ❑ Data Analysis – Data was analysed in Ms Excel
- ❑ Data entry - manually

Discussion

1. Customer Survey Report

- ▶ E-health service was being used more among 26-50yrs and more than 50 due to lifestyle diseases
- ▶ E-health service was being used more by females
- ▶ E-health service was being used more among nuclear families
- ▶ Most of the customers got to know about Callhealth service from friends and employees
- ▶ Customers prefer mode of e-health service by mobile instead of website or call centre
- ▶ Customer perception towards officer reaching on time was good
- ▶ Customers were able to book appointments easily

- Communication with physician was good as compared to hospitals/clinics

2. Doctor Survey Report

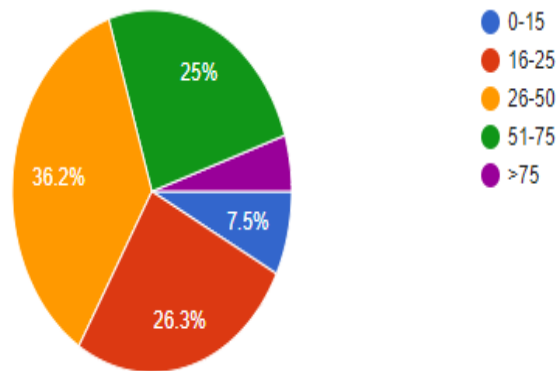
- Customers rendering e-consultation was more among 36-50yrs
- E- consultation for general medicine was being used more by customers
- Doctors felt comfortable using e-health service
- Doctors were able to understand the concept of e-health service
- Doctors were able to deliver good quality of care
- Customer cooperation and response was good during e-consultation
- Doctors were able to connect with customers on call

3. Officer Survey Report

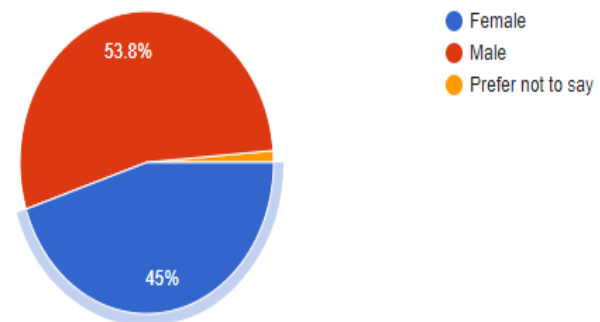
- PHO services were more availed by customers
- Officers were comfortable using the app
- Officer behaved nicely with customers
- Officer replies to all queries of customers

DATA ANALYSIS

Age group of customers who availed Callhealth service

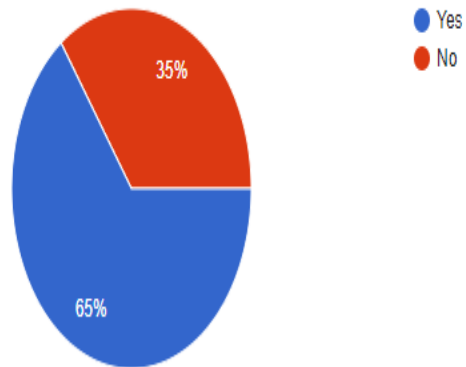


Gender of customers who availed Callhealth service

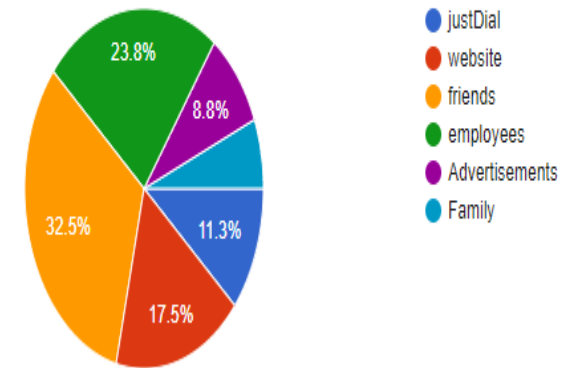


Are you an existing Customer

80 responses

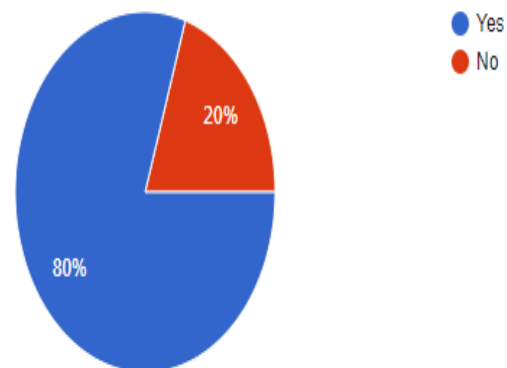


Source through which customers got to know about Callhealth service



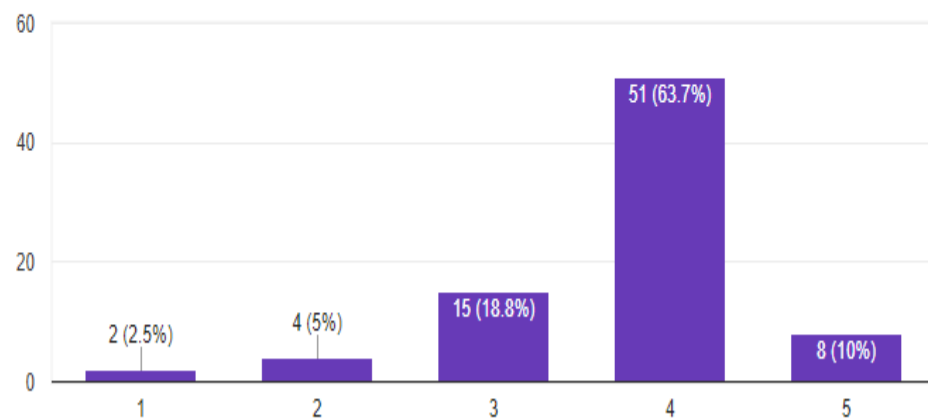
Do the officers reach on time

80 responses



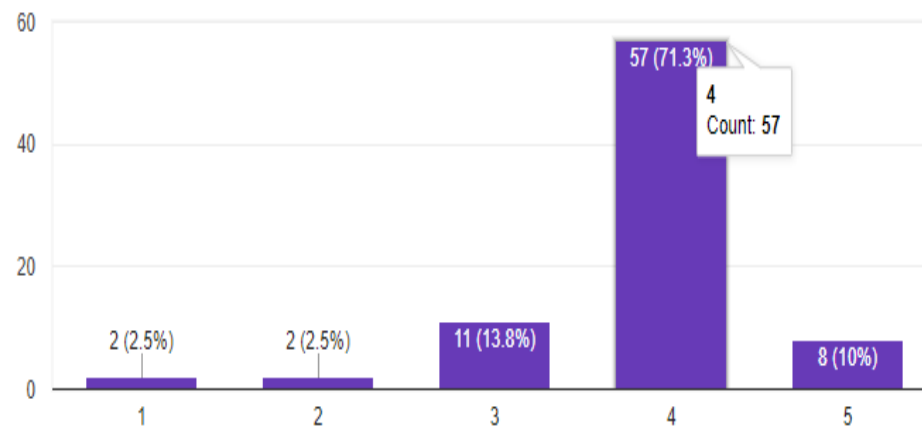
How Do you rate your general health

80 responses



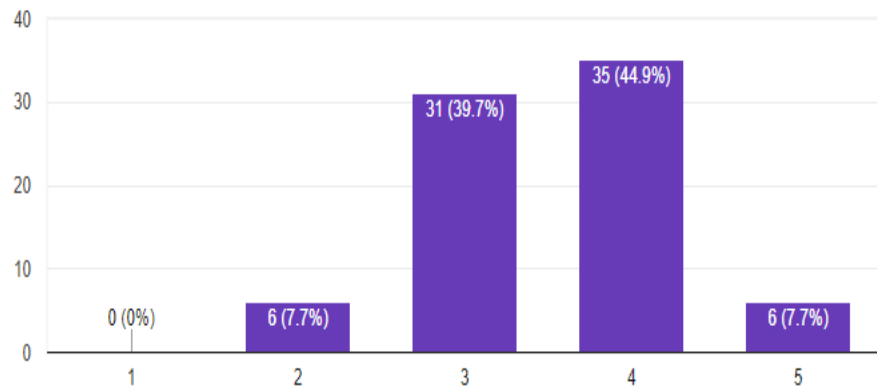
How Comfortable do you feel using our services

80 responses



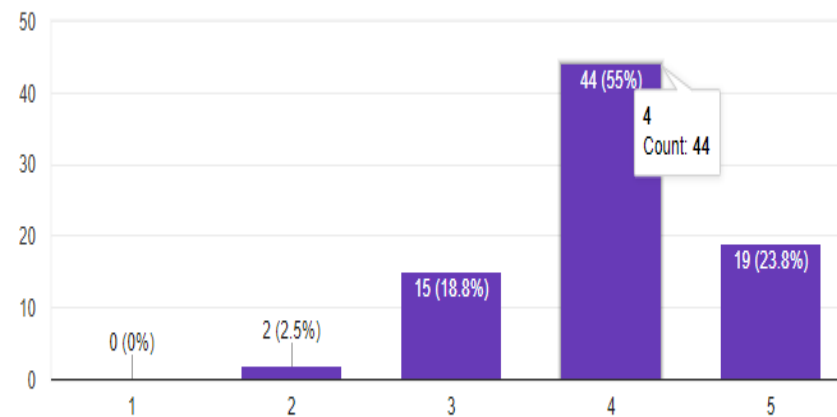
Able to get appointment for checkups (yearly exams, Wellness checkups, etc)

78 responses



The privacy of the consultation room & examination room

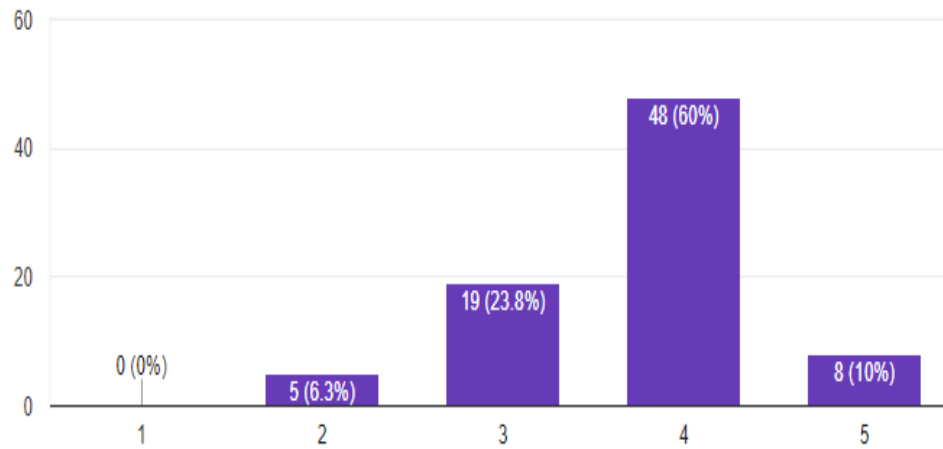
80 responses



Phone calls get through easily

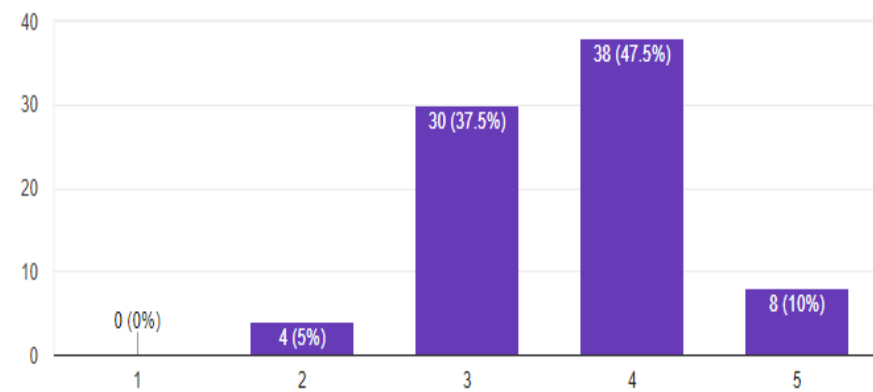


80 responses



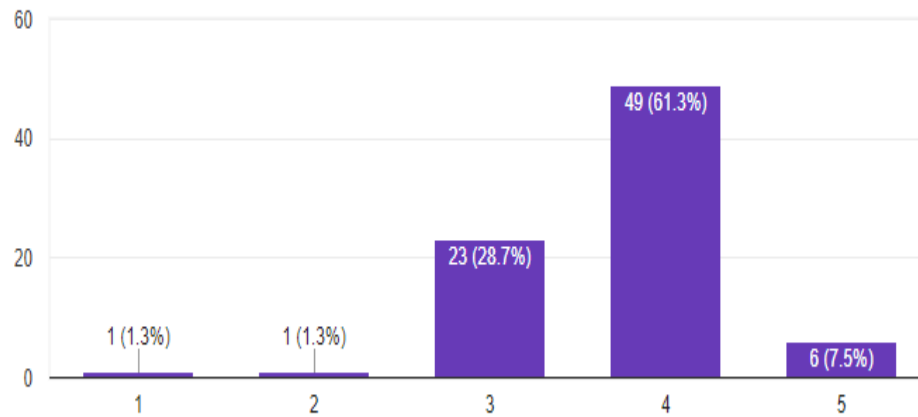
The communication with your physician

80 responses



Officer's reply to all your queries

80 responses



Ease of using the officer's app

25 responses

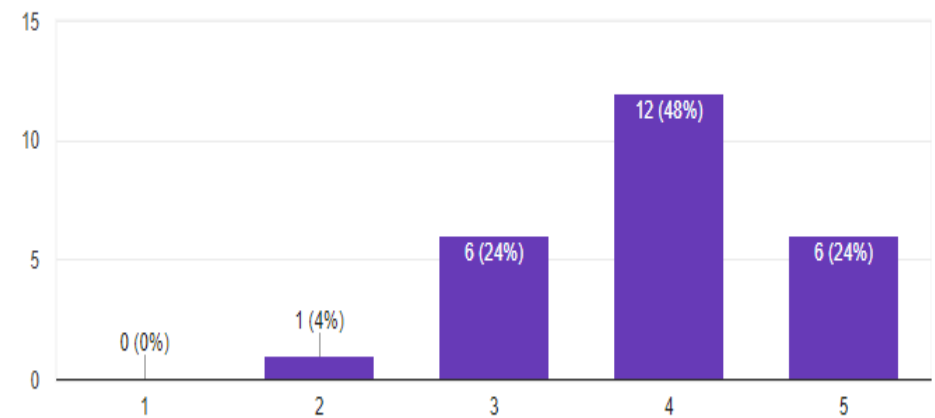


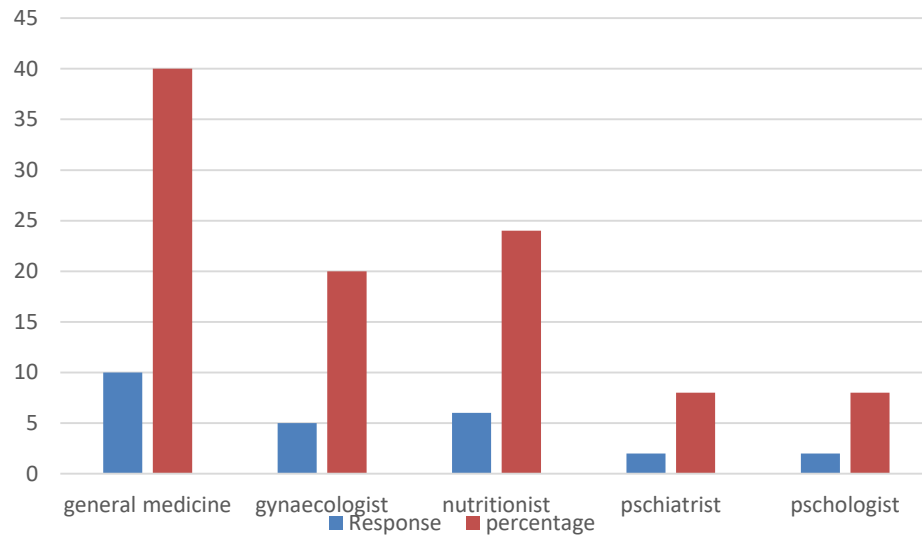
Table 1 Response of customers towards E-Healthcare Service Delivery.

S. No	Level of Satisfaction	No. of Respondents	Percentage
1	Excellent	5	6.3
2	Good	61	76.3
3	Average	12	15
4	Poor	2	2.5
5	Bad	0	0
	Total	80	100

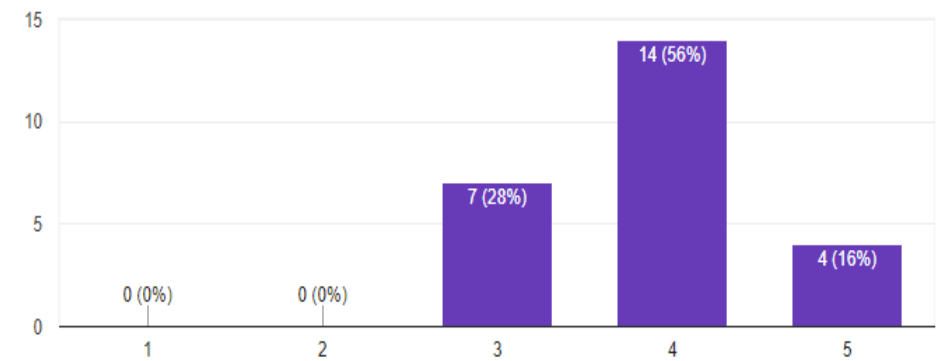
Analysis:

About 76.3 per cent of the customers feel that e-healthcare services are comfortable and convenient while 2.5 per cent feel that it is little cumbersome.

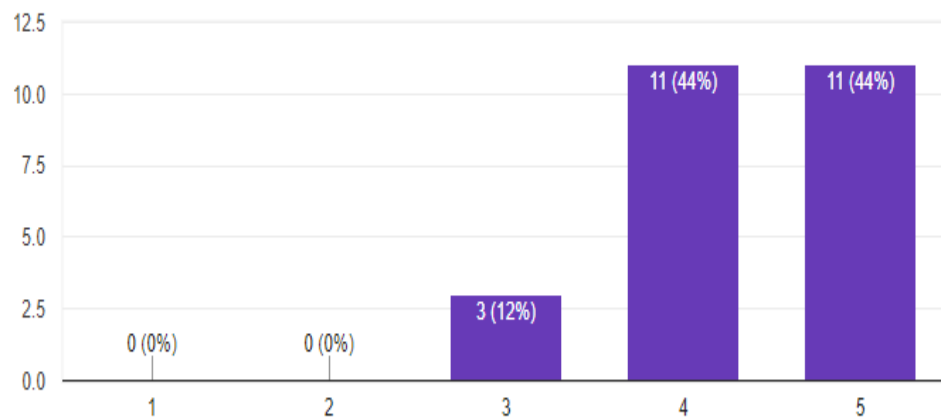
Speciality



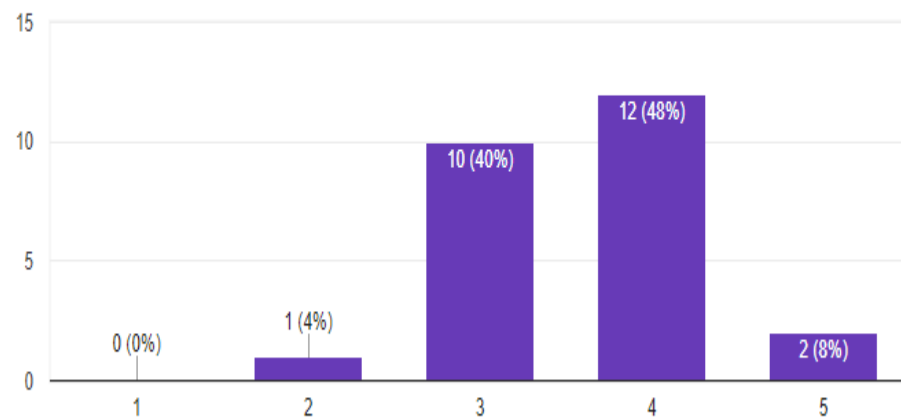
Doctors ease of using e-health service



Quality of care delivered by doctors



Customers cooperation while providing service



Analysis:

About 56 per cent of the doctors who deliver e-services feel comfortable and convenient while 24 per cent feel them still find it difficult to handle.

Table2: Response of Doctors towards E-Healthcare Service Delivery.

S. No	Level of Satisfaction	No. of Respondents	Percentage
1	Excellent	5	20
2	Good	14	56
3	Average	6	24
4	Poor	0	0
5	Bad	0	0
	Total	25	100

Analysis:

About 60 per cent of the officers feel that e-healthcare services are comfortable to deliver and help them earn more working for less time while 26 per cent feel that it is difficult to travel to remote locations and customers do not receive them well.

S. No	Level of Satisfaction	No. of Respondents	Percentage
1	Excellent	7	14
2	Good	30	60
3	Average	13	26
4	Poor	0	0
5	Bad	0	0
	Total	50	100

Conclusions

- ▶ Health professionals were able to adopt the technology but need to gain an understanding of how to evaluate, interpret, and apply this information to their specific practice.
- ▶ E-Healthcare services help customers to avail the benefits of diagnostics and consultation at their doorstep and highly motivate and brings a positive change in their behavior towards using such services thereby increasing the productivity of the organization.
- ▶ Officer engagement and satisfaction was good throughout the service

Suggestions:

- 1.Improving diagnostic accuracy and treatment appropriateness;
- 2.Improving access to effective healthcare by reducing barriers created, for example, by physical location or disability;
3. Improving cost-efficiency by streamlining processes, reducing waiting time and waste.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect. The shapes are concentrated on the right side of the frame, with some extending towards the center.

Thank you