

Influence of Social Media in Healthcare Decision Making



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INTRODUCTION

- Over the past decade, social media has emerged as a dominant force in global communication. Platforms such as Facebook, Twitter, Instagram, YouTube, and WhatsApp have not only transformed personal interactions but have also significantly influenced various professional domains, including marketing, politics, and healthcare. It is through the ease of access to sharing and consuming these large bulks of information instantaneously, as well as being interactive platforms, that have cemented their places in modern society
- The influence of social media on a patient's decision-making in matters concerning health is great. Increasingly, patients rely on social media to find information to guide decisions for their health, from choosing a healthcare provider down to the selection of a plan of treatment.
- Obviously, this trend begs the following two very important questions: Do they get accurate information? And does this impact the quality of their health outcome?

PURPOSE OF THE WORK

The purpose of this dissertation is to investigate how social media influences healthcare decision-making among patients in Jaipur. It evaluates the impact and reliability of health information on these platforms and provides recommendations for improving patient engagement and informed decision-making based on a survey of 150 individuals.

Research question:

How does social media influence healthcare decision-making in Jaipur, and what are the perceived reliability, challenges, and opportunities for improving patient engagement and informed decision-making?

Objectives –

1. Find out the Use of social media on Healthcare Decisions.
2. Identify Challenges and Opportunities of Social Media in Healthcare and Provide Recommendations.

Methodology

Study design:

- Cross-sectional descriptive study.
- Survey of 150 respondents (75 hospital patients, 75 general public).

Study Setting:

- Prem Niketan Hospital, Jaipur, and surrounding area.

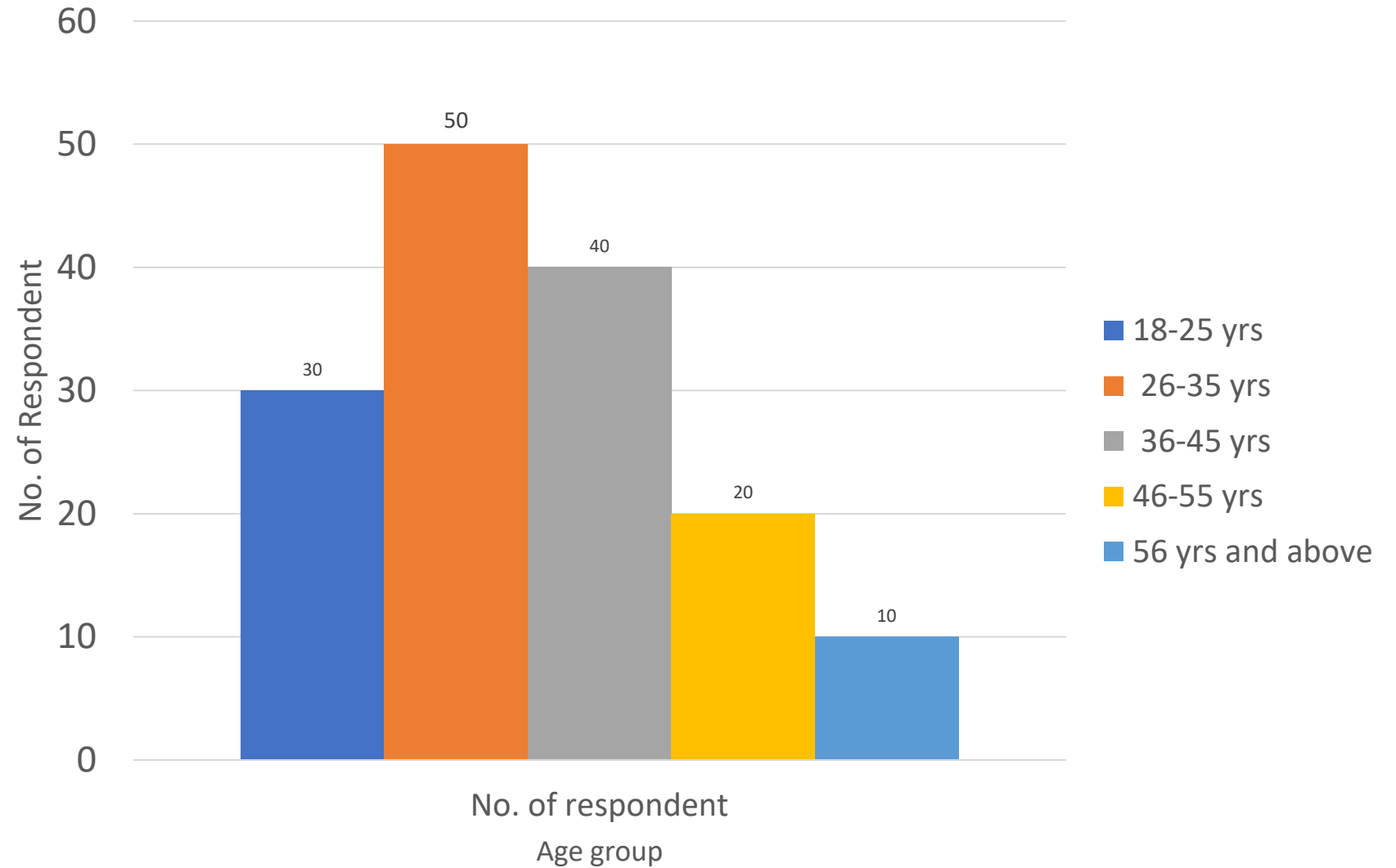
Population and Sample:

- Patients and residents within 3 km.
- Sample Size: 150.
- Inclusion: Age 18+, social media users seeking health info.

Data Analysis Method: Descriptive statistics (frequencies, means, percentages)..

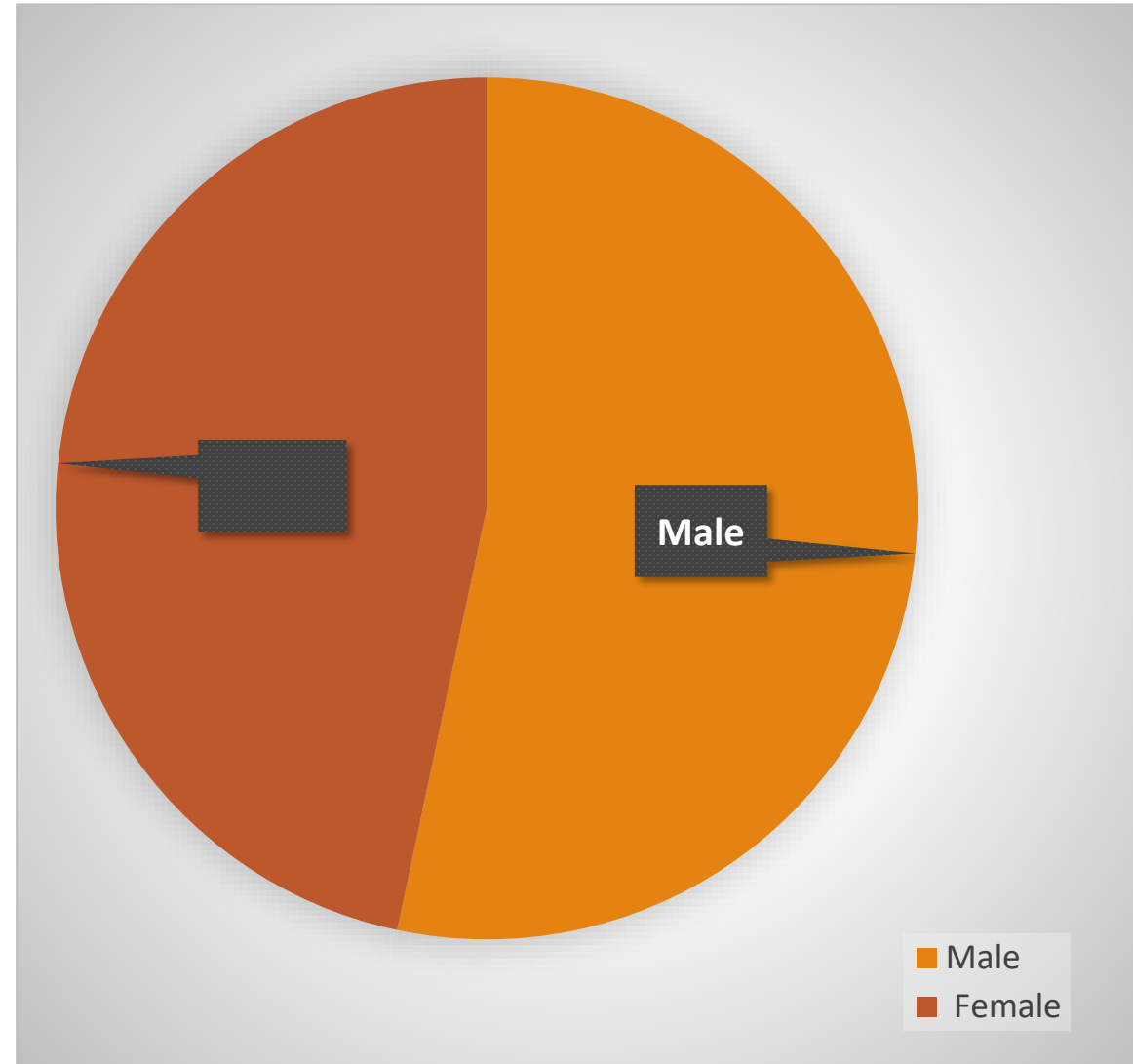
Result:

1. Demographic Profile of the Respondents



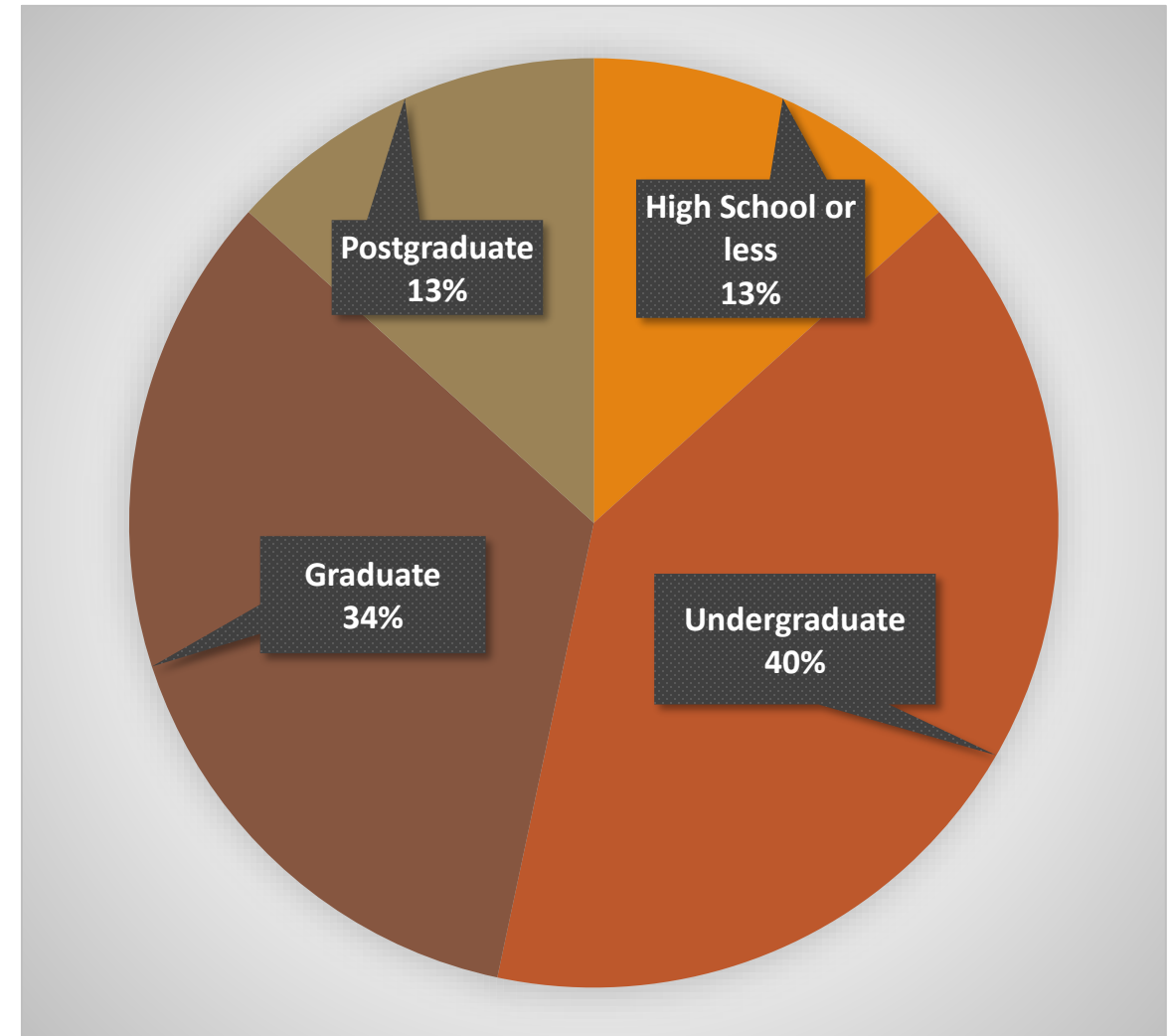
Age Distribution of the Respondents

1. Demographic Profile of the Respondents



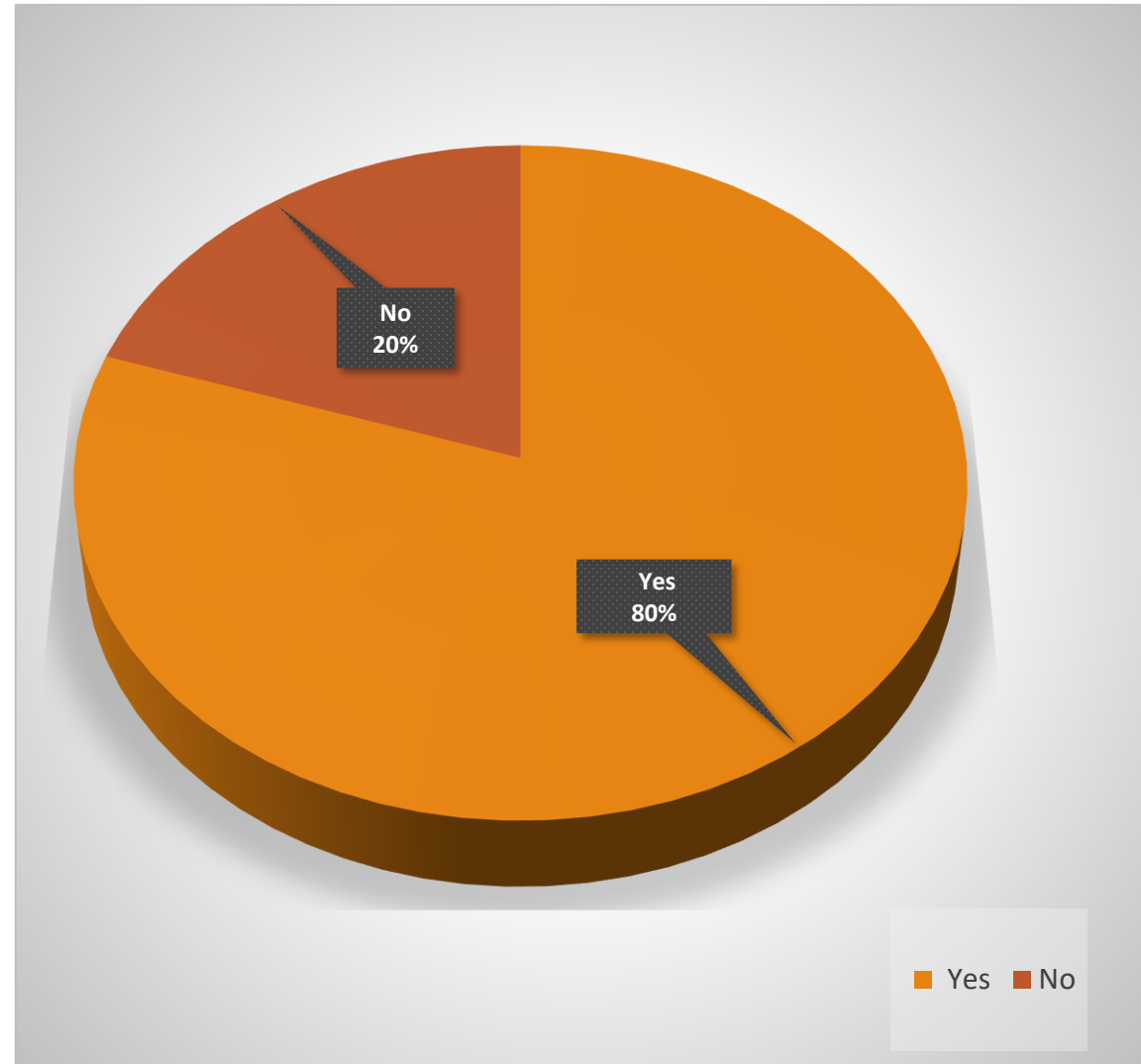
Distribution of Respondents according to Sex

1. Demographic Profile of the Respondents



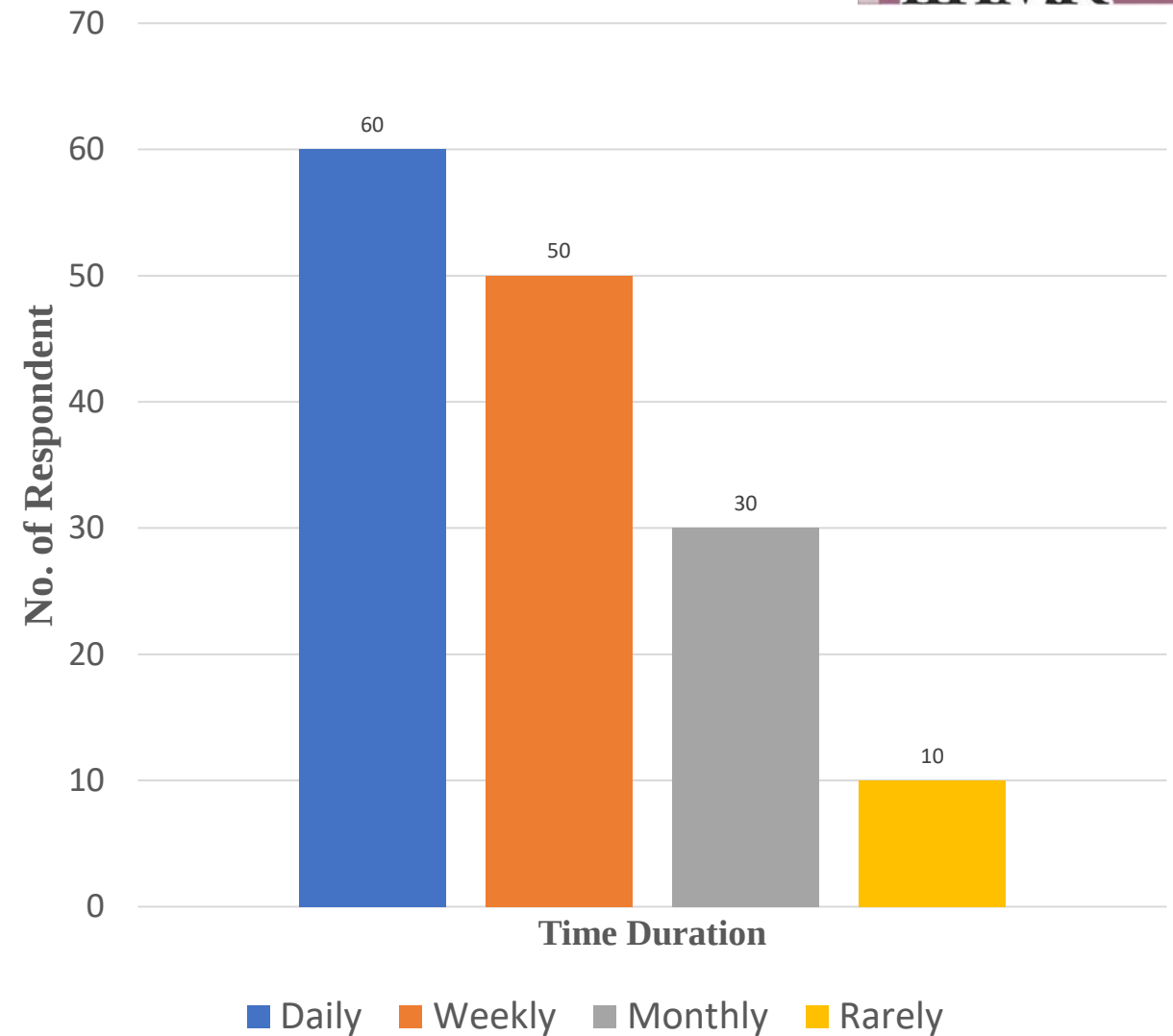
Education Level of the Respondents

1. Demographic Profile of the Respondents



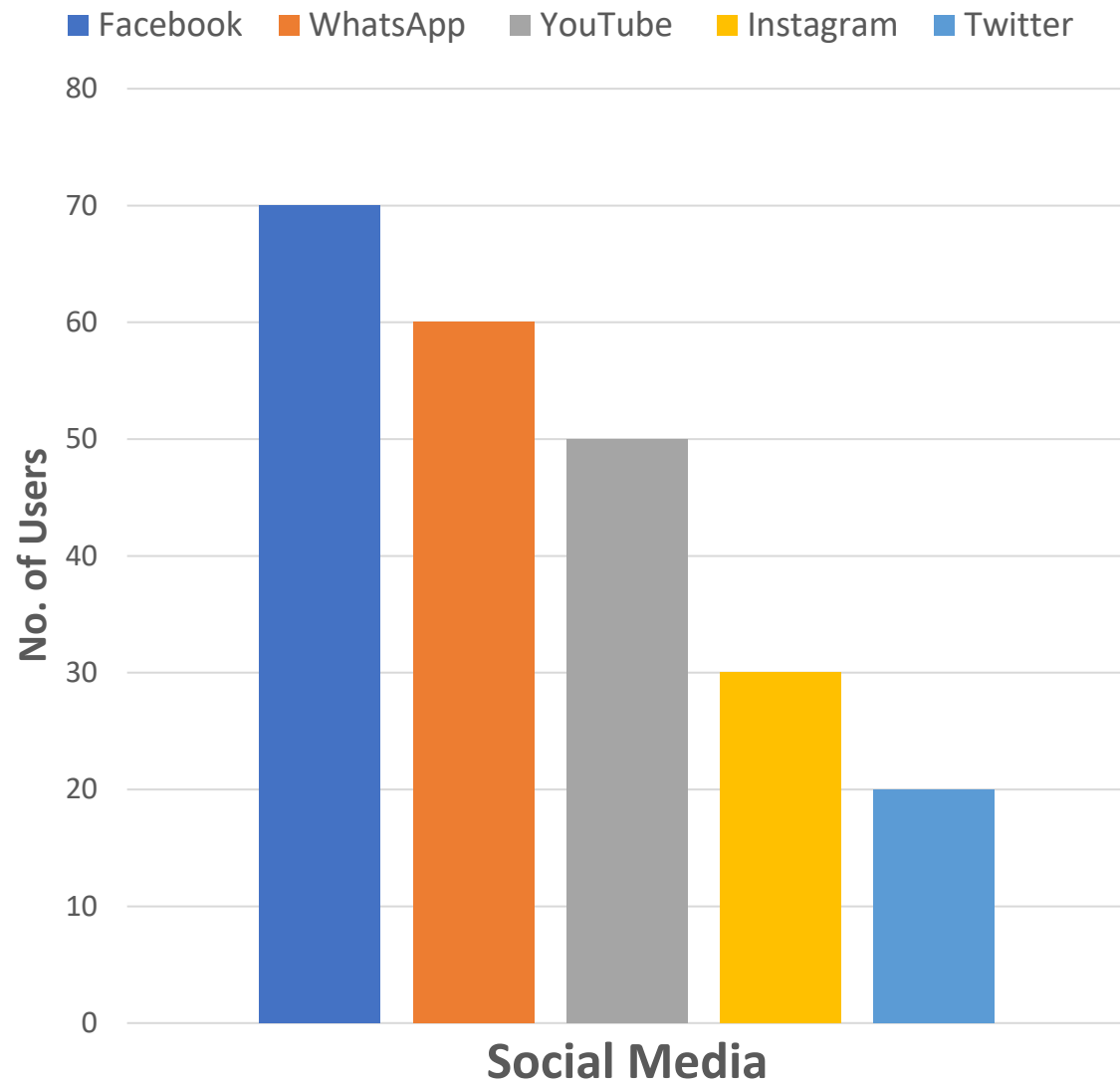
Place of Residence of the Respondents

2. Patterns of Social Media Usage



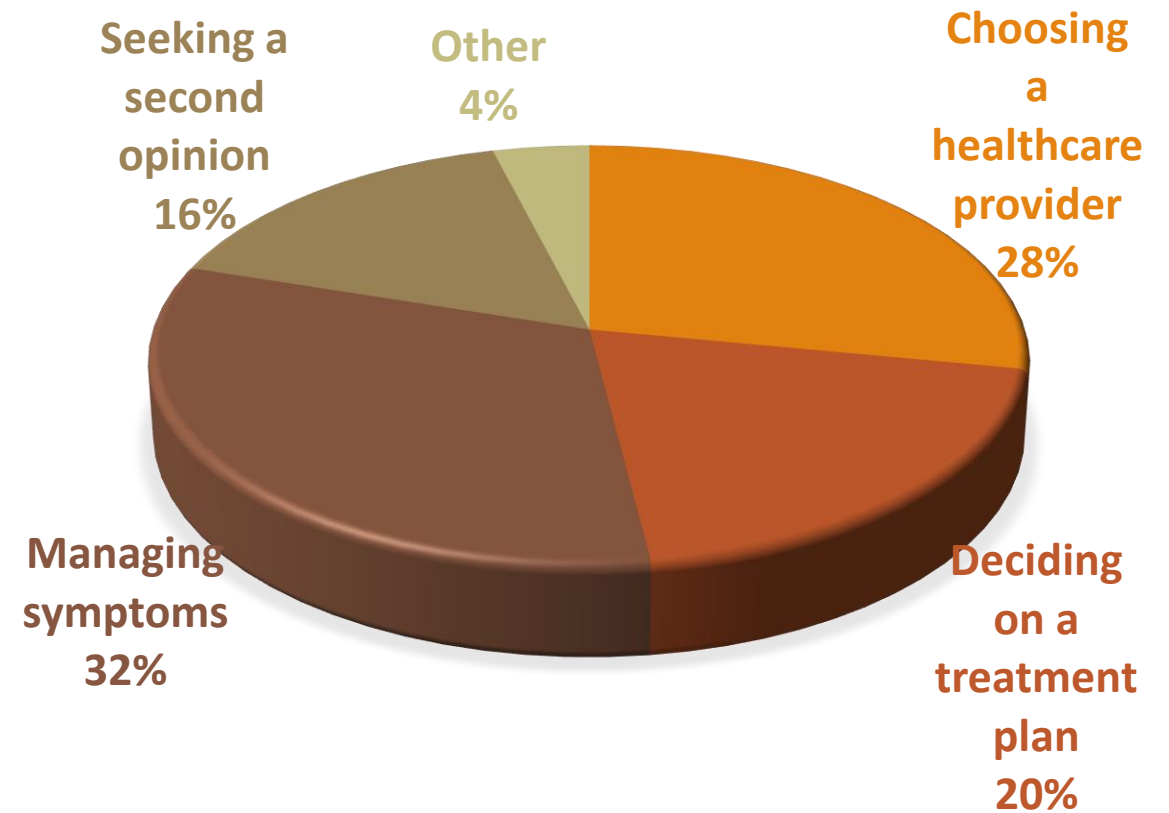
Social Media Usage for Health Information

2. Patterns of Social Media Usage



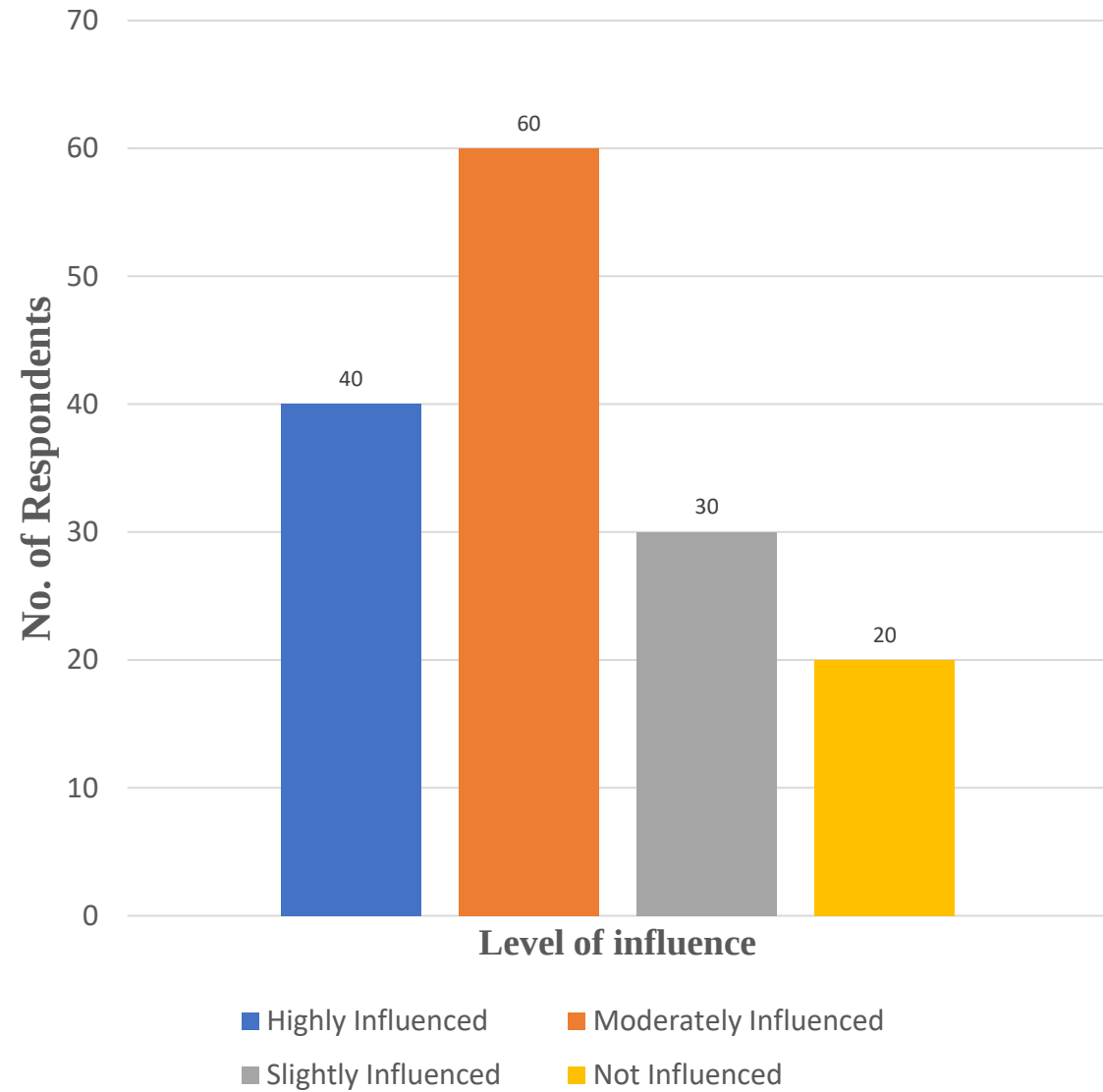
Popular Social Media Platforms for Health Information

3. Influence of Social Media on Healthcare Decisions



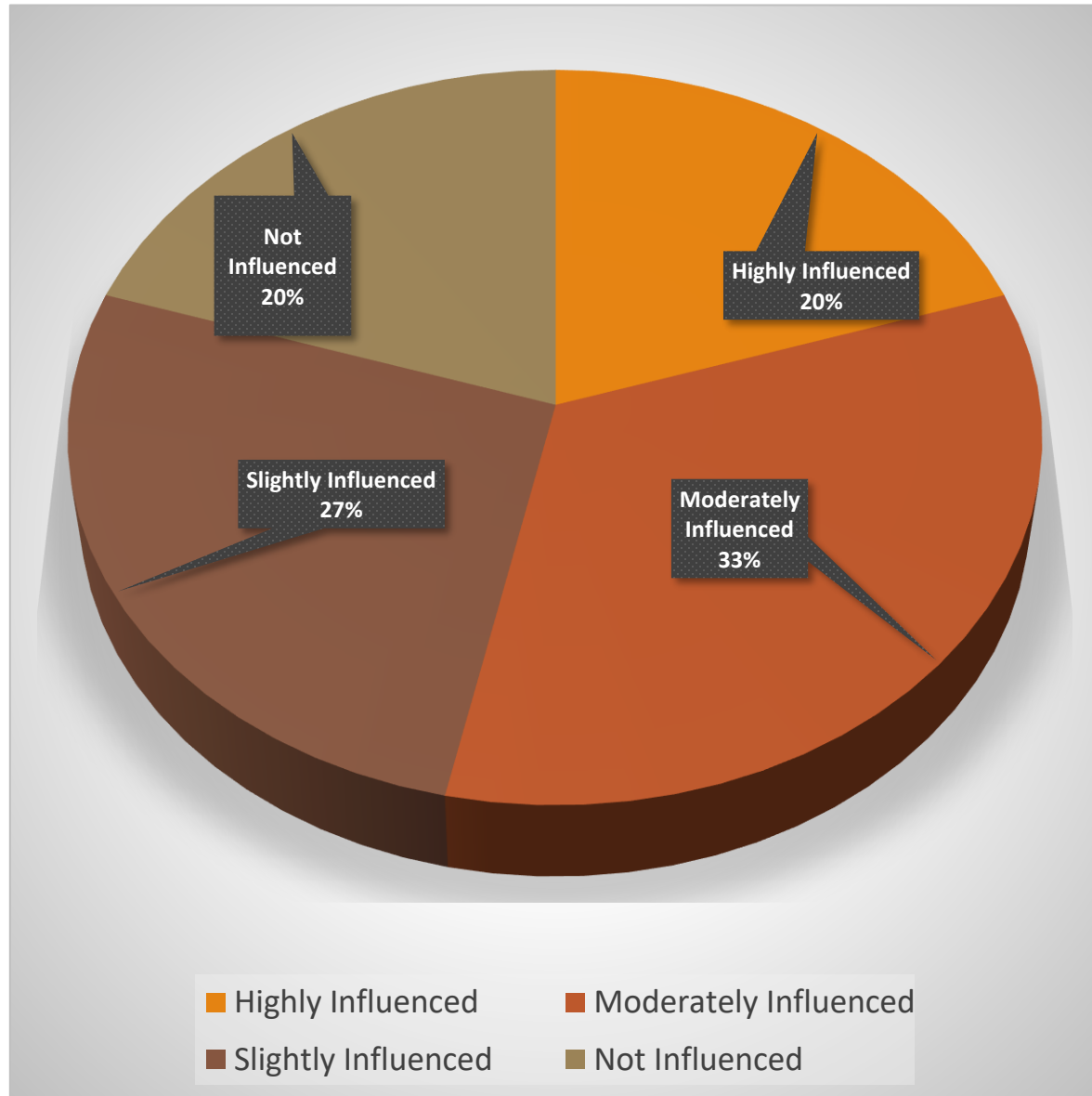
Type of healthcare decisions based on social media information

3. Influence of Social Media on Healthcare Decisions



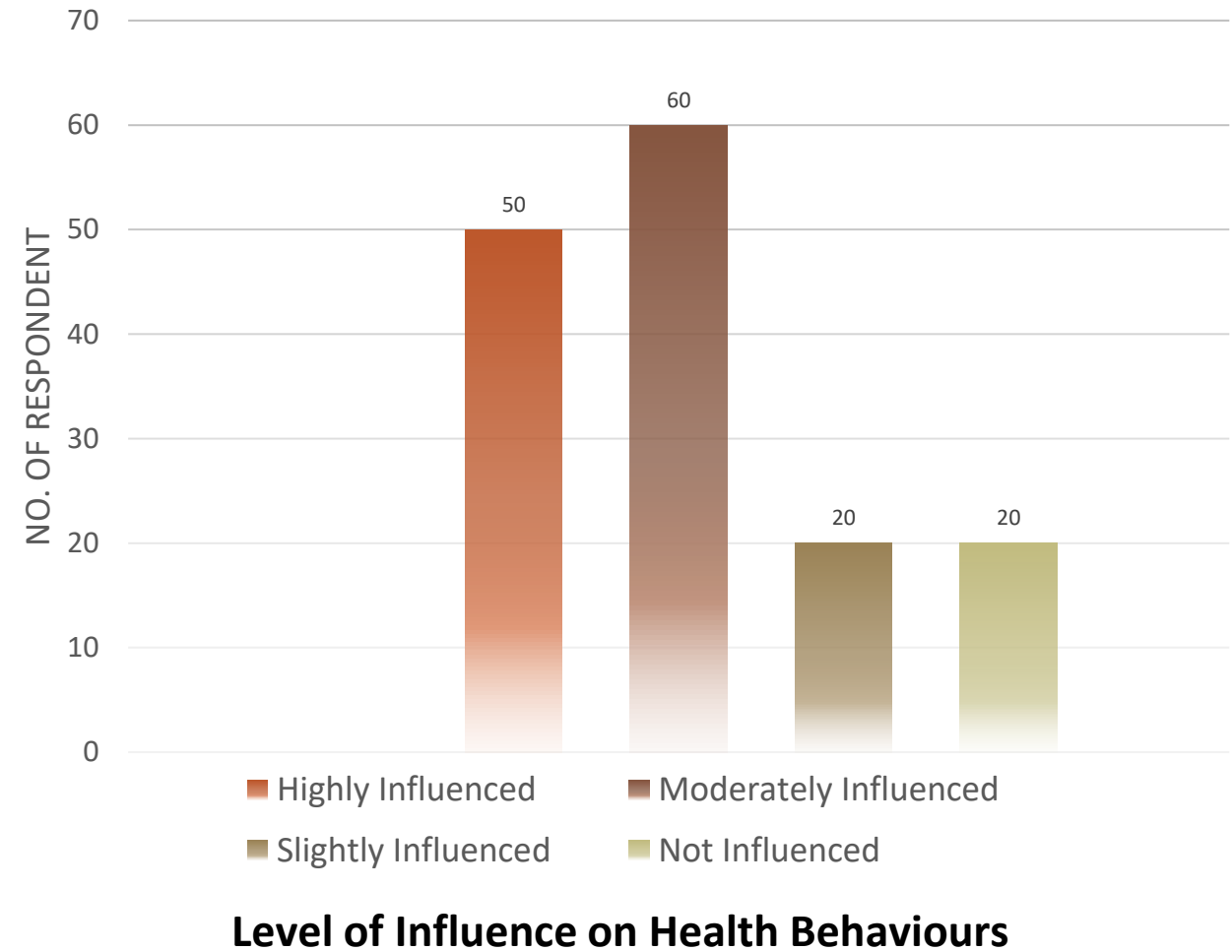
Influence on Treatment Choices

3. Influence of Social Media on Healthcare Decisions

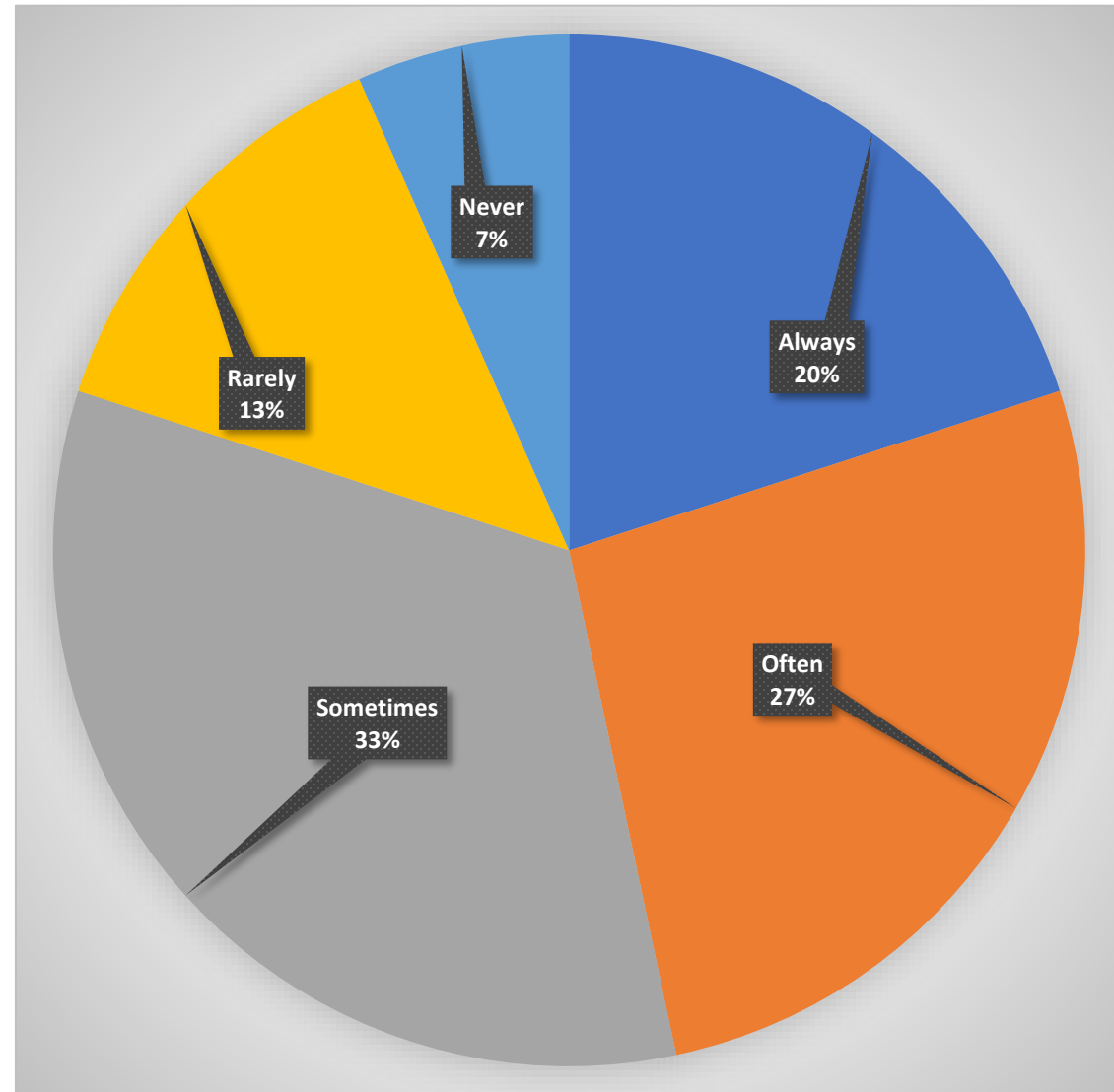


3. Influence on Healthcare Provider Selection

3. Influence of Social Media on Healthcare Decisions

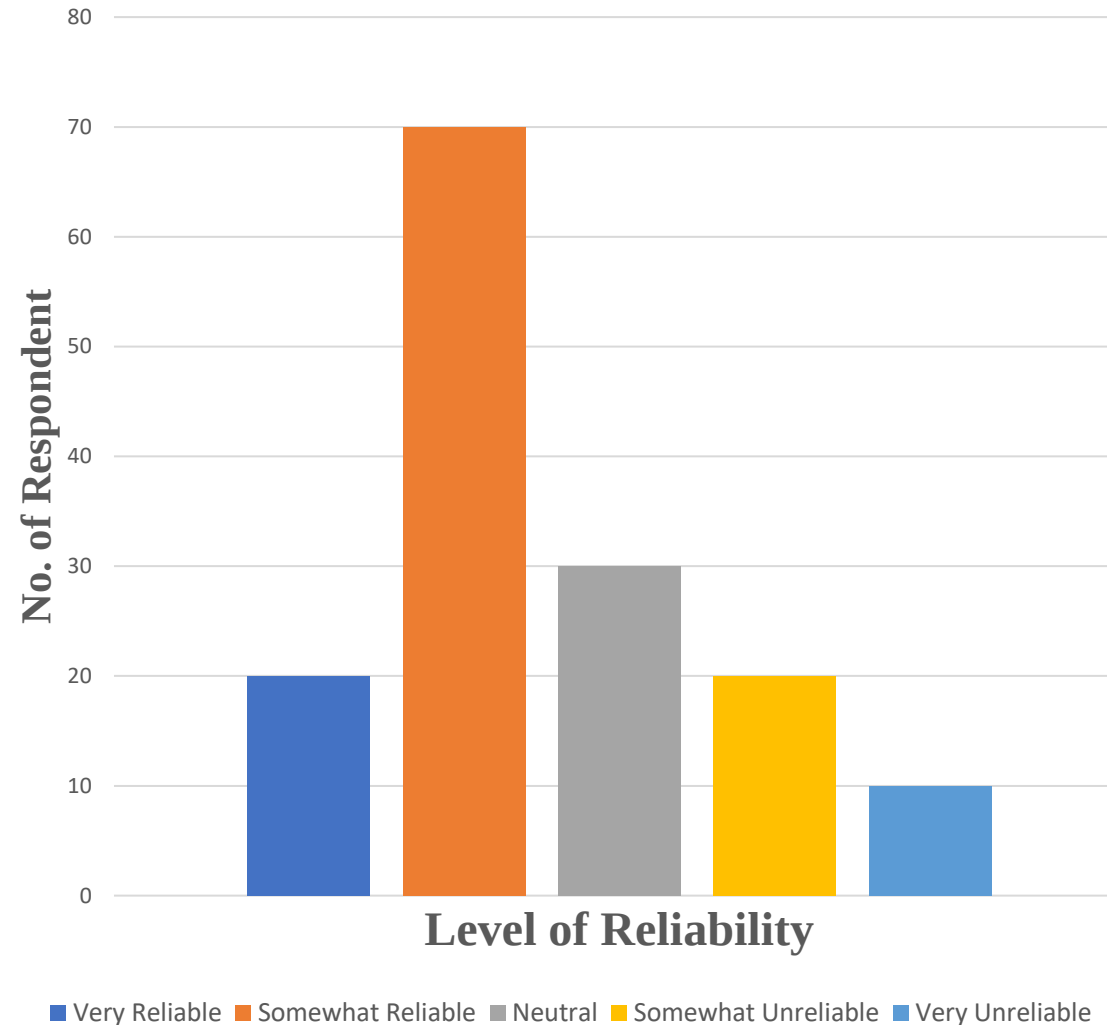


3. Influence of Social Media on Healthcare Decisions



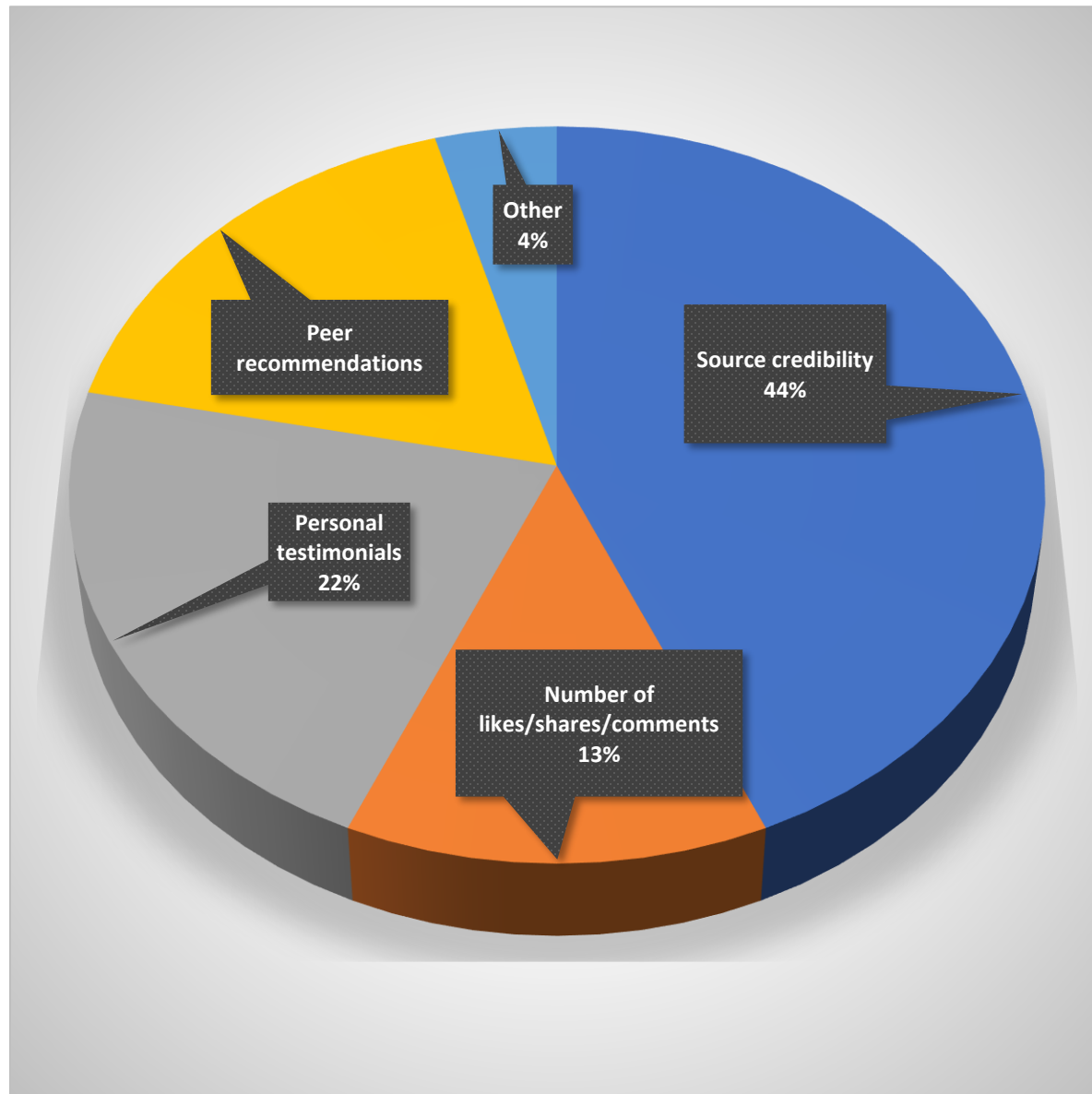
Consult healthcare professionals after finding information on social media

4. Reliability for Health Information from Social Media



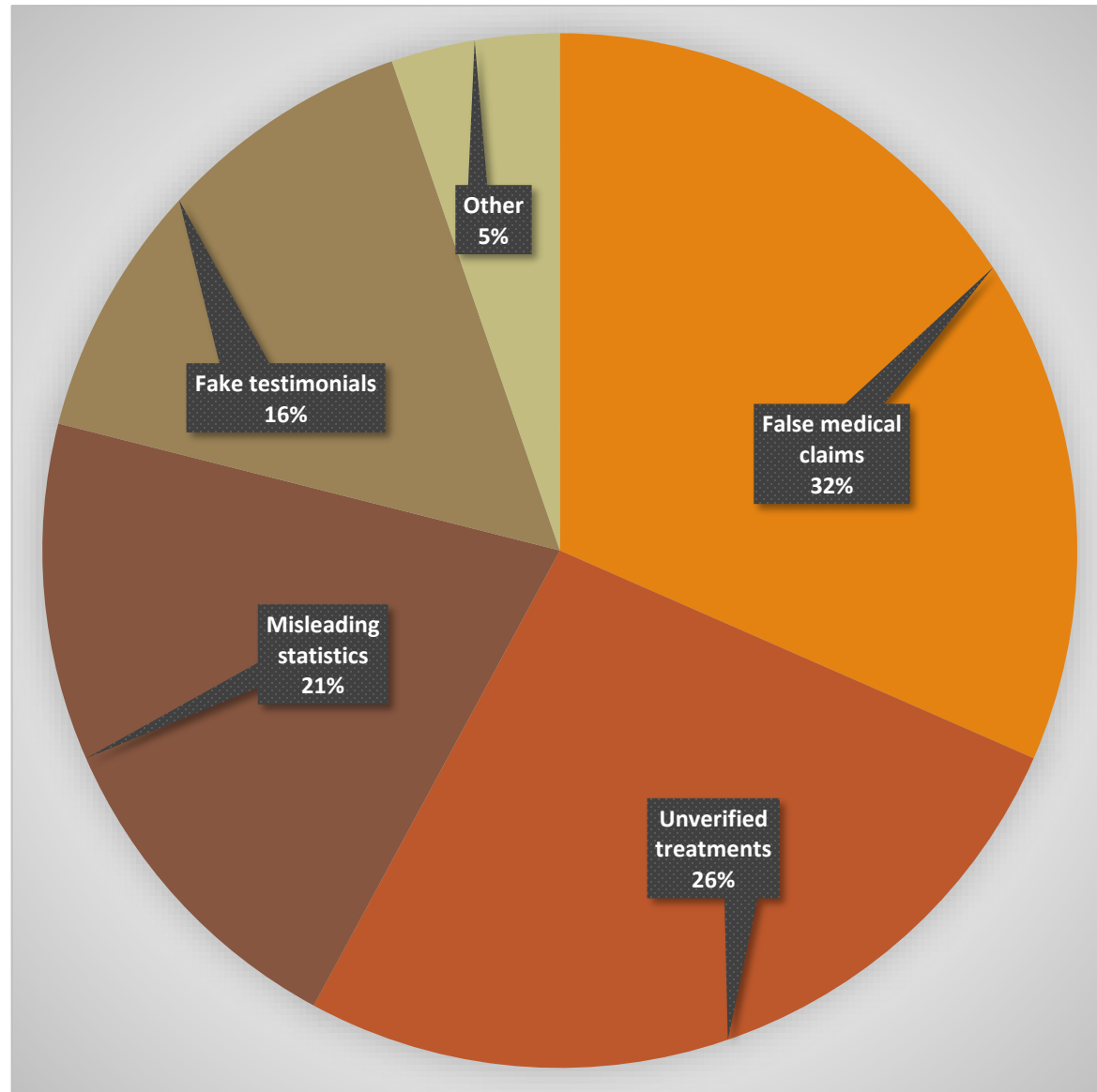
Perceived Reliability on Social Media for Health Information

4. Reliability for Health Information from Social Media



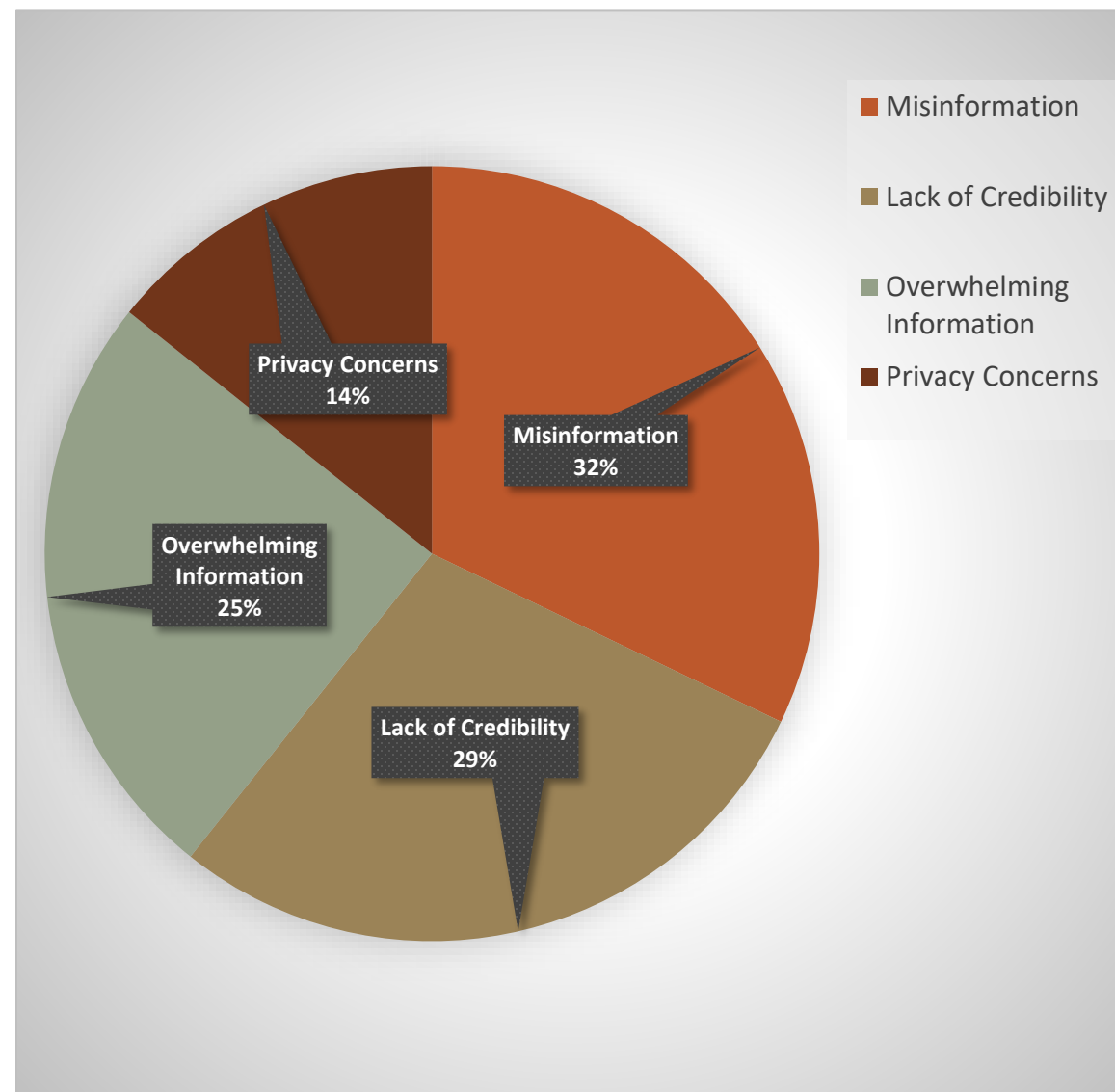
Criteria for judging reliability

4. Reliability for Health Information from Social Media



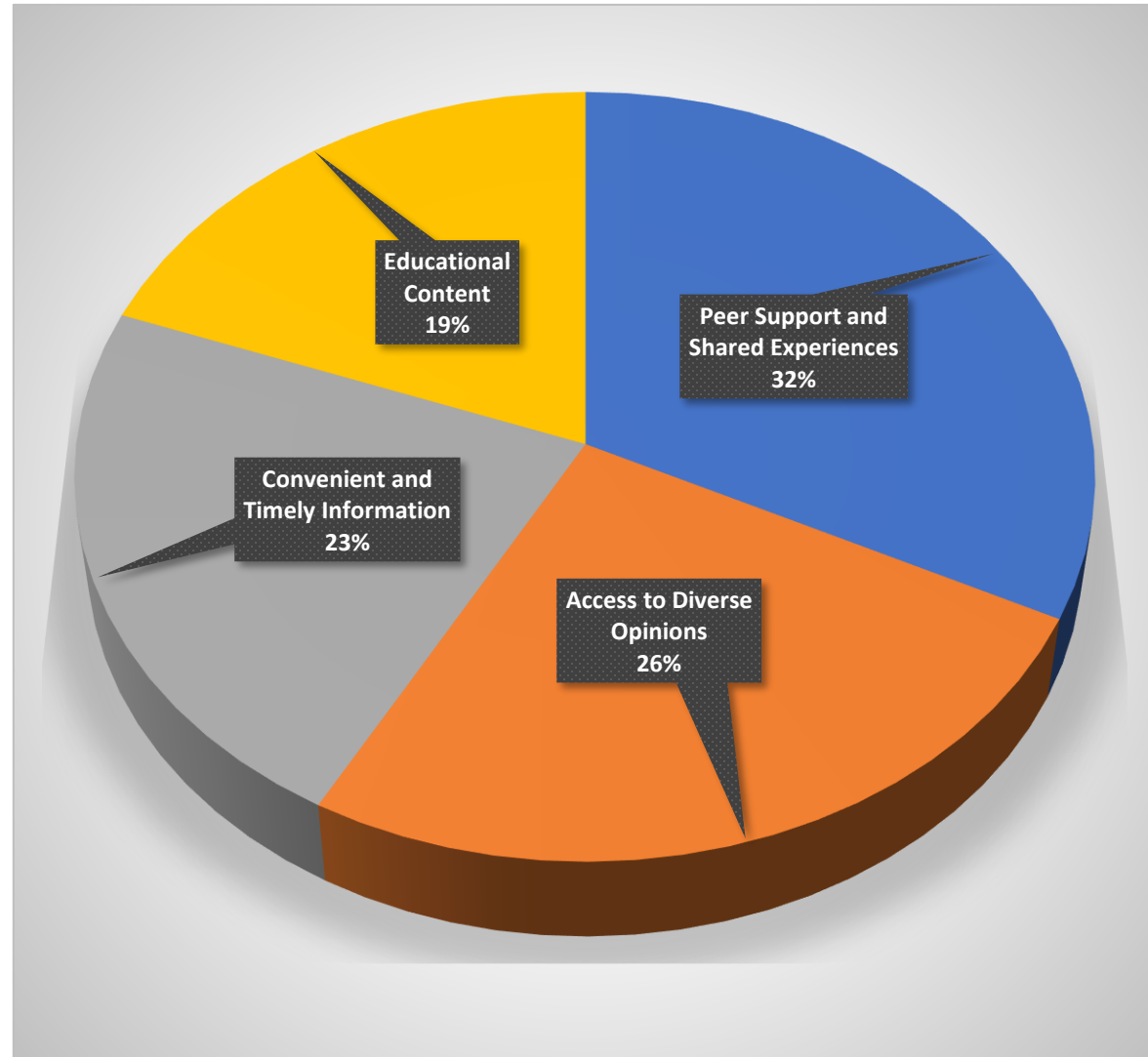
Type of misleading information encountered

5. Challenges and Opportunities in Using Social Media for Healthcare Decisions



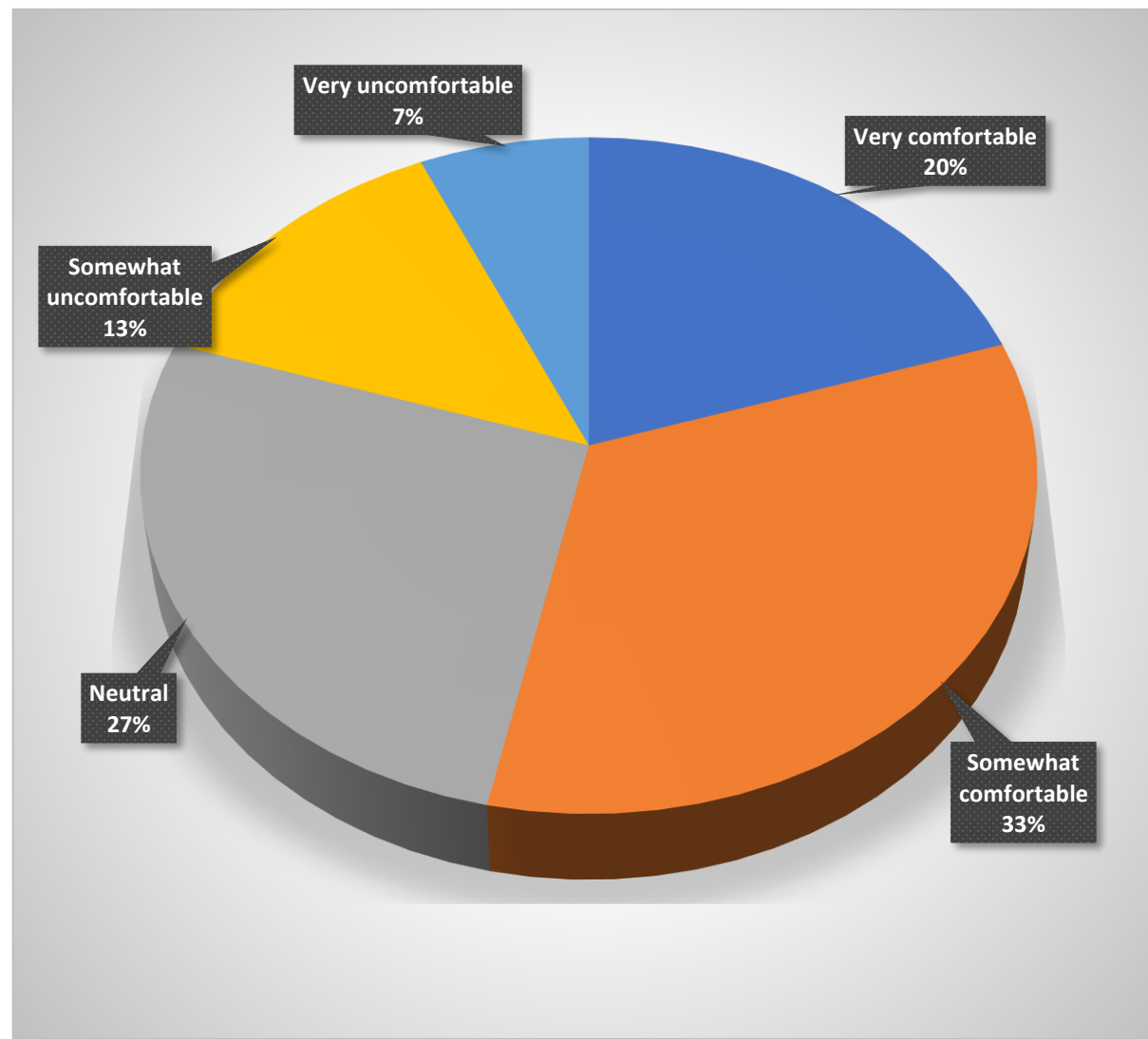
Challenges Identified by Respondents

6. Opportunities Identified by Respondents



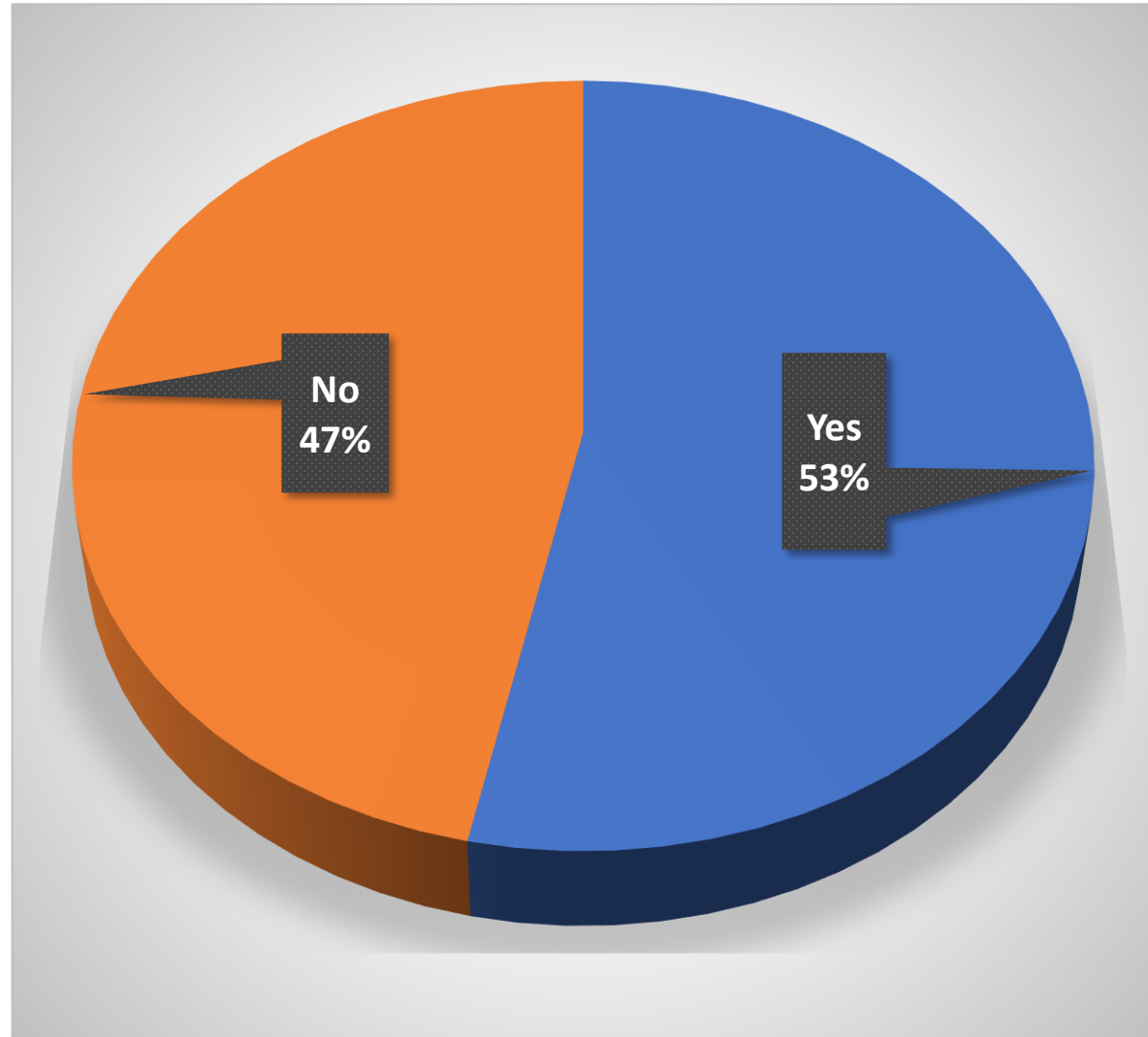
Opportunities Identified by Respondents

7. Patient Engagement and Communication



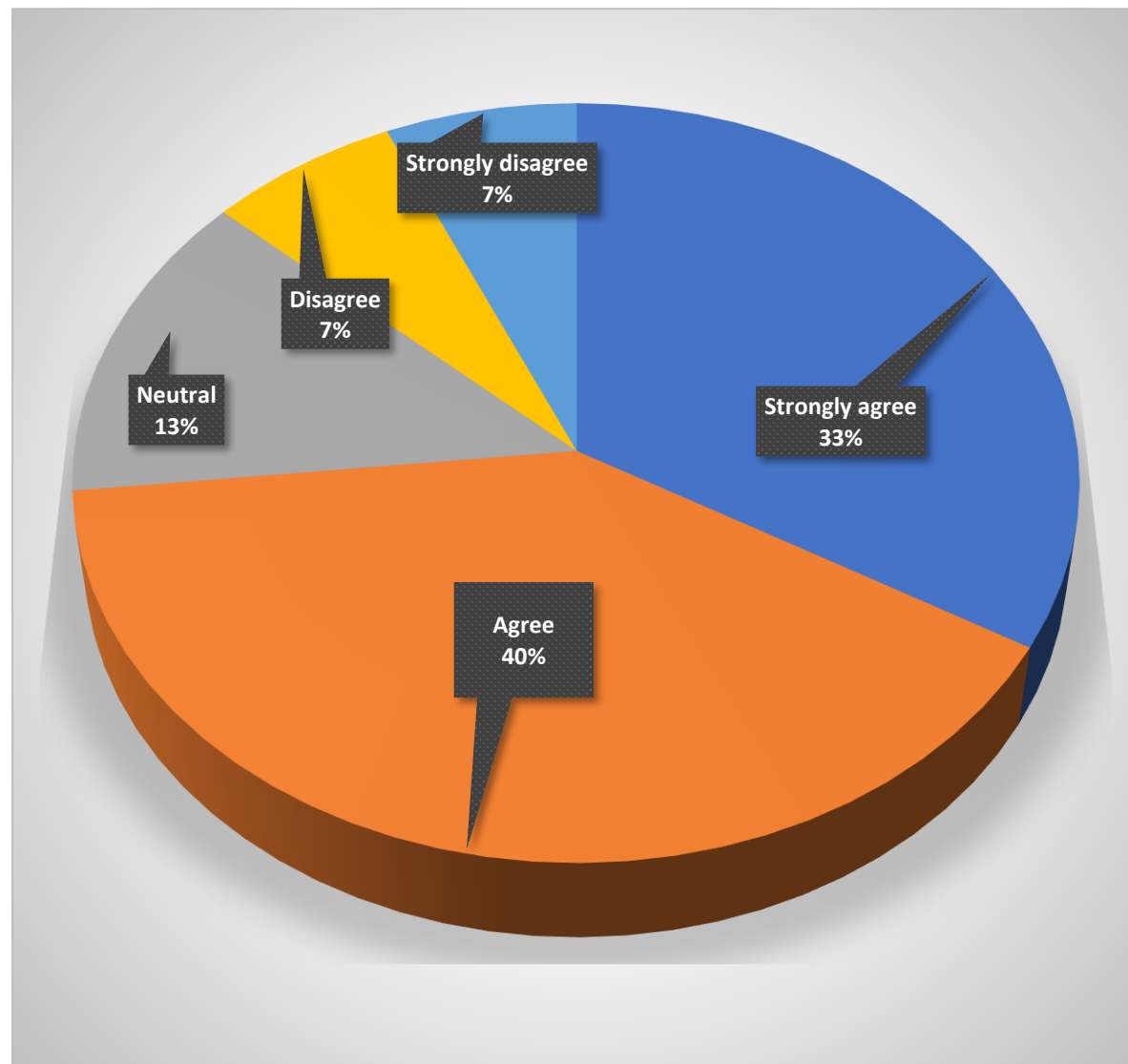
Comfort level discussing social media information with healthcare provider

7. Patient Engagement and Communication



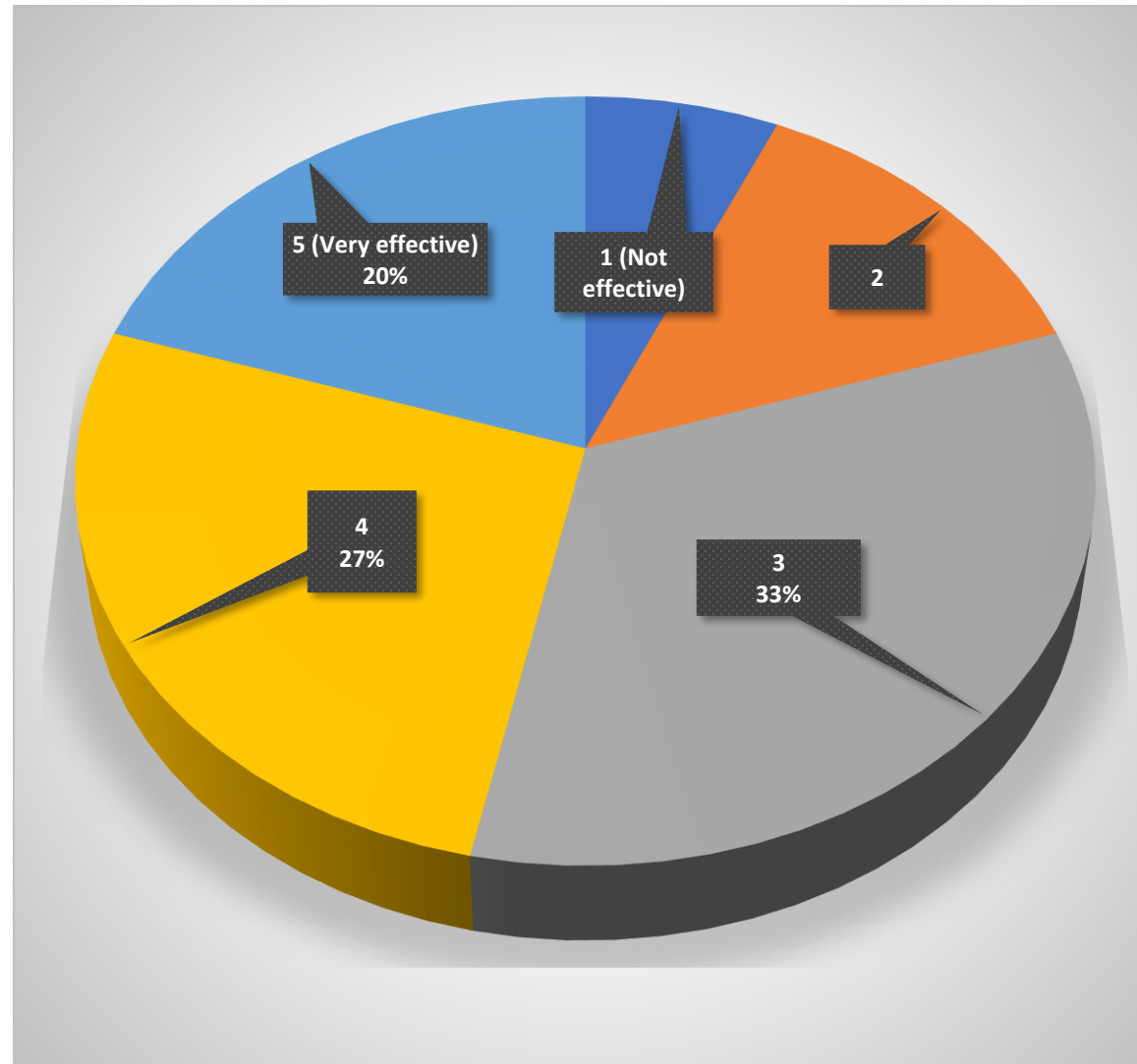
Shared social media information with healthcare provider

7. Patient Engagement and Communication



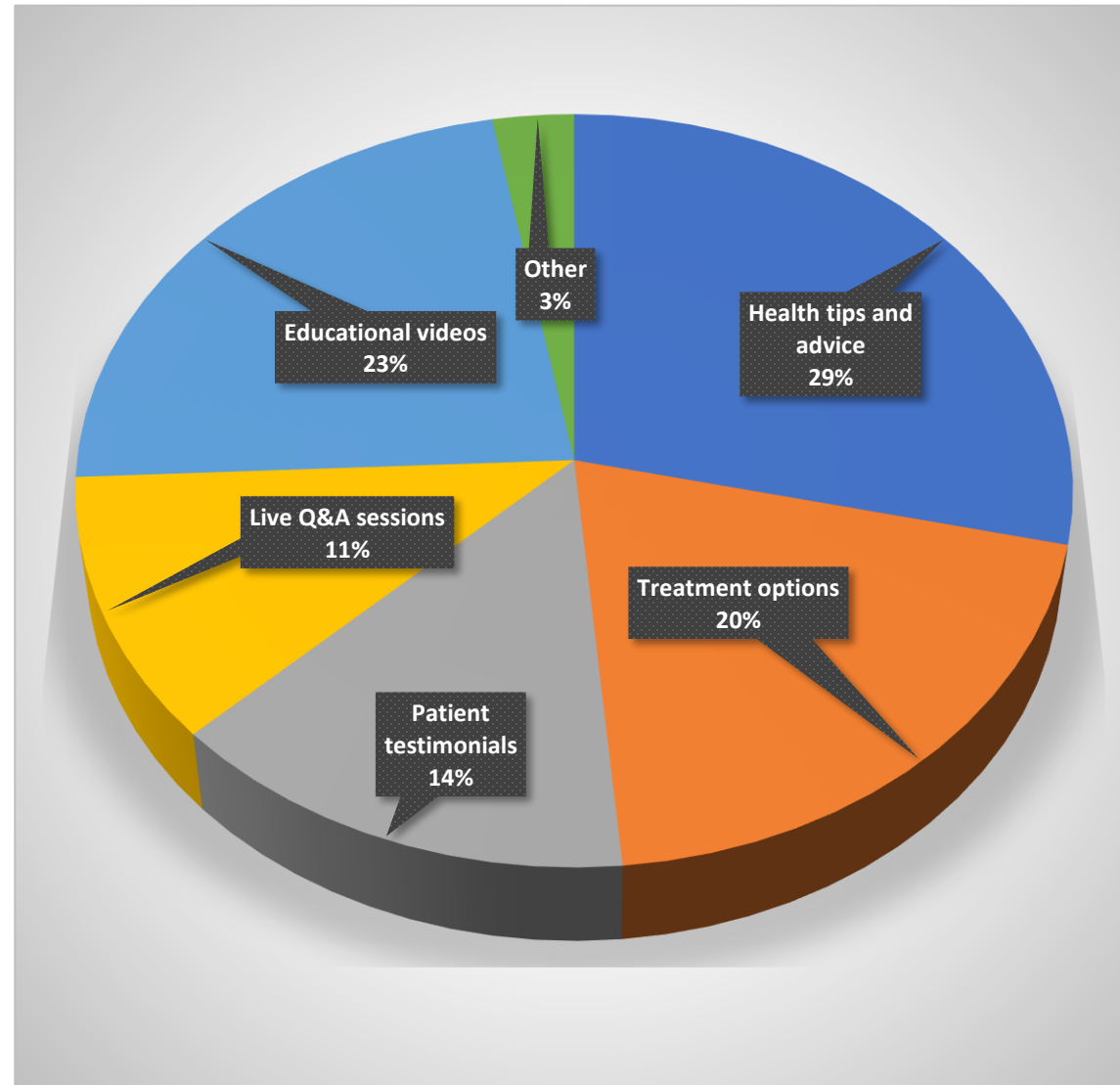
Healthcare providers should use social media to communicate with patients

7. Patient Engagement and Communication



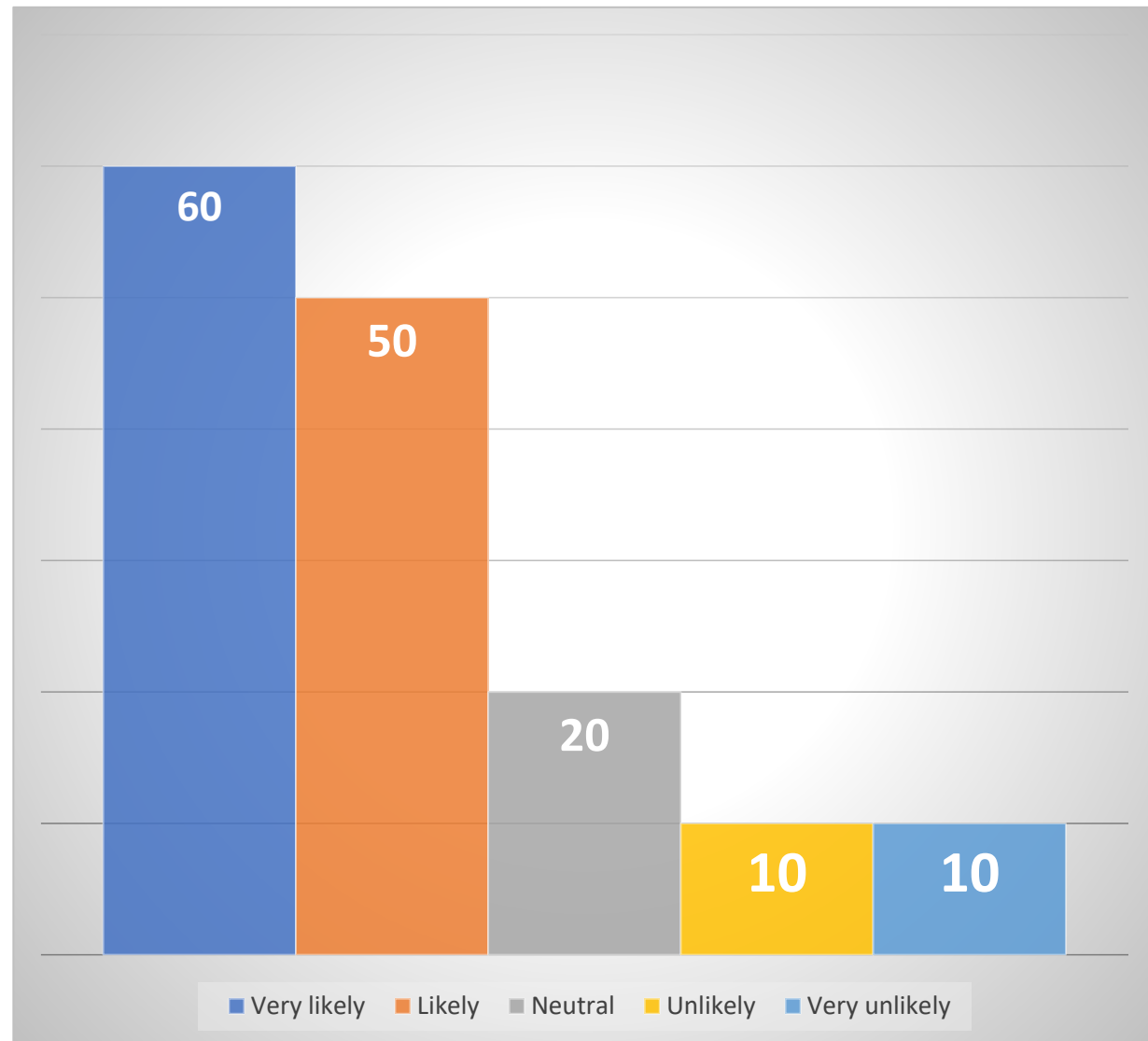
Effectiveness of social media in enhancing patient engagement (scale 1-5)

8. Recommendations for Improved Engagement and Decision-Making



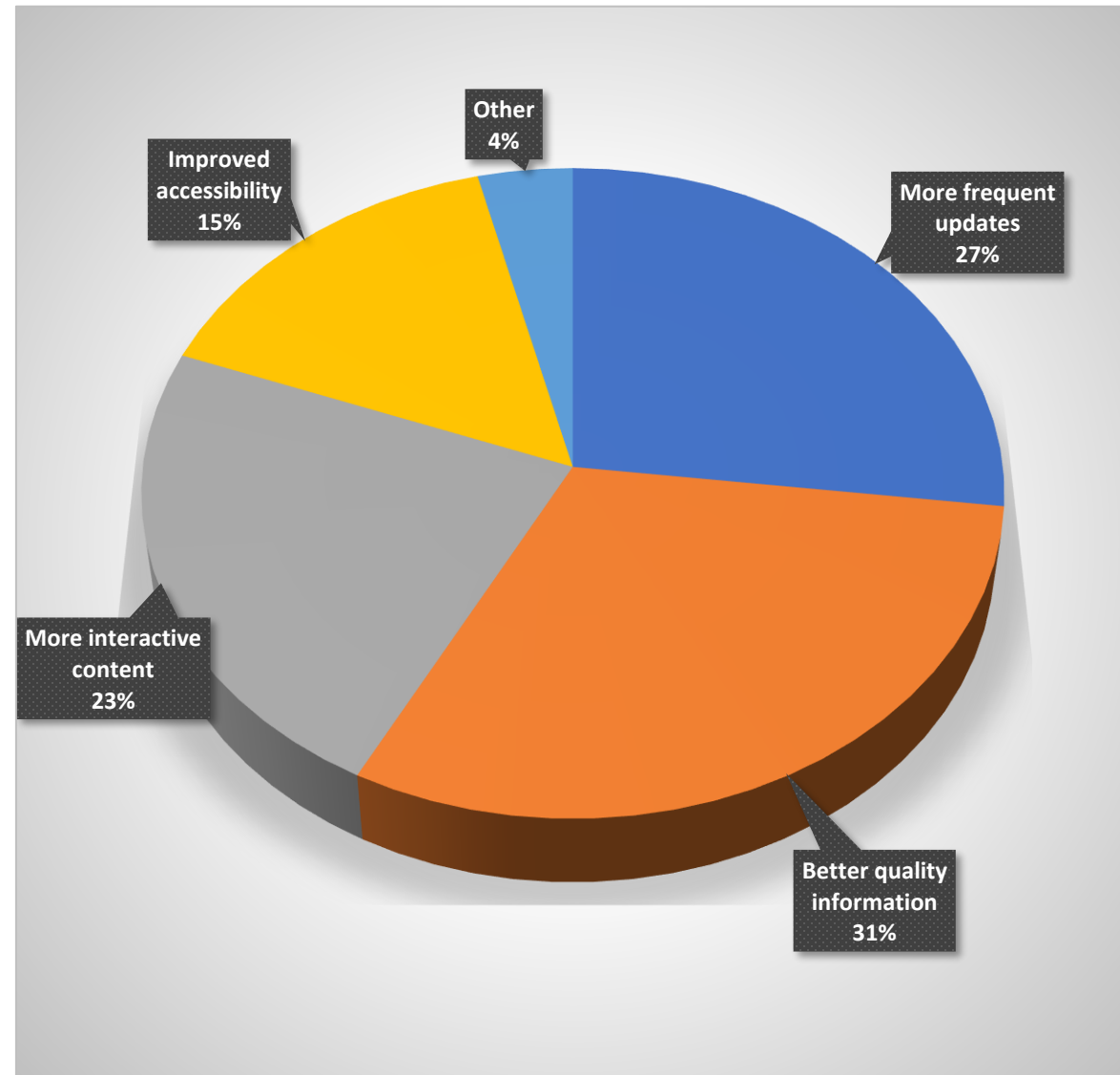
Helpful content from healthcare providers on social media

8. Recommendations for Improved Engagement and Decision-Making



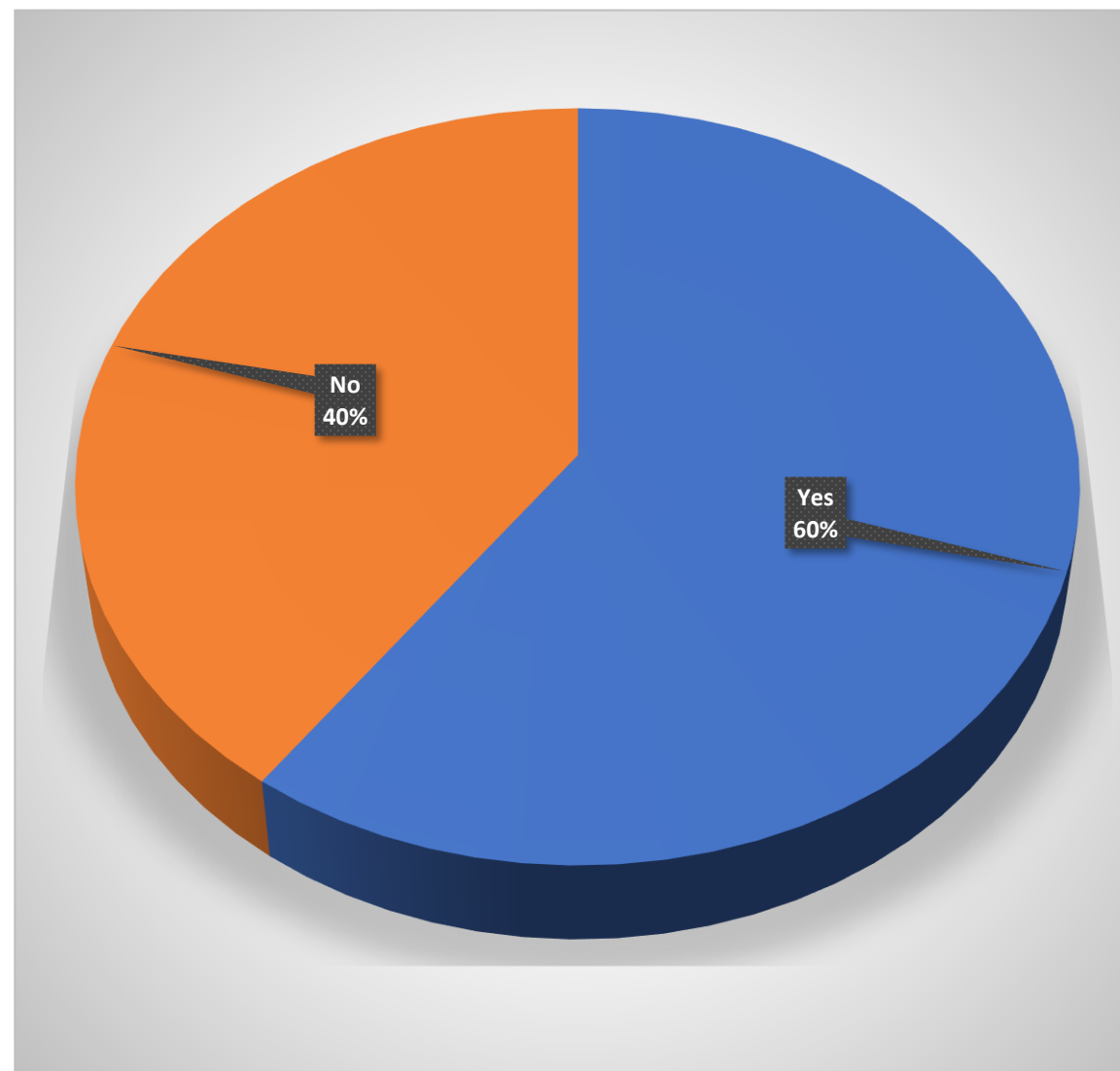
Likelihood of following health-related social media accounts managed by professionals

8. Recommendations for Improved Engagement and Decision-Making



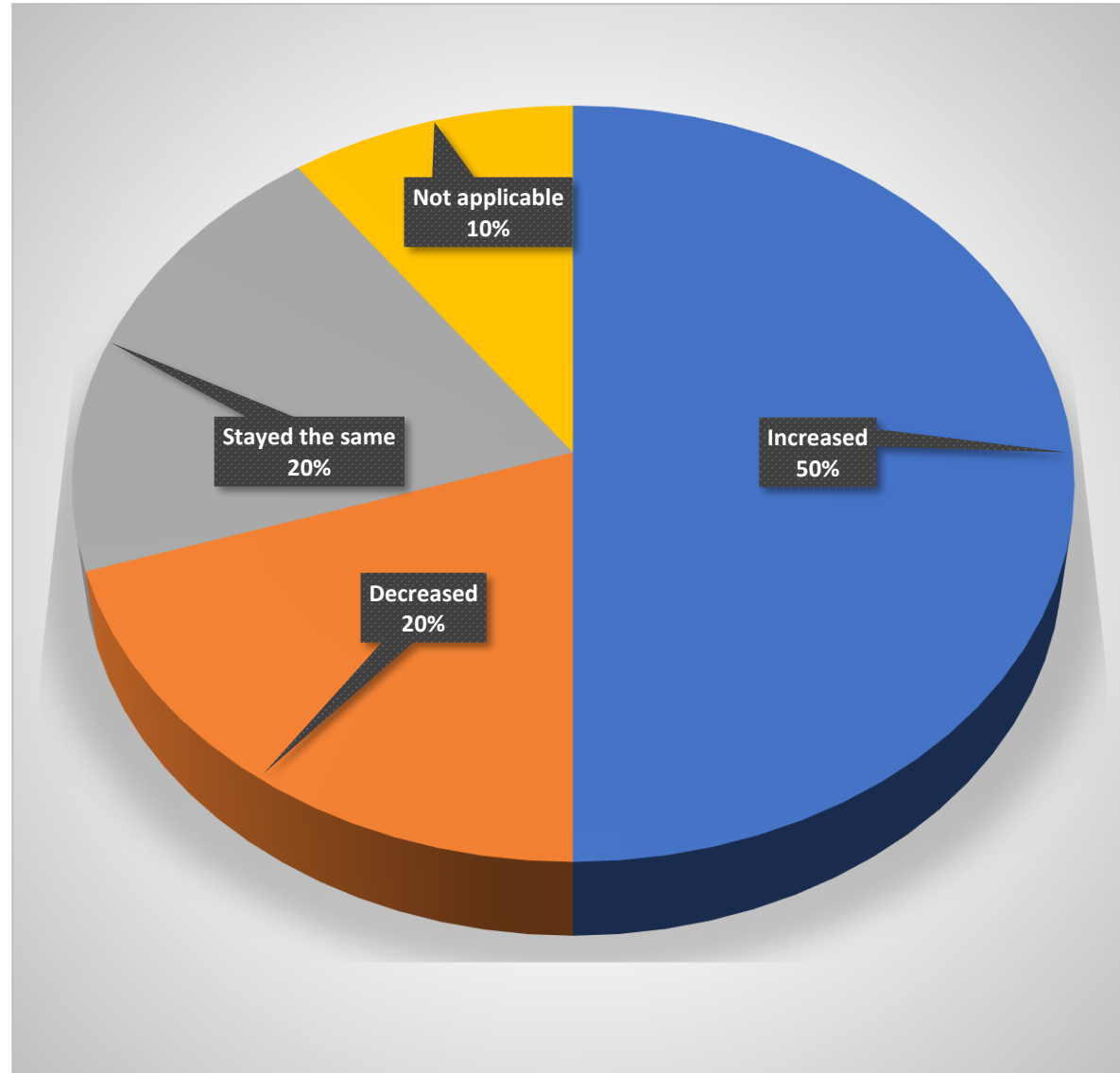
Suggested improvements for healthcare providers on social media

8. Recommendations for Improved Engagement and Decision-Making



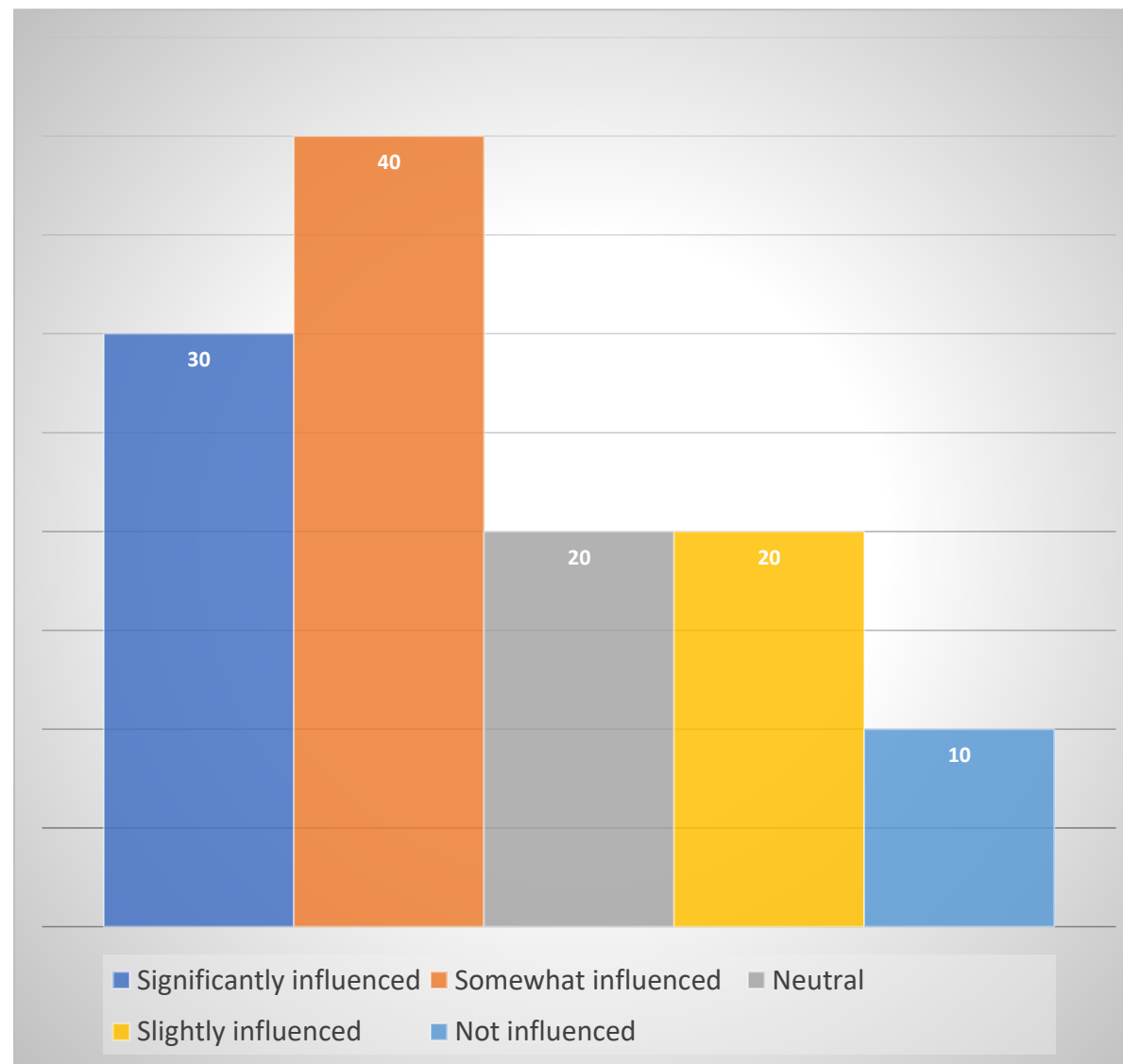
Currently receiving treatment at Prem Niketan Hospital

8. Recommendations for Improved Engagement and Decision-Making



Social media usage for health information compared to before treatment

8. Recommendations for Improved Engagement and Decision-Making



Influence of social media information on healthcare decisions while treated at the hospital

Conclusion

- Social media significantly influences patients' treatment decisions, choice of healthcare providers, and health practices.
- Patients use social media for peer support and shared health experiences, contributing to community engagement.
- Challenges include misinformation, credibility concerns, information overload, and privacy issues, suggesting a need for healthcare professionals to actively engage in vetting and providing reliable health information on social media.

Recommendation

- **Enhance Health Literacy:** Implement programs to educate patients on how to critically evaluate health information on social media, promoting informed decision-making.
- **Promote Healthcare Provider Engagement:** Encourage healthcare professionals to actively use social media for sharing credible health information, fostering trust and countering misinformation.



Thank You

