

PERCEPTION OF DOCTORS TOWARDS USE OF MOBILE MEDICAL APPLICATIONS, NETWORKING SITES AND WEBSITES



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INTRODUCTION



- Health care industry and digital world collide dramatically
- Hundreds of blogs, forums and social networking sites are offering medical advice, patient support and health related news 24/7
- Modern medicines have benefitted greatly from the introduction of electronic health records, telemedicine and mobile devices

- Doctors are embracing the use of Facebook, Twitter, LinkedIn and Youtube as a way to strengthen the doctor-patient relationship in addition to simplifying the way health news is received and distributed
- Health and wellbeing applications are estimated to make up approximately 40% of new smartphone apps currently being developed⁽¹⁾



PROBLEM STATEMENT

- Perception of doctors towards use of networking sites, mobile medical applications and websites

PURPOSE OF STUDY

- To study the preference for the use of websites, networking sites and mobile applications by the doctors
- To determine the potential use of medical websites and mobile applications by the doctors

LITERATURE REVIEW



- Doctors too use social networking sites for professional purposes. Japanese doctors are the biggest fans of online medical communities(78%) followed by doctors in China (55%), India (54%) and Russia (52%)(²)
- By 2017,the mobile health market will be a mass market with a reach of more than 3.4 billion smartphones and tablets with access to mobile apps(³)
- By 2017, 50 percent of mobile users will have downloaded mobile health apps(³)

OBJECTIVE



MAIN OBJECTIVE

- To understand doctor's perception towards use of networking sites, mobile medical applications and websites

SUB OBJECTIVES

- To get insight about the use of e-websites, networking sites and mobile applications by doctors in their clinical practice
- To study purpose and extent of usage of medical websites
- To understand the current level of satisfaction of the doctors in using these online websites, networking sites and medical mobile applications

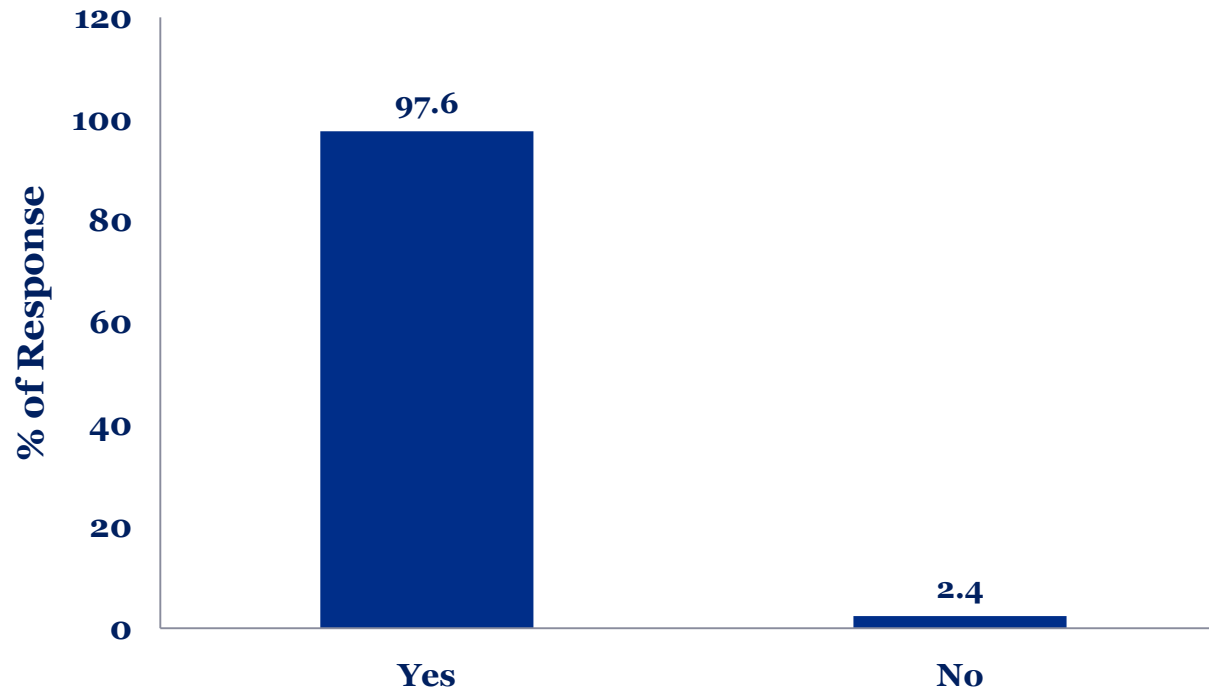


RESEARCH METHODOLOGY

SR NO.	PARAMETERS	DESCRIPTION
1.	Research type	Quantitative
2.	Data collection	Primary and secondary
3.	Measurement Technique	Semi-Structured questionnaire
4.	Sample Size	80
5.	Sample Unit	Physician , Diabetologist , Cardiologist
6.	Sampling Technique	Convenience sampling
7.	Area covered for primary data collection	Ahmedabad
8.	Analysis technique	Using Microsoft Excel

ANALYSIS OF COLLECTED DATA

Fig 1-Access of e-online websites by doctors



- Majority of doctors are accessing e-online websites
- Around 20% have recently started using them

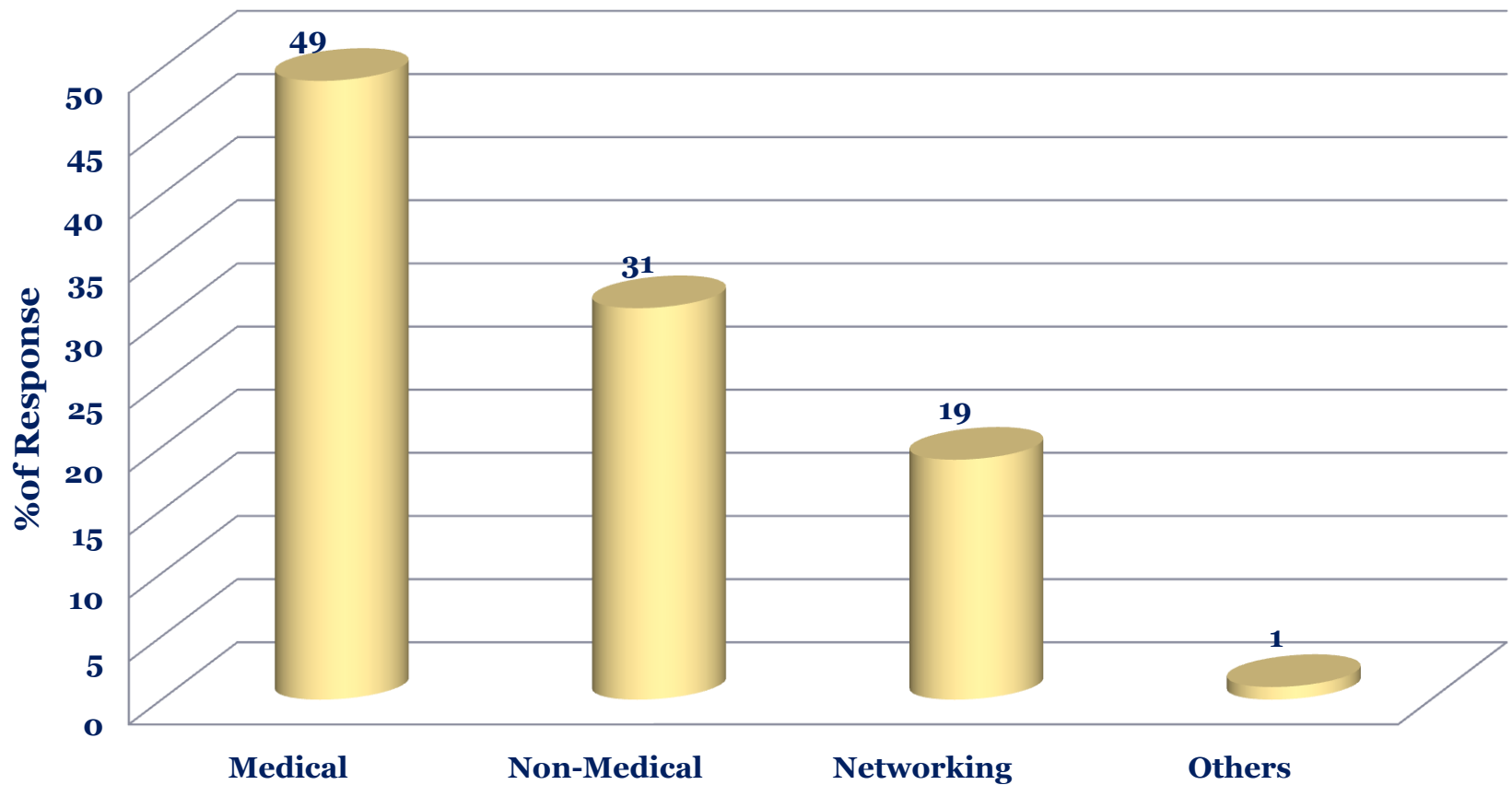
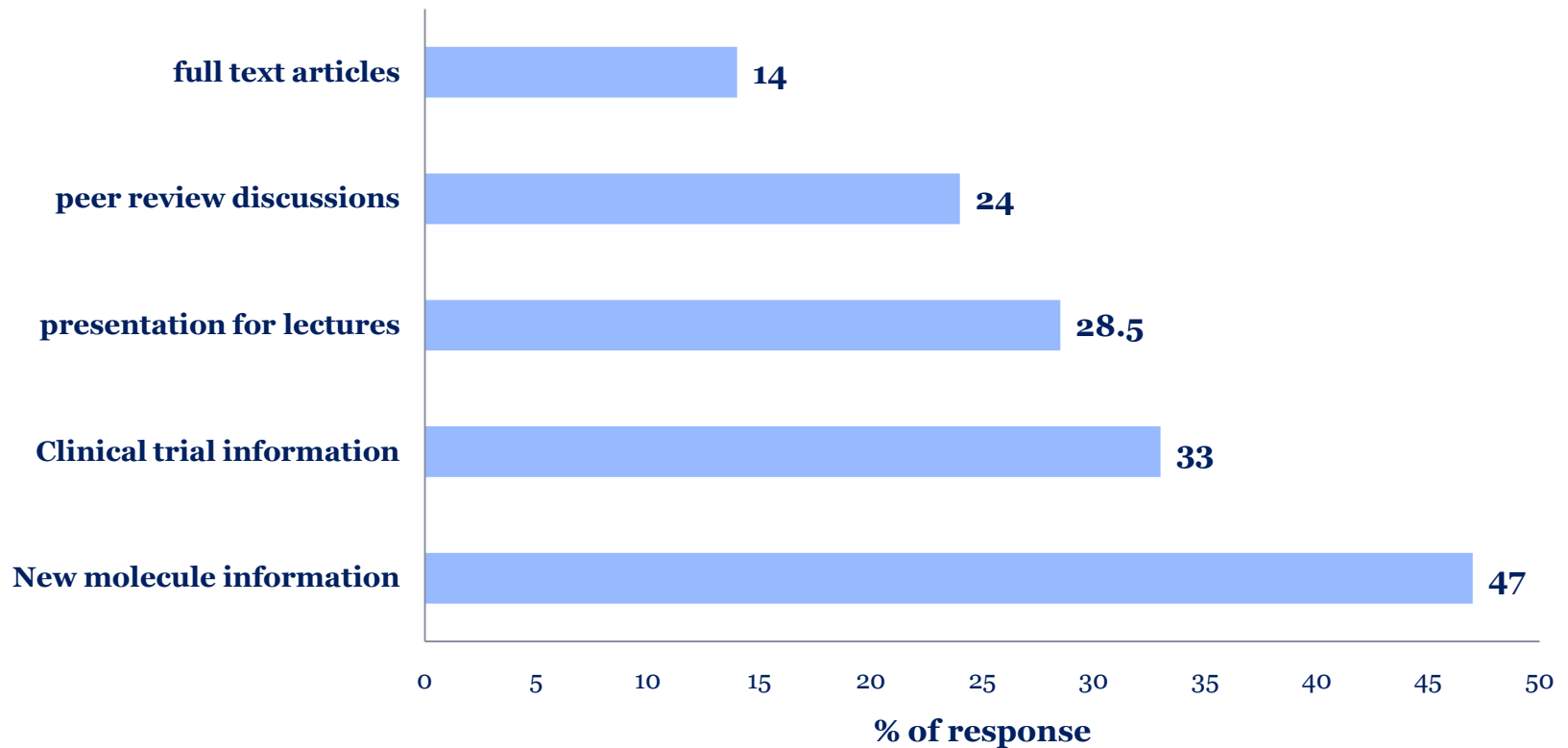


Fig2-Depiction of extent of usage of medical and non medical websites

Fig3-Purpose of use of medical websites and preference



- Majority of doctors use medical websites to get new molecule information, followed by clinical trial information

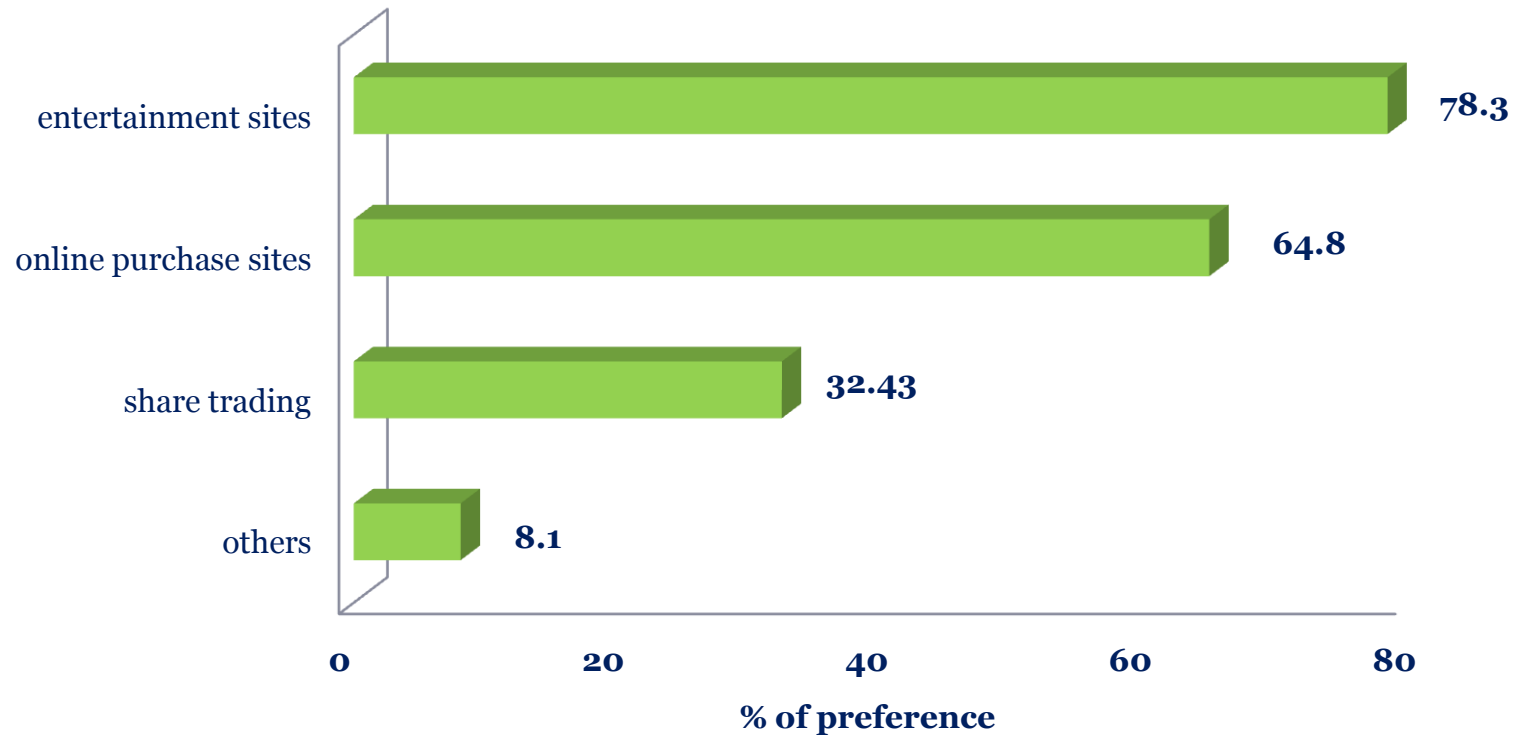
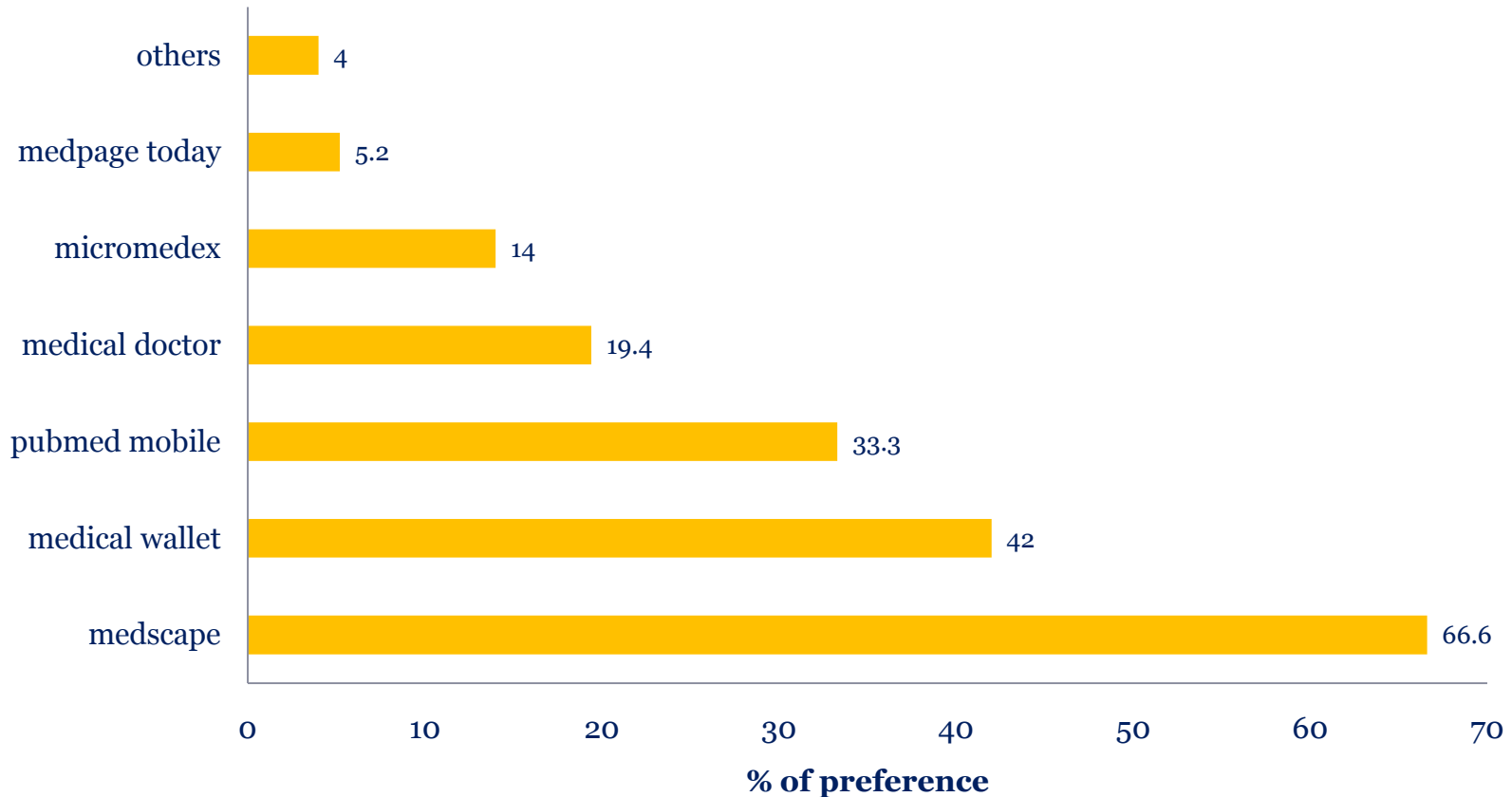


Fig4-Purpose of use of non-medical websites and preference

Fig 5-Preference in Accessing mobile applications



- Medscape is the most preferred choice in medical mobile applications
- Next is medical wallet, followed by pubmed mobile

❑ What the doctors look for in a networking site that will help them professionally-

- Case discussions
- Information sharing
- Knowing the experience in using a therapy or drug
- Personal use

❑ Effect of using websites ,networking sites and mobile medical applications on their clinical practice

- Keeps updated with latest information
- Good and very useful
- Ease of access
- Time saving

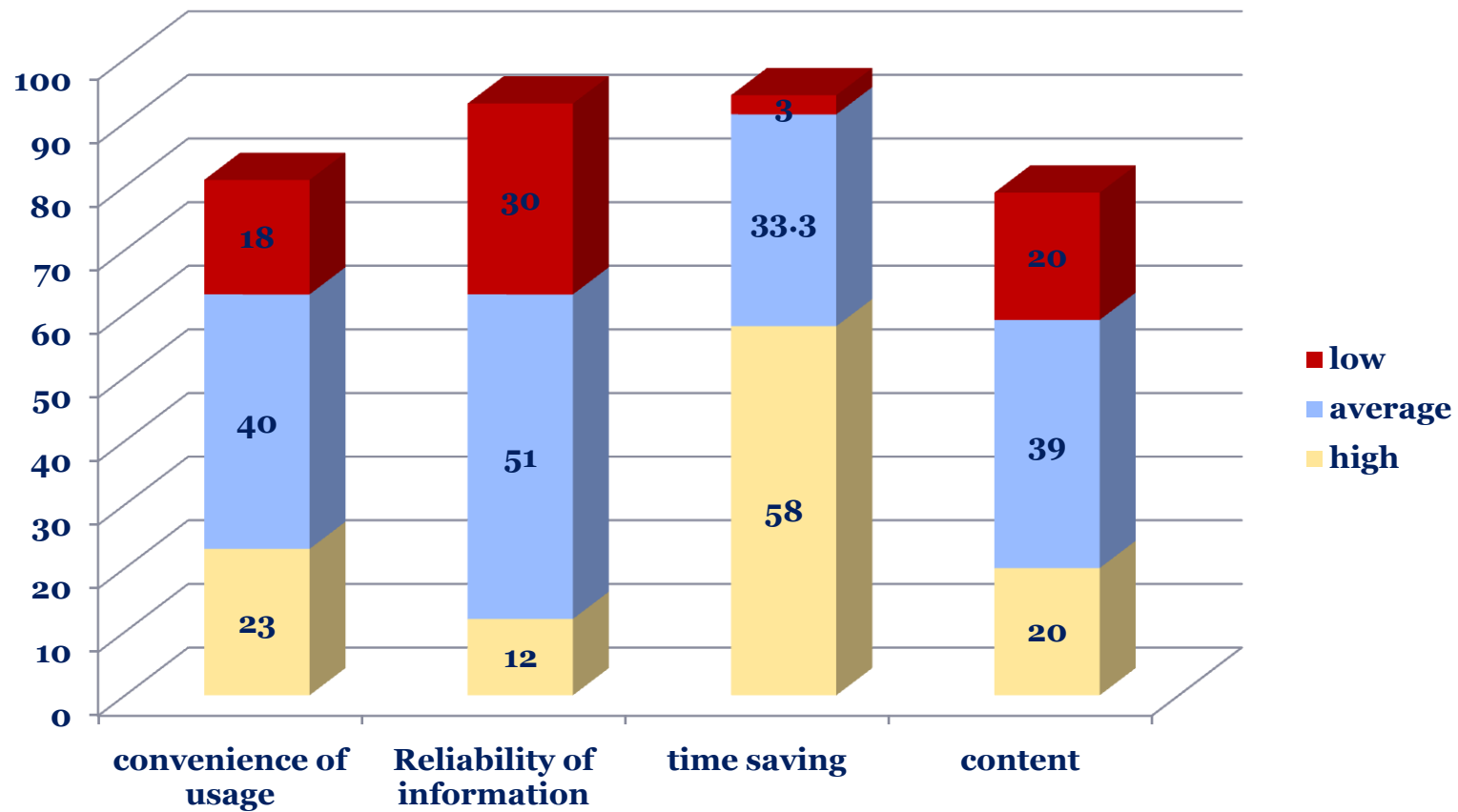


Fig 6-Current satisfaction level amongst doctors in using medical sites

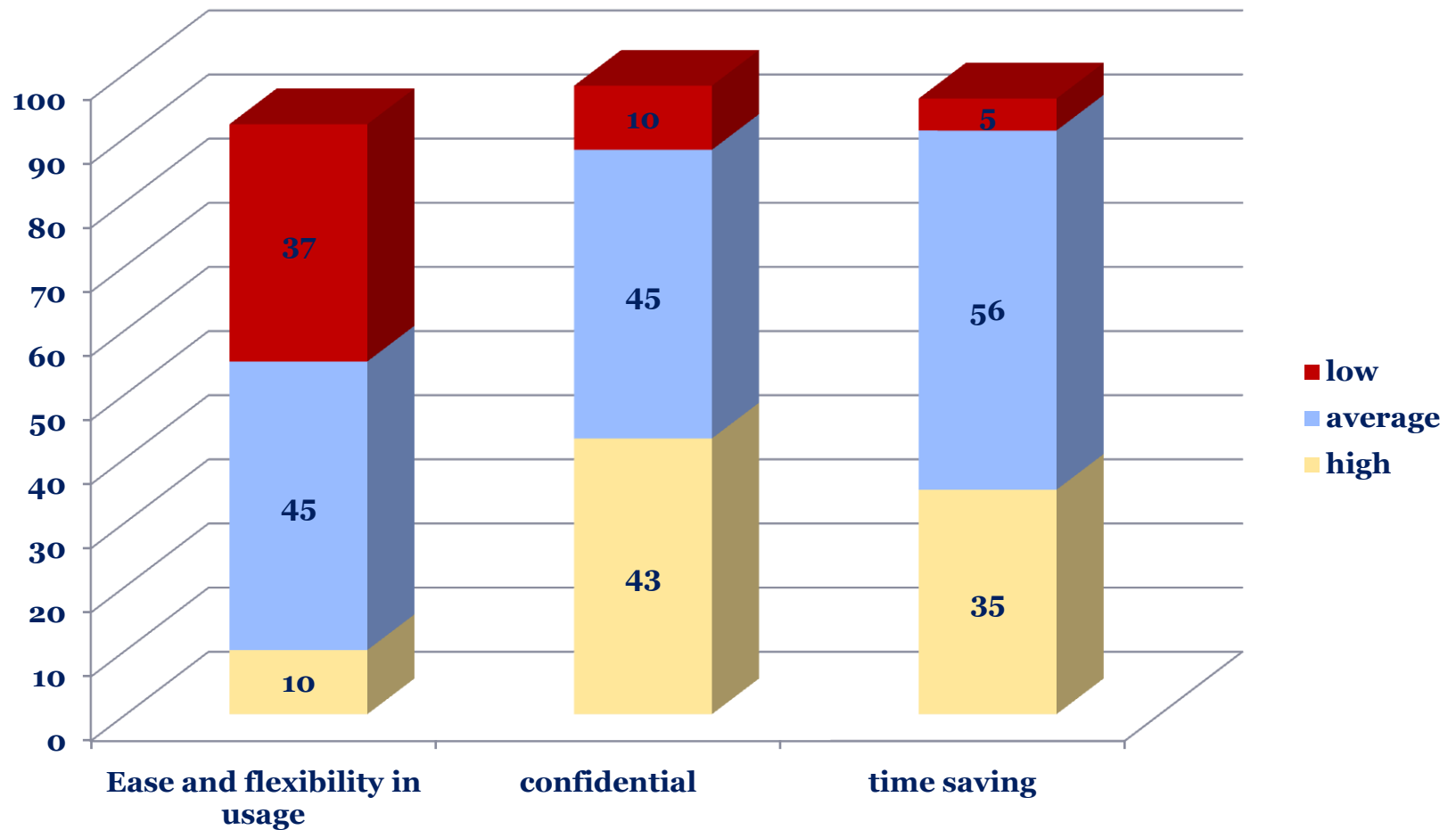


Fig 7-Current satisfaction level amongst doctors using mobile applications

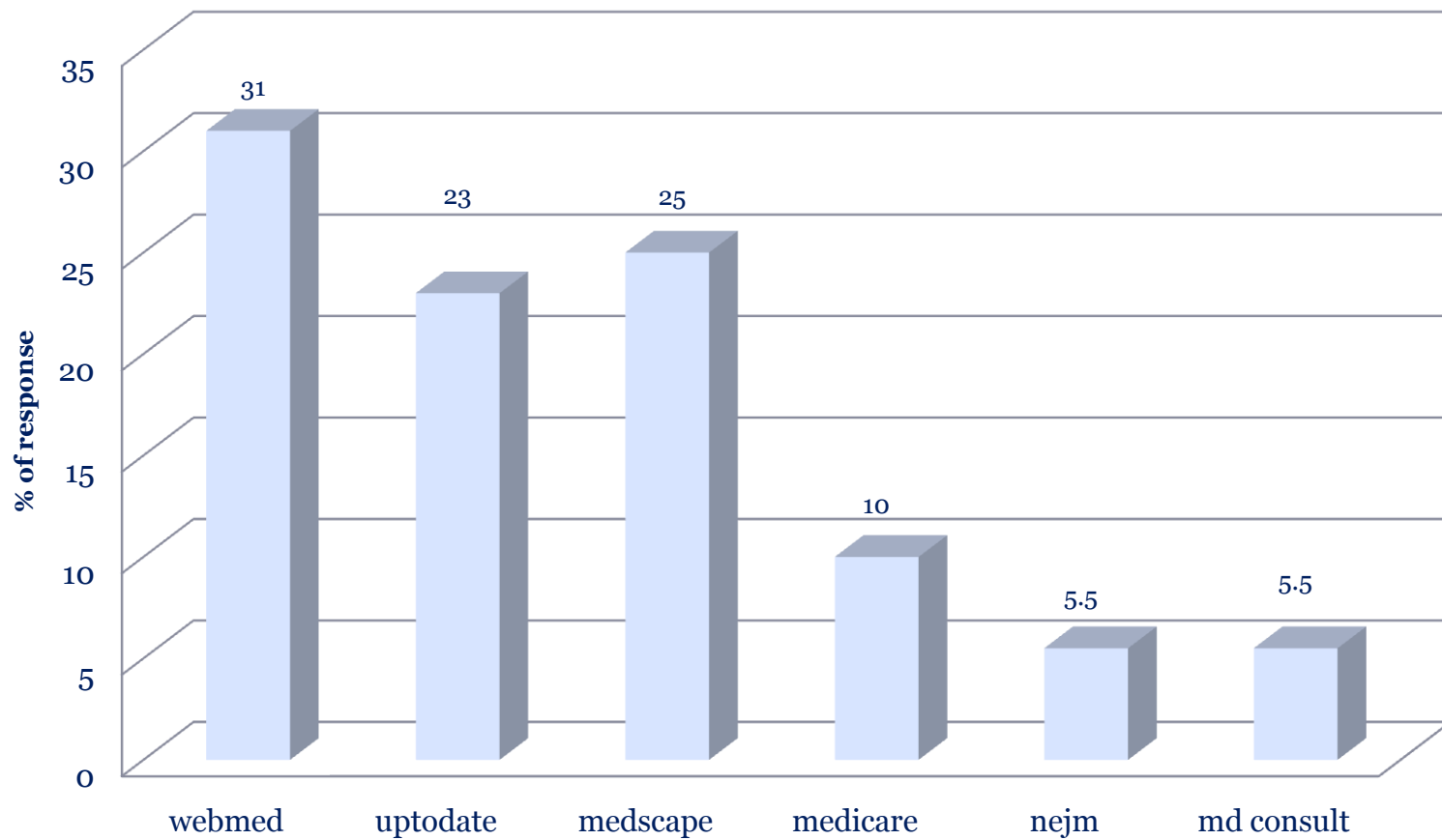


Fig 8-ideal websites which doctors wish to subscribe

SUGGESTIONS

- The use of medical websites, networking sites and applications, their benefits and impact on clinical practice should be emphasized more while targeting various doctors through advertisements
- Frequent interaction and regular E-mail, SMS drop to the doctors regarding the applications and the upgraded and new versions available will help to drag the doctor's attention

- Medical students (Final year) can be targeted more, as it is easy to communicate and convince
- Identification of key opinion leaders and with effective use of their influencing capabilities also helps in wide spread of awareness among the doctors
- They should also leverage online physician communities as a new way of reaching rapidly growing numbers of clinicians. Such sites provide ample opportunities to educate customers about their products, and to provide physicians with patient education materials and other tools

- Use of 3D-leaflets, attractive brochures, giving free trial of the application for a period of time will help attract the doctor's
- Application usage demo and experience sharing during the Doctors Group Meeting can help in easy penetration and information spread

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Thank
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