

Dissertation Study



Strategies to Built Successful Mobile Based Services for Health Care Delivery :

An Innovative Thinking of Young Professionals

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INTRODUCTION

- The drive for mobility is part of the business technology agenda for most companies today.
- Mobile technology allows companies to have an unprecedented level of connectivity between employees, vendors, and/or customers.
- The demand for access to business information and applications through mobile technologies is surging as consumer preferences and behaviour spill over into the business workforce.
- The healthcare industry is beginning to rely on mobile application development that allows, providing patients with rapid services that are within their reach at anytime, anywhere.

REVIEW OF LITERATURE

- Health care access, affordability, and quality are problems all around the world.
- Mobile health applications, sensors, medical devices, and remote patient monitoring products can help lower costs by facilitating the delivery of care, and connecting people to their health care providers.
- Mobile applications and devices that allow consumers to take charge of their own treatment & prevention and taking health care out of hospitals and doctor's offices, and putting more power in consumer hands.
- Ex. “The Wireless Health Care@Home program”, “Mobile devices with a library of Clinical Resources”, “mPowering Frontline Health Workers” ...etc.

OBJECTIVES OF STUDY

- To find out the relevance of the study in terms of effective strategy development for mHealth.
- To study the perception of the future managers about use of mobile applications in their workplace.
- To study the requirement of the mobile applications by future managers for better service delivery.

RESEARCH METHODOLOGY

- Study Design**

Descriptive in Nature

- Study Population**

Early Health Care Management Professionals

- Sampling Technique**

Non Probability Purposive Technique

- Sample Size**

Total 750 Respondents

- **Source of Data**

Primary Data Collection through Email and Facebook

- Tools used for Data Collection**

Semi Structured Online Questionnaire

RESULTS

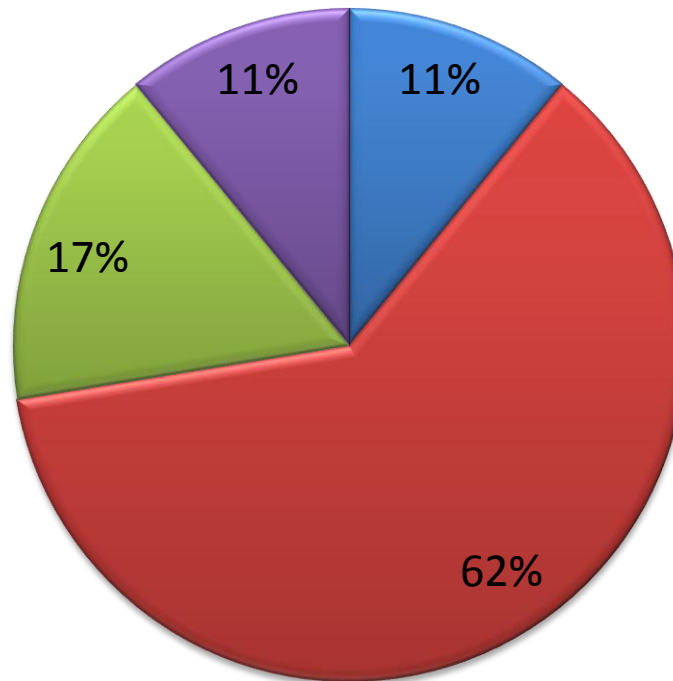
Key Findings

1. Response Rate of Study- 21%
2. More Than 50% of Respondents – 25-30 Years
3. 2/3 of the Respondents either Fresher or having 1-3 Years Experience
4. 89% of Respondents – Smart Phone with Emailing and Navigation features
5. Quality of Questionnaire: 3.85(Mean Score)

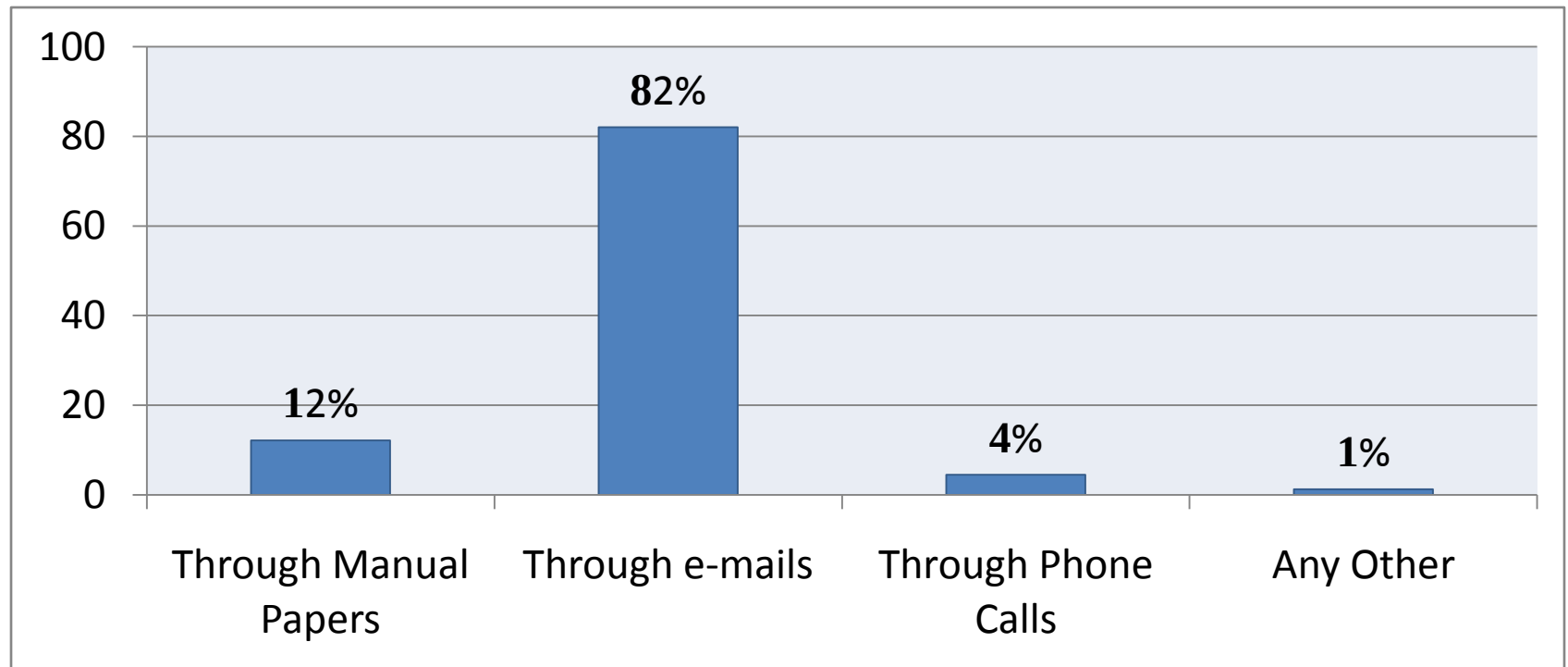
(Lowest Quality)1  5 (Highest Quality)

Preferred Device for Managing the Services

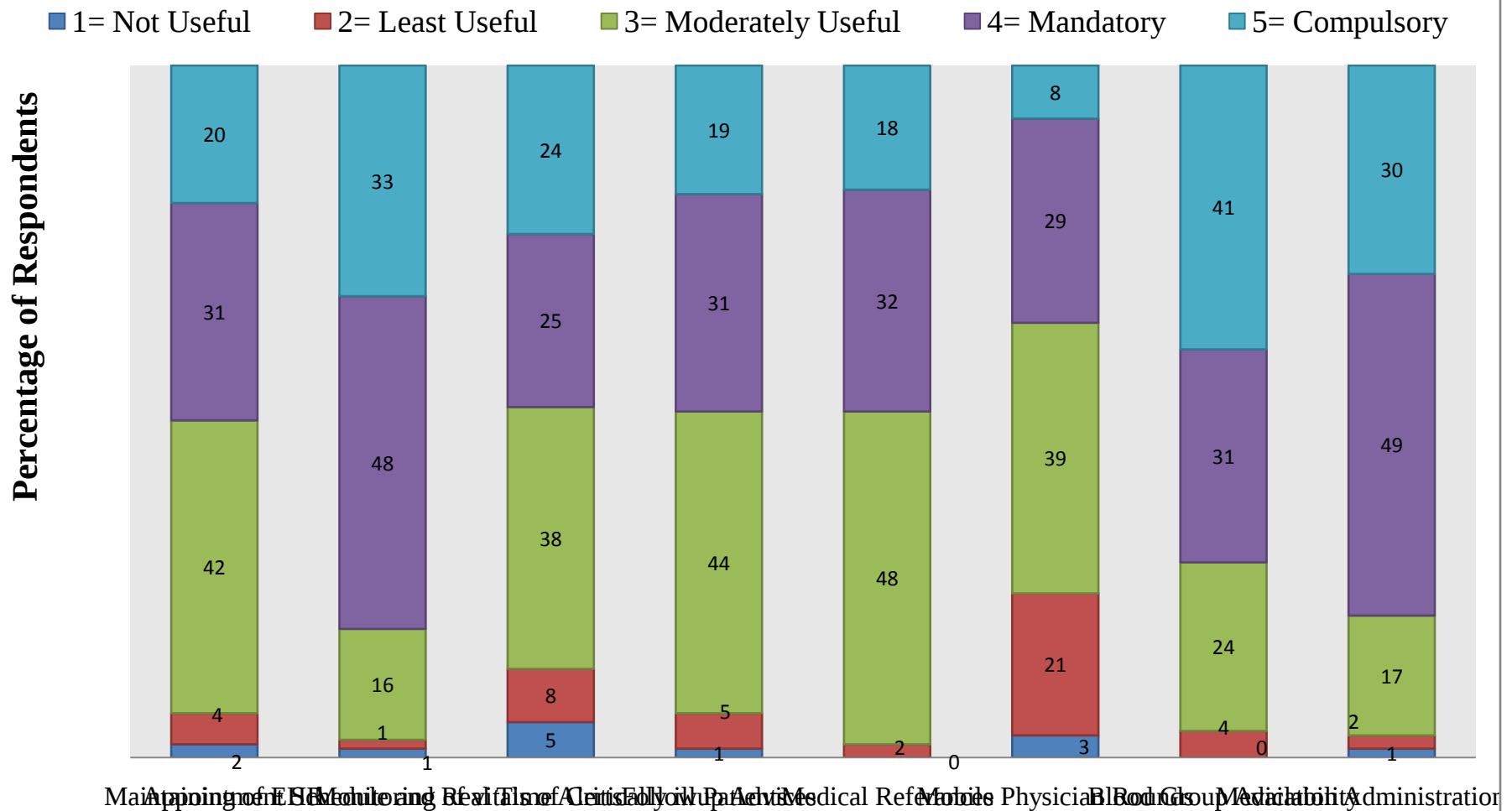
■ Desktop Computer ■ Laptop ■ Smart Phone ■ Tablet



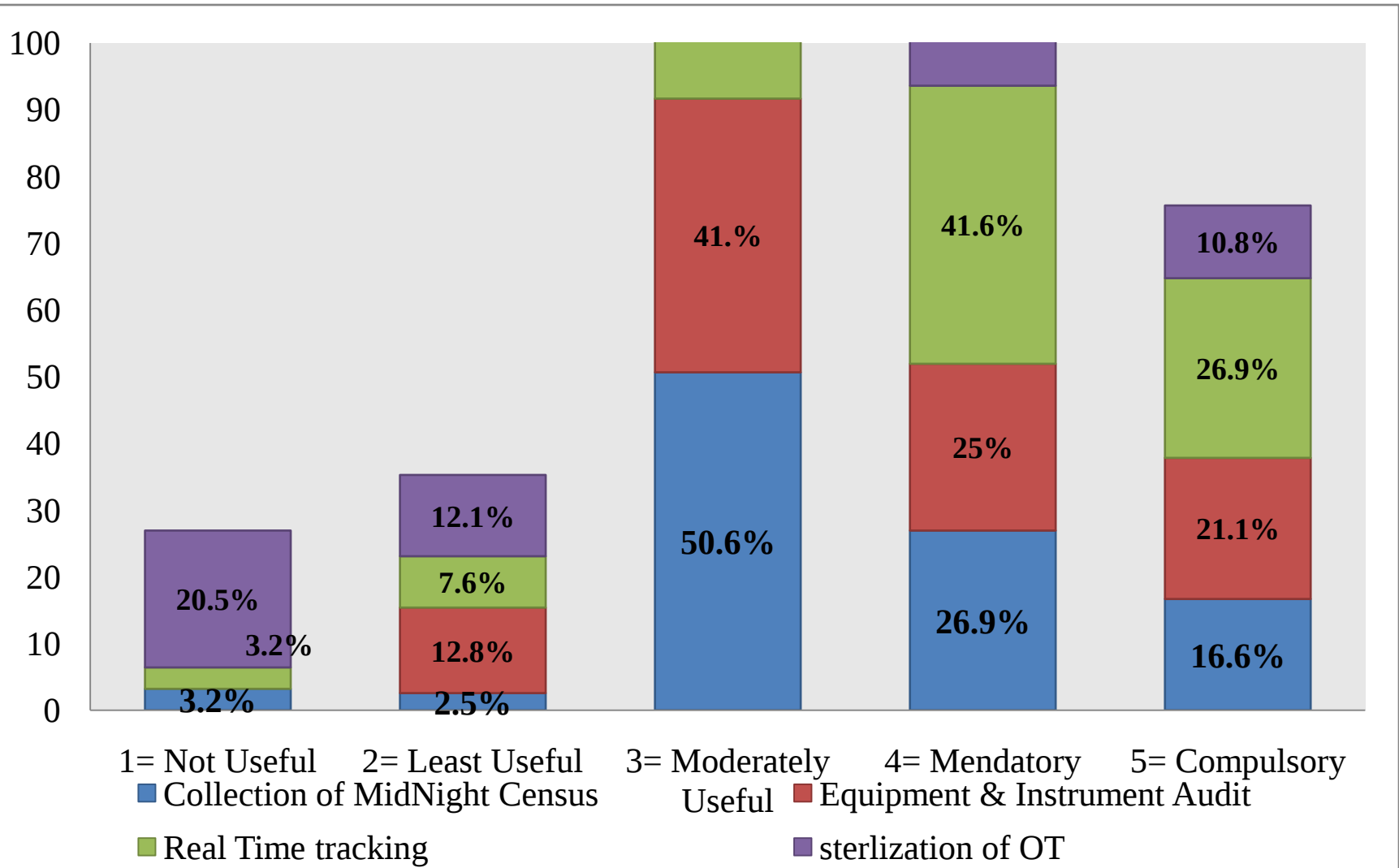
Respondent View: Information Flow in their Organization



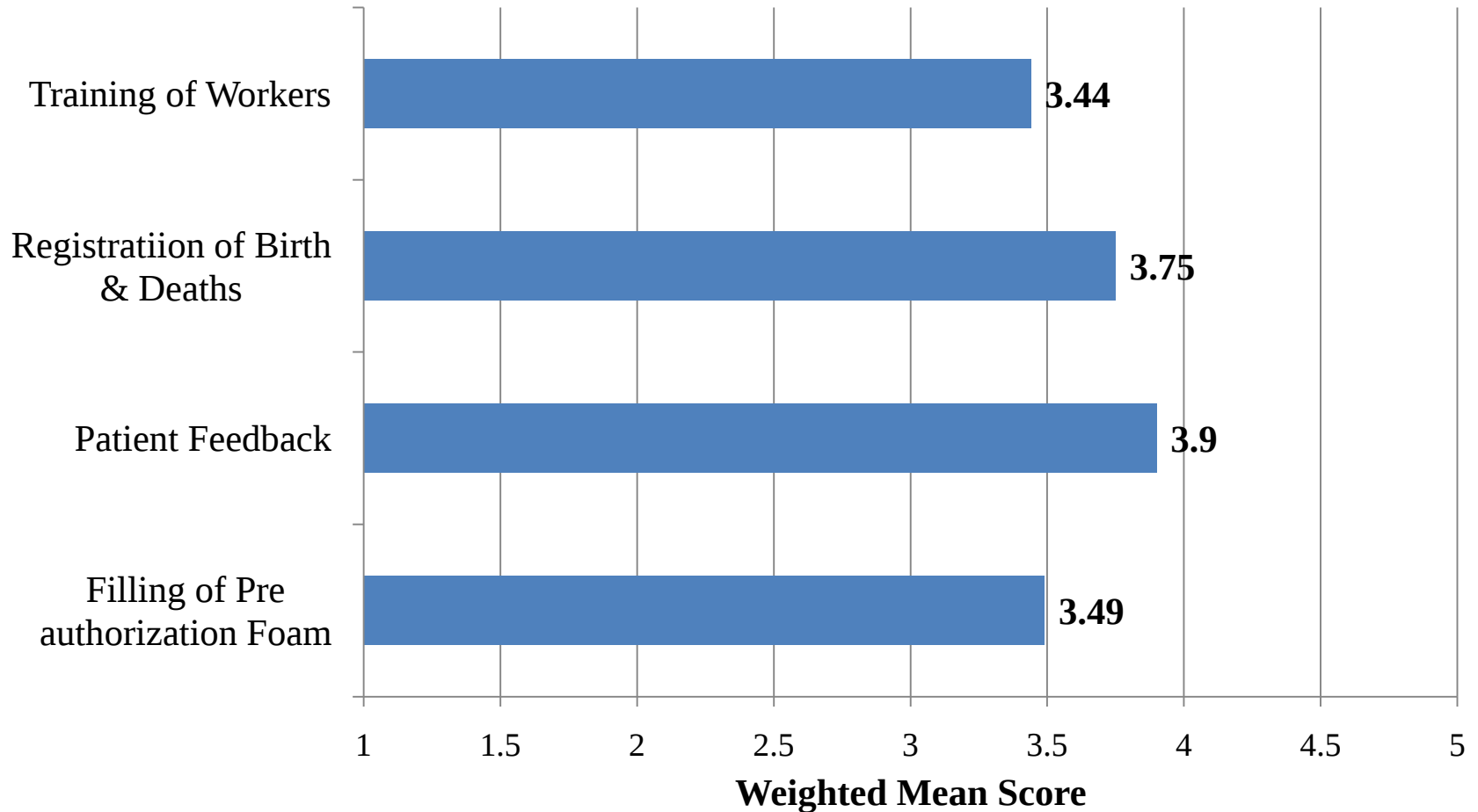
Respondents View: Usefulness of Mobile Devices In Clinical Administration



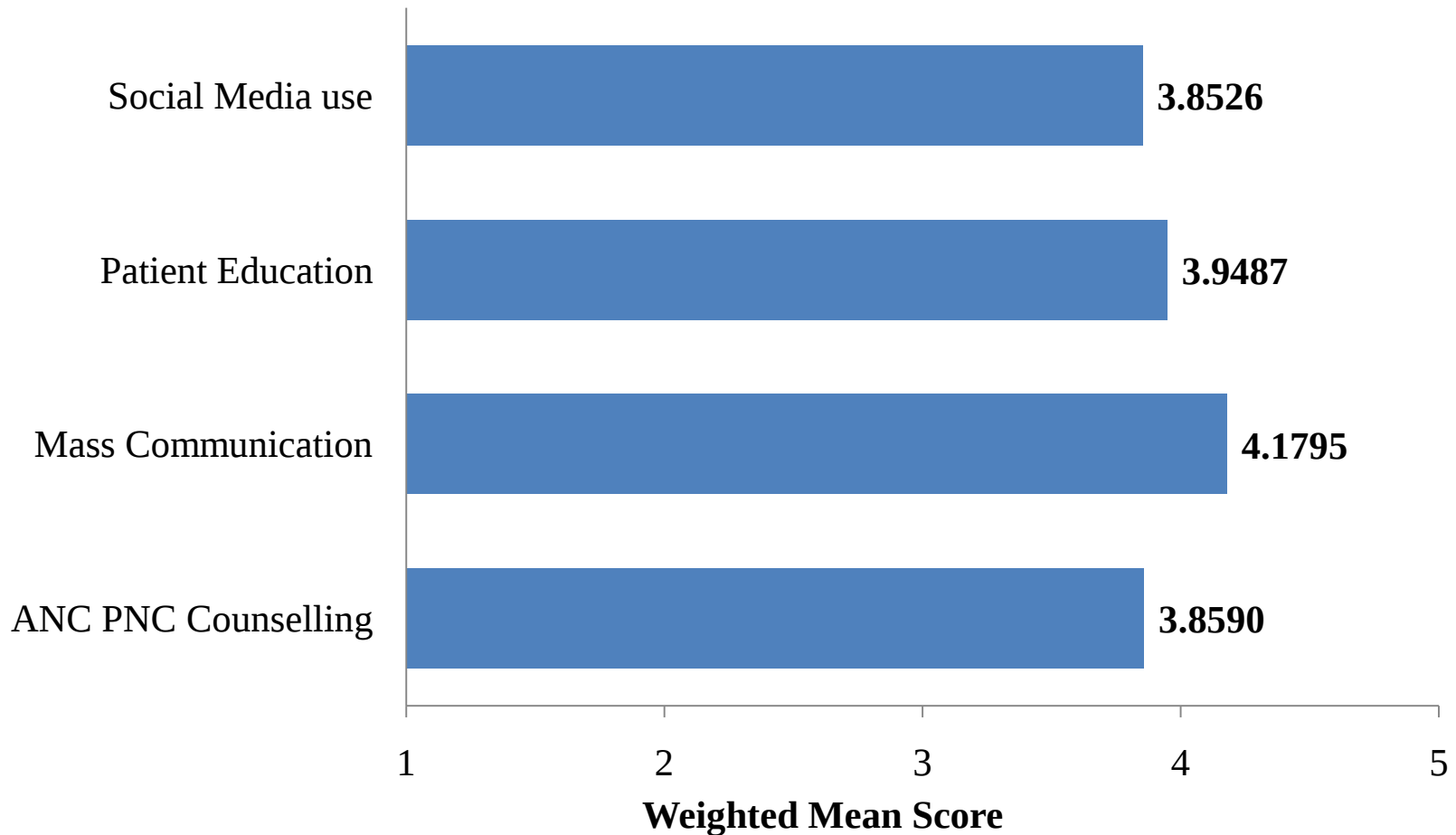
Respondent View: Improving Operational Efficiency through Mobiles



Respondents View: Usefulness of Mobile in Quality Improvement



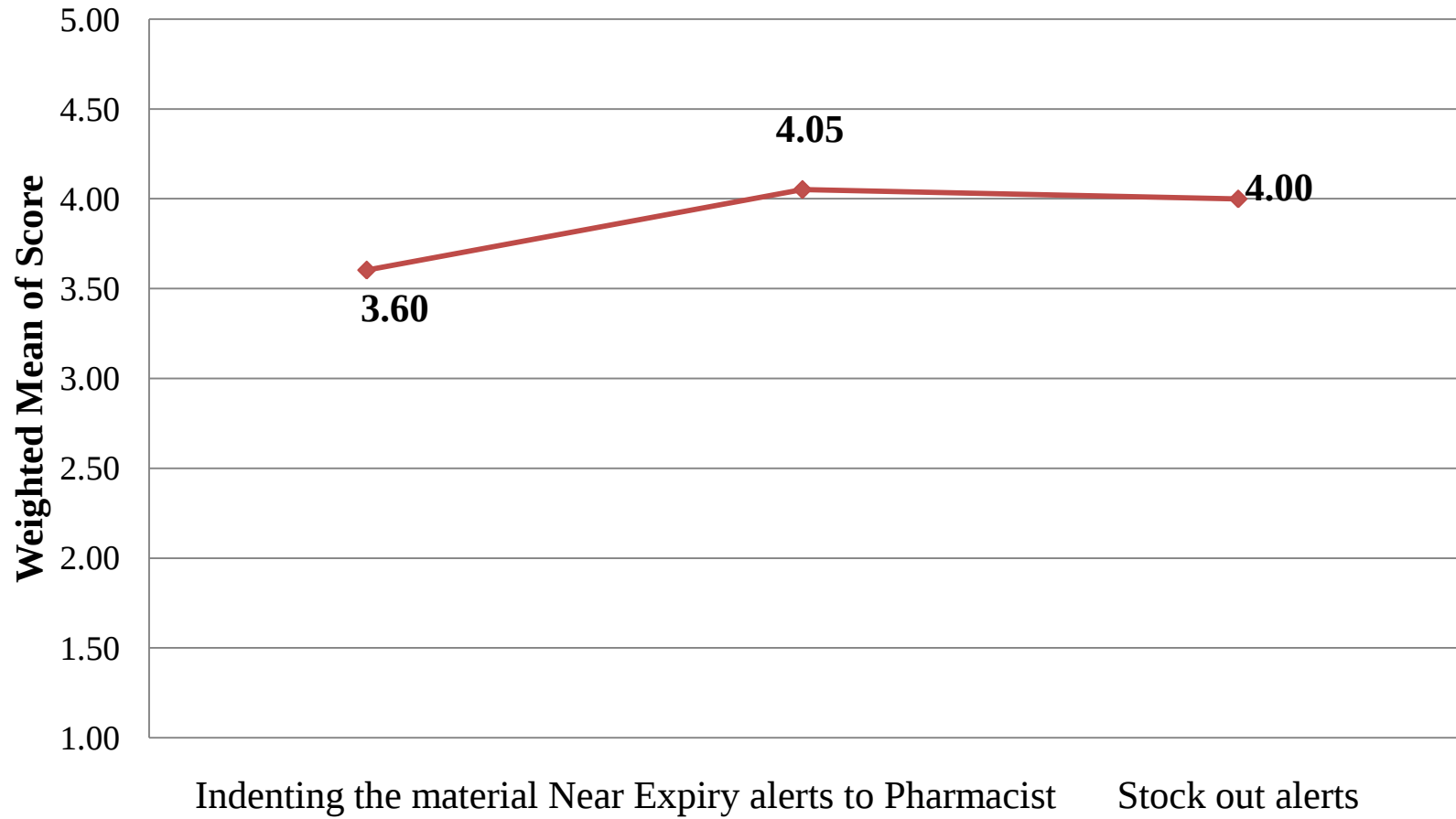
Respondent View: Usefulness of Mobiles for Marketing and Public Relation



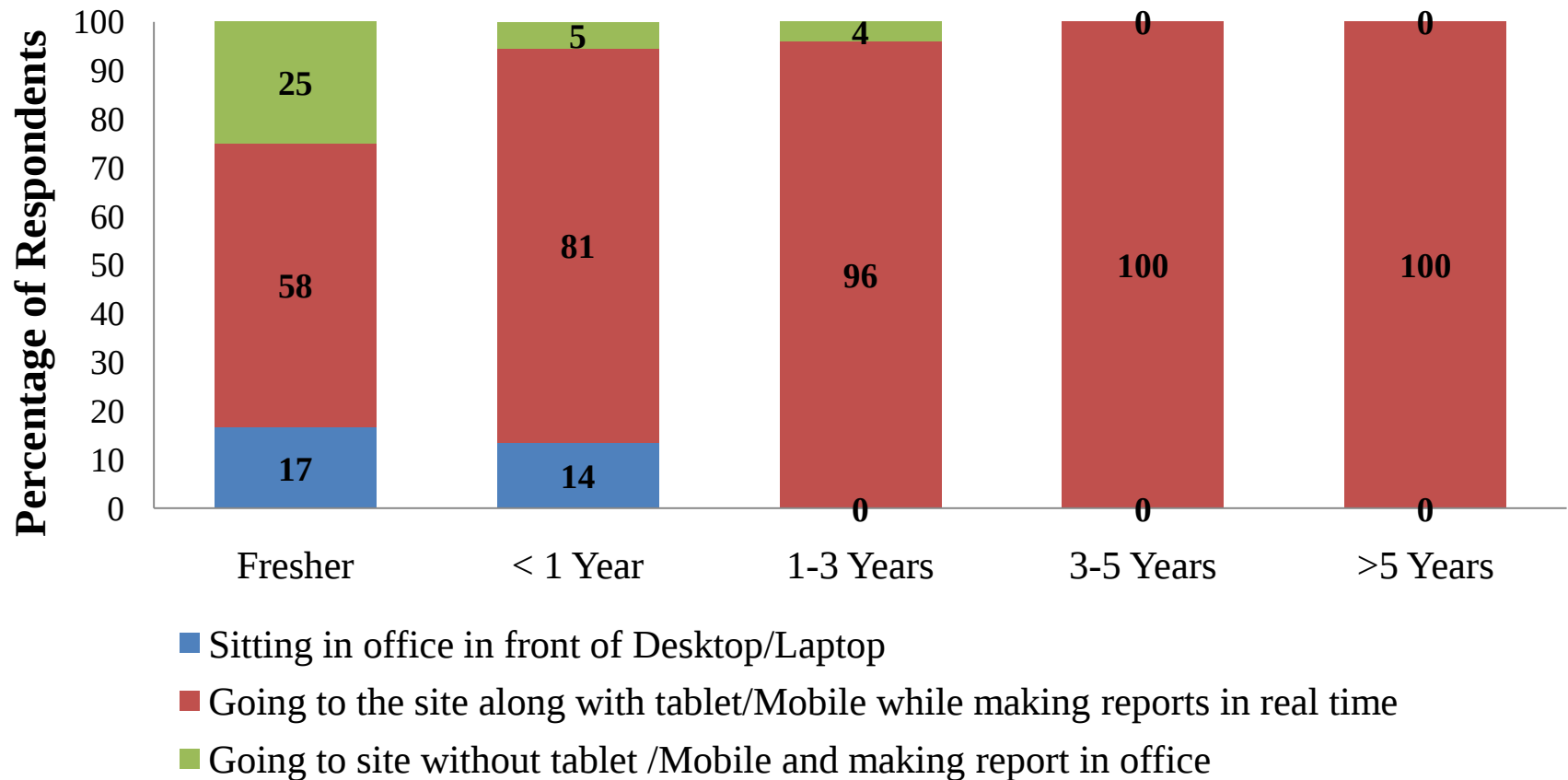
Respondent View: Usefulness of Mobiles for Finance and Human Resource Management



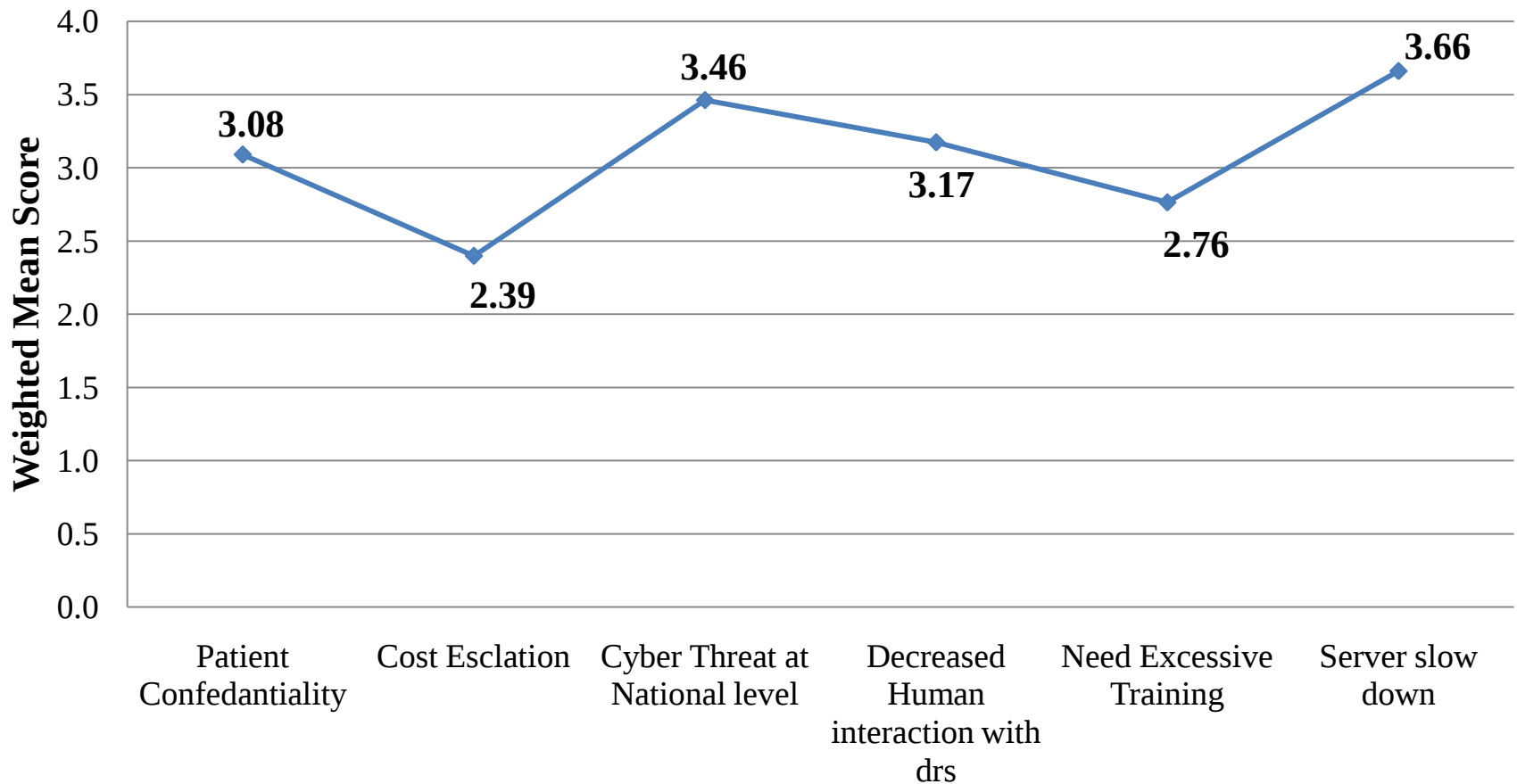
Respondent view: Usefulness of Mobiles for Purchase and Inventory Management



Relationship Between Work Experience And Willingness To Work As Senior Manager



Respondent View: Threat of Mobile Technology in Health Care Delivery



CONCLUSION

Effective STRATEGIES FOR mHEALTH

1. The mobile application which allows health care managers to work on real time basis while they are in the field would be of great acceptance.
2. The mobile application which allows Blood Group Availability, appointment scheduling & real time alerts to the patients and doctors and Prevention of Medication Administration Error would be of great importance in clinical administration.
3. The mobile applications which provide real time tracking of the patients & doctors and Equipment & Instrument Audit will gain maximum acceptance to improve the operational efficiency of the health care organization.

4. The mobile applications which allow prompt patient feedback and registration of births and deaths through mobiles will have a greater impact on improvement of quality of services.
5. The mobile applications which allow mass communication features and patient education through mobiles will be a choice of policy makers for marketing of their services and improving & maintaining the public relations. (Like 1% of respondents were using Whatsapp.. for mass communication within their organization)
6. The mobile application which have feature of assigning duties to the staff and proper management of duty rosters will be of great use for human resource management.

7. The mobile applications which have features that will provide final bill settlement alerts to the concerned nursing staff at the time of discharge can improve the smooth flow of financial activities and it will also decrease the discharge time and finally improve the patient satisfaction.
8. The mobile application which have feature of providing stock out alerts and near expiry drug alerts to the pharmacists will improve the inventory management in hospitals and that will be of great acceptance in the health care professionals.
9. There should be proper policies to overcome threat of mobile technology that is Server Slow down, cyber threat at national level and Decrease Human interactions with Doctors.



GET MOBILE, GET HEALTHY

The Appification of Health & Fitness

According to the findings of an independent study of 1,000 smartphone owners who use/plan to use apps to track their health and fitness.

HEALTH & FITNESS APPS ARE PART OF OUR LIVES

THANK
YOU