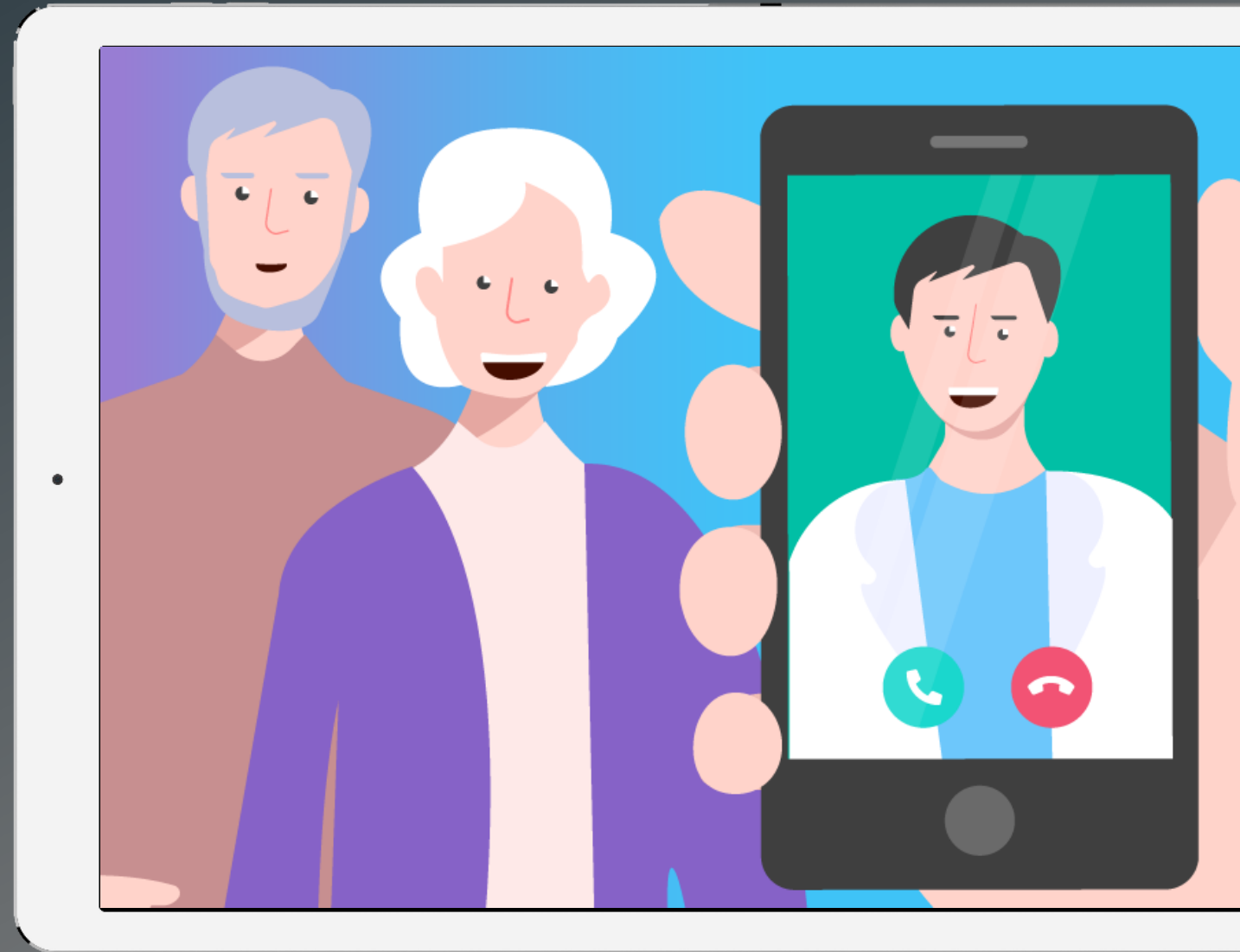


KNOWLEDGE, ATTITUDE AND PERCEPTION OF OLDER ADULTS TOWARD DIGITAL HEALTH SERVICES



INTRODUCTION



2 Billion

According to WHO, the number of people aged over 60 years will be doubled to over two billion by 2050, up from 900 million in 2015.



315 Million

In India, the number of people aged over 60 years is expected to increase to 315 million people by 2050, more than three times the number registered in 2011.



6%

India has around 560 million internet users, making it the second-largest online market. However, there are significant differences in usage based on age, socioeconomic position, gender, and geographic location. Smartphone adoption is roughly 54% but only around 6% among 50 and above.

- The use of digital health technologies has become a critical component of healthcare delivery. The broad scope of digital health includes mobile health (mHealth), health information technology (IT), wearable devices, telehealth and telemedicine, and personalized medicine.
- Because older adults are more likely to deal with various health issues, older people are believed to be frequent users of the e-Health service.
- One of the most significant barriers to using online health services is age, a primary factor of digital exclusion. Older people are less likely to use online patient portals than younger people and are less likely to adopt new information technology.

STUDY OBJECTIVES

1

To assess the current level of knowledge and awareness regarding various digital health services and platforms (teleconsultations, e-pharmacy, health tracking apps, e-diagnostic services) among older adults



2

To evaluate the attitude regarding the usage of digital health technology in older adults



3

To assess the perception of older adults towards digital health services



4

To assess the challenges faced by the end-user in the adoption of digital health

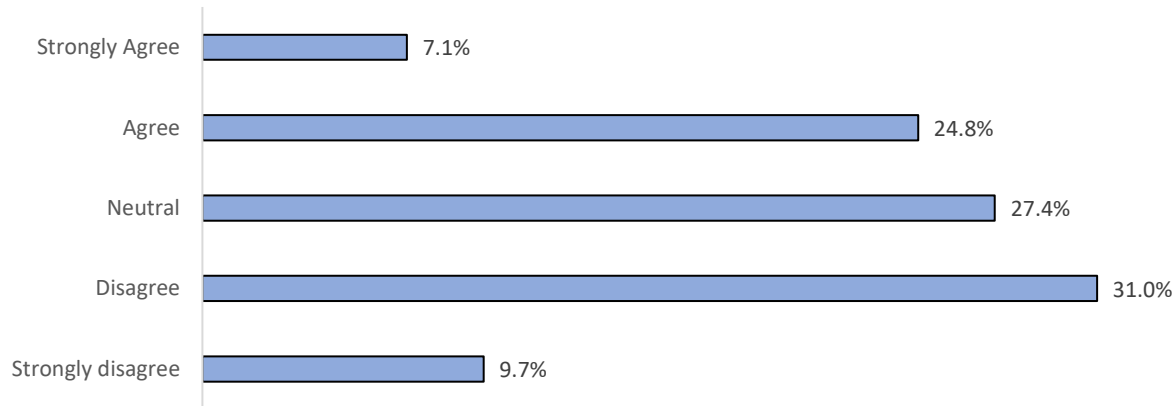


METHODOLOGY

RESEARCH QUESTION	What is the Knowledge, Attitude and Perception of Older Adults towards various Digital Health Services?		
STUDY DESIGN	Cross Sectional Study	SAMPLE SIZE	113
STUDY DURATION	21/03/2022 to 17/06/2022	SAMPLING TECHNIQUE	Convenience Sampling
INCLUSION CRITERIA	Older adults aged 60 and above	STUDY TOOL	Online survey form designed on Google form
EXCLUSION CRITERIA	• Elderly below 60 years • Older adults with any mental or physical condition unfit for filling the form		
		DATA ANALYSIS TOOL	Microsoft Excel

KNOWLEDGE TOWARDS DIGITAL HEALTH SERVICES

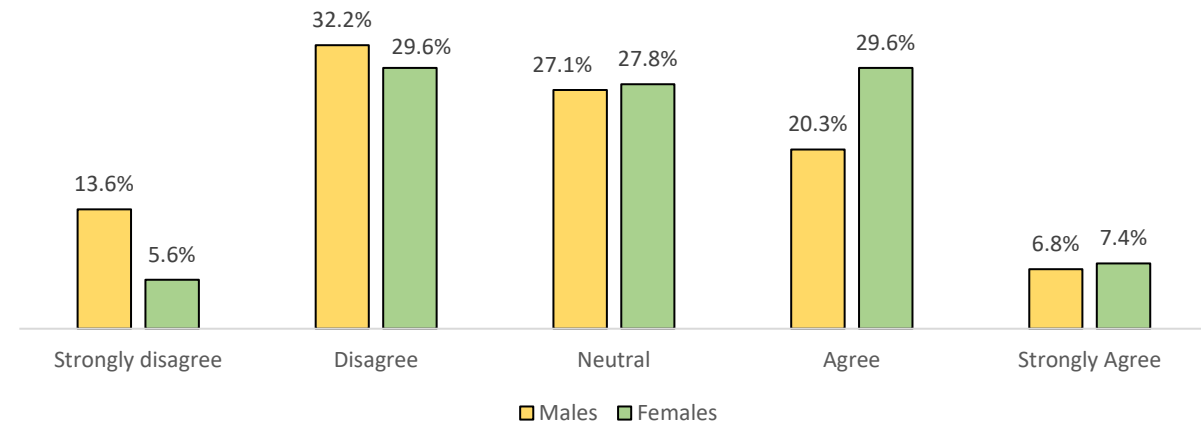
Knowledge of Older Adults about Digital Health Services



Overall Knowledge of Digital Health Services

About 40.7% of the participants believed that they had some idea about the use of digital health services while 31.9% did not have any idea about the use of health related services online.

Current Knowledge of Online Health Services by Gender

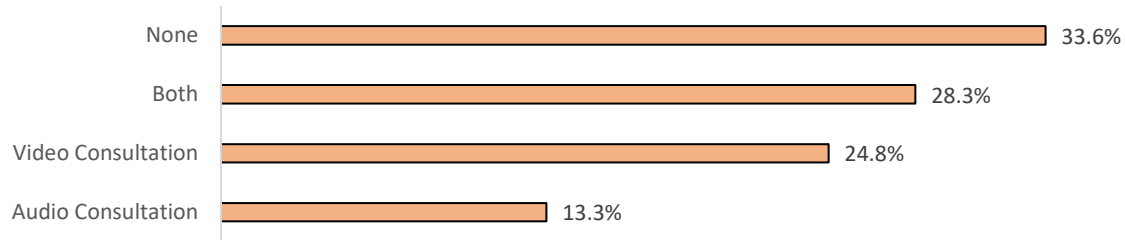


Knowledge of Digital Health Services w.r.t Gender

The knowledge about the online health related services was higher among the males (45.6%) than the females (35.2%). Around 27.1% of the males and 37% of the females had no idea that the health services can be accessed online.

KNOWLEDGE TOWARDS DIGITAL HEALTH SERVICES

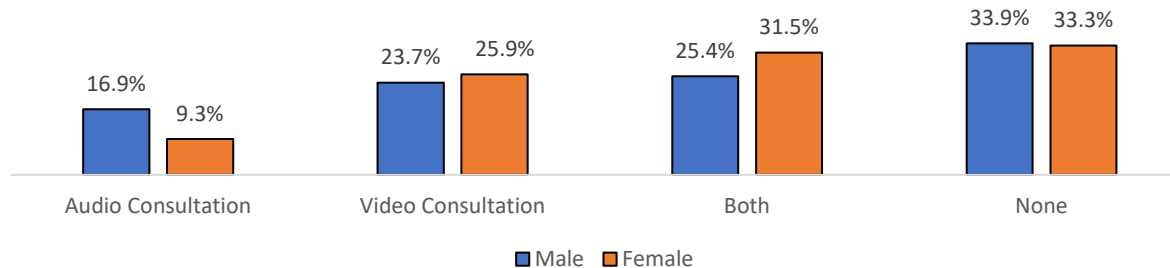
Current Knowledge of Telemedicine Services available



Knowledge about Types of Telemedicine Services available

The majority of the older adults (33.6%) were unaware of any of the telemedicine services like audio or video consultations.

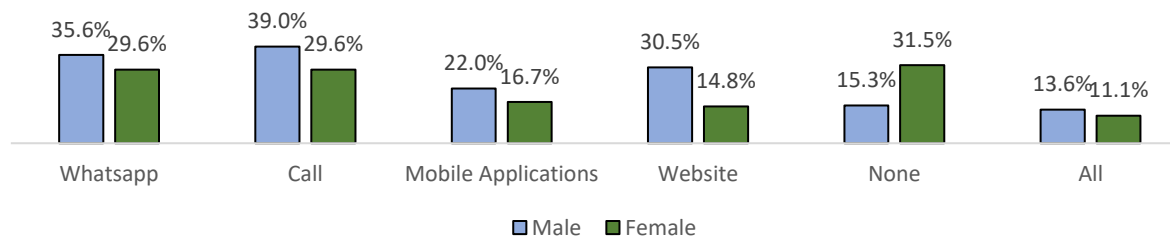
Current Knowledge of type of telemedicine services available by Gender



Knowledge about Types of Telemedicine Services available by Gender

While the majority of the participants had no knowledge about the type of telemedicine services, females still had higher knowledge (31.5%) of both the type of telemedicine services i.e audio and video consultations as compared to males (25.4%).

Current Knowledge of Telemedicine Platforms by Gender

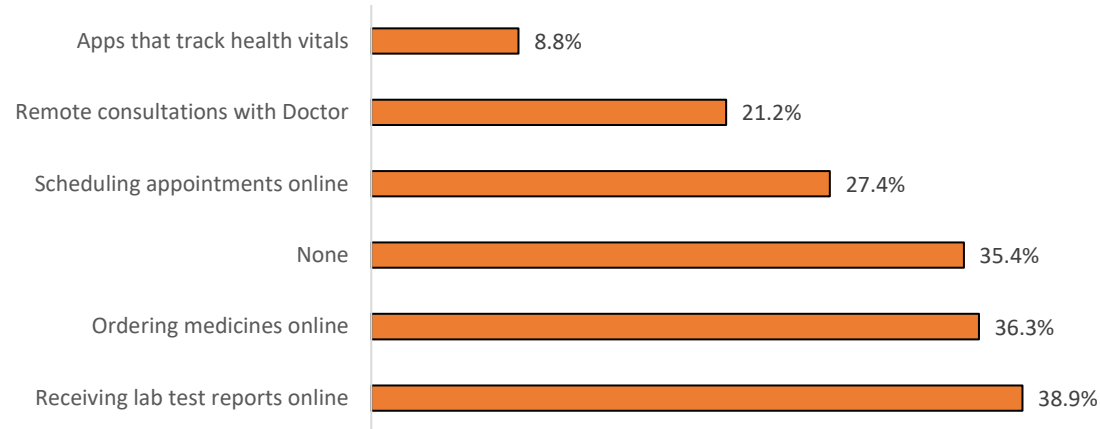


Knowledge about Types of Telemedicine Platforms available by Gender

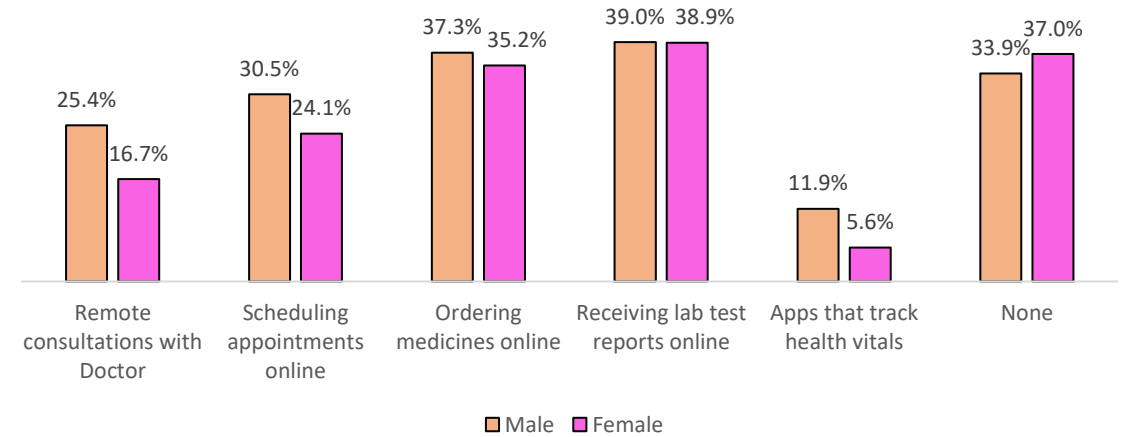
Males have a higher knowledge of telemedicine platforms than females.

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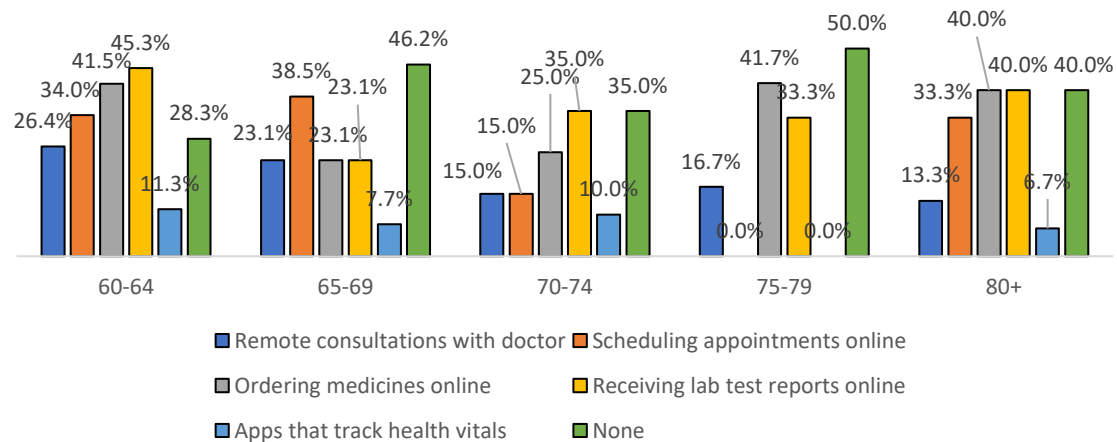
Commonly accessed Online Health Service by Older Adults



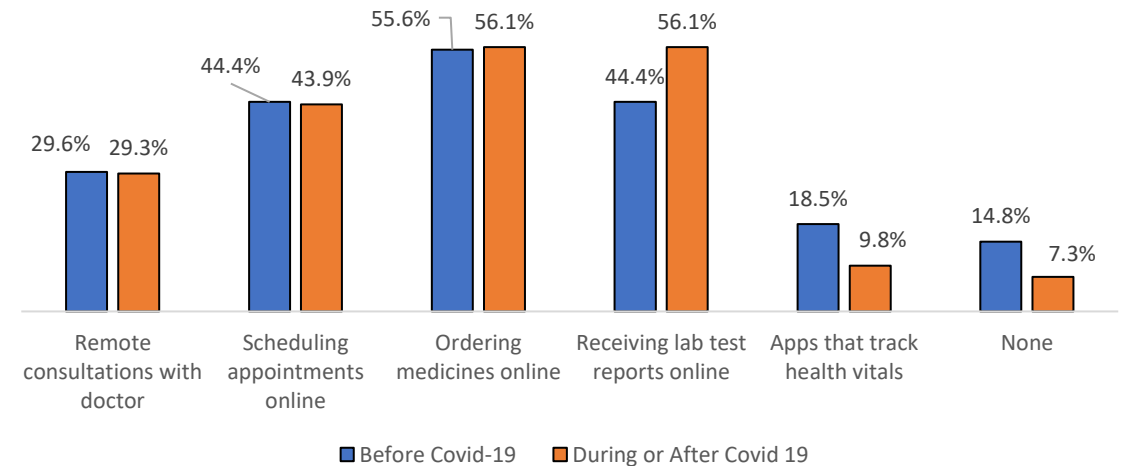
Commonly accessed Online Health Services by Gender



Commonly accessed online health services by Age

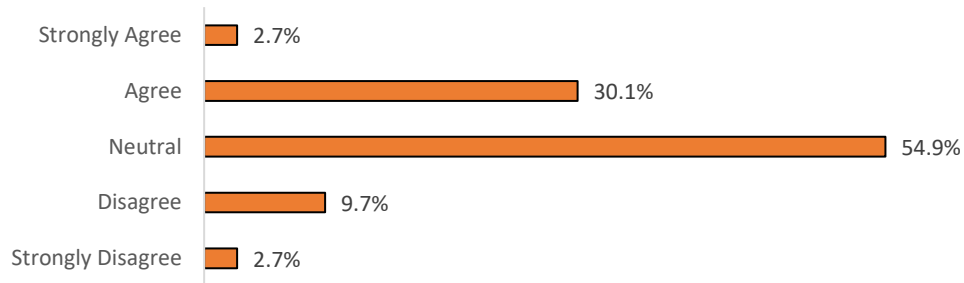


Effect of Pandemic on accessibility of various Online Health Services

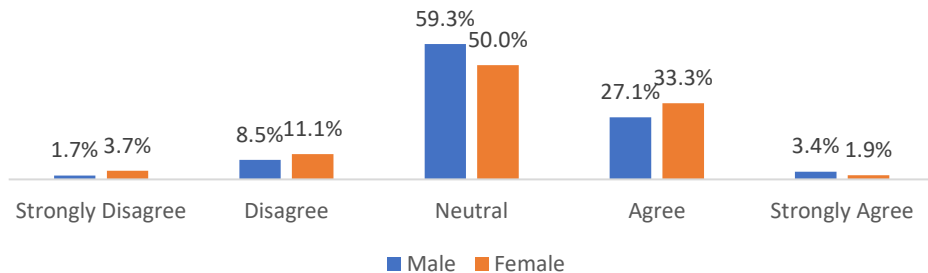


ATTITUDE TOWARDS DIGITAL HEALTH SERVICES

Percentage Distribution Of Respondents By Credibility Of Online Health Related Information And Diagnosis



Gender Wise Percentage Distribution Of The Responses By Credibility Of Online Health Related Information And Diagnosis

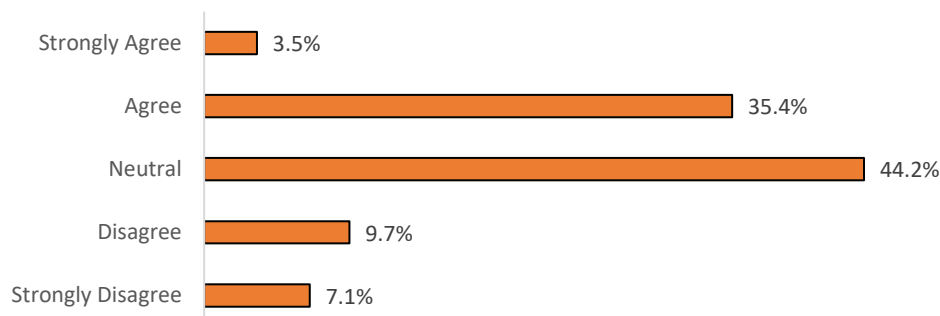


Distribution of responses by their opinion on the credibility of digital health services

- The majority of the respondents show a neutral attitude towards the credibility of digital health services
- More than half of males (59.3%) and females (50%) show a neutral attitude towards the credibility of the online health information and hence are still unaccepting of these services.
- There are still more females (35.2%) than males (30.5%) who find online health services credible but the percentage difference is less (around 4%).

ATTITUDE TOWARDS DIGITAL HEALTH SERVICES

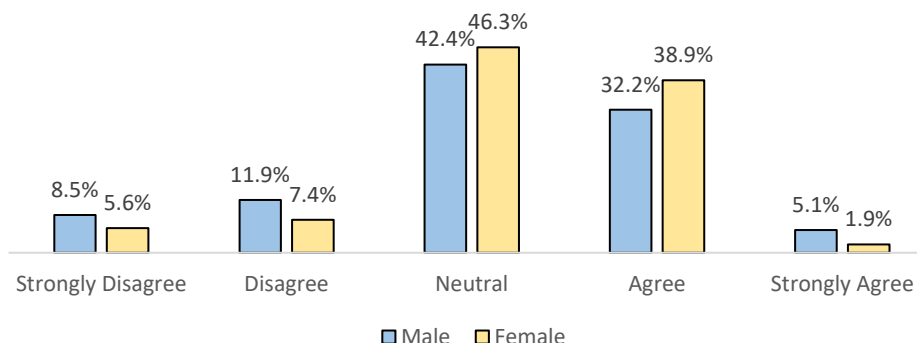
Percentage Distribution Of Responses By Convenience Of Using Digital Health Services



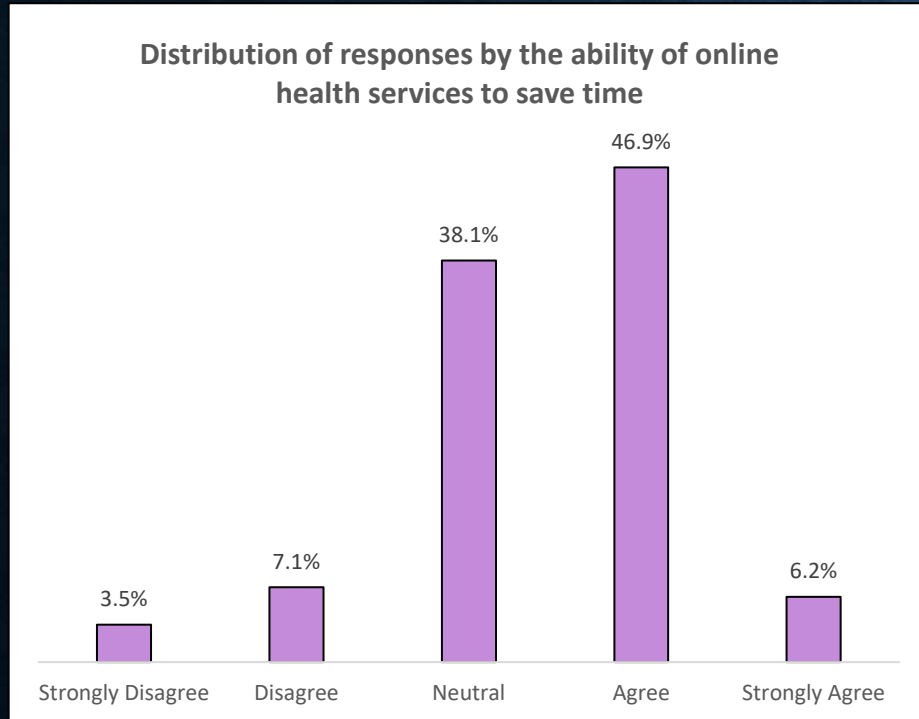
Distribution of responses by convenience of digital health services

- Around 39% of the respondents find it convenient to use digital health services while around 16.8% of the respondents still prefer in person health services over digital health services.
- Around 39% of the respondents find it convenient to use digital health services while around 16.8% of the respondents still prefer in-person health services over digital health services.

Gender-wise Percentage Distribution of Convenience Of Using Telemedicine And mHealth Services



ATTITUDE TOWARDS DIGITAL HEALTH SERVICES

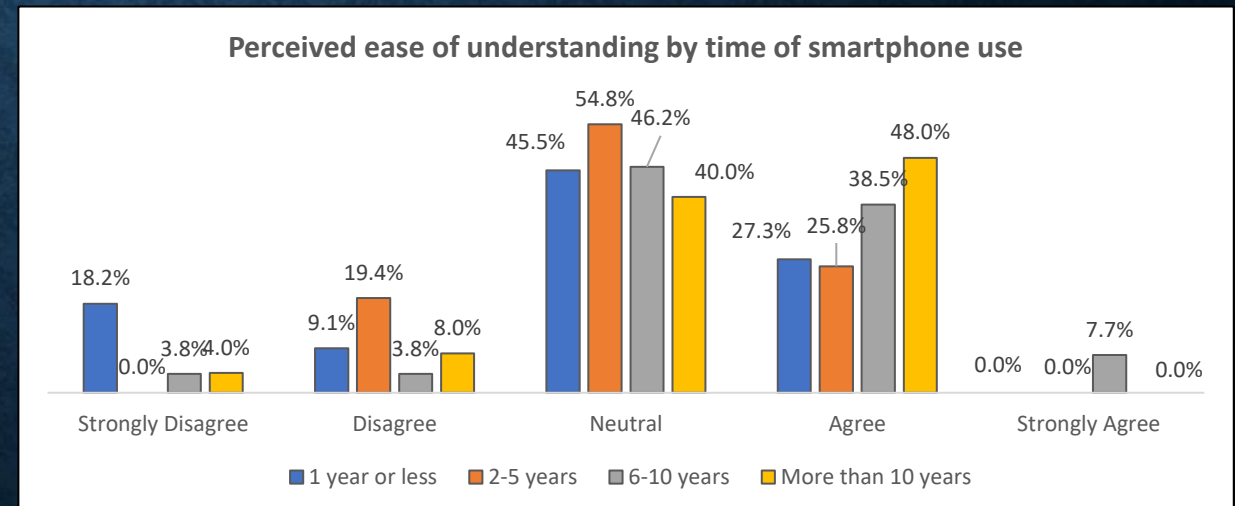
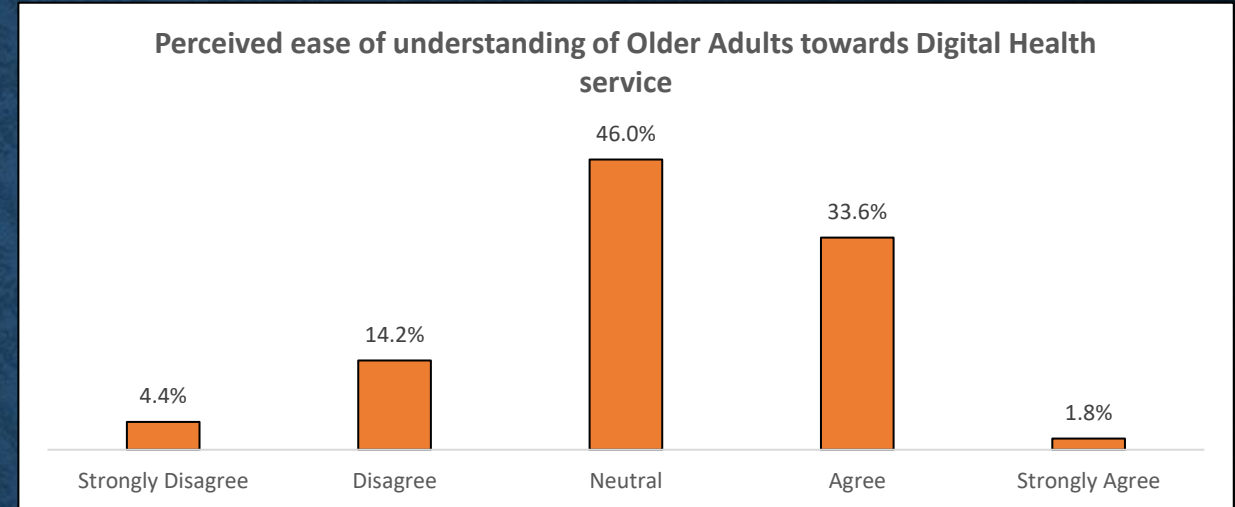


Distribution of responses by the ability of online health services to save time

- The majority of the participants (46.9%) agreed that find the use of online health services is time-saving and 6.2% strongly agreed to the same.
- There were only 10.6% of respondents who disagreed that the use of online health services saves time.

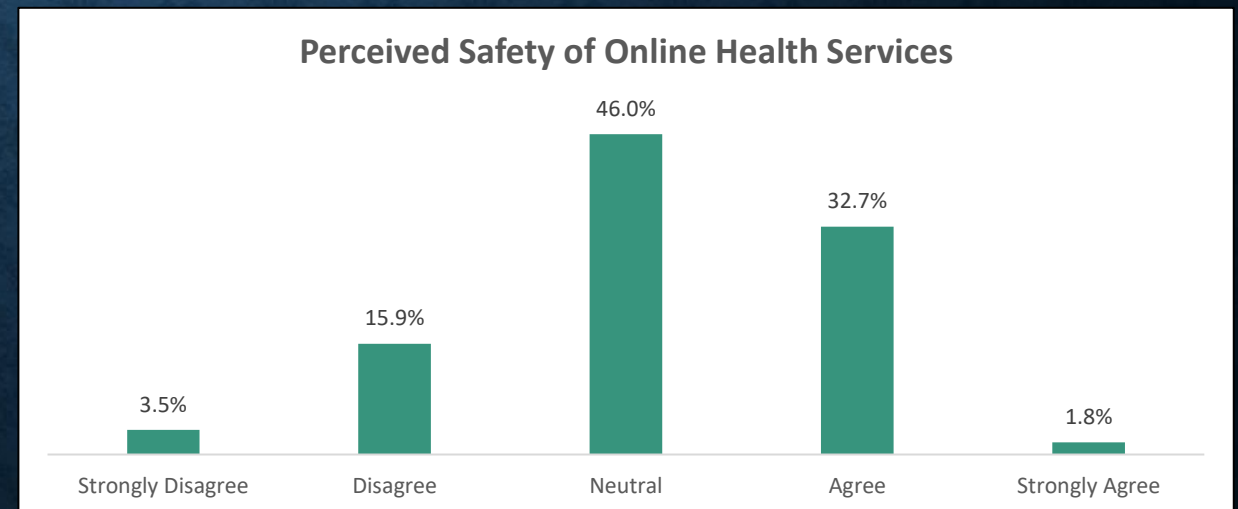
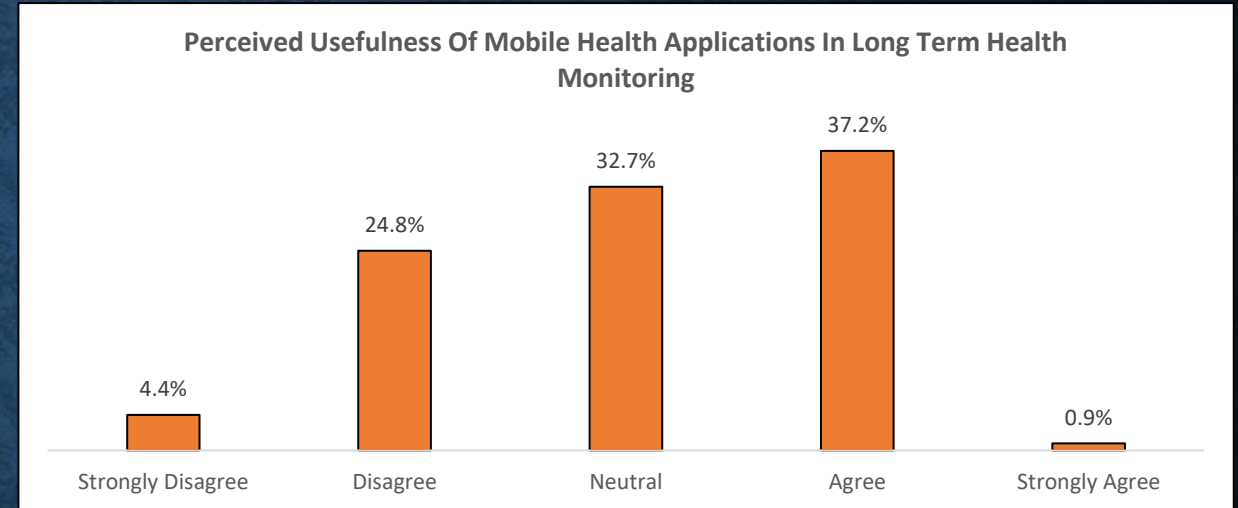
PERCEPTION OF DIGITAL HEALTH SERVICES

- Around 35.4% of the respondents find the online use of health services easy to understand and around 18.6% feel that these services are difficult to understand and hence avoid their use.
- The respondents who have been using a smartphone for 6-10 years or more than 10 years tend to show greater ease in the understanding of digital health services.



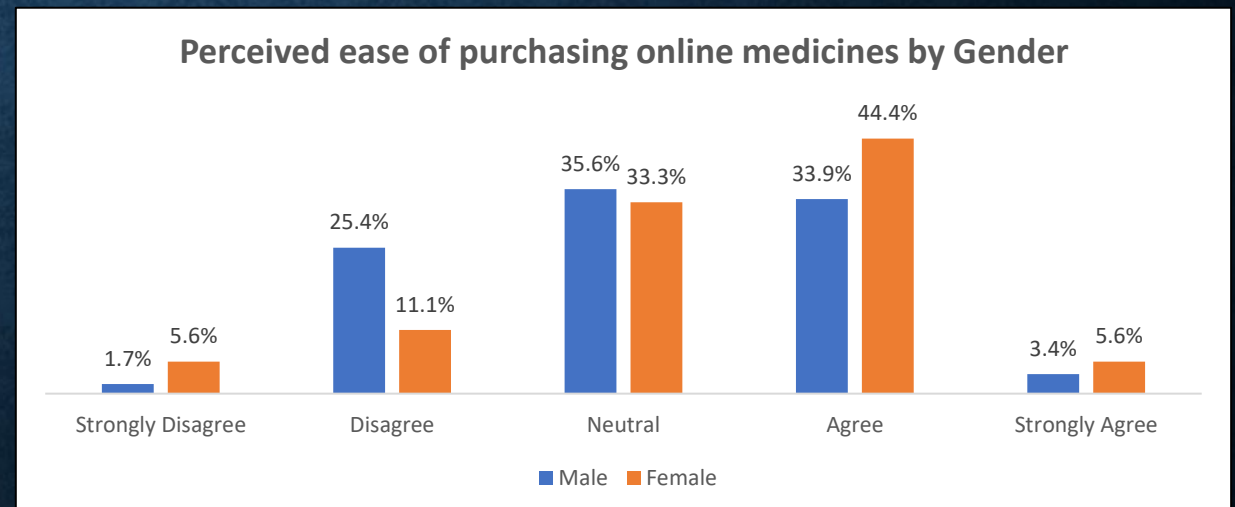
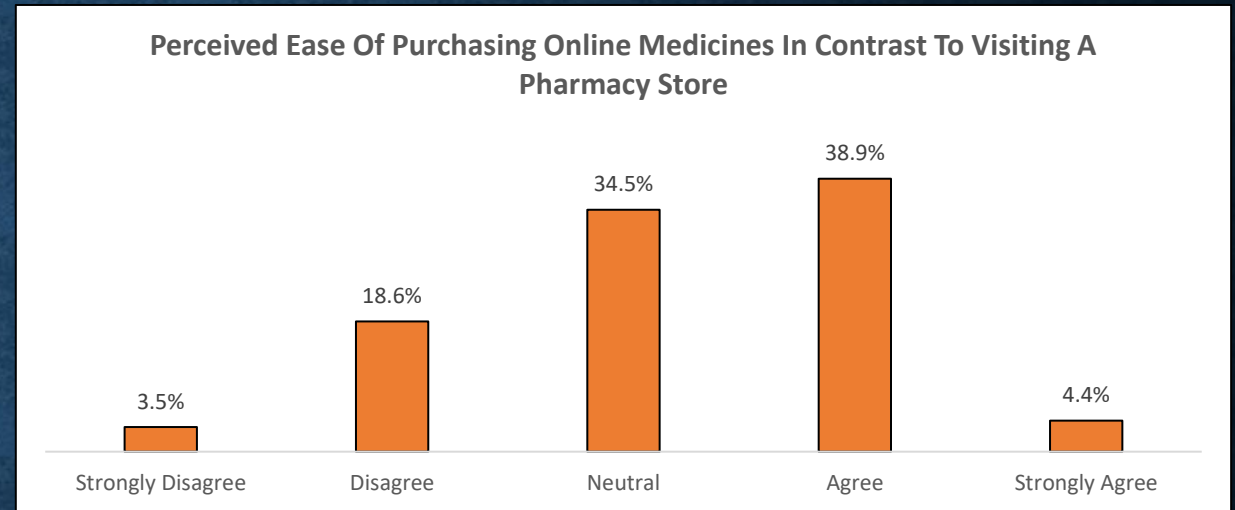
PERCEPTION OF DIGITAL HEALTH SERVICES

- The majority of the respondents (38.1%) perceive these apps to be useful in long-term health monitoring while 29.2% of the respondents do not perceive these apps to be useful.
- Around 34.5% of older adults agreed that online health services are safe and they have no concerns about their privacy and data whereas around 20% of the respondents do not find the online health services as safe.



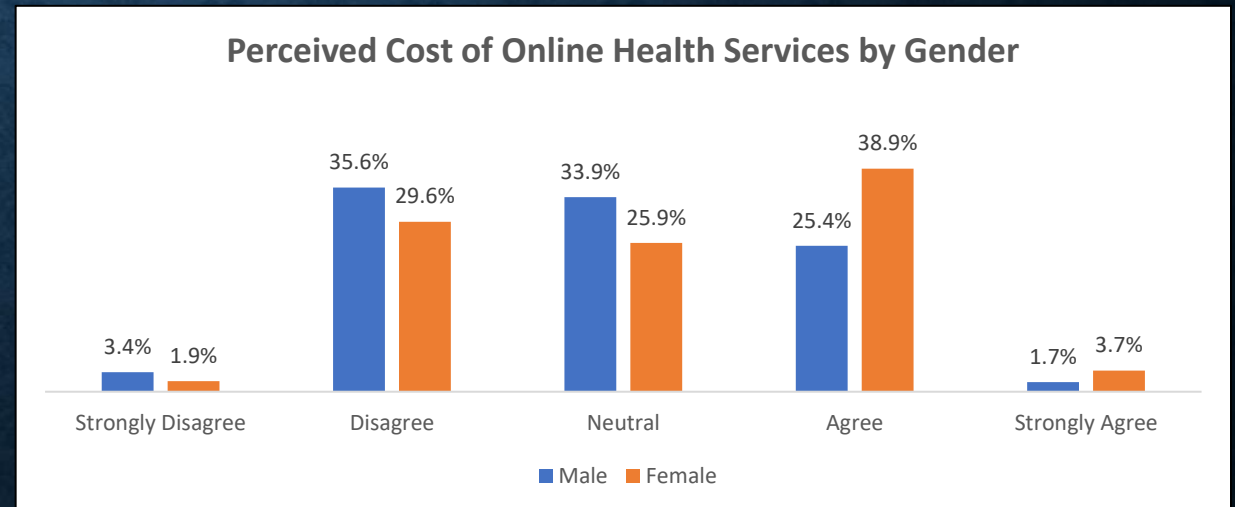
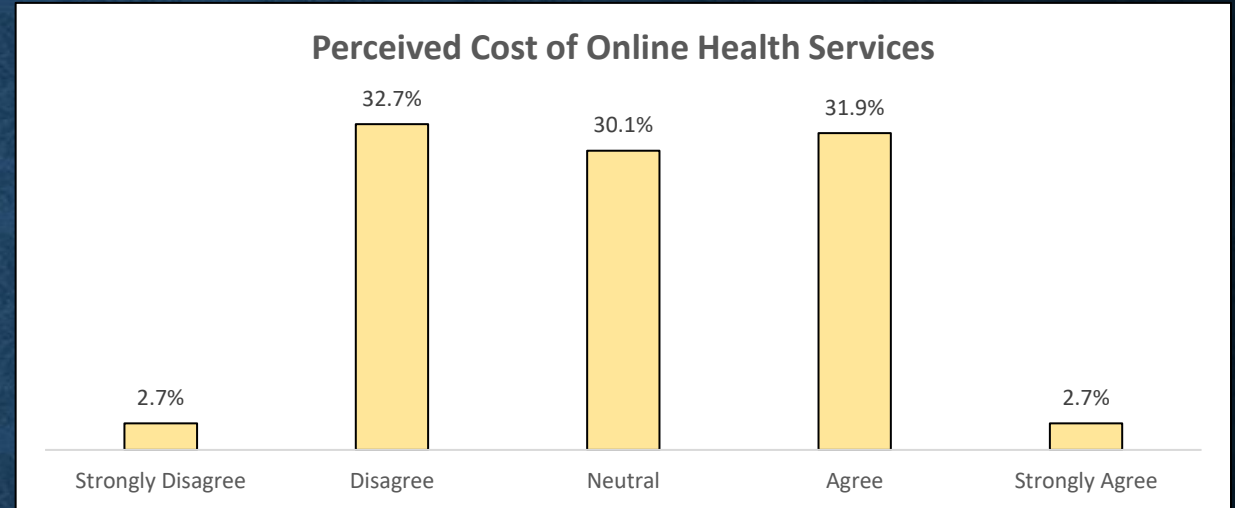
PERCEPTION OF DIGITAL HEALTH SERVICES

- The majority of the respondents (43.3%) agree that it is easier to purchase drugs online than to visit a pharmacy while 22.1% of the respondents still find going to the pharmacy store for purchasing drugs more convenient than from an e-pharmacy.
- Around 50% of females and 37.3% of males find convenience in buying drugs online than from a pharmacy store while 27.1% of males and 16.7% of females still physically visit a pharmacy store.

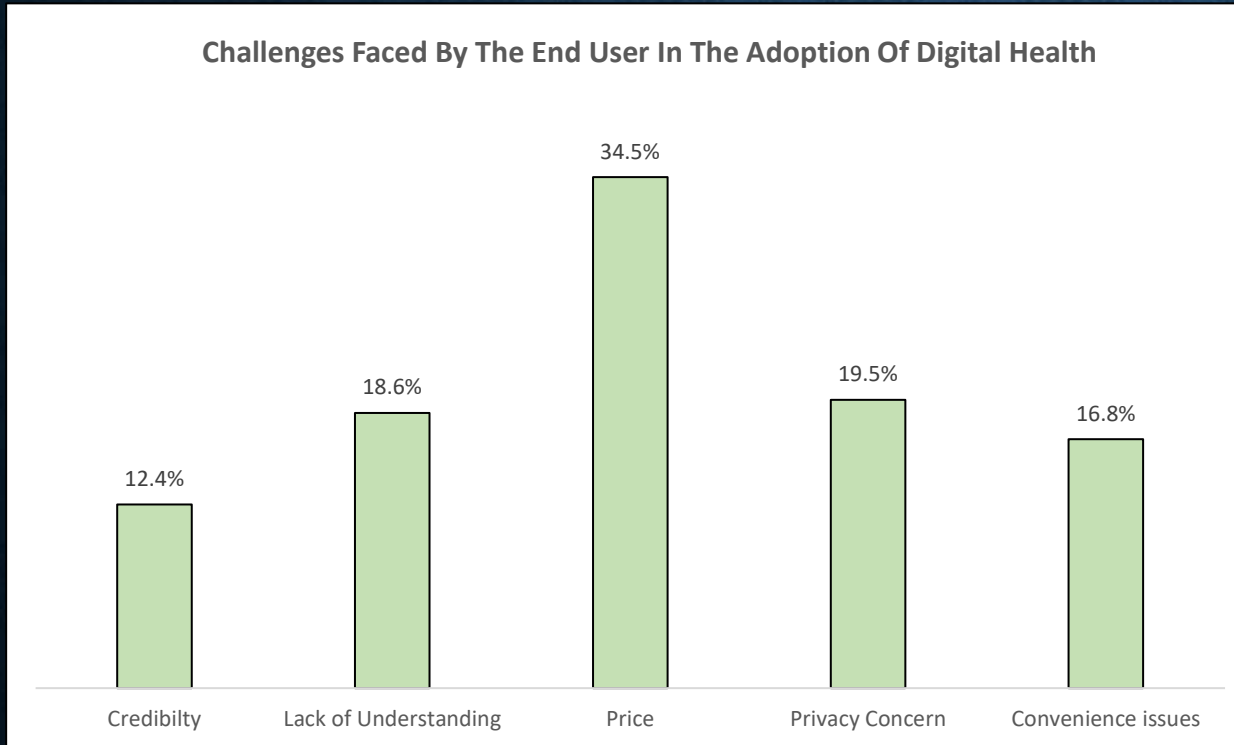


PERCEPTION OF DIGITAL HEALTH SERVICES

- Around 35.4% of the respondents believe that online health services save costs than physically visiting the doctor. However, even a similar proportion of respondents are still of the belief that it will cost them more money to manage their health online.
- More males (39%) believed that online health services save costs than females.



CHALLENGES FACED BY THE END-USER IN THE ADOPTION OF DIGITAL HEALTH



It can be observed that price is a major factor that led to lesser adoption of the digital health services by the older adults (34.5%) followed by privacy concerns (19.5%) and difficulty in understanding these services (18.6%). Other major challenge includes credibility and convenience issues.

CONCLUSION

1

The study concluded that there is still a long way to go in increasing the accessibility of the digital health services by older adults.

2

The general attitude and perception about these services are good but certain apprehensions regarding cost, privacy and credibility of these services are still present.

3

Such information is vital for the development of user-friendly, simple digital initiatives that have the potential to bridge inequalities in access to healthcare services. Health initiatives that rely on digital solutions are likely to be underutilized if they do not meet the needs of the target audience, or if people do not have the attitude or the knowledge on how to engage in them.

RECOMMENDATIONS



Focus on increasing awareness among older adults through targeted campaigns, workshops, self-help groups and NGOs to increase the adoption of the digital health services.



Efforts such as setting up Community-based centres in rural and urban areas to provide such workshops at the community level may be undertaken.



Identification of Digital Health Champions is a highly effective way of delivering digital skills.

Thank
You