
SYNOPSIS

Dissertation Topic:

“Digital Transformation Strategies in Hospital Management: Enhancing Patient Engagement and Organizational Performance”.

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TITLE

“Digital Transformation Strategies in Hospital Management: Enhancing Patient Engagement and Organizational Performance

Abstract:

This abstract provides an overview of study, "Digital Transformation Strategies in Hospital Management: Enhancing Patient Engagement and Organizational Performance," investigates how digital innovations can revitalize hospital operations and patient interactions. A survey of 101 women was conducted to explore the disparity in health checkup frequency between females and males. Findings reveal that digital tools, when strategically implemented, can significantly improve patient engagement, streamline operations, and elevate overall hospital performance. The survey highlighted key barriers for women, including limited awareness, time constraints, and perceived lack of necessity. Addressing these through targeted digital strategies can bridge the gender gap in healthcare access and foster a more inclusive, efficient healthcare environment. This research underscores the transformative potential of digital solutions in hospital management and patient care.

Introduction:

The healthcare industry is undergoing a profound digital revolution, with hospitals at the forefront of this transformation. As technology continues to advance at an unprecedented pace, hospital management faces both opportunities and challenges in adopting and implementing digital strategies. This synopsis examines the critical role of digital transformation in modernizing hospital operations, enhancing patient care, and improving overall healthcare delivery.

Digital transformation in hospital management encompasses a wide range of initiatives, from electronic health records and telemedicine to artificial intelligence-driven diagnostics and robotic-assisted surgeries. These technological advancements promise to streamline administrative processes, reduce medical errors, improve resource allocation, and ultimately enhance patient outcomes. However, the implementation of such strategies is complex, requiring careful planning, substantial investment, and organizational change.

Aim And Objective:

- To identify and analyze the most effective digital transformation strategies currently employed in hospital management.
- To explore the effects of digital transformation on patient experience and satisfaction.

Research Methodology:

1. Research Design:

- An inductive approach will be used to collect and develop a theory because of data analysis.
- Mixed method data collection- data collected through surveys, interviews and online forms.

2. Data Collection:

- Secondary data sources will be used to gather information and gain insights such as published Journals and Articles, Healthcare Databases, organization websites, and Government healthcare initiatives.
- Primary data will be collected through surveys and interviews with relevant respondents by women.

3. Data Analysis:

- Quantitative data will be analyzed using statistical methods, such as descriptive statistics to identify patterns and relationships in the data.
- Qualitative data will be analyzed using content analysis to identify themes and patterns in the data.

Research Objective:

- The objective of this research is to assess the effectiveness of various digital transformation initiatives in hospital management.
- To find the reason of low no. of health checkup done by females as compared to males with the goal of developing targeted digital solutions to bridge this gender gap in healthcare access and improve overall health outcomes.

Conclusion:

The integration of digital transformation strategies in hospital management holds immense promise for revolutionizing patient engagement and enhancing organizational performance. Our study, which included a comprehensive survey of 101 women to investigate the reasons behind the lower frequency of health checkups among females compared to males, provides critical insights that underscore the necessity of tailored digital interventions.

Key findings from the survey highlight several barriers that contribute to the disparity in health checkup rates. Predominantly, these include a lack of awareness about the importance of regular health screenings, time constraints due to professional and personal responsibilities, and a perceived lack of necessity for routine checkups. Additionally, societal and cultural factors play a significant role, often discouraging women from prioritizing their health.

Addressing these challenges requires a multifaceted approach. Firstly, hospitals must leverage digital platforms to enhance health education and awareness. By deploying targeted digital campaigns and utilizing social media, hospitals can reach a wider audience and emphasize the importance of regular health checkups. Creating educational content tailored to address common misconceptions and barriers can empower women to take proactive steps towards their health. Additionally, starting a podcast channel and collaborating with influencers can further extend the reach and impact of these efforts. Through engaging discussions and credible voices, these platforms can effectively disseminate vital health information, motivate women to prioritize their health, and normalize the conversation around regular health checkups.

In conclusion, the study underscores that digital transformation is not merely an option but a necessity for modern hospital management. By addressing the identified barriers and leveraging digital tools, hospitals can bridge the gender gap in healthcare access, enhance

patient engagement, and achieve superior organizational performance. Embracing digital innovation paves the way for a more inclusive, efficient, and patient-centric healthcare system, ultimately leading to better health outcomes for all. The future of healthcare lies in the strategic integration of digital technologies, and this study serves as a blueprint for hospitals.

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