

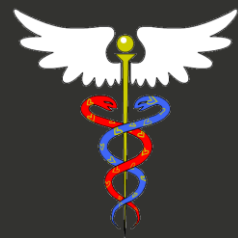


THE IMPACT OF TELEMEDICINE/TELECONSULTATION ON HEALTHCARE DELIVERY IN RURAL AREAS OF INDORE

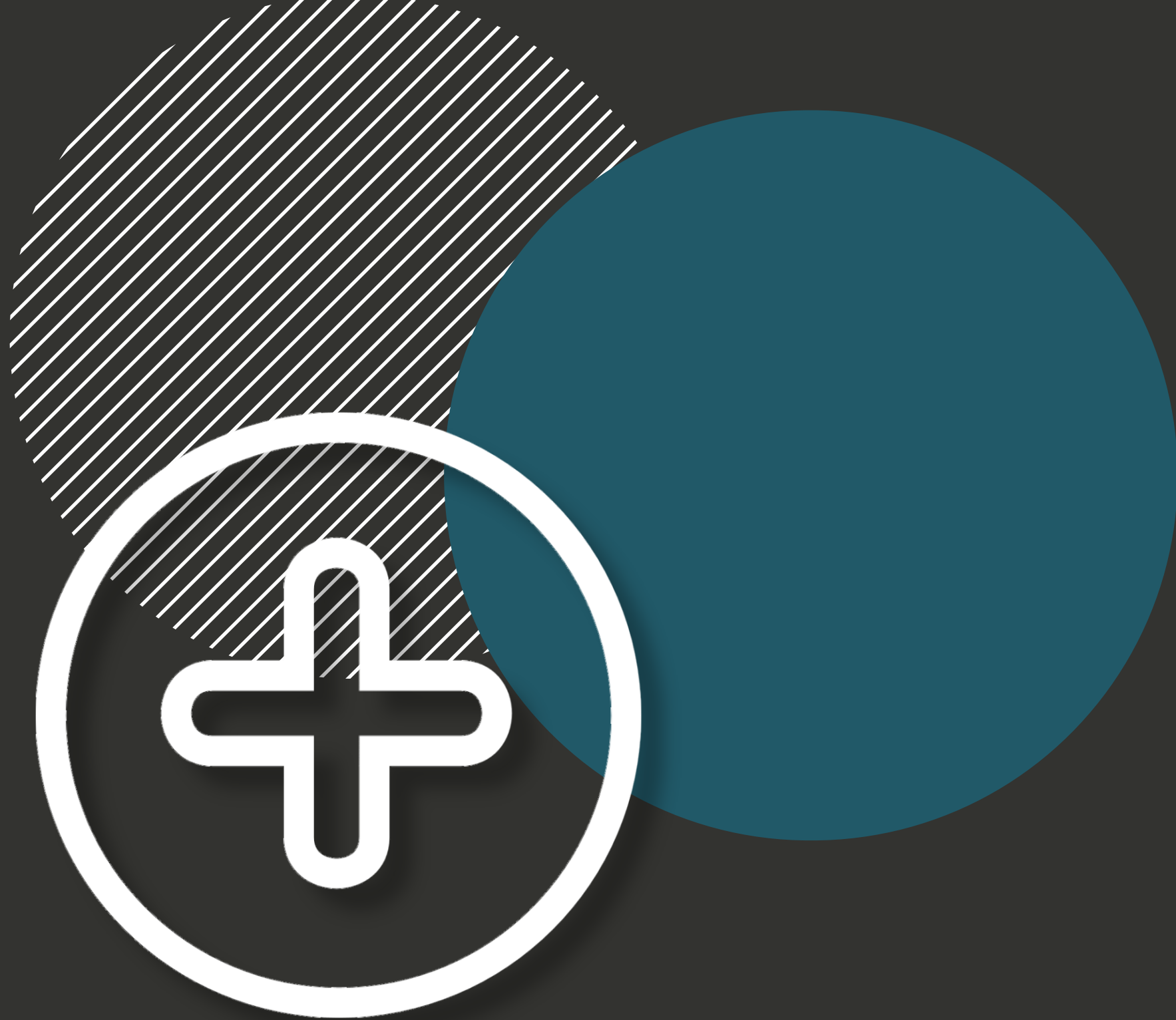
By
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MBA 2021-23
Roll No – 1348
MBA – Healthcare Management
(Under the guidance of
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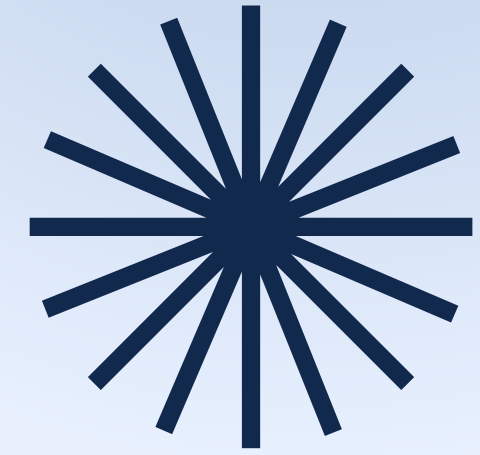
JUNE | 2023



ABOUT THE ORGANIZATION



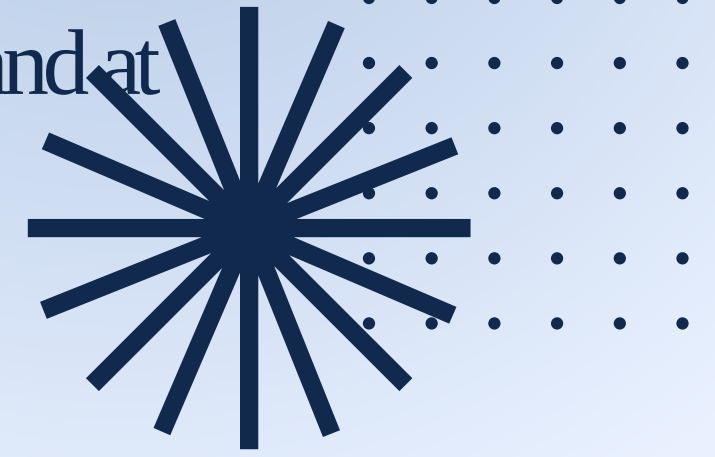
- **Medyseva** is a healthcare startup focusing on Telemedicine in Rural India.
- It bridges the gap between urban doctors and rural patients through **Medyseva** Kendra's which covers the entire spectrum of services that are needed to keep one healthy - from having virtual consultations to getting surgeries, from booking diagnostic tests to digitizing medical records.
- Citizens in rural India face many challenges when it comes to medical treatment.
- They must either spend a lot of money and time going to nearby cities for treatment or fall back on local doctors who may be unqualified/ underqualified.
- **Medyseva** helps them to overcome these problems.





MISSION

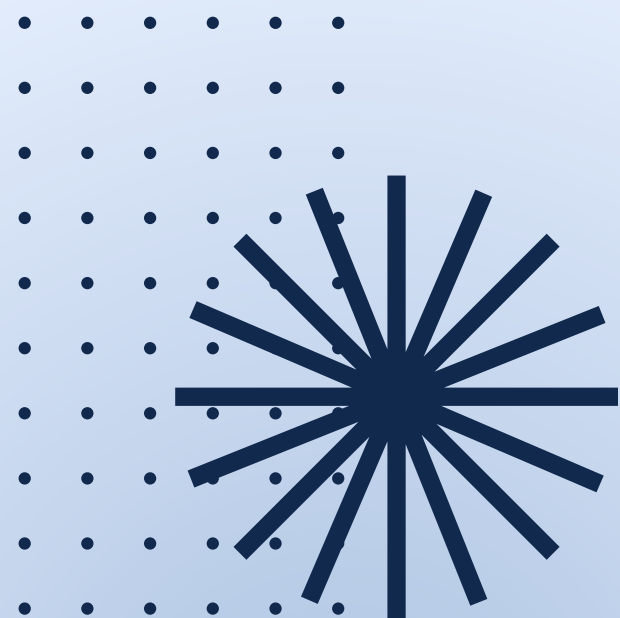
To ensure that every rural citizen of India has access to high quality doctors and medical services at their convenience and at affordable prices.

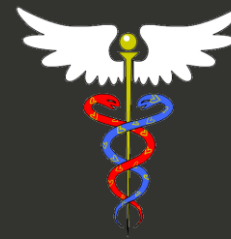


To be the nearest, affordable and the most reliable healthcare destination for the rural citizens of India.



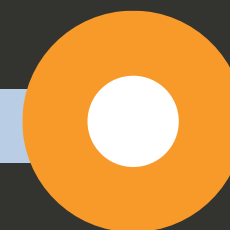
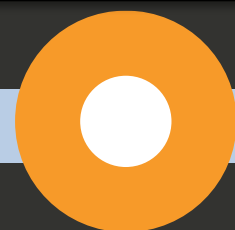
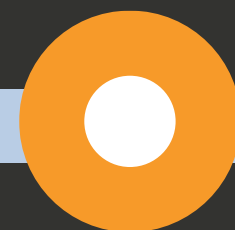
VISION





CHAPTER - 1

INTRODUCTION





Telemedicine serves as a platform that utilizes information and communication services to deliver healthcare services, facilitating the exchange of valid data for the purpose of diagnosing and treating diseases and ultimately promoting individual health.



Telemedicine's/teleconsultations have the potential to aid healthcare systems, organizations, and providers in expanding access to and enhancing the quality of healthcare in rural areas.



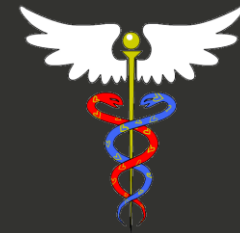
Telehealth has the capability to improve monitoring, timeliness, and communication within the healthcare system.



The utilization of telehealth in rural regions for the delivery and support of healthcare services can alleviate challenges faced by patients, such as transportation issues related to seeking specialized care.



It is health that is real wealth and not pieces of gold and silver !

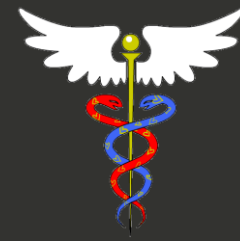


CHAPTER - 2

LITERATURE REVIEW

- **Shengnan Chen** March 2013 Telemedicine is growing for remote care and education, but ventures often fail after pilots. Studying successful models helps upcoming telemedicine businesses. Developing and developed countries differ in telemedicine practices. The article aims to inspire sustainable solutions for local healthcare challenges.
- **Catalina_López,** A survey was conducted at Bogotá's Centre for Telehealth among patients using telemedicine. Out of 281 teleconsultations, 156 patients participated in a questionnaire.80% of respondents were satisfied with the service, and some expressed interest in using it again. These findings have significance for poorer countries with hard-to-reach rural populations
- **Shoba Ramanadhan** Telemedicine improves healthcare access in rural India. Comprehensive solutions are needed to address community needs. The **Tuver** project in Gujarat implemented seven components, including telehealth services. Key partners like academic institutions and development foundations were involved. The project successfully overcame challenges in rural areas





CHAPTER - 3

METHODOLOGY



Research Question

What is the scope of telemedicine in healthcare?

What is the awareness level of people of rural areas of Indore towards telemedicine/teleconsultation?



AIM

This Project aims to assess the awareness and knowledge level of rural people towards telemedicine and the scope of telemedicine's in healthcare.





Objective

- To review the status of telemedicine usage in the rural area of Indore.
- To identify the challenges faced by the patient to access health care services in rural areas.
- To understand the future of telemedicine in rural areas of Indore.



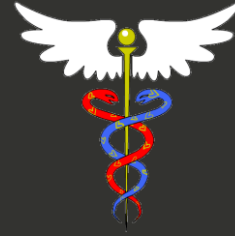
Gender	Male/Female
Socio-economic	All
Behavior	The data of the patient list and the health camp of Medyseva.
Sample Size	50
Sampling Method	Random sampling method is used for sampling



Primary data was collected using a face-to-face survey questionnaire method



Survey questionnaire sampling plan as shown in the table , face-to-face data collected information from 50 participants those who availed the medyseva services and the free-health camp of medyseva.

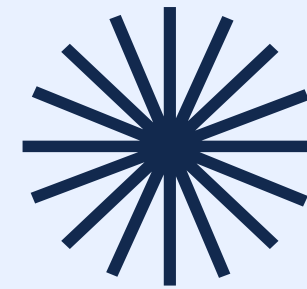


CHAPTER - 4

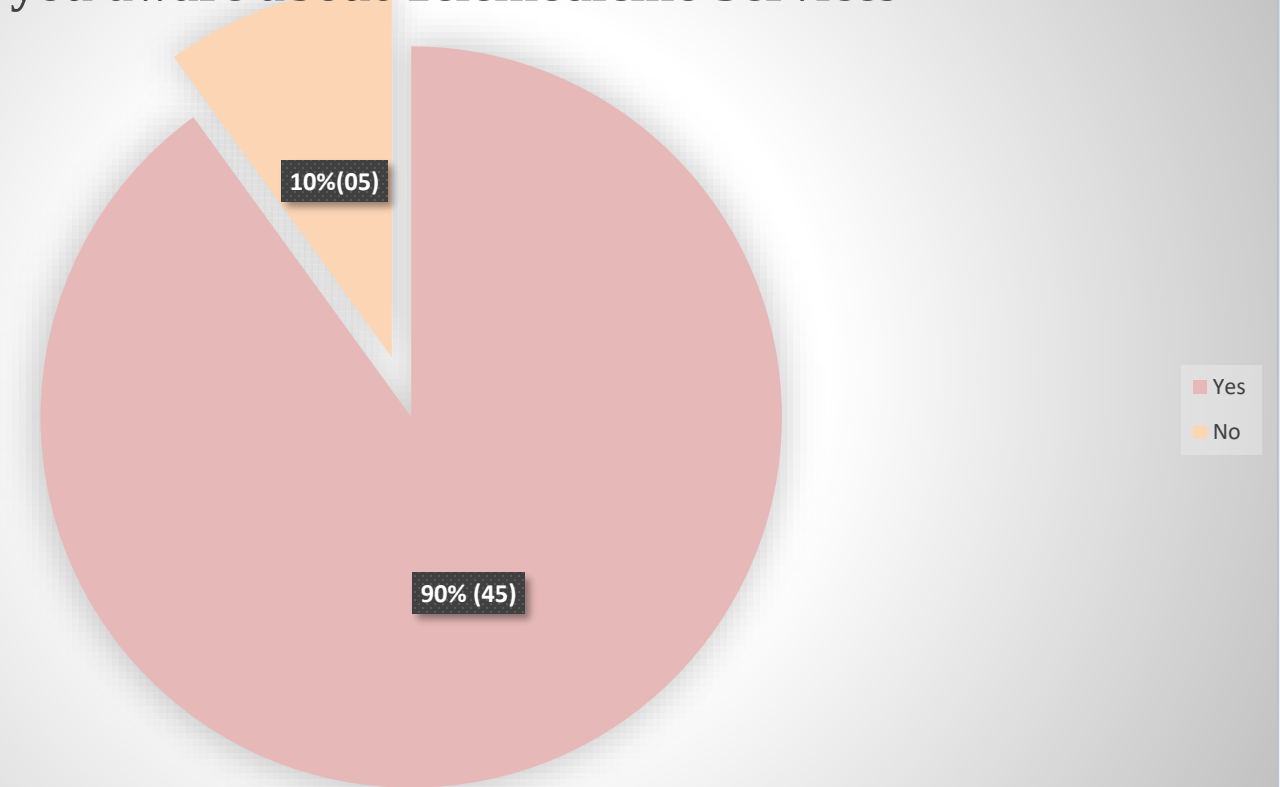
RESULT



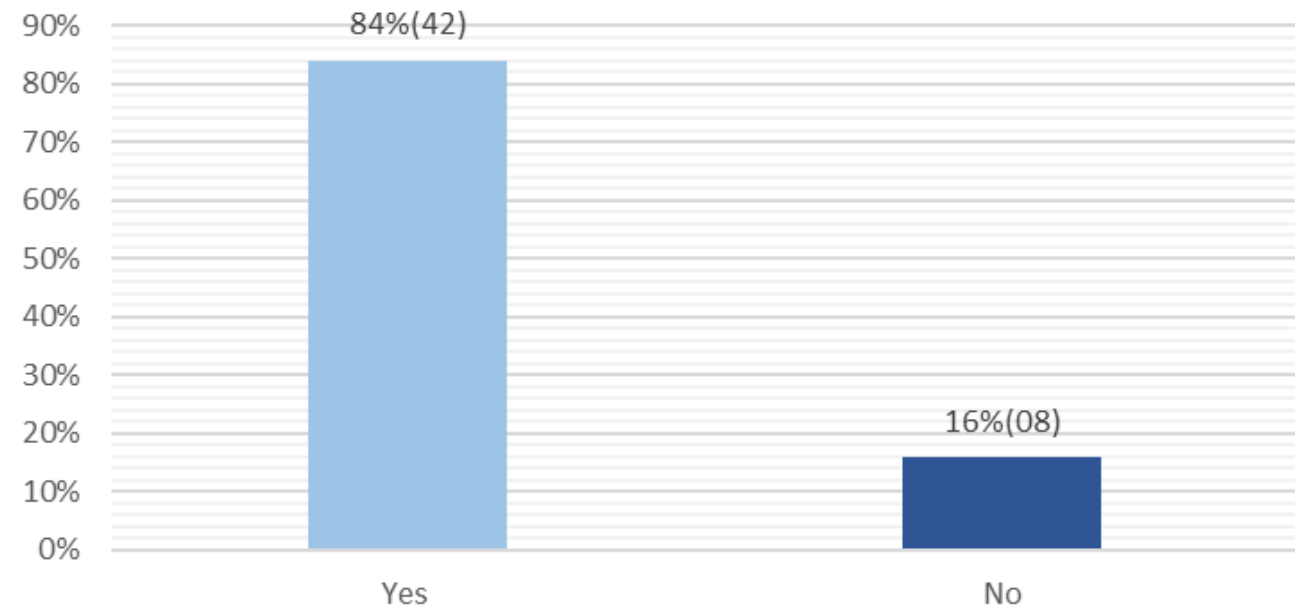
Majority of the respondent know about the telemedicine services like 90% of the respondents aware about the telemedicine services and 10% of the respondents are not aware of telemedicine services



Are you aware about Telemedicine Services

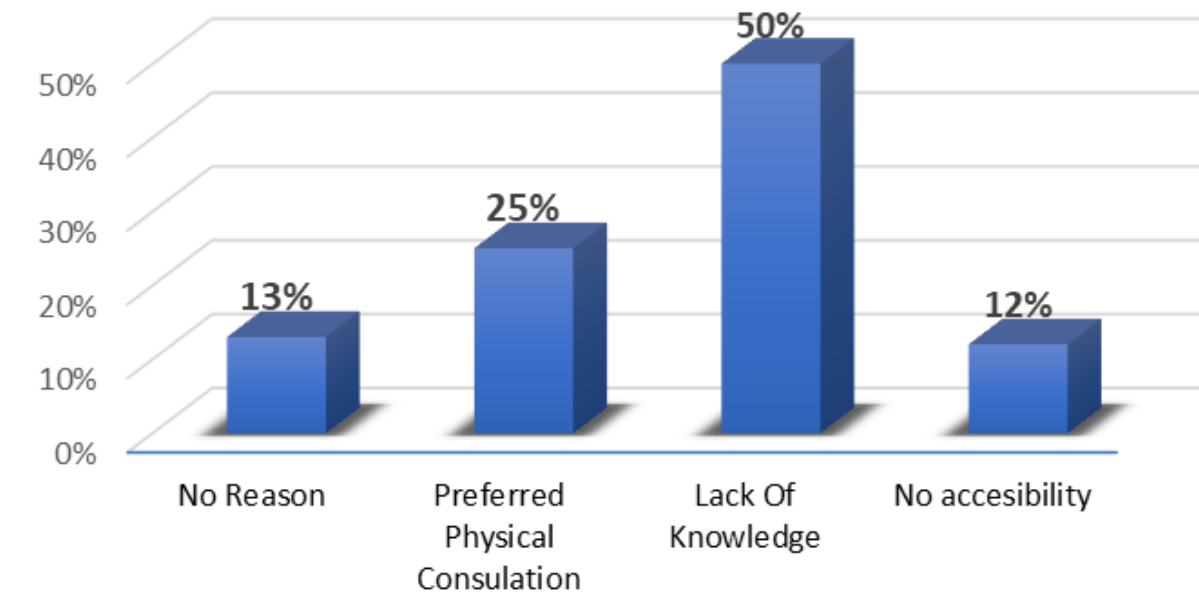


Have you availed any type of telemedicine services within the last 1 year



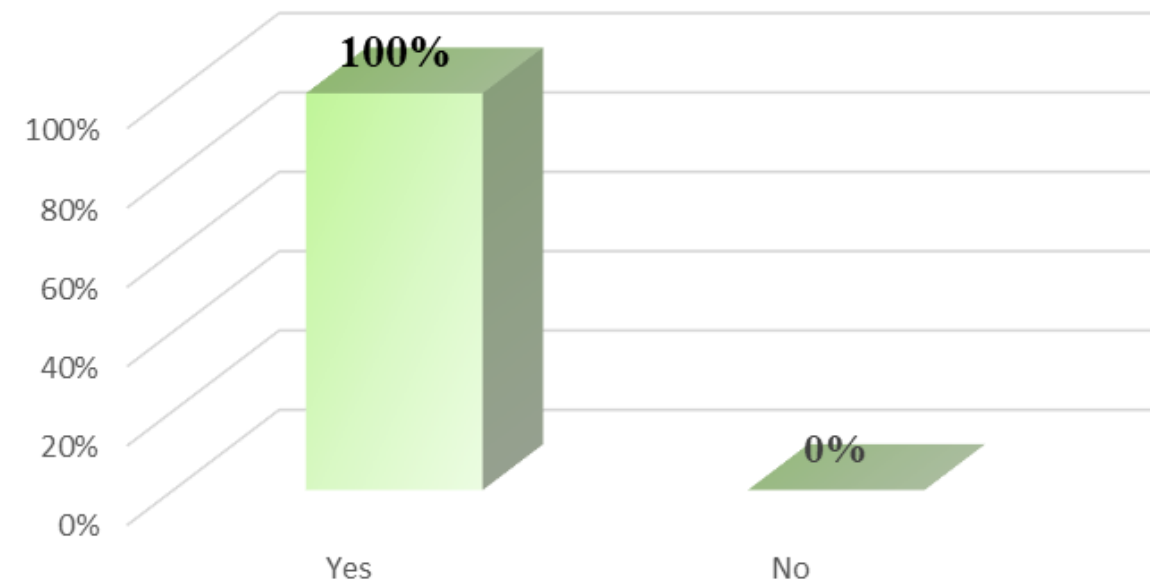
Indicates that the majority of respondents have utilized telemedicine services within the past year, while 16% have not used such services.

The main reason for not being availed any type of telemedicine services



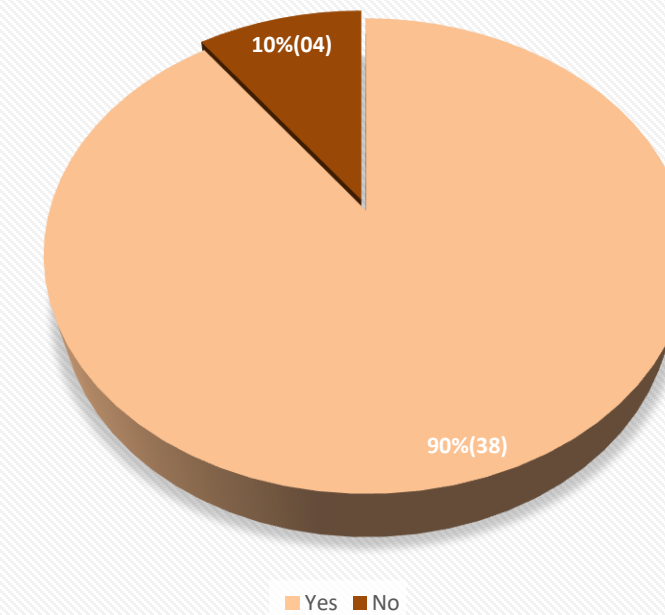
Reveals that 13% of respondents did not use telemedicine without any specified reason, 25% preferred physical consultations, 50% lacked sufficient knowledge about telemedicine services, and 12% faced accessibility issues.

Are you interested to avail telemedicine services



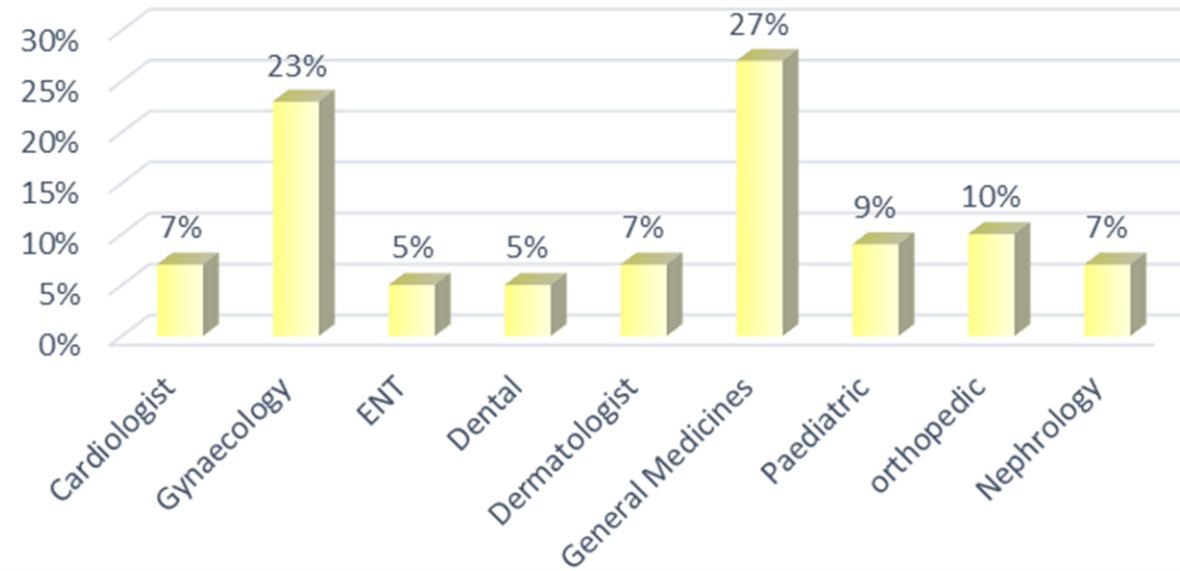
100% respondents are having the interest to avail the telemedicine.

Was the scheduling of appointment appropriate

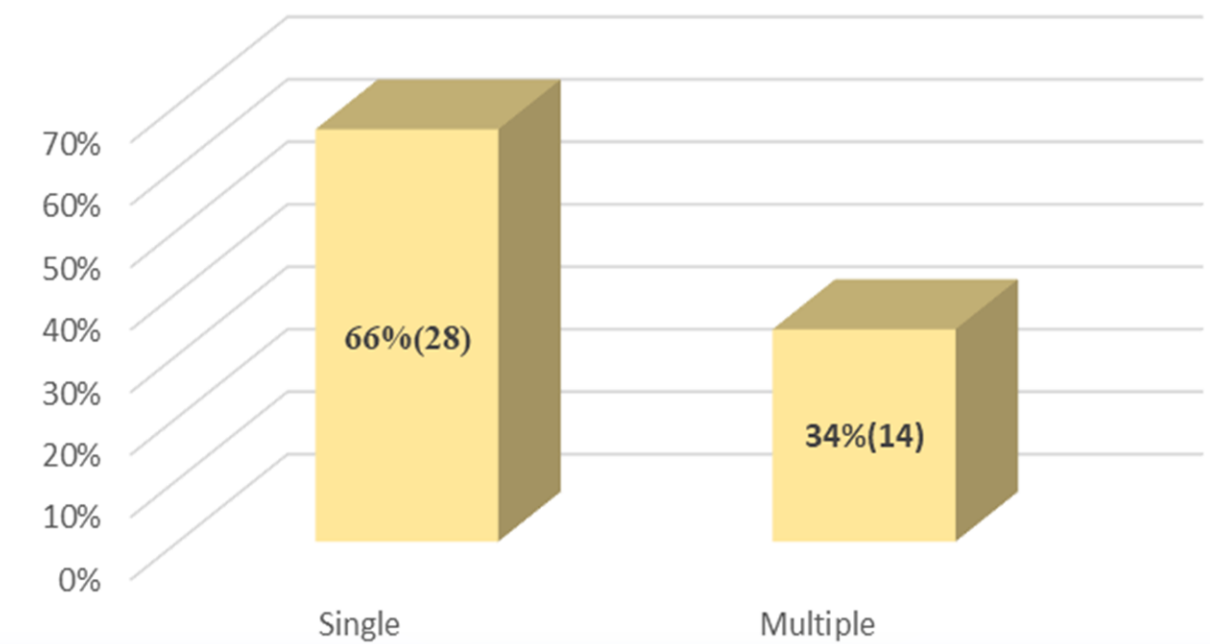


Demonstrates that among respondents who have used telemedicine, 90% reported having appropriate scheduled appointments, while 10% expressed dissatisfaction with their appointments.

Which medical specialist did you consulted through telemedicine



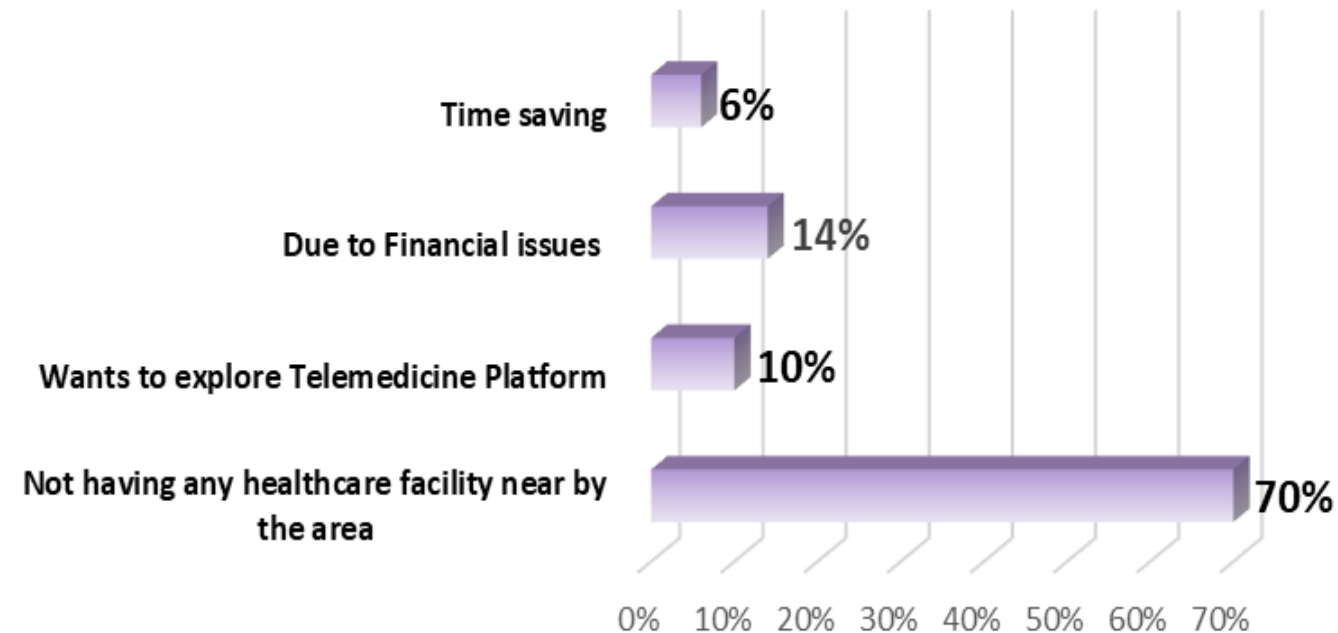
How many times you availed the services



Illustrates that the most consulted medical field through telemedicine was general medicine, followed by gynecology as the second most frequently sought specialty.

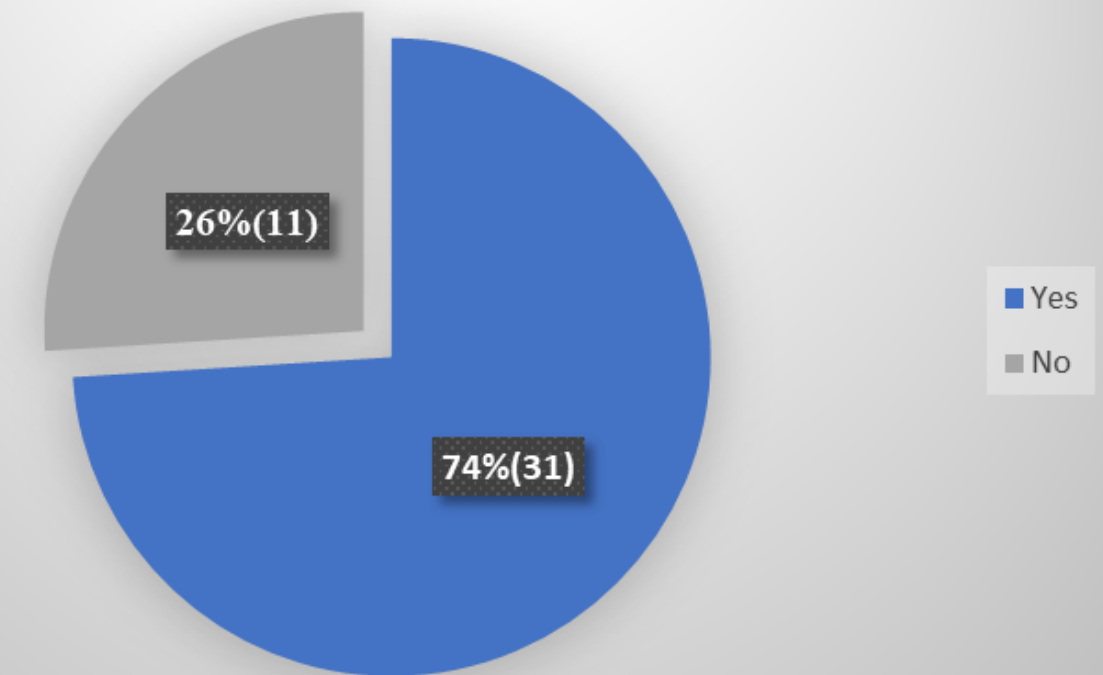
Reveals that 66% of the respondents utilized the services for a single time, while the remaining 34% availed the services multiple times.

What was the main reason for Experienced a Telemedicine services



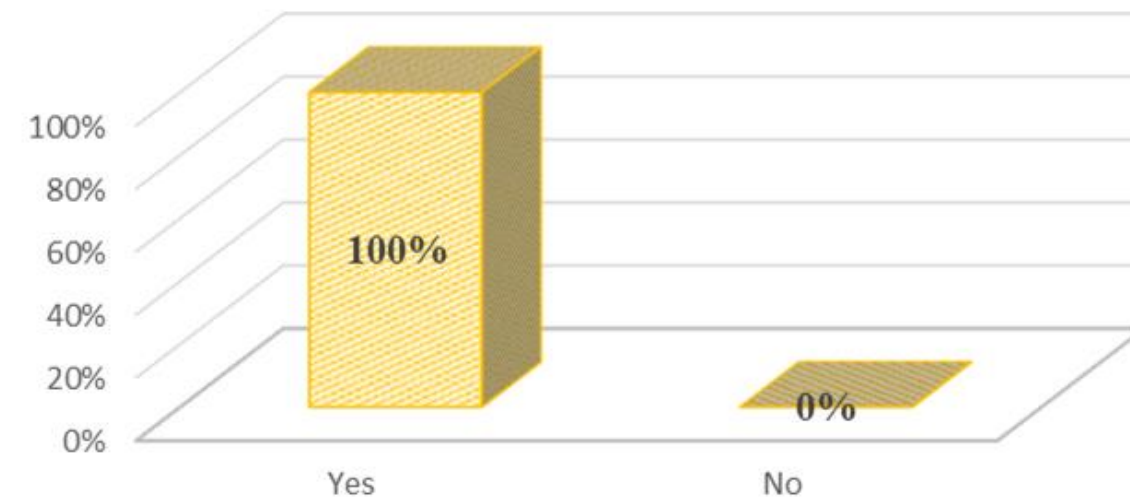
Shows that the primary reason for utilizing telemedicine services was the lack of nearby healthcare facilities is 70%. Among the respondents, 14% cited financial issues, 10% wanted to explore telemedicine, and the rest found it convenient for time-saving purposes.

Are you going to integrate telemedicine with your regular practice



Indicates that 74% of the respondents expressed their willingness to integrate telemedicine into their regular practices, while the remaining 26% were not ready for such integration.

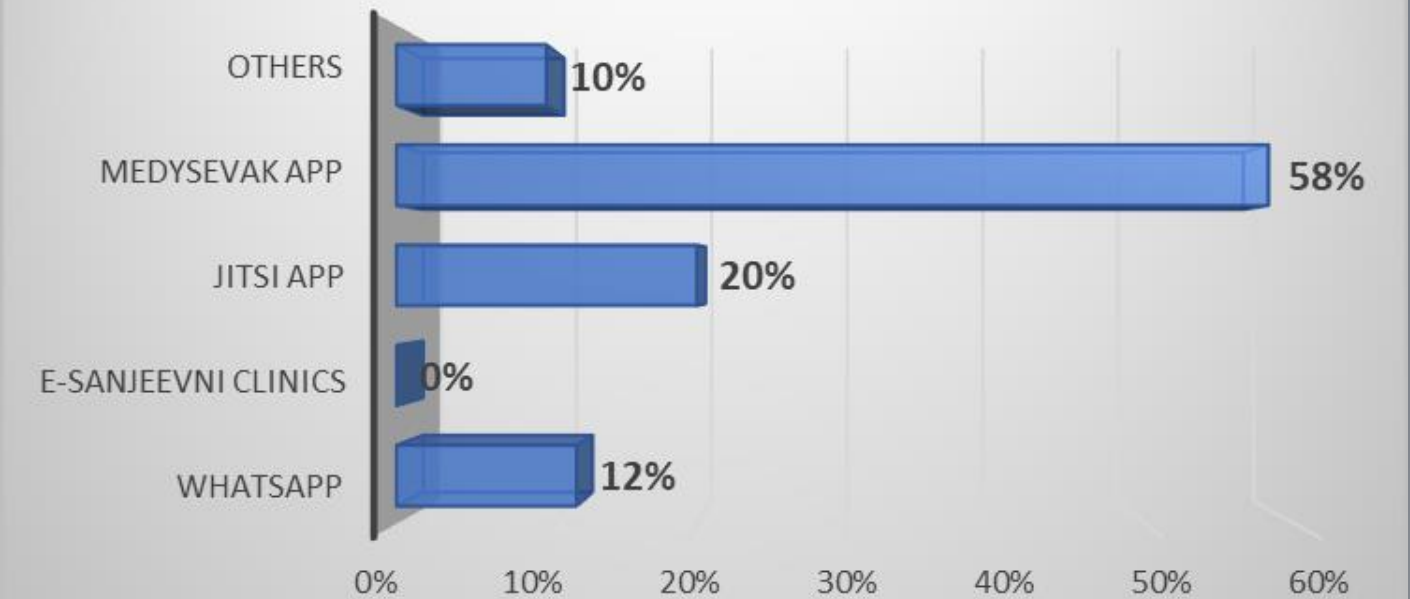
Did the consultant ask your medical history



Shows that 100% respondents asked about their medical history.

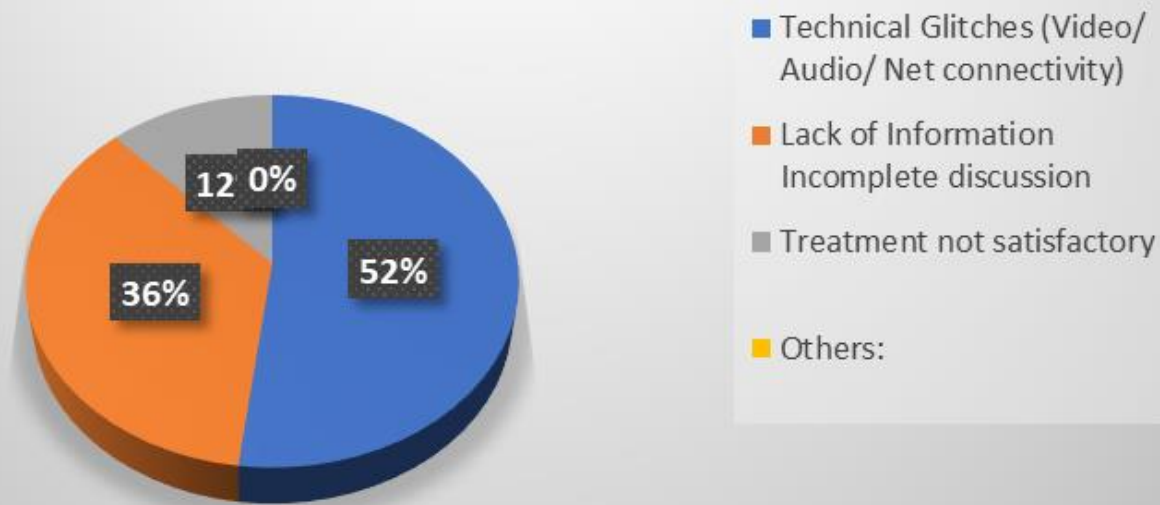


Which platform was used for the telemedicine services



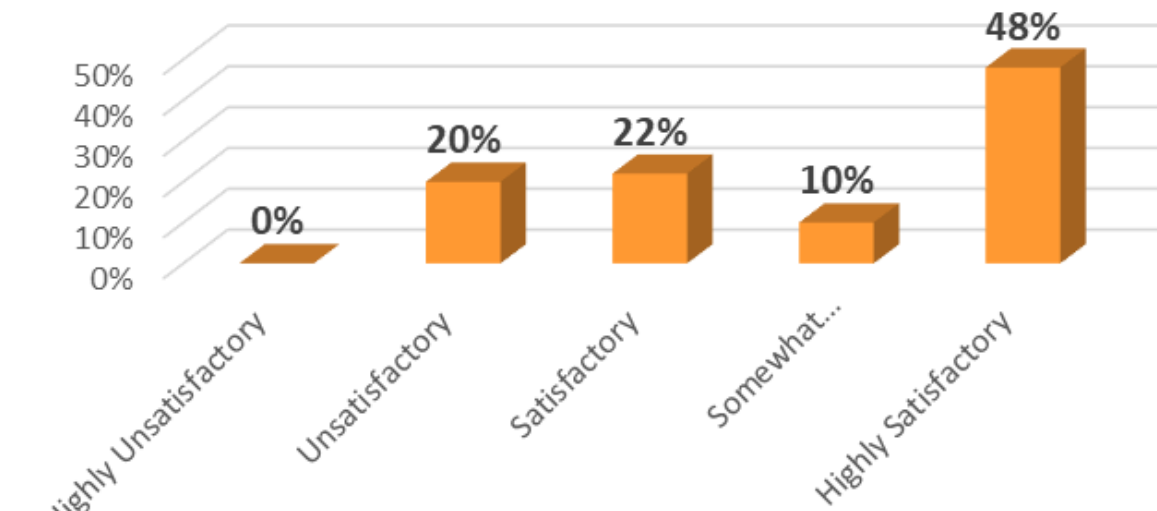
Demonstrates that 58% of the respondents used the Medyseva app, 20% used the Jitsi app, while others used WhatsApp or different apps.

What were the limitations experienced by you during the telemedicine consultation

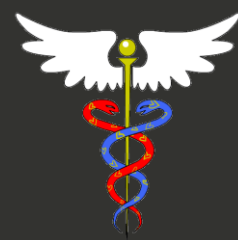


Reveals that 52% of the respondents encountered technical glitches, 36% experienced incomplete discussions, and 12% expressed dissatisfaction with their treatment.

how will you rate your satisfaction after using telemedicine services



Demonstrates the satisfaction rate of telemedicine services, with 48% of respondents reporting high satisfaction, 22% indicating satisfaction, 20% expressing dissatisfaction, and the remaining 10% feeling somewhat satisfied.



RECOMMENDATION



- Ensure telemedicine services are accessible, available, and affordable for all.

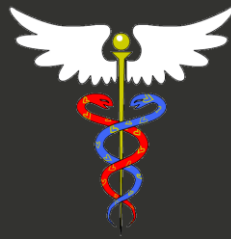
- Obtain patient consent through digital means and collect relevant medical history and information.

The recommendations for enhancing telemedicine services include addressing drawbacks and making necessary improvements for effective treatment delivery.

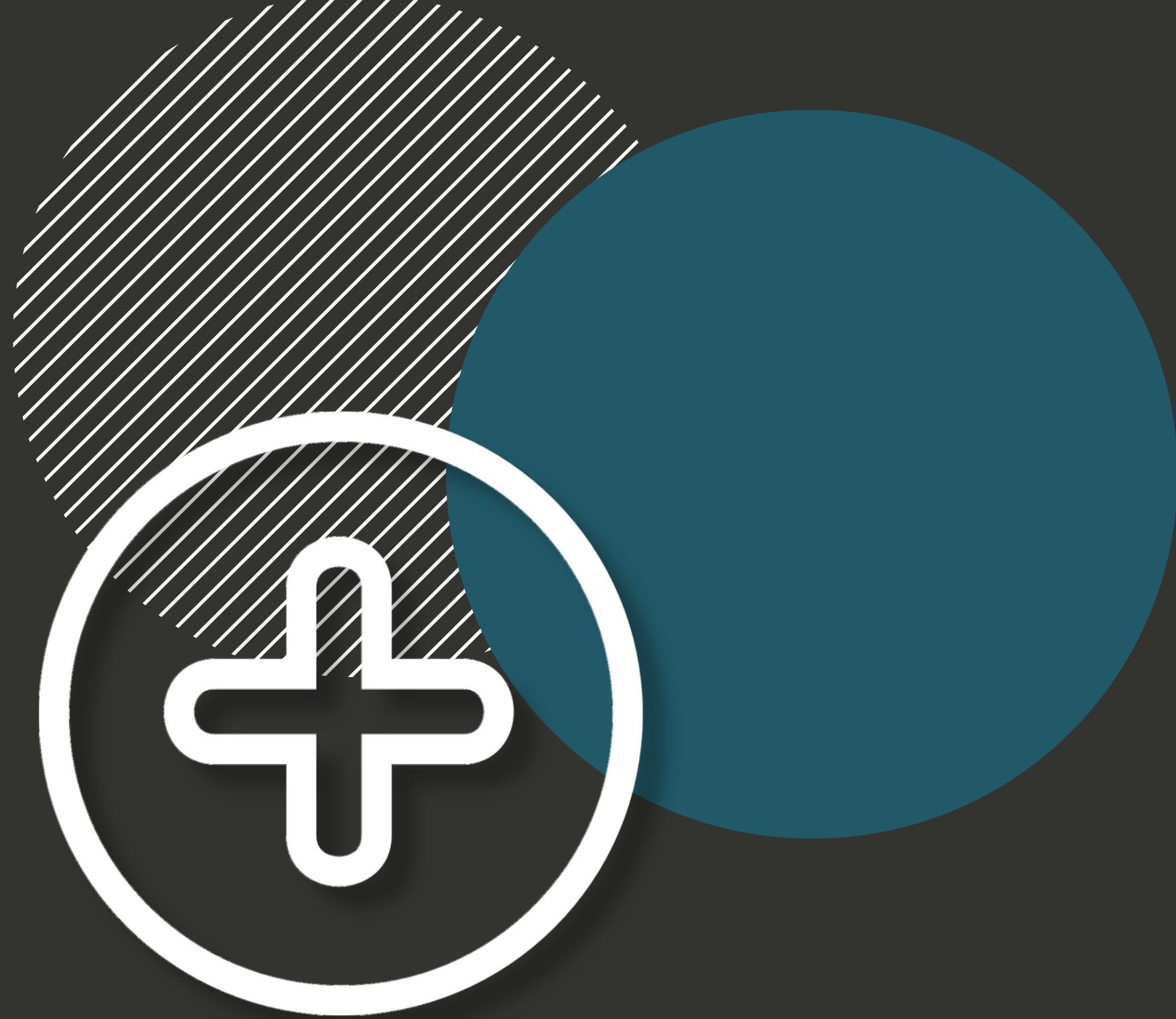
It is also important to educate the community and healthcare professionals about the significance of telemedicine.

Promote follow-up consultations via telemedicine to reduce patient travel.





CONCLUSION





Telemedicine services are popular across different demographics.



Rural areas have a higher utilization rate of telemedicine.



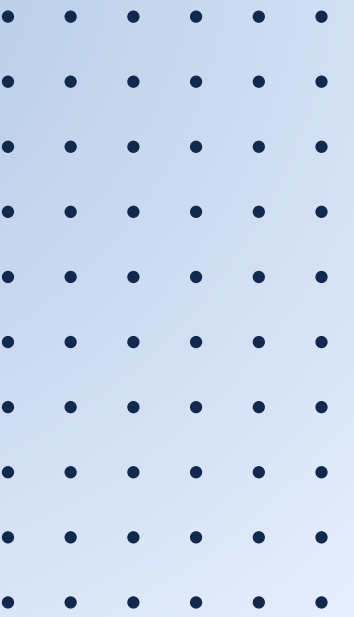
Sick individuals benefit from virtual treatment availability.

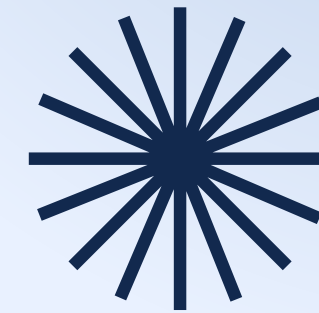
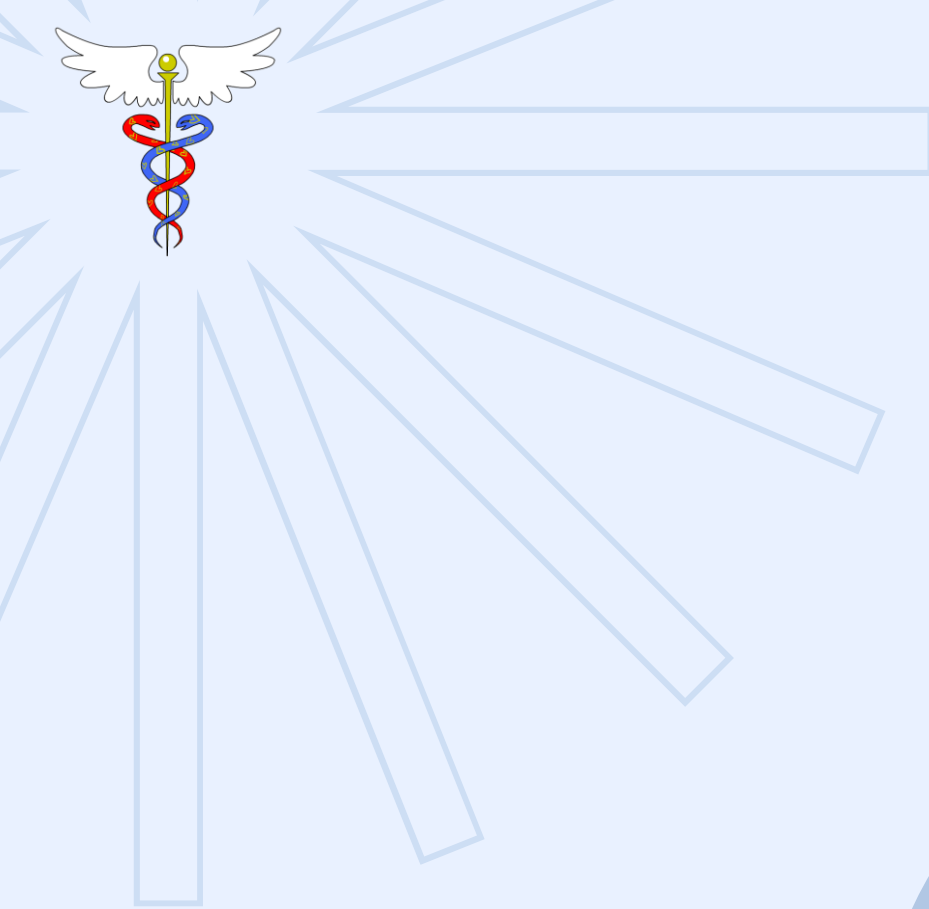


Telemedicine enables comprehensive and professional healthcare.



Web and mobile platforms are useful for promoting telemedicine.





THANK YOU

