

DIGITAL TRANSFORMATION STRATEGIES IN HOSPITAL MANAGEMENT: ENHANCING PATIENT ENGAGEMENT AND ORGANIZATIONAL PERFORMANCE

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

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Under the Supervision and Guidance of

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2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Nikita Makhija** student of **IIHMR University, Jaipur** has completed her internship at **"Eternal Hospital, Jaipur"** from **18th March 24** to **7th June 24**.

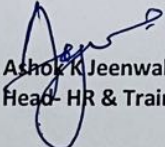
Eternal Heart care Centre & Research Institute, Jaipur is a 225-bedded multispecialty Hospital.

During this period, she was inducted, oriented and trained in the working and processes of **Marketing Department** under the guidance of **Mr Nitesh Tiwari**.

During the period we found her sincere, intelligent, obedient, and hard working.

We wish her all the best for future endeavours.

For **ETERNAL HEART CARE CENTRE AND RESEARCH INSTITUTE, JAIPUR**

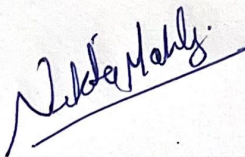

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Declaration by Student

I hereby declare that this dissertation titled **“Digital transformation strategies in hospital management: Enhancing patient engagement and organizational performance”** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text



NAME-NIKITA MAKHIJA

DATE 04/07/24

Certificate from Faculty Guide and School Dean

CERTIFICATE

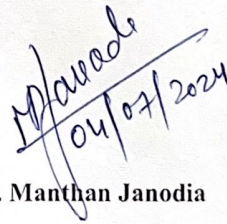
This is to certify that dissertation titled “Digital transformation strategies in hospital management: Enhancing patient engagement and organizational performance” is a record of the research work undertaken by **Ms. Nikita Makhija** in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.



DR. Sudhinder Singh Chowhan

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Abstract

Title: “Digital transformation strategies in hospital management: Enhancing patient engagement and organizational performance”

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Keywords: Digital Transformation, Hospital Management, Patient Engagement, Organizational Performance, Healthcare Technology.

Background: The healthcare industry is undergoing a fast digital revolution, fueled by technical developments and shifting patient expectations. This study investigates how digital techniques might be effectively utilized in hospital administration to increase patient involvement and organizational efficiency.

Objective: Objective: To explore and share insights into successful digital transformation initiatives for hospitals, with the goal of improving patient care, operational effectiveness, and overall organizational performance.

Methodology: The study used a mixed method approach, which included:

- A survey of existing studies on digital transformation in healthcare
- A survey of 101 female patients at Eternal Hospital was conducted to determine their preferences and attitudes regarding health check-ups.
- Analyzing hospital data on health check-up utilization rates.

Result/findings:

- 94.1% of women understood the significance of frequent health check-ups.
- Preferences for tests included vitamin profiles (60.8%), thyroid tests (58.8%), and lipid/diabetic profiles (50.5%)
- Morning appointments (8-11 AM) were the most requested for health check-ups. The most popular venues for health awareness were YouTube (35%) and Facebook (32%).
- A large gender disparity existed in health check-up use, with women underrepresented.

Conclusion: Digital transformation efforts in hospitals should focus on:

- Creating personalized health check-up packages based on patient choices.
-

- Implementing online appointment scheduling to accommodate desired times.
- Using major social media channels to conduct targeted health awareness campaigns
- Developing age-specific digital engagement methods, especially for young women
- Using data analytics to guide decision-making and enhance service delivery

Empowering patients with digital health education and self-monitoring tools

The study emphasizes the role of digital transformation in reducing gender inequities in preventative healthcare while also enhancing overall patient engagement and hospital performance.

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LIST OF ABBRIVIATIONS

- EHR - Electronic Health Record
 - IoT - Internet of Things
 - ICT - Information and Communication Technology
 - AI - Artificial Intelligence
 - ROI - Return on Investment
 - RPA - Robotic Process Automation
 - MRI - Magnetic Resonance Imaging
 - MMM - Marketing Mix Modelling
 - ICU - Intensive Care Unit
 - PHC - Preventive Health Checkup
-

Introduction:

About Digital World

The term digital marketing was first used in the 1990s. In the 2000s and 2010s, digital marketing emerged as an effective technique to create a deep and meaningful engagement with consumers. The World Wide Web's launch in 1989 paved the ground for the growth of digital marketing. The rise of social media platforms, the proliferation of business websites, and advances in email technology have all contributed to the rapid growth of digital marketing. Because of the rising use of digital technology, internet marketing has become an integral component of most businesses' marketing efforts. It also provides outstanding outcomes.

Digital marketing is described as using digital channels, devices, and platforms to promote products, services, brands, or ideas to reach and engage people. It comprises a wide range of online methods and strategies for interacting with target audiences, increasing traffic, generating. Digital marketing is generally regarded as an additional tool for firms to contact clients and understand their behavior, and it shares many of the same ideas as conventional marketing. Business owners regularly blend traditional and digital marketing tactics. However, online marketing has its own distinct set of challenges. As the internet got increasingly popular in the 1990s, so did digital marketing.

Types of Digital Marketing:

- Content Marketing
- Email Marketing
- Affiliate Marketing
- Mobile Marketing
- Pay per Click
- Search Engine Optimization
- Social Media Marketing



Fig:1- digital marketing

1.2 Digital Transformation

The digital transformation of the National Health System requires cultural and organizational changes compared to traditional treatment. Information management is an integrated process that uses technology and data to generate knowledge and assess results for value creation. Additionally, it enables preventive and personalization of healthcare, with a focus on the patient, to fully integrate Personalized Precision Medicine. Digital transformation improves the efficacy of preventative and healthcare initiatives, as well as the efficiency and sustainability of the national health system.

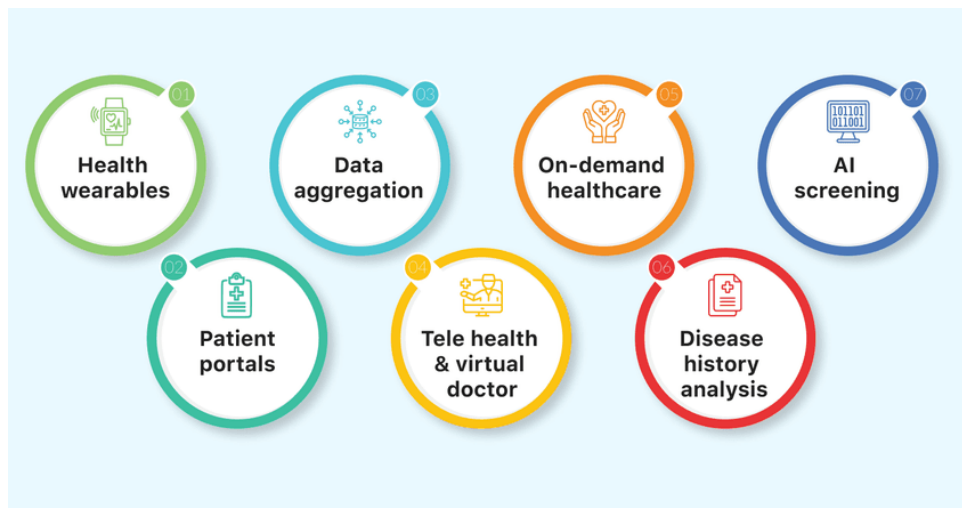


Fig:2 Trends in digital transformation

To achieve transformation, it is necessary to

- To ensure appropriate data management, including incorporating all accessible patient health information into the Electronic Health Record (EHR).
- To Ensure digital, linked, and interoperable capabilities for representing and computing existing information.
- To Provide collaboration tools for professionals and health services.
- Foster collaboration between care and research.

The COVID-19 health crisis exposed issues and limitations in the National Health System, emphasizing the need for digital transformation. Some of these include

- The healthcare system is inflexible and lacks interoperability across infrastructures.
- There has been a lack of investment and updating of current information systems and technical equipment.
- Insufficient human and financial resources, as well as inadequate professional training, hinder the successful implementation of modern technology.
- Inadequate infrastructure and digital support hinder professionals' ability to optimize their time and provide optimal patient care.
- Centralized, accessible, and high-quality information repositories are essential for organizing and accessing information.
- The requirement for data generating and analytical capabilities.
- Real-time sharing and collection of quality data is crucial for decision-making based on facts and scientific standards.

Literature review

A study of digital transformation in healthcare & its trends

Rahul Chakraborty (2022) The study takes a mixed-method approach, collecting primary quantitative data via surveys and using secondary qualitative data for in-depth analysis. A quantitative analysis is carried out using various statistical tests in SPSS, whereas a thematic analysis investigates available secondary material on the issue. The essay emphasizes the benefits of moving away from old paper-based systems and towards digital, patient-centered healthcare solutions. The findings show that new technologies like blockchain, AI, machine learning, IoT, and Big Data analytics are critical for long-term, large-scale digital transformation. The study indicates that digital transformation is critical for increasing the overall efficiency of the healthcare industry, notably in documentation procedures.

The healthcare sector is undergoing digital change. What is preventing end consumers from adopting and continuing to employ technology-driven innovations

Shilpa Iyanna et al. (2022) The study investigates why digital transformation in the healthcare sector has not been seamless despite its multiple benefits. This study focuses on the resistance to adopting and using technology-driven e-health innovations among healthcare providers. The author highlights that, while there are many anecdotal reports on this resistance, there is a lack of substantial academic research, especially post-pandemic. To address this gap, the author conducted a qualitative study involving healthcare providers in the United Kingdom.

Digital Transformation and Industry 4.0 Initiatives for Market Competitiveness: Business Integration Management Model in the Healthcare Industry

Rizwan Raheem Ahmed et al. (2022) This study investigates the use of Industry 4.0 through digital transformation and a business integration management model to improve market competitiveness in the healthcare industry. It evaluates the model's effectiveness in value delivery, value capture, patient empowerment, community-based transformation, market competitiveness, and globalization. Following the completion of a structured questionnaire with 4429 respondents from the United States and Pakistan, the study analyses the data using SEM-based multivariate approaches. The findings reveal that the digital transformation integration model greatly increases value delivery, value capture, patient empowerment, community-based change, and globalization, leading in greater market competitiveness. Advanced technology

significant moderating effect, quickening these trends. The study's findings have important theoretical and practical consequences, demonstrating that industry practitioners might achieve optimal financial and social competitiveness by using digital technologies.

Digital change in the healthcare industry: a survey

Harpreet Kaur Channi et al. (2022) This study highlights the importance of digitalization and advanced technologies, such as IoT and ICT, in altering the healthcare business. It focuses on how these technologies simplify operations and improve sustainability in healthcare. By embracing cutting-edge technology, the sector has enhanced medication and therapy insights, as well as overall healthcare quality. The essay covers the obstacles and opportunities of digital transformation, with a special emphasis on the use of big data and predictive healthcare. It emphasizes the importance of IoT in healthcare, particularly considering the COVID-19 pandemic, where digitalization enabled complicated data analysis and situational awareness. Furthermore, it emphasizes how healthcare gadgets such as smartwatches, oximeters, and glucometers provide continuous health monitoring and essential updates, demonstrating the practical uses and advantages of digital health.

Hospital leadership in support of digital transformation

Mohan Tanniru et al. (2018) This study adapts new operating models in response to changing customer expectations and rapid technology improvements. Traditional top-down leadership is insufficient to create the required creativity. The authors suggest a "digital leadership" strategy, which combines enabling, adaptive, and administrative leadership styles to foster an innovative organizational culture. This strategy is based on four platforms: an innovation platform for concept discovery, an agile system for rapid IT deployment, a learning platform for organizational growth, and an adoption platform for integrating successful ideas. The notion is shown by the transformation of a community hospital known for its creative applications.

Aim and objective

The study titled “Digital Transformation Strategies in Hospital Management: Enhancing Patient Engagement and Organizational Performance” aims to investigate how digital transformation techniques may be successfully adopted in hospital management to improve both patient engagement and organizational performance. The study's goal is to give hospital administrators and healthcare policymakers insights and practical assistance on how to use digital technology to improve patient care, operational effectiveness, and overall organizational performance.

The study seeks to highlight the following key areas:

Assessing Current Digital Transformation Initiatives: Evaluate the existing digital strategies and technologies used by hospitals to improve patient engagement and operational efficiency.

Identifying Key problems and Barriers: Determine what hurdles and problems hospitals encounter while adopting digital transformation initiatives.

Analyzing the Impact on Patient Engagement: Investigate how digital transformation affects patient engagement, satisfaction, and healthcare outcomes.

Measuring Organizational Performance: Evaluate the impact of digital transformation on hospital efficiency, cost-effectiveness, and other performance measures.

Proposing Effective plans: Create recommendations and plans for hospitals to improve their digital transformation initiatives while remaining aligned with patient requirements and organizational goals.

Comparative Analysis: Evaluate digital transformation strategies in other hospitals or areas to discover best practices and lessons gained.

Marketing analytics in digital transformation

Marketing analytics is the discipline of monitoring and interpreting data from marketing activities, often with the goal of reaching a quantitative outcome. By leveraging marketing analytics information, organizations may improve customer experiences and increase the return-on-investment. Marketing analytics are beneficial to both marketers and consumers. This research helps marketers get a better return on their marketing spending by identifying what works best for increasing conversions, brand recognition, or both. Furthermore, analytics ensures that customers see fewer mass communications and more individualized, targeted adverts that address their specific requirements and interests.

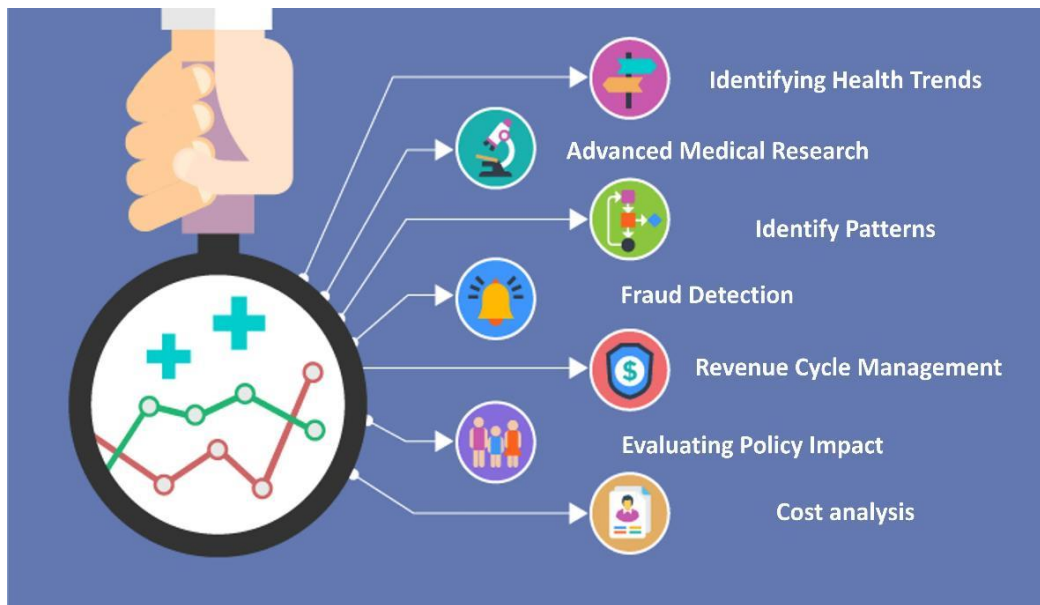


Fig:3 Objectives of marketing analytics

The popular analytics models and methodologies include the following:

- Marketing mix modelling (MMM) employs statistical analysis and big data to evaluate the effectiveness of marketing operations across channels.
- Demand Forecasting is a marketing analytics method that uses prior sales data or market study to anticipate future demand for a product or service.
- Competitor analytics aims to provide more specific data about your rivals' internal business operations. Competition analytics is a marketing analytics solution that can help you get an advantage over your competitors.

- Unmet needs analytics is a marketing analytics tool that complements competitive analytics. Unmet needs analytics to look for defects in your own goods and marketing strategies rather than the fatal mistakes of your competitors.
- Pricing Analytics assesses the effectiveness of a pricing strategy and determines the appropriate price for products and services.
- Market size analytics is a marketing analytics method that examines the feasibility of a certain business model to avoid this problem from arising in the first place.
- Brand analytics is a marketing analytics method that compares your brand to your immediate rivals.
- Trend analysis-The purpose of trend analytics, a type of marketing analytics, is to determine if a specific market trend is gaining or losing popularity.

How to drive digital transformation

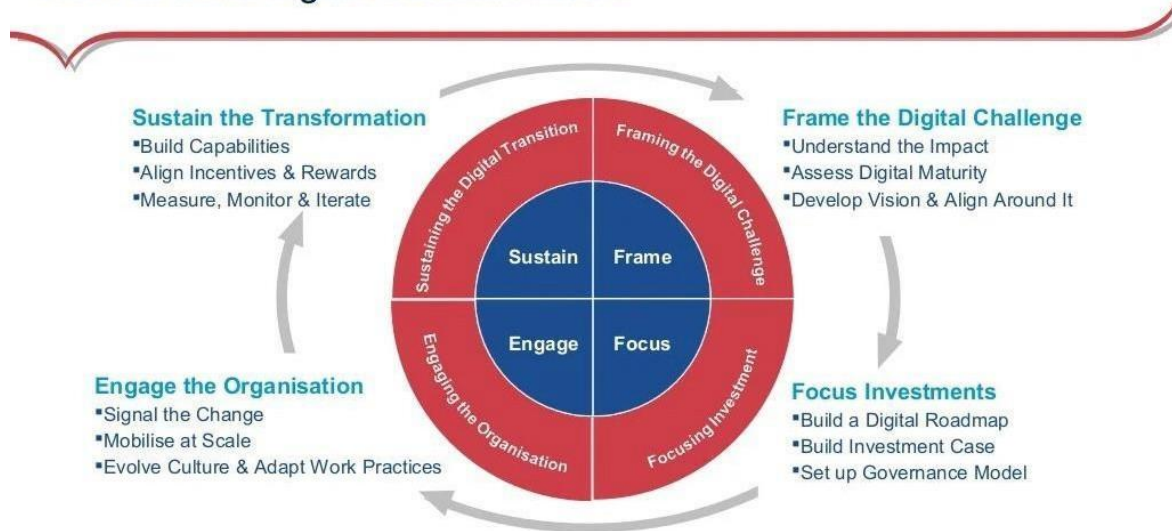


Fig:4 How to drive digital transformation

Key steps for a successful digital transformation

Set goal - Align your digital strategy with your company's goals and business plan. Determine which technology will help your organization's financial and operational success. After you've developed your strategy, get buy-in from key stakeholders and devise a plan to enable and execute new technologies and practices.

Prioritize providing extra value for patients and healthcare providers- Digital transformation aims to enhance patient care and clinical workflows. Telehealth technology can enhance patients' access to treatment, but it must be adopted without increasing professional duties.

Ensure that your IT can support essential digital tools- Digital solutions require a modern IT foundation to perform properly. Maintaining obsolete legacy systems may impede digital ambitions. Ensure that your systems and digital team can handle data analytics, telehealth efforts, and other technological requirements. Strong security and data governance protocols are critical for protecting firm information, especially sensitive patient data.

Make sure digital transformation is financially feasible- Too many investments might overburden internal resources and lead to failed efforts. Understand the estimated ROI and total cost of ownership for each project. Using a focused, strategic strategy allows you to prioritize investments for your business.

Strategies of digital transformation

Web presence and mobility- If your online presence is not clear and adding value, it is time to improve. A user-friendly website can eliminate the need for phone calls and enhance the patient's experience. Mobile applications and presence are becoming increasingly vital. So, having a well-designed A user-friendly mobile app may enhance your online presence and streamline patient operations, including registration, appointment setup, follow-ups, and check-ins. Adding a chat feature to your website may decrease expenses and enhance the client experience.

Robotics process automation- Robotic Process Automation (RPA) automates corporate processes by recording human-performed actions and doing them autonomously. RPA automates repetitive processes in hospitals that would otherwise require human involvement.

According to Gartner, half of U.S. healthcare organizations plan to invest in robotic process automation (RPA) in the next years to improve patient experience, operations, and healthcare delivery.

Big data analytics- ICUs and critical care units provide specialized treatment and monitoring for patients with life-threatening disorders and acute illnesses, utilizing modern healthcare technology. Carers have challenges in decision-making due to the overwhelming amount of data supplied by

devices and equipment. Various technologies, such as MRIs, pulse monitors, and heart rates, provide extensive data. Doctors and carers often struggle to comprehend unstructured data

- Reduced medical errors: Big data analysis can discover differences between medicine prescriptions and patient health, alerting carers to potential issues.
- improved preventative care: Emergency departments frequently see repeat patients. Big data analysis can detect these patients and provide personalized prevention programs.

Artificial Intelligence- AI-based solutions would assist doctors and medical workers in making data-driven choices. Rather than employing rule-based registries, AI-powered data retrieval methods can provide far more accurate patient information. Advanced AI systems using machine learning technology may analyze human patterns and categorize data accordingly. AI can improve therapies and diagnoses, thereby benefiting physicians and carers.

Gartner predicts that AI technology will be used in 20% of patient encounters, including in clinical and nonclinical settings. Yes, AI-powered virtual assistants and/or chatbots will drive most patient-hospital interactions soon. Chatbots can perform several functions, including customer service, therapy, and self-diagnosis.

IOT Enabled interconnected devices- The Internet of Things (IoT) technology connects hospital equipment, machines, and tools for smooth integration and data sharing. Endpoint Secure provides real-time access and controls for IoT devices across many platforms.

Aside from monitoring a patient's health, IoT solutions may be useful in a variety of other areas for hospitals. IoT devices with sensors can track the real-time position of medical equipment, including oxygen pumps, nebulizers, defibrillators, and wheelchairs. Clinical staff deployment across regions may also be observed in real time. IoT devices help manage pharmacy inventory and monitor refrigeration temperature, control, and humidity in real-time.

Introduction of podcast channel- A podcast is a digital media that consists of audio (or video) episodes based on a certain subject. The term podcast was coined in 2004. While podcasts are a relatively innovation, they have had a significant influence on listeners throughout the world.

- In today's digital age, podcasts are a popular way to engage your audience.
- A podcast is a great marketing tool that promotes your brand and expands your reach.
- Market to your existing audience.

Methodology

Research Design:

- Data analysis will inform an inductive approach to collecting and developing a hypothesis.
- Data was obtained using several methods, including surveys, interviews, and online forms.

Data Collection:

- Insights will be gained from secondary sources, including published journals and articles, healthcare databases, organization websites, and government healthcare programs.
- Primary data will be collected through surveys and interviews with relevant respondents by women.

Data analysis:

- Descriptive statistics will be used to find patterns and correlations in quantitative data, while content analysis will uncover themes and patterns in qualitative data.

Objective of the survey

- To find the reason of low no. of health checkup done by females as compared to males in Eternal Hospital. According to the data in Preventive Health Checkup Packages there are difference between ratio of men and women.

In 2023, here is the difference in some specific packages-

PHC	Male	Female	Difference %
Mid-Week Special Wellness Package	530	285	46%
Premium Whole-Body Checkup	353	194	45%
Whole Body Checkup	269	135	50%

Table:1- previous health checkup data

- To bridge this gender gap in healthcare access with the goal of developing targeted digital solutions.

Steps in the development of Survey Instrument:

Research aims are becoming information objectives.



Appropriate data gathering mechanisms have been identified



The information needed for each target is identified.



specific question format has been devised.



Sample size and Target sampling determined.



Finalizing and begins the survey.

Sampling – The study's target group comprises all females of any age who attend the Eternal Hospital.

Sample Size – 101 Females

Research Questionnaire

The primary tool A well-designed questionnaire was necessary for the Survey. In this questionnaire, each question is focused on the survey's aim, and most of the questions are closed-ended for better results. Specific questions/scale measurement formats are created.

Question included in survey were-

1. Name of the person, contact details, email address
2. Age Group.
 - 14-17 years
 - 18-25 years
 - 26-30 years
 - 30-35 years
 - 35-45 years
 - 45-55 years
 - Above 55 years
3. Marital Status.
 - Married
 - Single
 - Widowed
 - Separated
4. Importance of health checkup in their life.
 - Yes
 - No
5. Test they would like to include in their health checkup plan.
 - Liver Profile
 - Lipid Profile
 - Diabetic Profile
 - Kidney Profile

- Thyroid Profile
 - Vitamin Profile
 - Customized Package
 - Other
6. Preferable time they would consider for health checkup.
7. Which social media channel you prefer for awareness for health checkup
- YouTube
 - Facebook
 - Instagram
 - radio

Result and discussion

1. Age of respondents

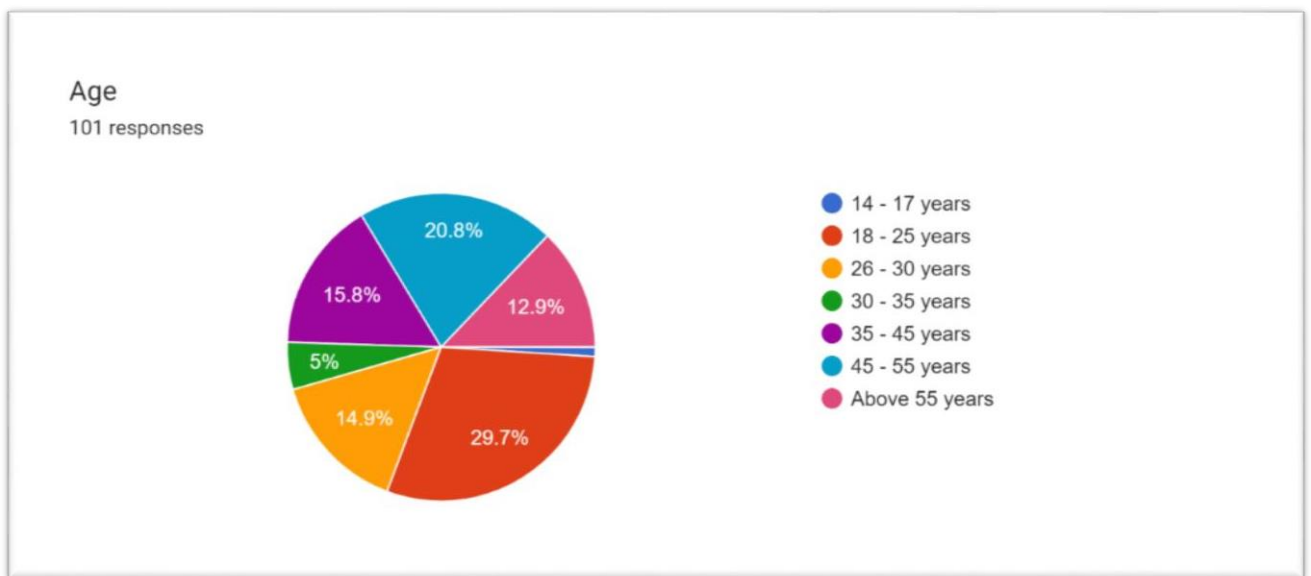


Fig:5- age of respondents

Result and discussion- From the above pie chart it is reflected that majority of the females are from 18-25 age group. This age group played an important role in understanding younger women's healthcare preferences and demands. The poll most likely provided insights on their health knowledge, preventative care behaviors, and specific health issues common within this age group. Understanding these demographics is critical for designing healthcare services and treatments that appeal to younger female populations, potentially affecting future health behaviors and outcomes.

2. Marital Status-

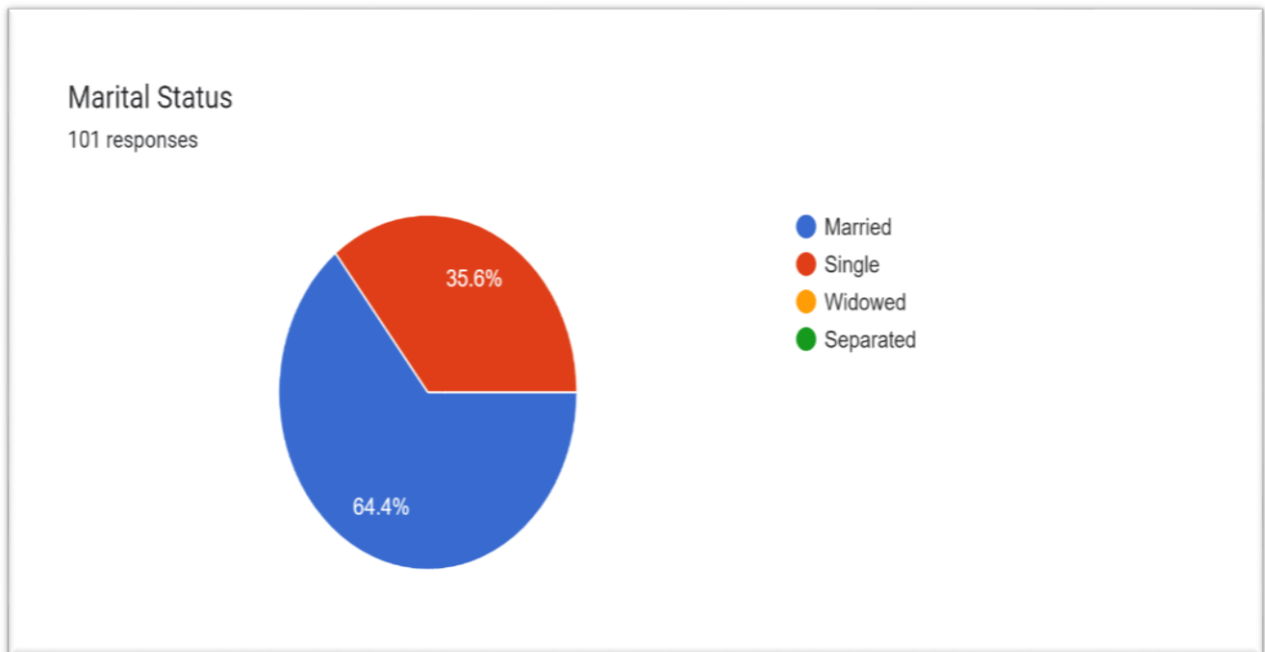


Fig:6- marital status of females

Result and Discussion- The survey results show a considerable variation of marital status among female respondents, with 64.4% reporting marriage and 35.6% reporting unmarried. This demographic breakdown gives insight on possible disparities in healthcare utilization and health outcomes among married and unmarried women. Married women may have various health priorities, such as family planning and maternal health, whereas unmarried women may prioritize personal health and career-related issues. Understanding these disparities is critical for healthcare practitioners to successfully customize services and interventions to the individual requirements and concerns of both marital groups, hence improving overall health promotion and disease prevention methods.

3. Need to get your Health checked

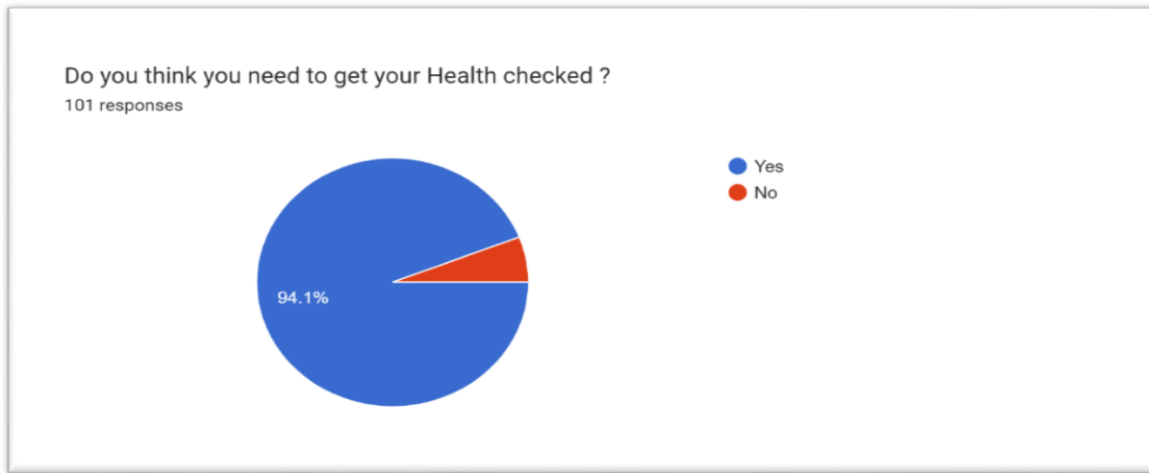


Fig:7- Need to get your health checked

Result and discussion- The high perceived relevance of health check-ups among females, with a 94.1% agreement rate. This significant consensus demonstrates universal knowledge among women of the benefits of frequent health checks for preventative treatment and early diagnosis of health concerns. Such a high level of agreement shows that the studied population takes a proactive approach to personal health management. The findings emphasize the need of healthcare practitioners continuing to promote and facilitate frequent health screenings to successfully support women's health and well-being by guaranteeing early intervention and optimum health outcomes through prompt medical interventions and lifestyle changes.

4. Which tests you would prefer

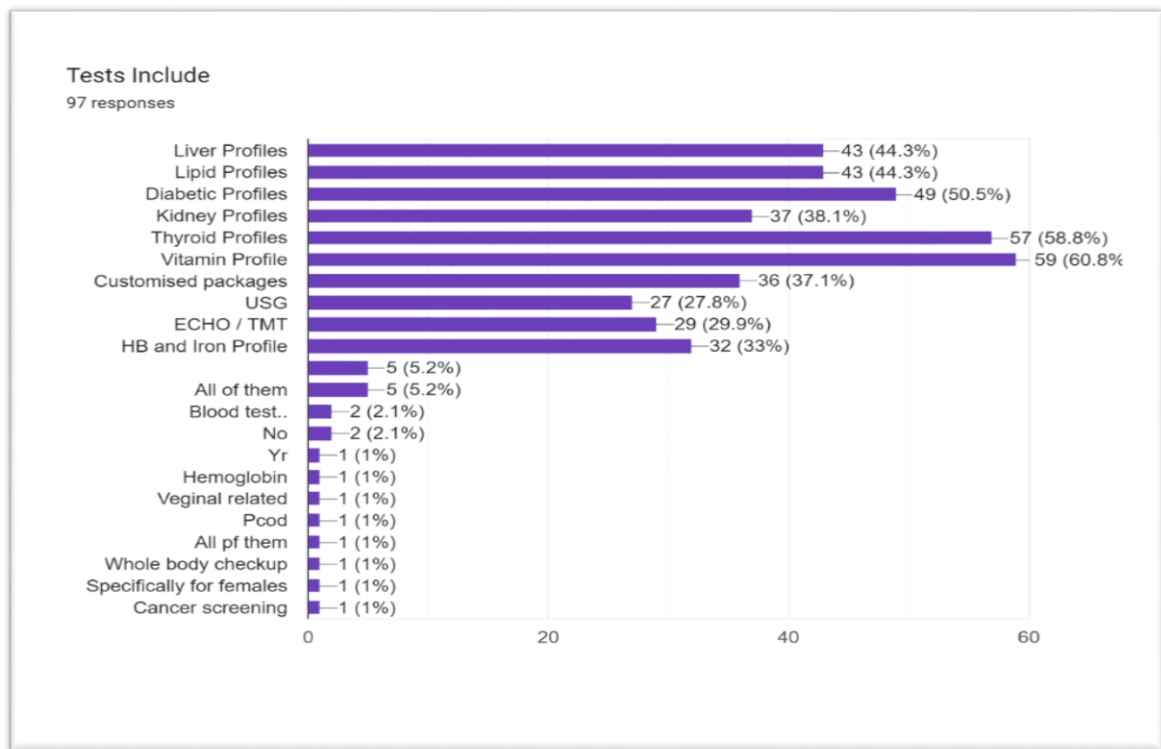


Fig:8- Tests you would like to prefer

Result and discussion- The study findings show women's choices for tests they would want to include in their health checkup programs. A strong majority of respondents indicated interest in specific tests: 60.8% preferred vitamin profiles, followed by 58.8% for thyroid tests and 50.5% for lipid and diabetic profiles. These preferences emphasize a focus on preventative health interventions and the monitoring of critical health indicators among women. Vitamin profiles are most likely appreciated for their impact on general health and wellness, but thyroid and lipid profiles are critical for recognizing common metabolic and endocrine diseases. These findings highlight the need of personalizing health checkup packages to female patients' interests and health objectives, which improves their involvement and proactive management of health issues.

5. Preferable time consider for health checkup.

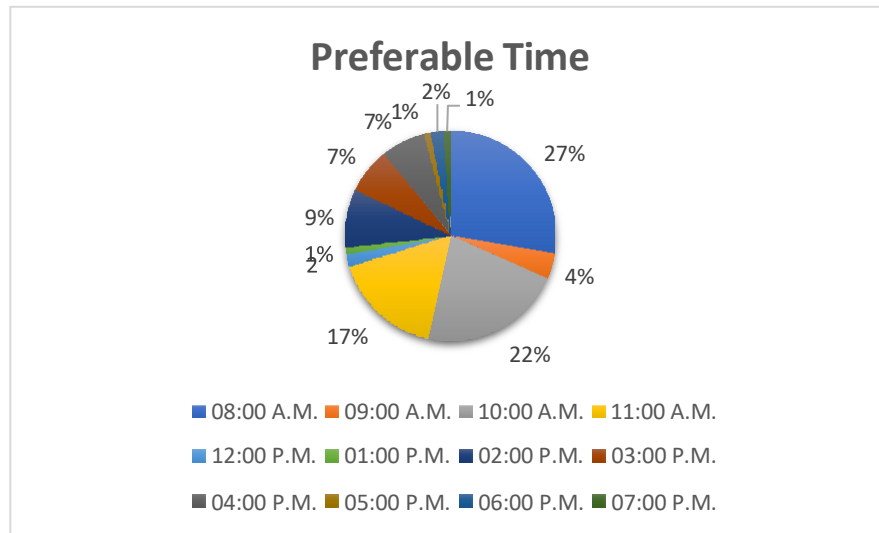


Fig:9- preferable time for health checkup

Result and discussion- Women prefer morning timing for health check-ups, with peak preferences at 8 a.m., 10 a.m., and 11 a.m. This preference is consistent with the desire for early appointments, possibly owing to ease and minimum disturbance to daily activities. Scheduling health treatments around these periods can improve patient adherence and satisfaction.

6. Which social media channel you prefer for awareness for health checkup

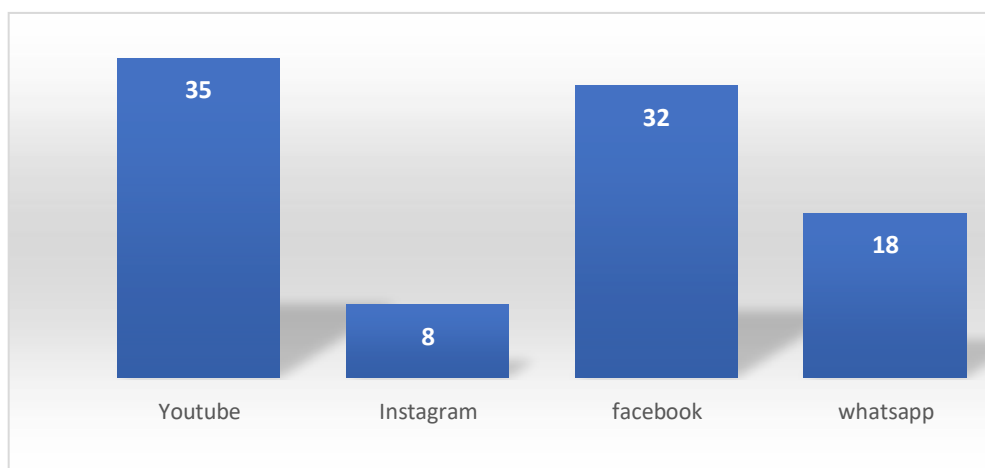


Fig:10- preferred social media channel for health checkup awareness

Result and Discussion- The respondents had varying preferences for social media venues for health checkup awareness. YouTube is the most popular platform, with 35% of respondents choosing it, most likely owing to its visually appealing and useful content structure. Facebook, recognized for its enormous reach and community involvement tools, is close behind at 32%. Instagram and WhatsApp received 8% and 18%, respectively, indicating a preference for visual content sharing and direct messaging. These findings highlight the necessity of using many social media platforms to efficiently broadcast health-related information, appealing to varied audience preferences, and maximizing outreach while promoting health checkup awareness programs.

Conclusion

Importance of digital transformation- The study emphasizes the significance of digital transformation in enhancing healthcare services, patient engagement, and organizational success. This is consistent with the survey results, which reveal a high level of interest (94.1%) among women in having their health evaluated, indicating a potential opportunity for digital solutions to facilitate and encourage frequent health checkups.

Personalized Healthcare: The study emphasizes the necessity for patient-centered healthcare solutions. The survey results suggest that women prefer specialized tests such as vitamin profiles (60.8%), thyroid tests (58.8%), and lipid and diabetes profiles (50.5%). Hospitals may use digital transformation to provide more personalized health check-up packages depending on their preferences.

Accessibility and Convenience: According to the study, women prefer morning appointments for health check-ups, namely around 8 a.m., 10 a.m., and 11 a.m. Digital transformation methods, like as online appointment scheduling and reminders, might assist hospitals in accommodating these preferences, potentially enhancing patient involvement and satisfaction.

Targeted Digital Marketing: The study found that the most popular social media outlets for health awareness were YouTube (35%), followed by Facebook (32%). This data can help hospitals create tailored digital marketing strategies to reach and engage more women, possibly closing the gender gap in health check-up attendance.

Age-specific strategy: Given survey respondents are between the ages of 18 and 25, digital transformation initiatives should prioritize engaging younger women in preventative healthcare. This might involve creating mobile applications, utilizing social media for health education, and providing virtual consultations.

Addressing hurdles: While the report addresses identifying significant difficulties and hurdles in digital transformation, the poll focuses on possible barriers including time restrictions (preferred early appointments) and a lack of understanding. Telemedicine and AI-powered health aides might help overcome these obstacles.

Data-Driven Decisions: The study emphasizes the use of big data analytics in healthcare. The survey results on women's preferences for certain tests and appointment times will help hospitals make data-driven decisions about their digital transformation initiatives.

Patient Empowerment: The study and survey findings show a tendency towards patient empowerment. Digital transformation may help by enabling self-monitoring, health education, and quick access to personal health information.

Finally, the study and survey findings highlight the potential of digital transformation in meeting women's distinct healthcare requirements and preferences. By embracing digital technology and platforms, hospitals may increase patient involvement, improve accessibility, and perhaps reduce the gender gap in preventive health check-ups. The aim is to create personalized, user-friendly digital solutions that reflect women's tastes and meet their individual healthcare demands.

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