To study Adoption of Telemedicine Consultation from pilot stage to routine delivery in rural areas of Gwalior, MP

INTERNSHIP ORGANISATION : MEDYSEVA TECHNOLOGIES, INDORE

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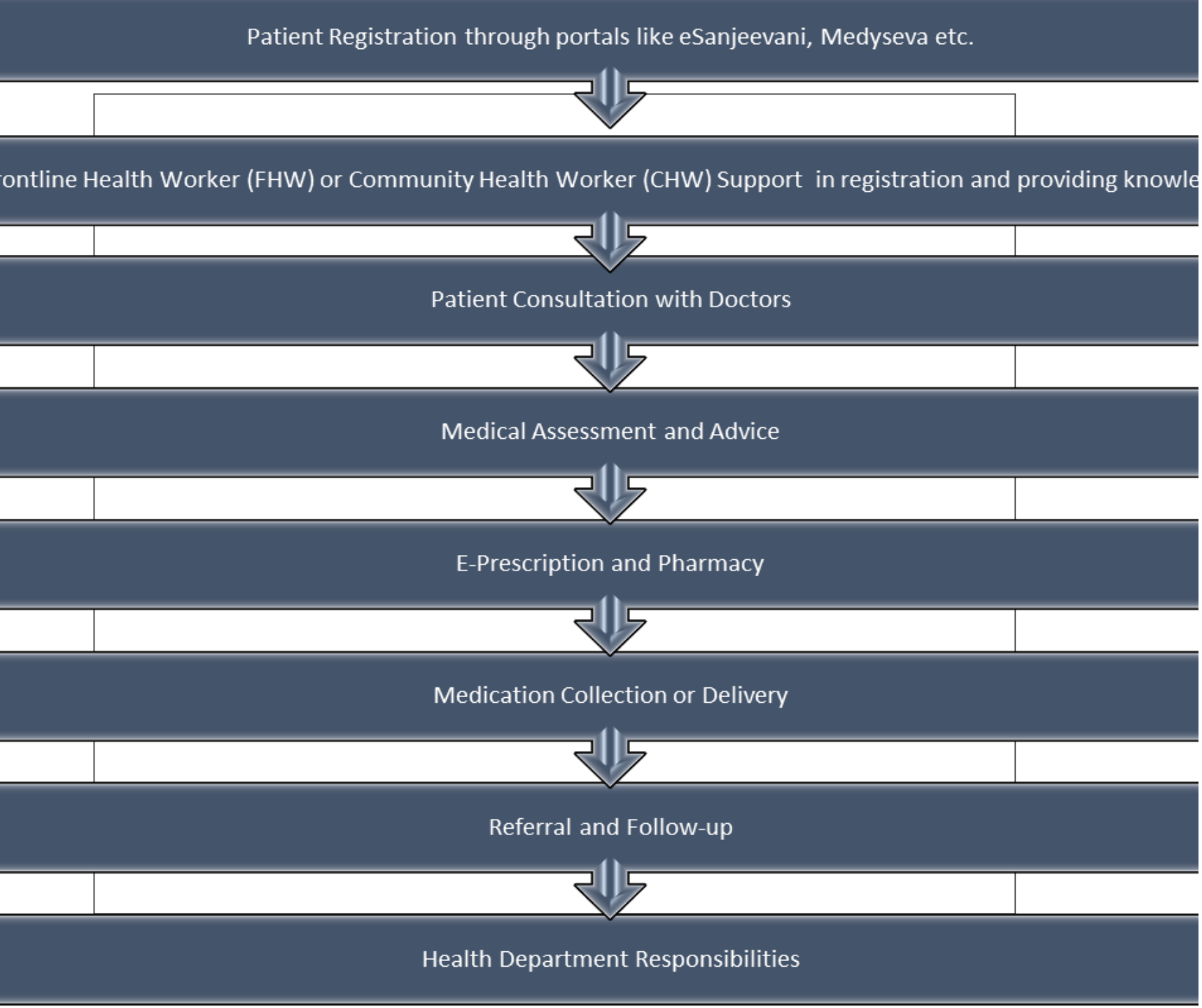
INTRODUCTION

- Telemedicine revolutionizes healthcare by utilizing technology and remote communication.
- Advancements in telecommunication have propelled the growth of telemedicine.
- Patients can connect with healthcare providers from home or local facilities.
- Telemedicine provides convenient and timely access to medical services.
- It improves healthcare accessibility for remote and underserved areas.
- Telemedicine eliminates distance and time barriers for patients.

- Indian telemedicine industry projected to grow at a CAGR of 31% from 2020 to 2025.
- Market size expected to reach US$5.5 billion by 2025.
- Telemedicine programs in India include Sanjivani, ATNF, and Swasth Digital Health Foundation.
- Access to healthcare is a major challenge in India, especially in rural areas.
- Government initiatives like the National Telemedicine Services Initiative aim to facilitate telemedicine adoption.
- Despite challenges, telemedicine support expected to grow due to management efforts and commercial interest.
- Study aims to explore telemedicine in India, focusing on legislative branches, rural areas, and demographics.



FLOWCHART SHOWING TELEMEDICINE SERVICES IN RURAL AREAS OF MADHYA PRADESH

LITERATURE REVIEW

Authors (Year)	Study Location	Sample Size	Methodology used	Results
Bhatia et al. (2019)	Rural Uttarakhand	310 households	Random sampling	Telemedicine improved healthcare access and outcomes in remote areas. Patients reported high satisfaction with telemedicine services.
Bhoi et al. (2020)	Rural Odisha	180 patients	Convenience sampling	Telemedicine reduced the need for travel and improved access to specialists for patients with chronic diseases.
Garg et al. (2020)	Rural Haryana	50 patients	Purposive sampling	Telemedicine improved maternal and child health outcomes and reduced healthcare costs in remote areas.
Manna et al. (2021)	Rural West Bengal	150 patients	Cluster sampling	Telemedicine improved healthcare access and outcomes in remote areas, especially for patients with chronic diseases.

METHODOLOGY

Research Questions

- What are the barriers to the adoption of telemedicine in rural areas of MP?
- What innovative telemedicine approaches have been implemented in rural areas of MP, and what have been their outcomes?

Objectives:

- To study the factors challenging the adoption of telemedicine in rural areas of MP.
- To study the potential solutions to the challenges of implementing telehealth services in rural areas of MP.

Study design: Descriptive Cross sectional

Setting: 2 sub-districts (Tehsils) of Gwalior i.e., Ghatigaon and Antri.

Study tools : Surveys and personal Interviews

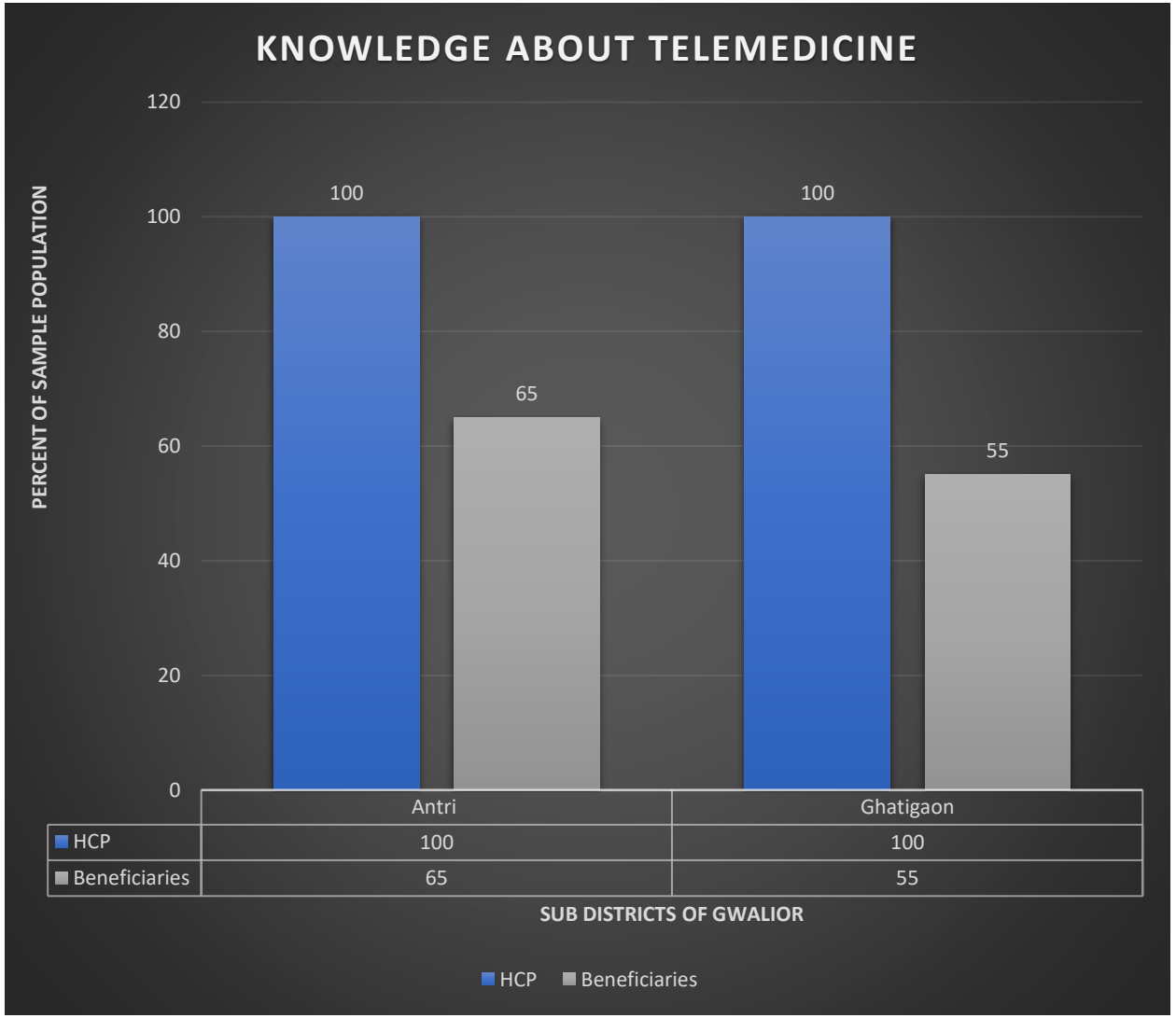
Sample Size : 120 , Healthcare Providers: 4 (2 per tehsil) Beneficiaries: 116 (58 per tehsil)

Duration of Study : 3 months

Sampling Technique : Purposive Sampling

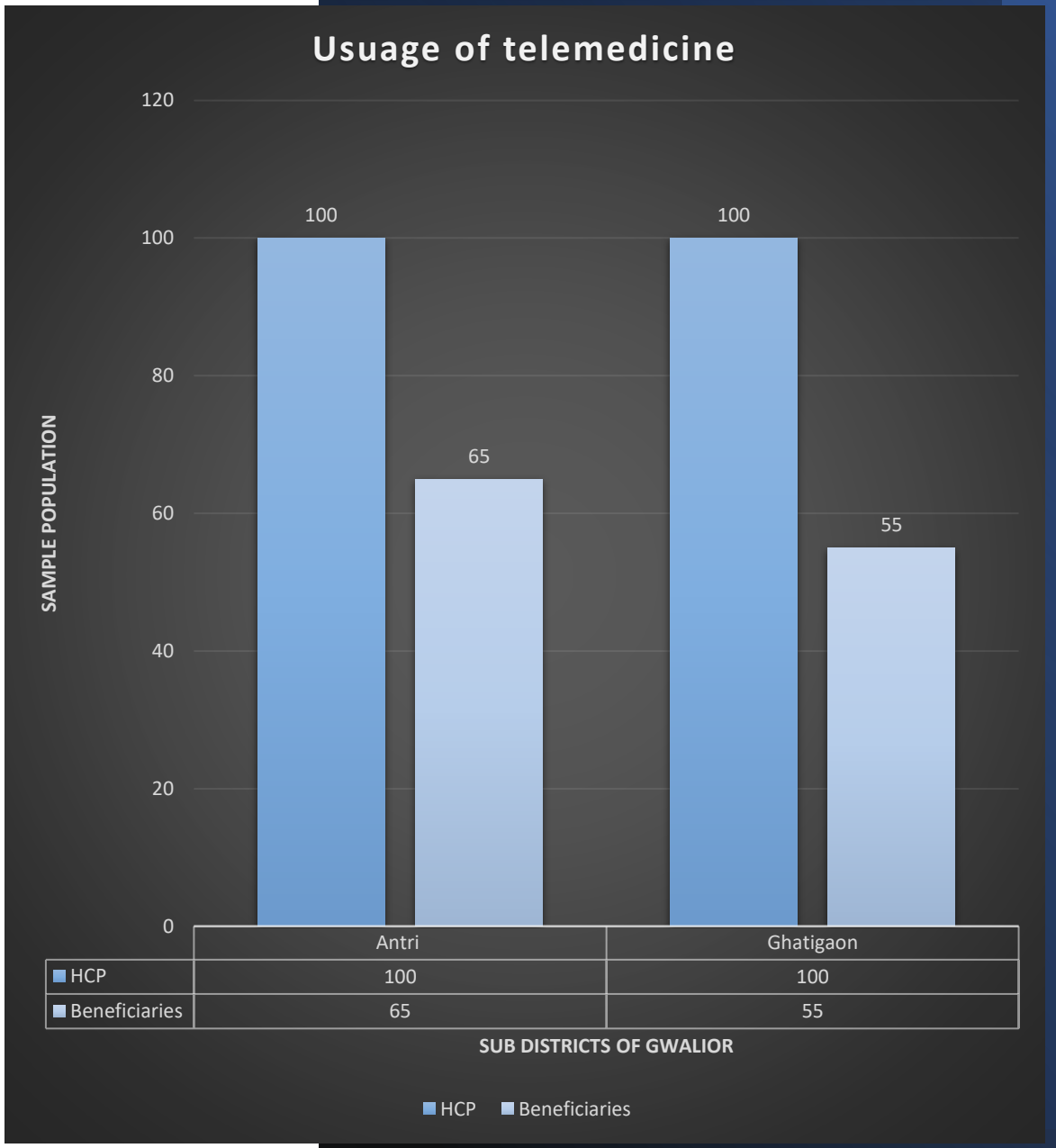
RESULTS

- 120 respondents completed the survey, with an equal distribution of males and females.
- The age range of respondents was 15-45 years, with an average age of 30.
- The study focused on healthcare providers and beneficiaries in the sub-districts of Gwalior (Ghatigaon and Antri).
- Interviews were conducted with healthcare providers and 56 beneficiaries from each sub-district.
- In Ghatigaon, all healthcare providers were aware of telemedicine services, while 65% of beneficiaries knew about them.
- In Antri, all healthcare providers were aware, but only 55% of beneficiaries knew about telemedicine services.



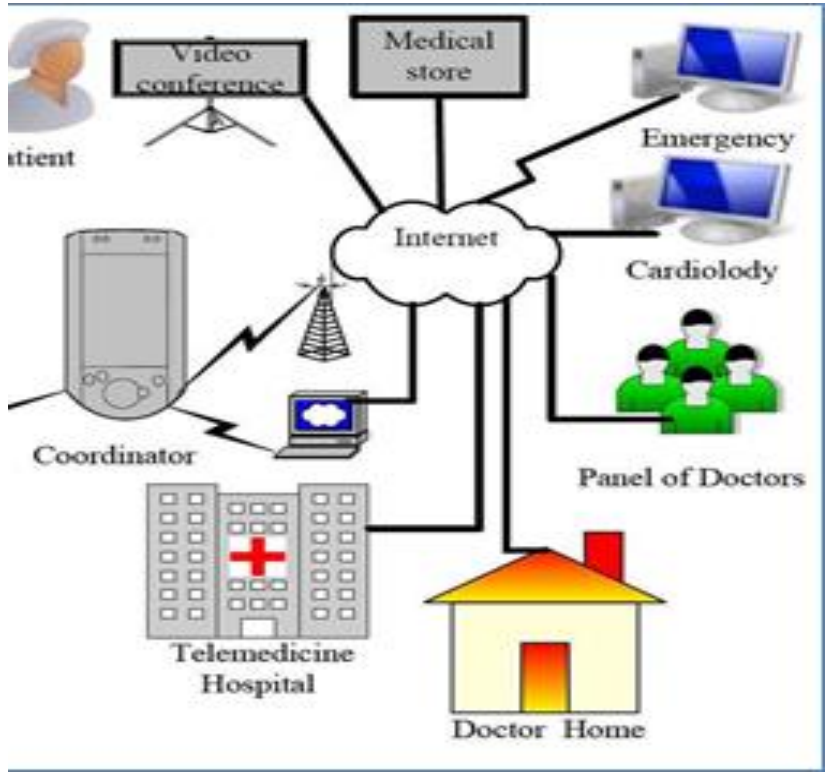
USUAGE OF TELEMEDICINE

- In Ghatigaon, all healthcare providers have used telemedicine for consultations.
- However, only 20% of beneficiaries in Ghatigaon have utilized the telemedicine services.
- In Antri, all healthcare providers have provided consultations through telemedicine.
- 30% of beneficiaries in Antri have utilized the telemedicine services.



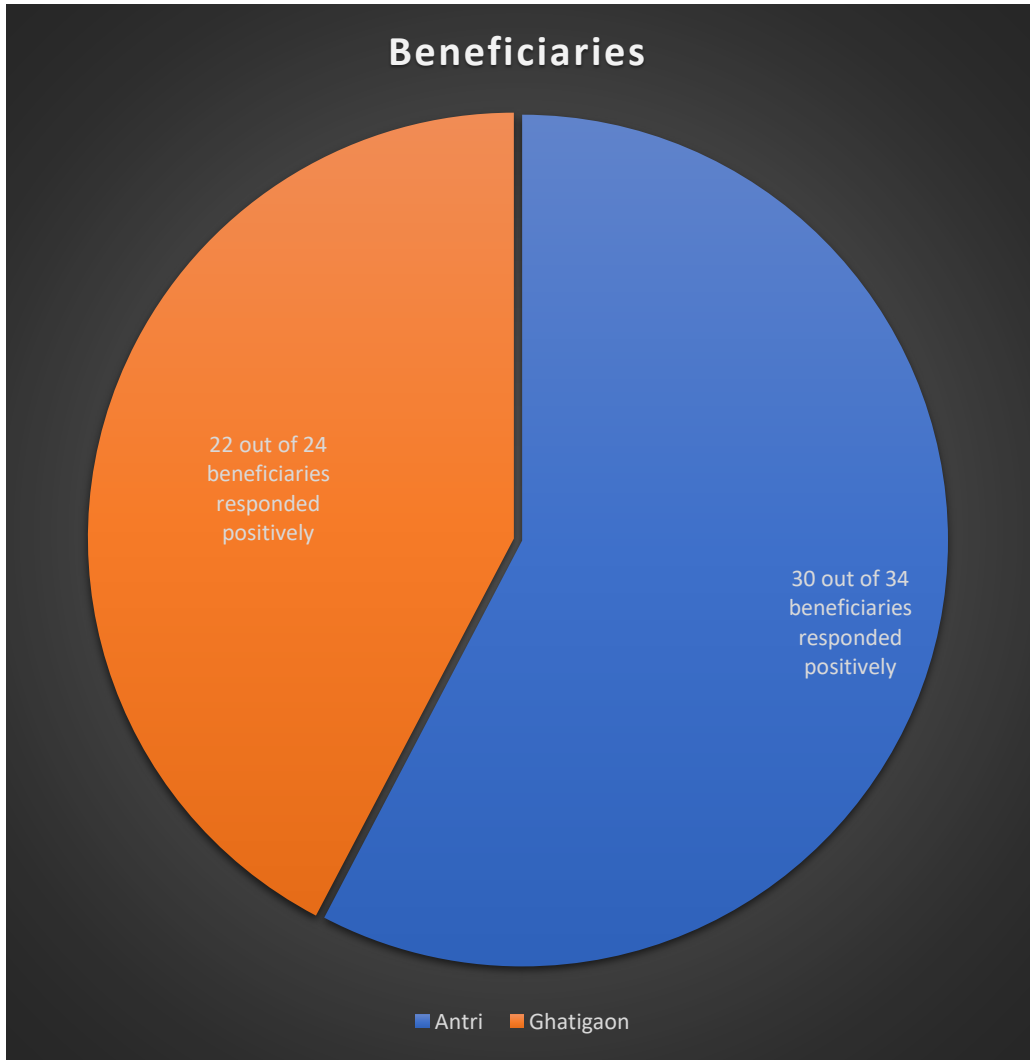
BARRIERS IN ADOPTION OF TELEMEDICINE IN RURAL AREAS OF MP.

- Lack of internet infrastructure and connectivity in rural areas.
- Limited access to reliable electricity and power supply.
- Limited availability of technological devices in rural households.
- Limited digital literacy and technological skills in rural populations.
- Insufficient healthcare infrastructure in rural areas.
- Language and cultural barriers in telemedicine platforms.
- Lack of awareness about telemedicine services.
- Concerns about data privacy and security.
- Limited reimbursement policies and financial barriers.
- Challenges in establishing doctor-patient relationships remotely.



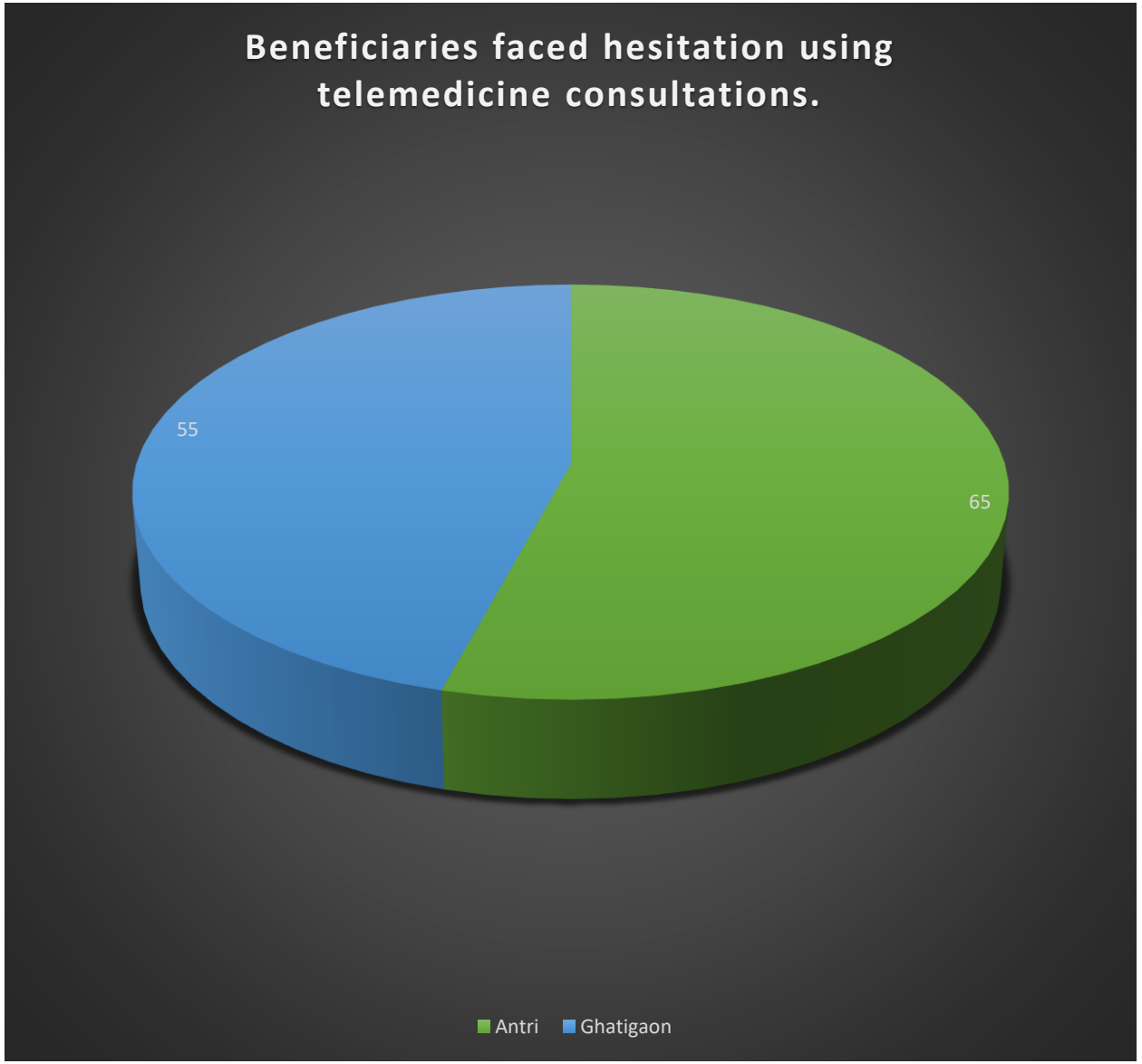
Beneficiaries Perception of Health Improvement with Telemedicine Services

- Out of 24 beneficiaries who used telemedicine services in Ghatigaon, 22 reported improvements in their health.
- In Antri, out of 34 beneficiaries who used telemedicine services, 30 responded positively regarding their health.



FACED HESITATIONS DURING CONSULTATIONS

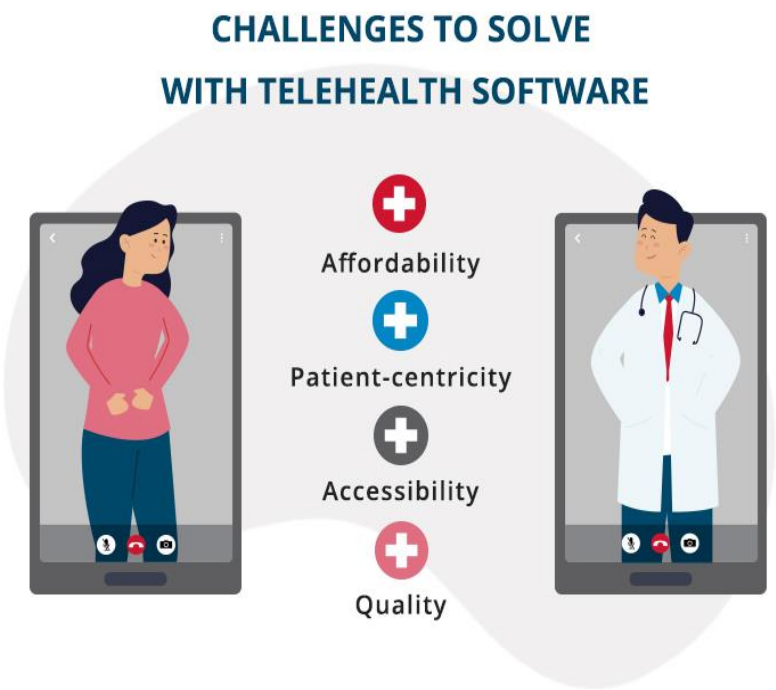
- In Antri, out of 29 women beneficiaries, 21 experienced hesitation in asking questions to healthcare providers using telemedicine.
- In Ghatigaon, out of 29 women beneficiaries, 22 experienced hesitation in asking questions to healthcare providers using telemedicine.



DISCUSSION

ADVANTAGES OF TELEMEDICINE IN RURAL AREAS

- Increased access to healthcare for rural areas.
- Overcomes geographical barriers.
- Timely access to specialists and experts.
- Reduces healthcare costs.
- Remote monitoring of chronic conditions.
- Improves continuity of care.
- Early diagnosis and intervention.
- Efficient healthcare delivery.
- Emergency telemedicine services.



• CHALLENGES FACED IN TELEMEDICINE CONSULTATIONS

- Limited physical examination capabilities.
- Difficulty in accurately assessing non-verbal cues and physical expressions.
- Technical issues and connectivity problems.
- Language and cultural barriers.
- Lack of patient familiarity with telemedicine platforms.
- Concerns about data privacy and security.
- Challenges in establishing rapport and trust remotely.
- Inadequate reimbursement policies and financial barriers.
- Limited availability of necessary medical equipment and devices for remote monitoring.

CONCLUSION

- Telemedicine can address barriers of distance and limited healthcare infrastructure in rural areas of Madhya Pradesh (MP).
- Implementation of telemedicine in rural MP can increase access to healthcare and reduce costs.
- Telemedicine has the potential to improve healthcare outcomes and enhance patient satisfaction.
- Challenges such as connectivity, digital literacy, and privacy concerns need to be addressed.
- Strategic programs, partnerships, and infrastructure development are necessary for the successful implementation of telemedicine in rural MP.
- Telemedicine can bridge the healthcare gap in rural areas, ensuring equitable and efficient healthcare delivery.

THANKYOU