



**“ PERCEPTION MAPPING OF WEBSITES, NETWORKING
SITES AND MOBILE MEDICAL APPLICATIONS THEIR
USE BY THE DOCTORS IN THEIR CLINICAL PRACTICE”**



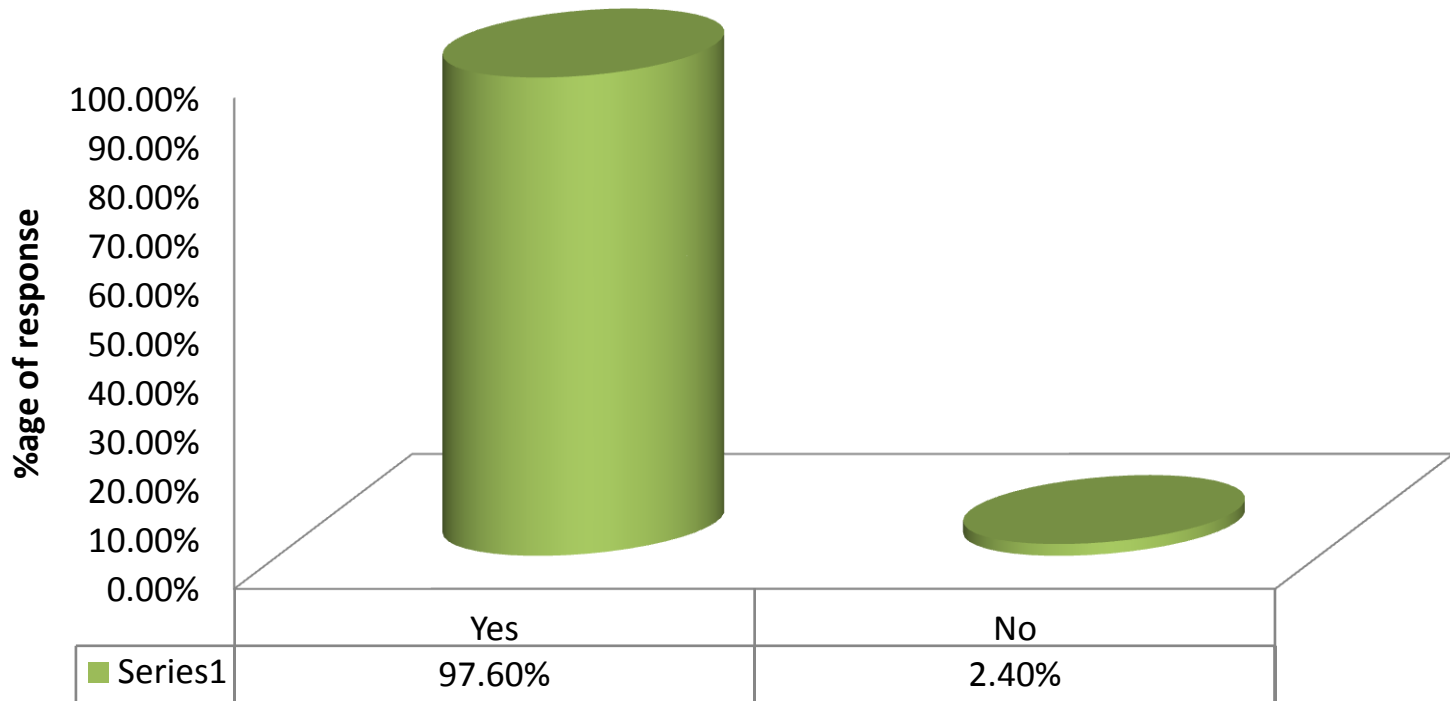
Objectives

- “PERCEPTION MAPPING OF MEDICAL WEBSITES, NETWORKING SITES AND MOBILE APPLICATIONS IN THEIR CLINICAL PRACTICE”
- Extent of usage of medical websites
- To get insight of the current level of satisfaction of the doctors in using these online websites, networking sites and medical mobile applications

Research Methodology

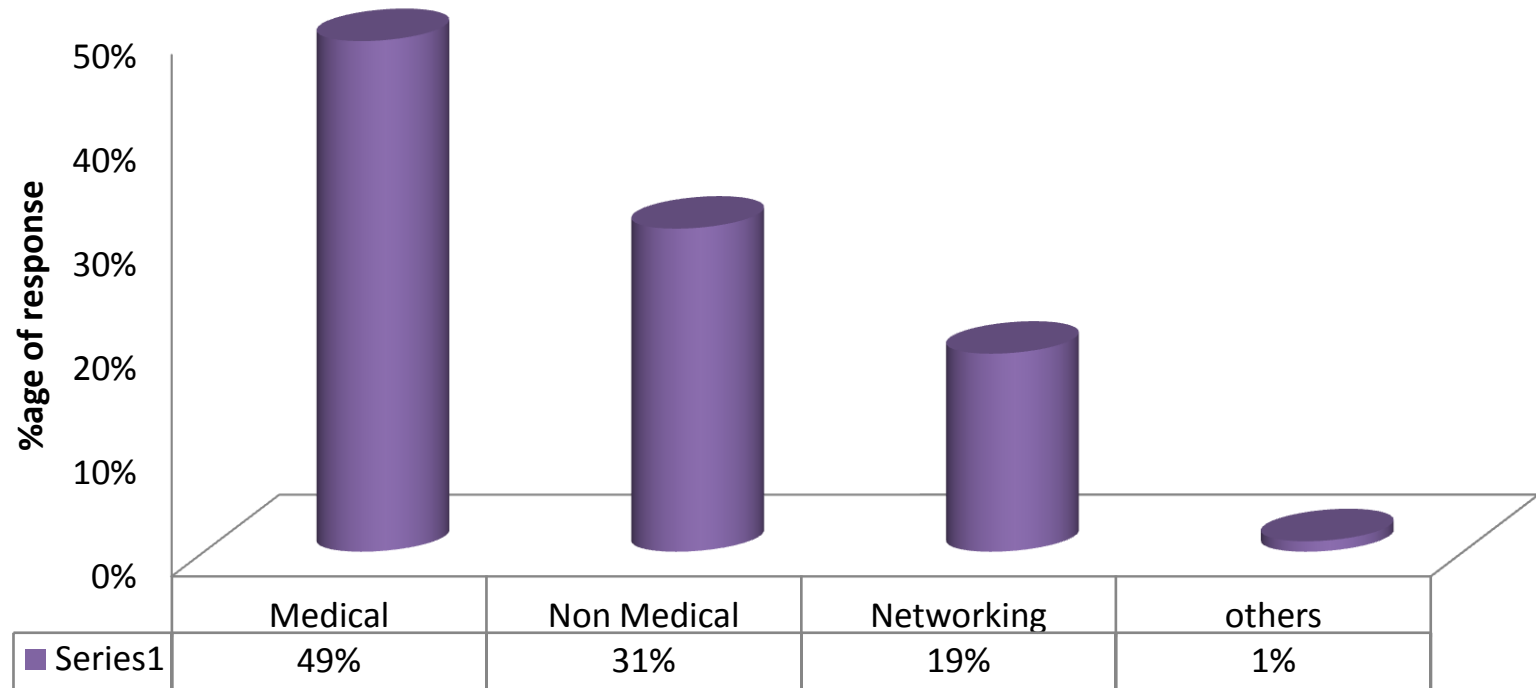
- **TYPE OF DATA:** Primary data.
- **TOOL OF DATA COLLECTION:** A market Research Questionnaire with open ended as
- well as close-ended questions were used for data collection.
- **TYPE OF QUESTIONNAIRE:** Structured.
- **MODE OF DATA COLLECTION:** One to one interview.
- **INTERVIEW TECHNIQUE:** In depth interview was conducted by using probing method for each question.
- **SAMPLING METHOD:** Purposive sampling.
- **TYPE OF RESEARCH:** Quantitative research.
- **RESEARCH AREA:** Chandigarh and Ambala
- **SAMPLE SIZE:** 50

Access to Online Websites



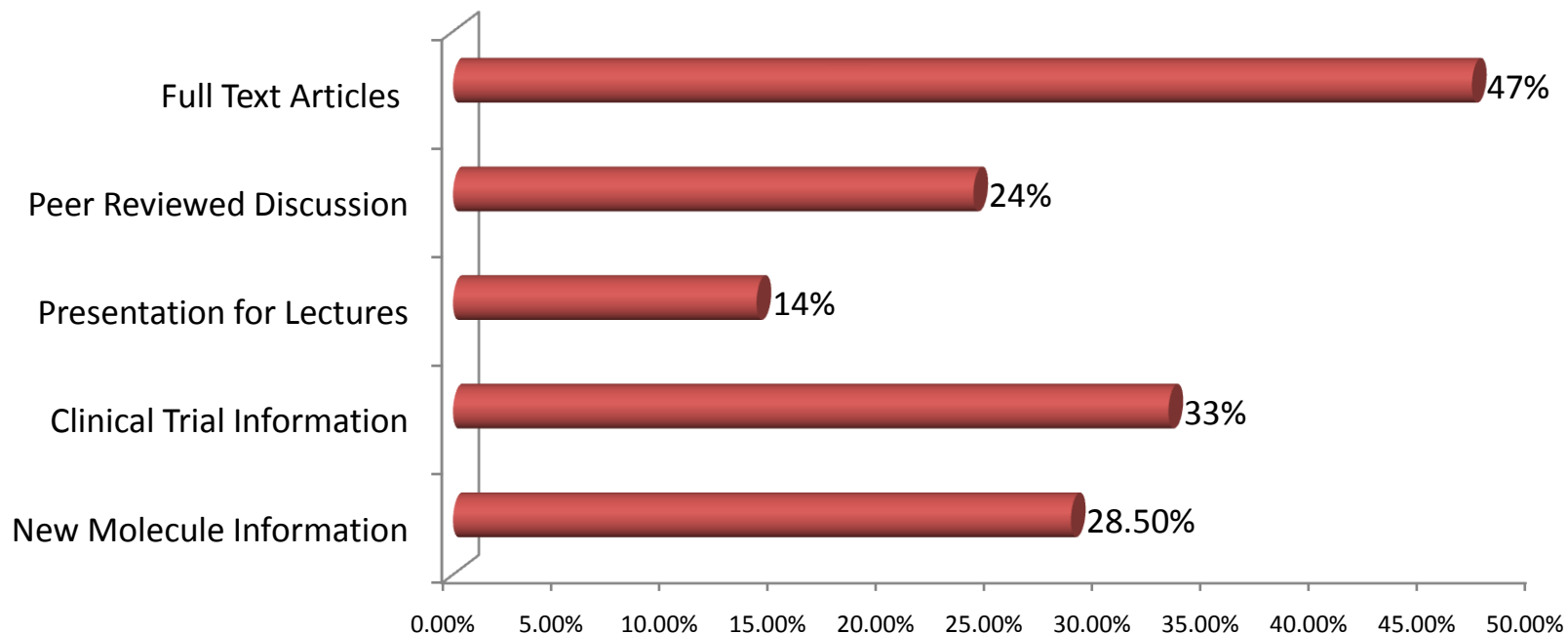
- Of the 97.6% doctors accessing the e-online websites around 20% of the doctors have recently started using the websites and networking.

Usage of medical and Non Medical Websites



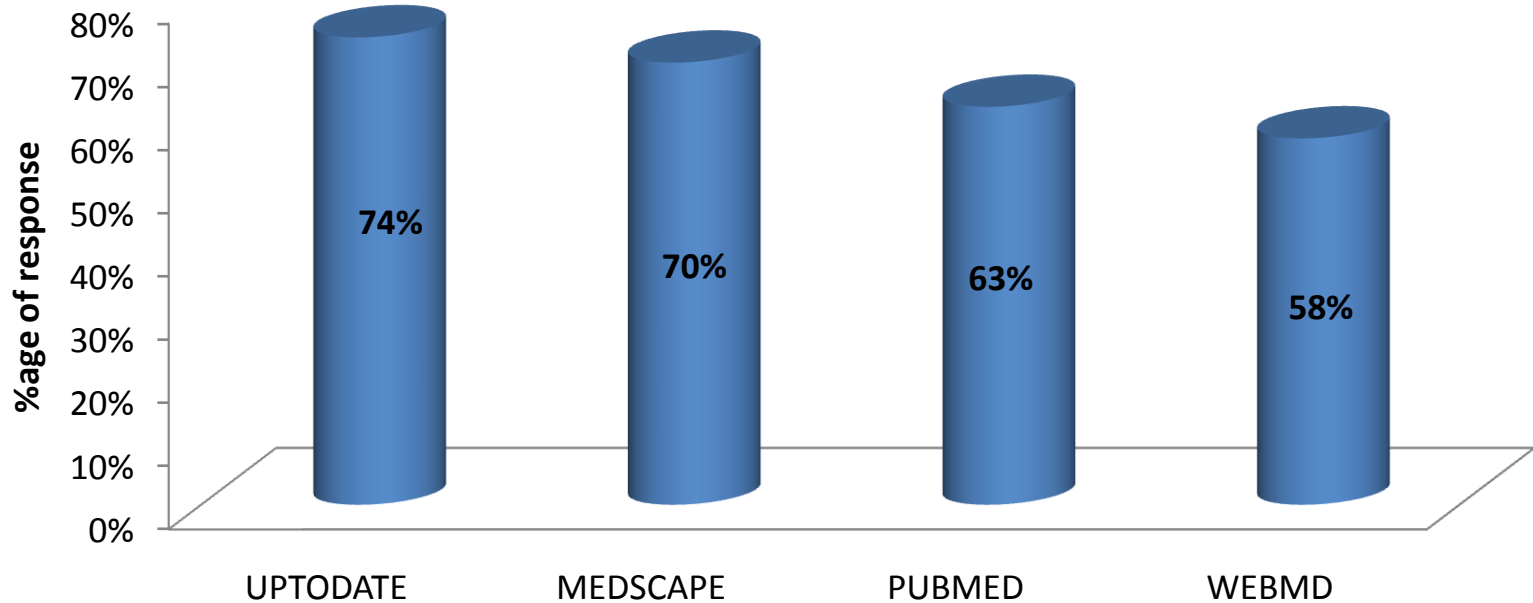
- 49% of the doctors access the medical websites, followed by non-medical sites(31), networking((19%) and others(1%).

Purpose of Usage of Medical Website

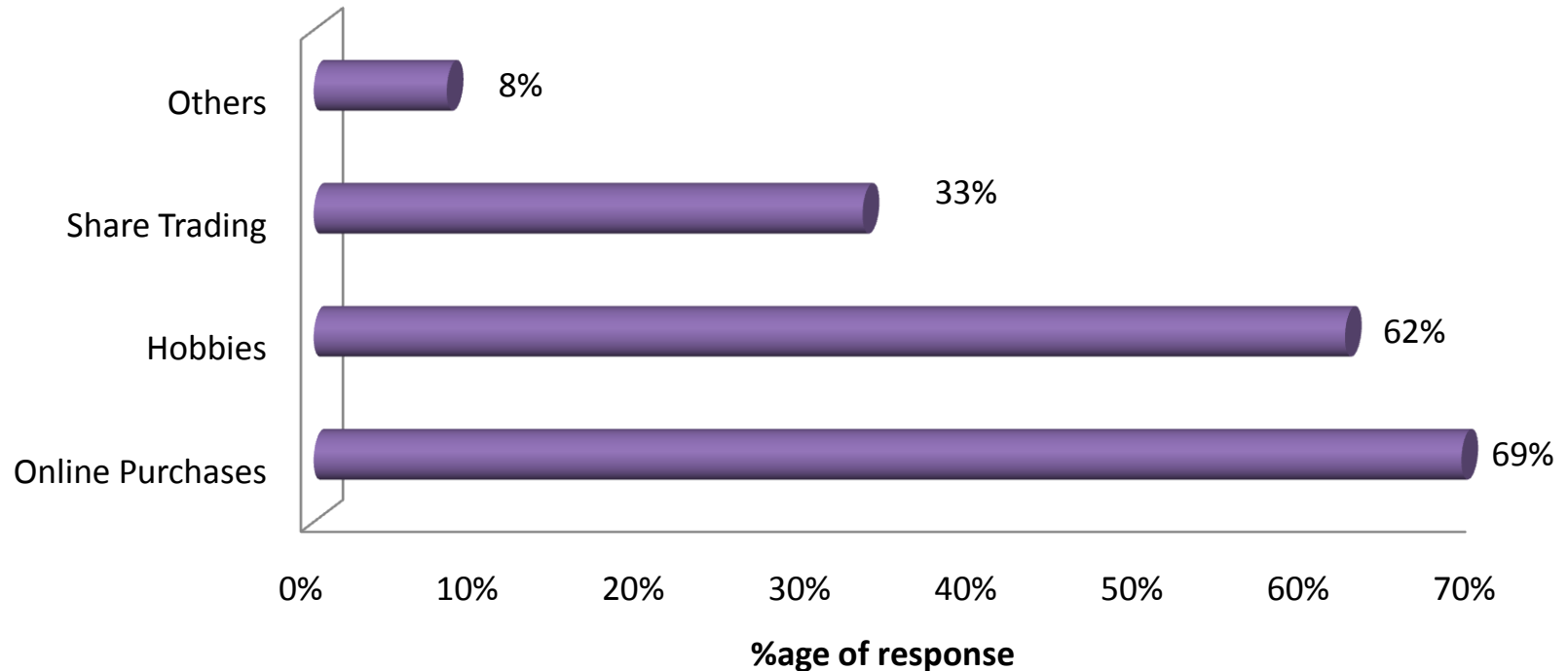


- 47% doctors prefer full text articles followed by clinical trials information(33%), new molecule information (28.5%), peer reviewed discussions(24%) and presentations for lectures(14%).

Top Three Medical Sites used by Doctors

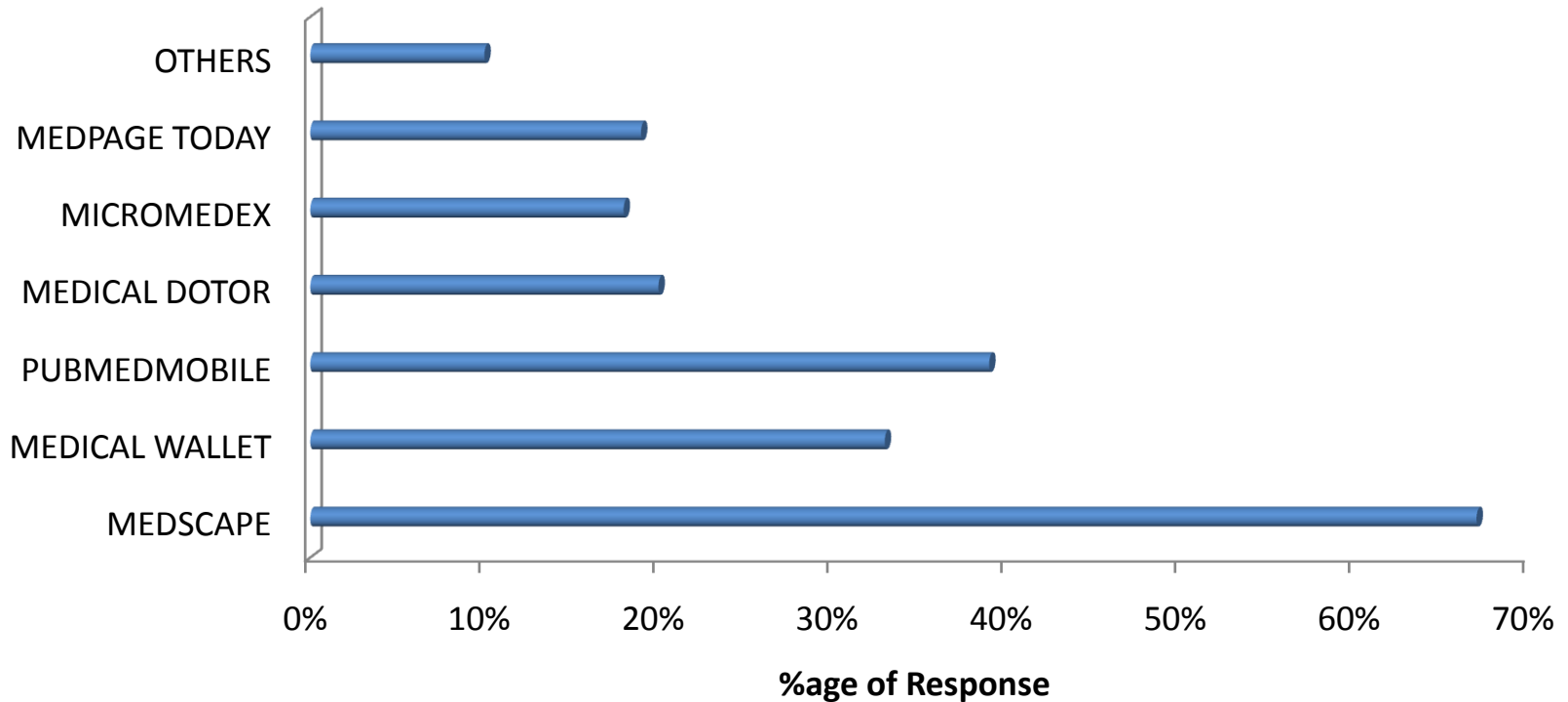


Non Medical Websites accessed by Doctors



- Majority of the doctors access entertainment sites(78.3%) generally Youtube(movies, songs) followed by Online purchase sites(64.8%) mostly Flipkart and Hobbies(62.16%), Share trading(sharekhan.com)(32.43%) and Others(8.10%).

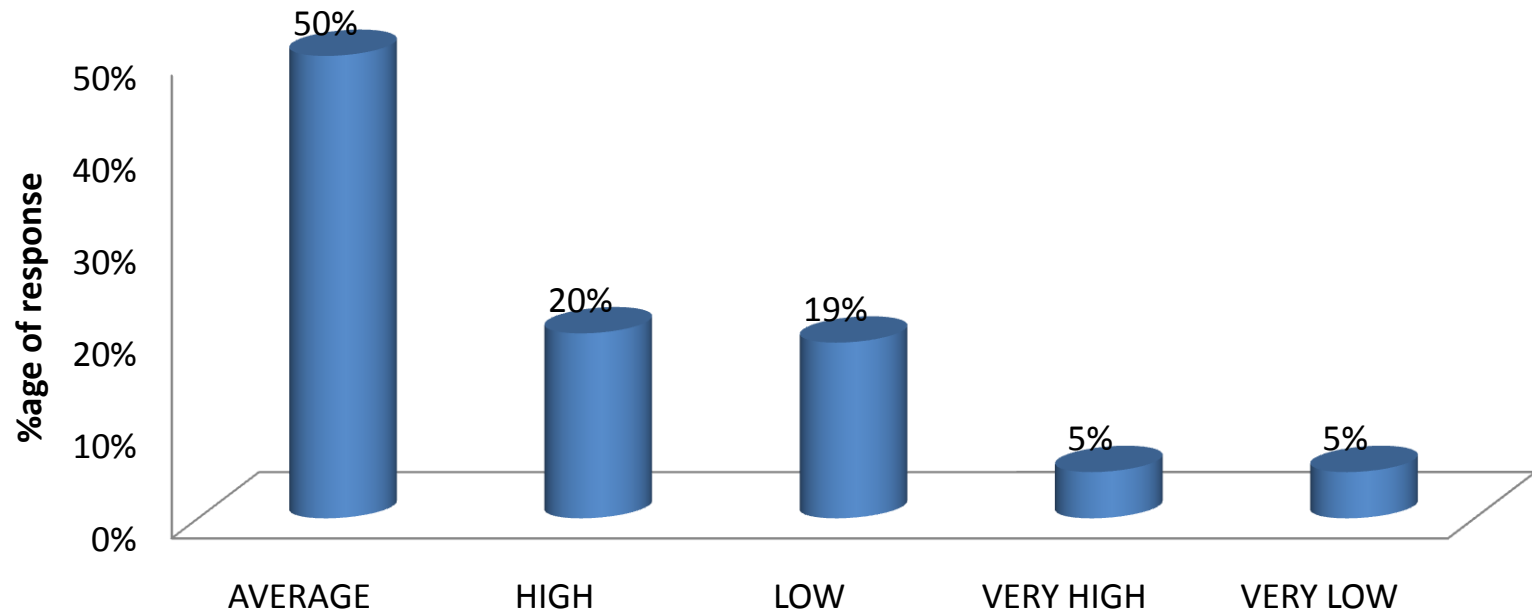
Preference for the Mobile Application



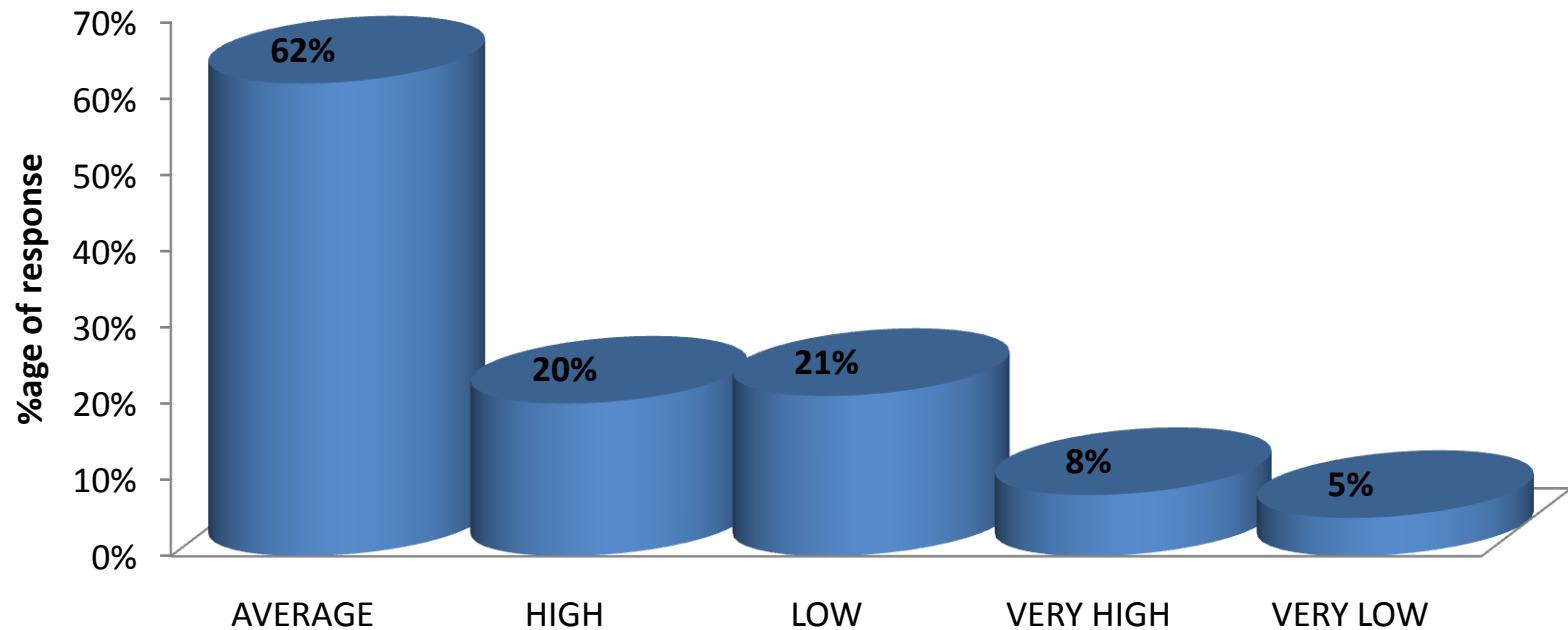
- 66.6% of the doctors access MEDSCAPE, followed by PUBMED mobile application(33.3%) and Medical Doctor(19.4%).

Satisfaction Level of doctors with Medical websites and its application

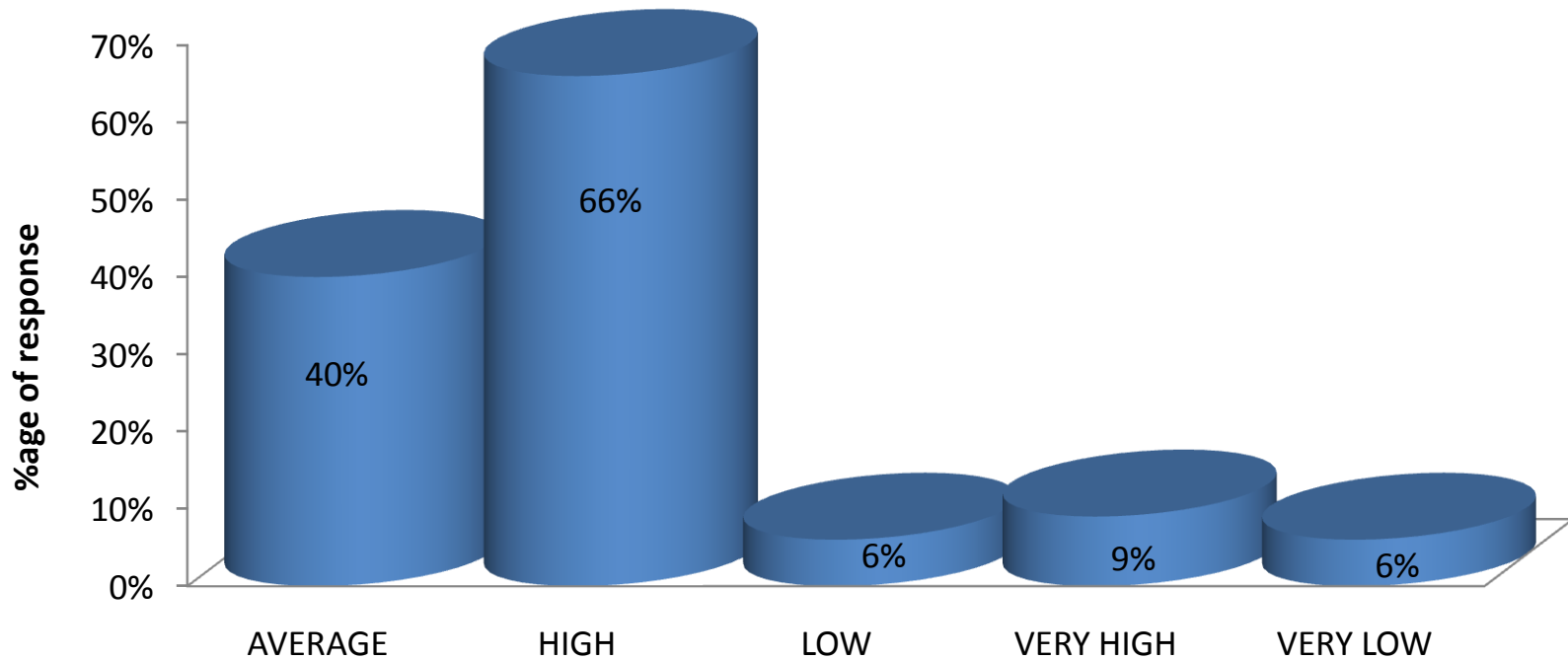
Convenience of Usage



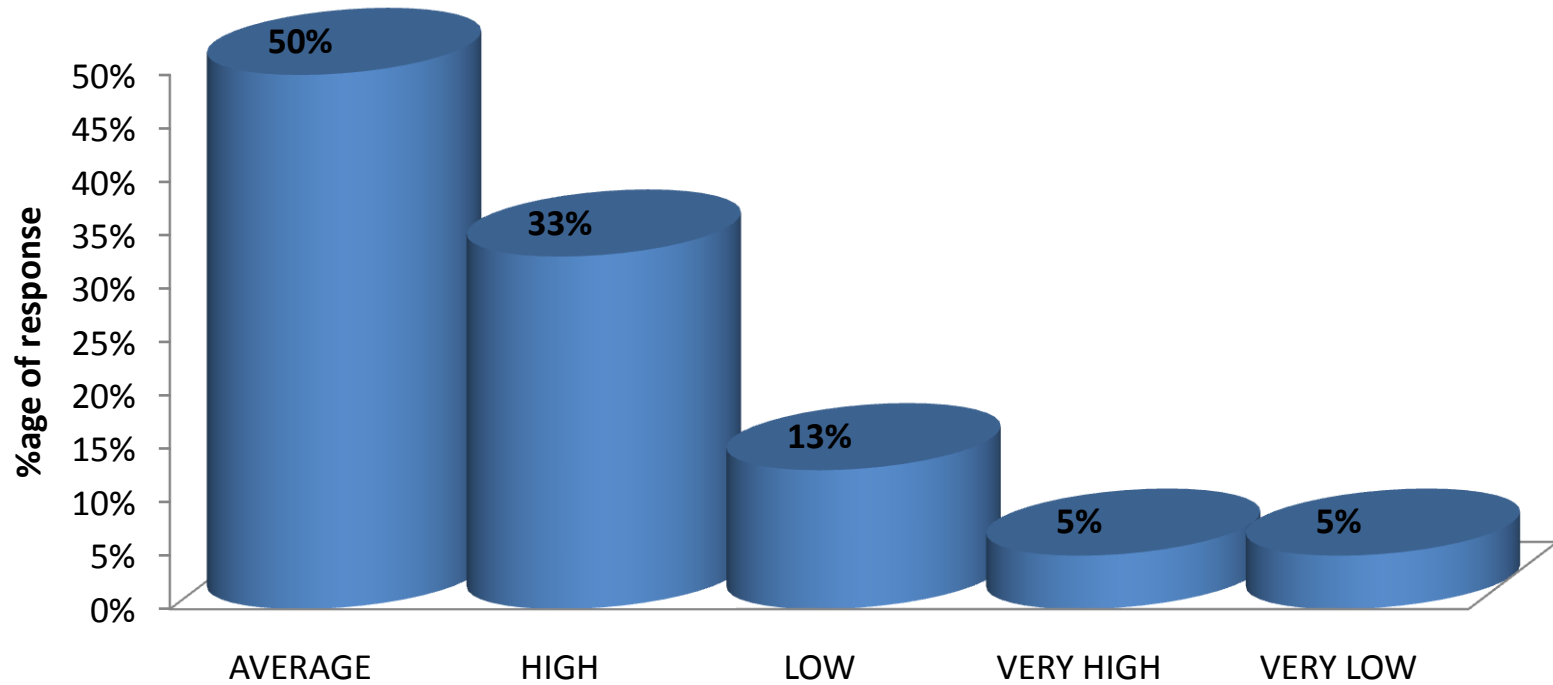
Reliability of Information



Time saving



Content



- **Majority of the doctors using the medical sites have the current satisfaction level: Average level of satisfaction with convenience of usage, reliability of information and content and high level of satisfaction with time saving parameter.**

Impact of use of websites, applications and networking sites on current medical practice

- Common responses of the doctors are:
 1. Good and very useful.
 2. Ease of access, time saving.
 3. Helpful too greater extent keeping updated with the latest information.

Key Findings

- Majority of the doctors accessing the online websites have almost equal proportion of use of the medical and non medical websites, followed by the networking sites.
- Maximum doctors prefer to look for the full text articles and clinical trials information and new molecules information in the medical websites.
- Major proportion of the doctors access uptodate, pubmed and webmd medical sites and access entertainment, online purchases and hobbies related sites (non-medical sites).
- Applications most commonly accessed by the doctors are medscape, pubmed mobile and medical doctor.
- Majority of the doctors use networking sites for information sharing and for the latest reviews and case discussions.

CONCLUSIONS

- The overall use of the medical websites by the doctors is prominent than the use of mobile medical applications.
- The complete professional use of the networking sites has not been completely utilized by many of the doctors.
- Doctors with the latest smart phones are also not very aware and not accessing the medical applications.

RECOMMENDATIONS

- 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.
- 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

Continuation

- 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.

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