

A Study on Awareness, Usage and Perception of Doctors towards Medical Application in Mumbai City



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Study objectives

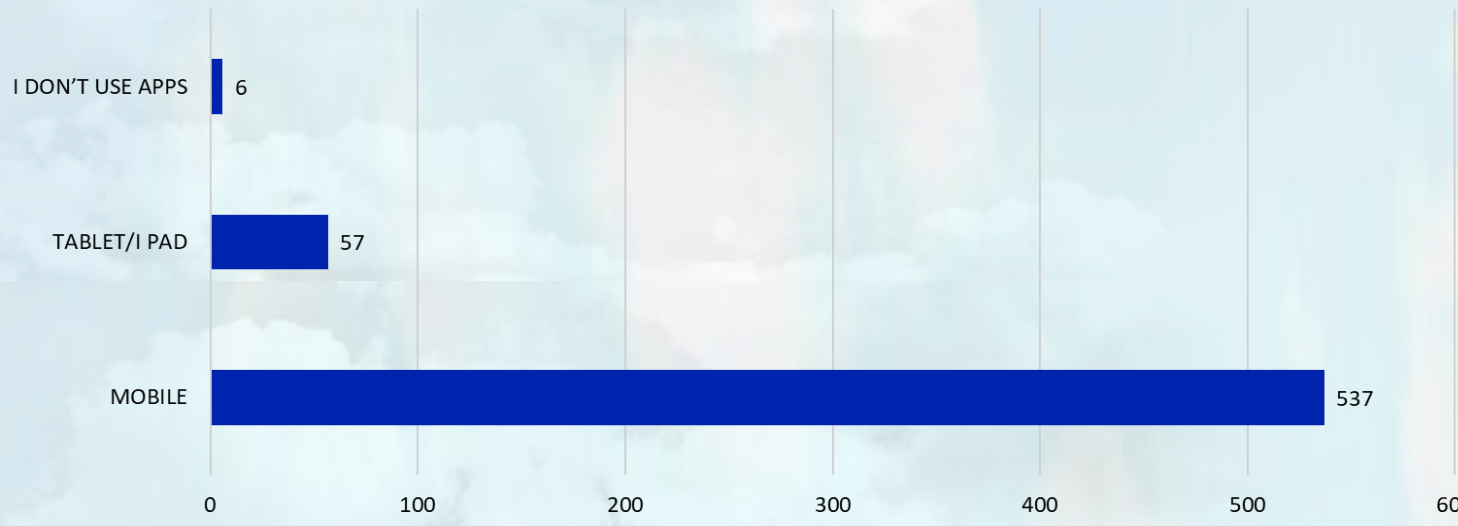
- To find the awareness usage and popularity of medical applications among the doctors
- To find out the perception of doctor towards the medical apps.

Research methodology

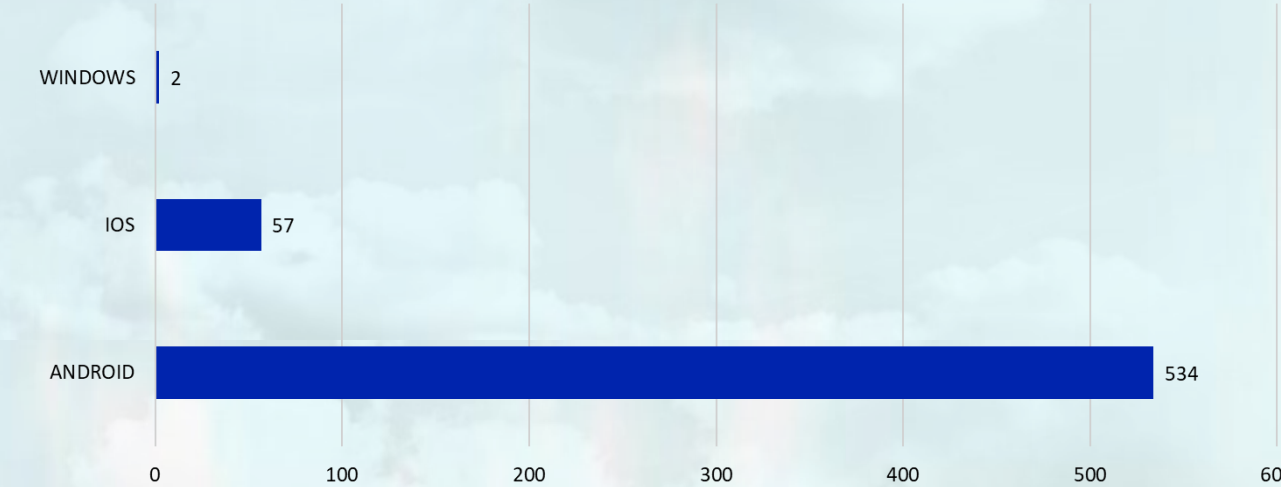
Study design: - Cross sectional surveys.
Sampling method: - Simple random sampling.
Sampling population: - Doctors.
Sample size: - Total size: 600.
Sample area: - Mumbai city.
Time period: - 60 days.
Data collection: - Questionnaires were used to collect data from Doctors.
Data Analysis: - Data Analysis was done by MS excel.

Research Findings

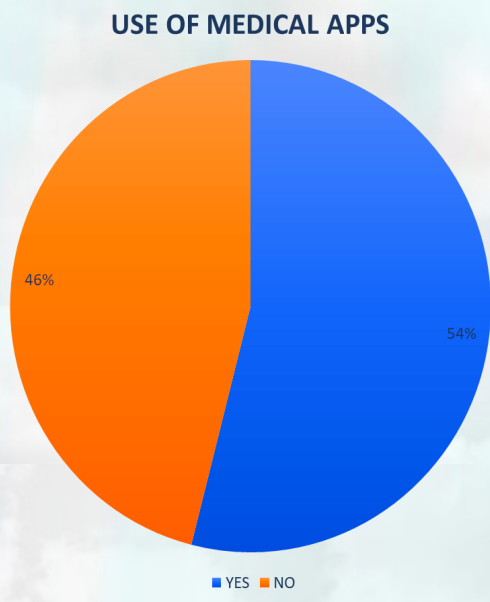
Usage and Awareness



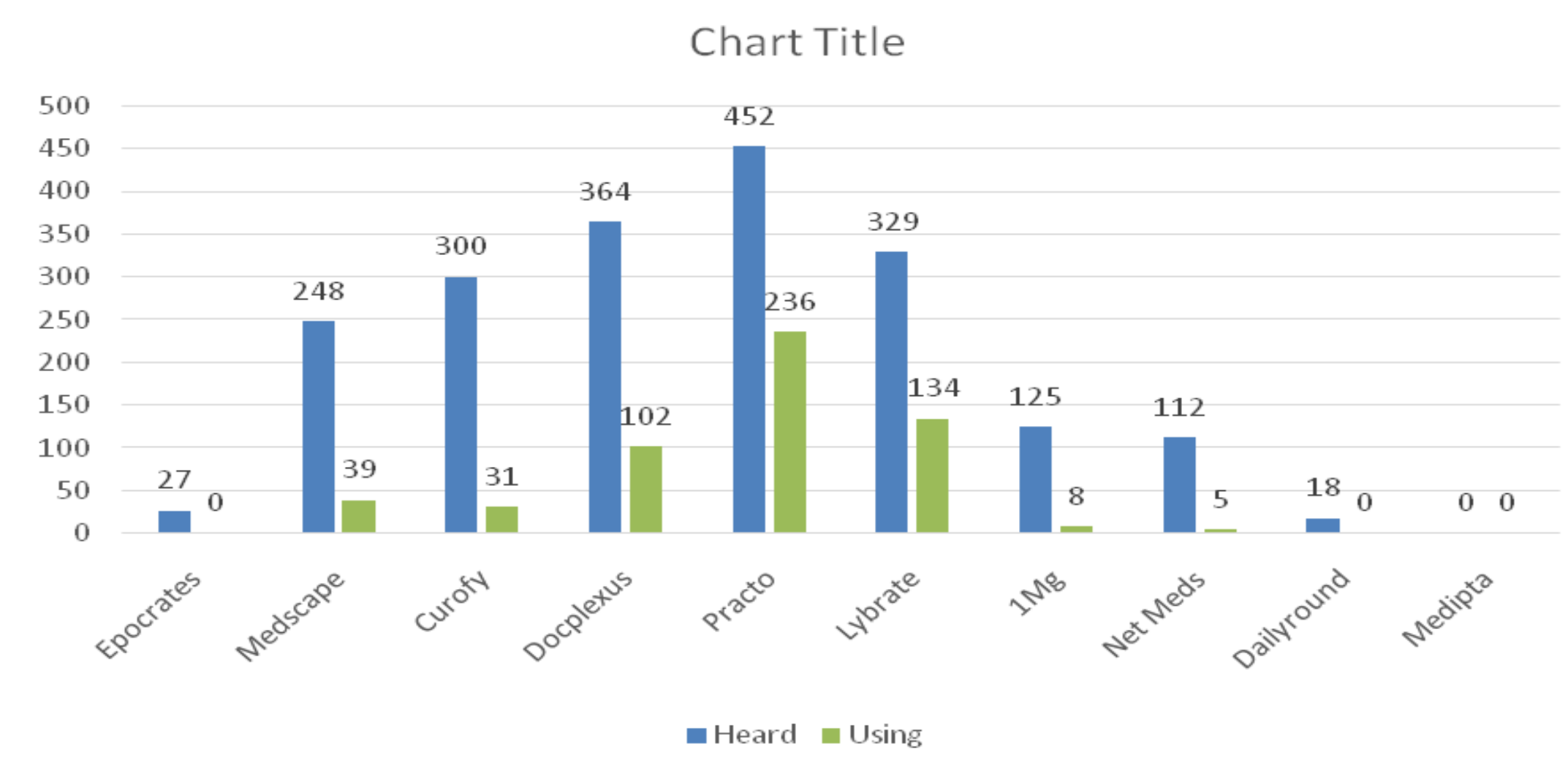
It was seen that out of 600 doctors 537 were using apps on their mobile phones.



From the data collected it was observed that 89% of Doctors were using android operating system



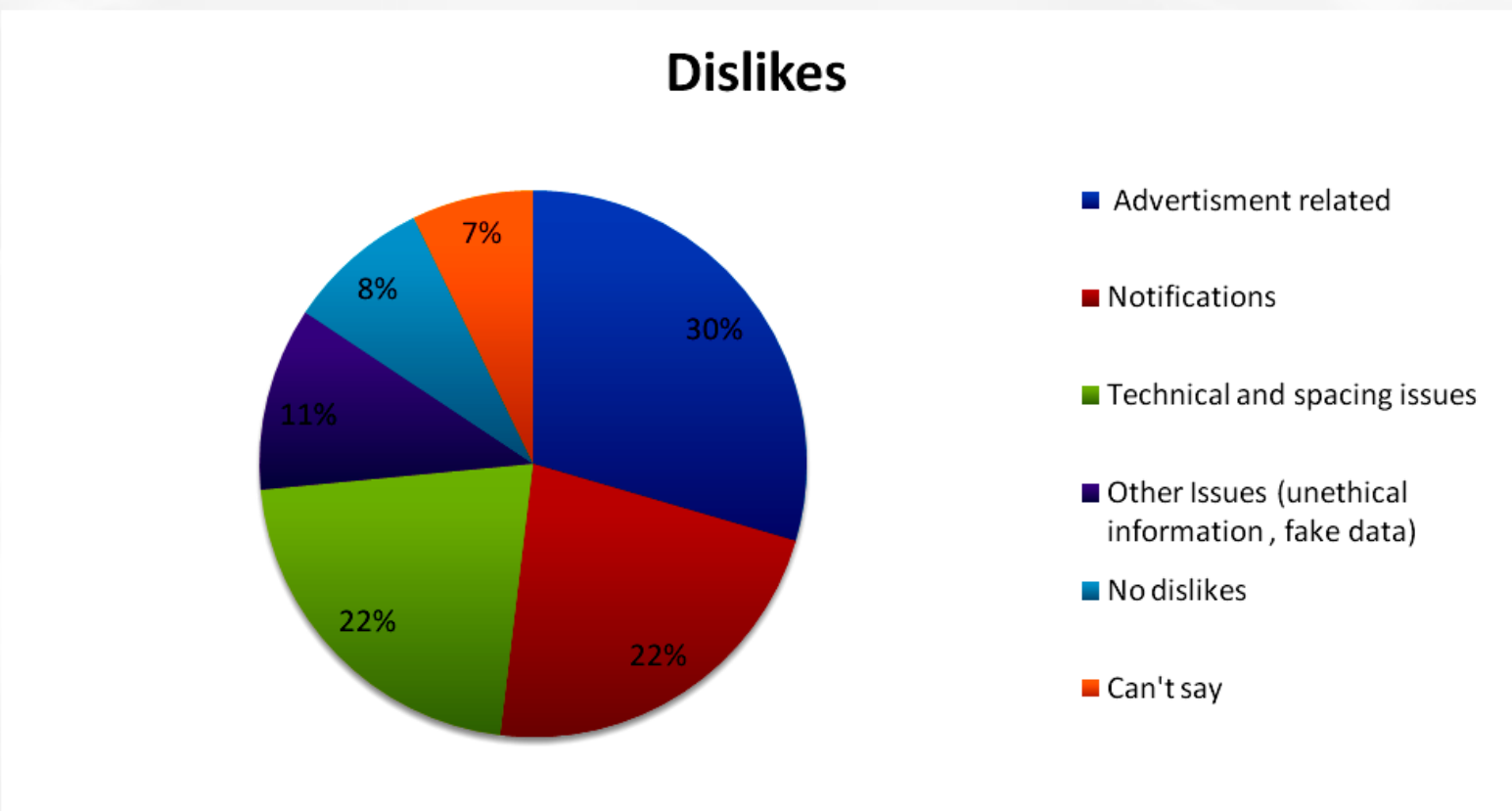
It was seen that out of 600 doctors 593 doctors had responded and among them 320 doctors i.e. 54% of doctors were using medical apps.



- Out of the applications having maximum number of downloads on apps store and play store a list of applications were prepared which included 10 apps like Epocrates, Curofy, Medscape, Docplexus, Practo, Lybrate, Net meds, 1Mg Mediata, Daily round.
- Practo was the most popular app which was used for its features like online patient appointments and providing information and was also the most heard app by the doctors of Mumbai city.
 - DocPlexus was second most used app allowing doctors to improve their networking, discuss cases, read articles and a social networking platform specifically for doctors.

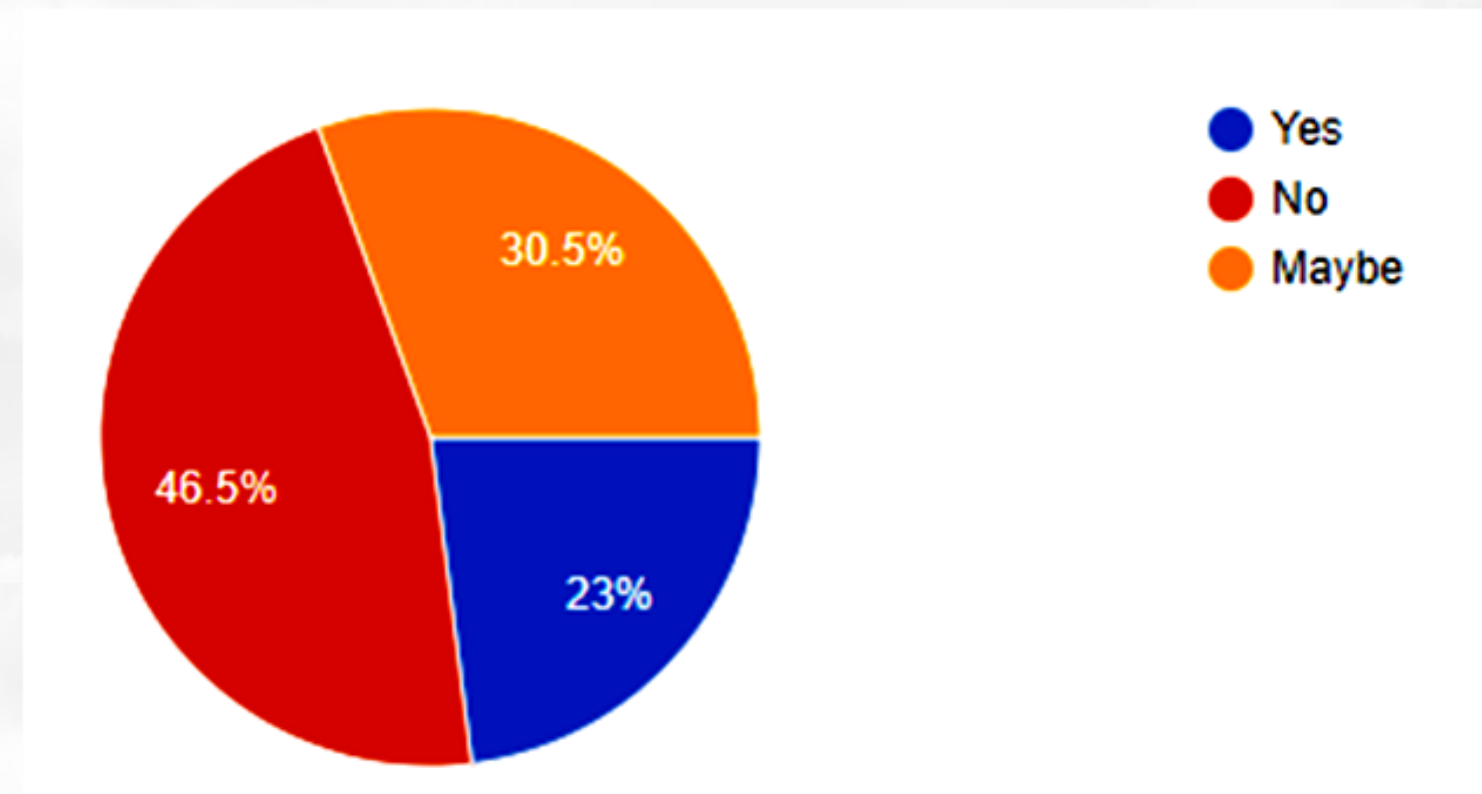
Perception towards medical apps

Major Dislikes



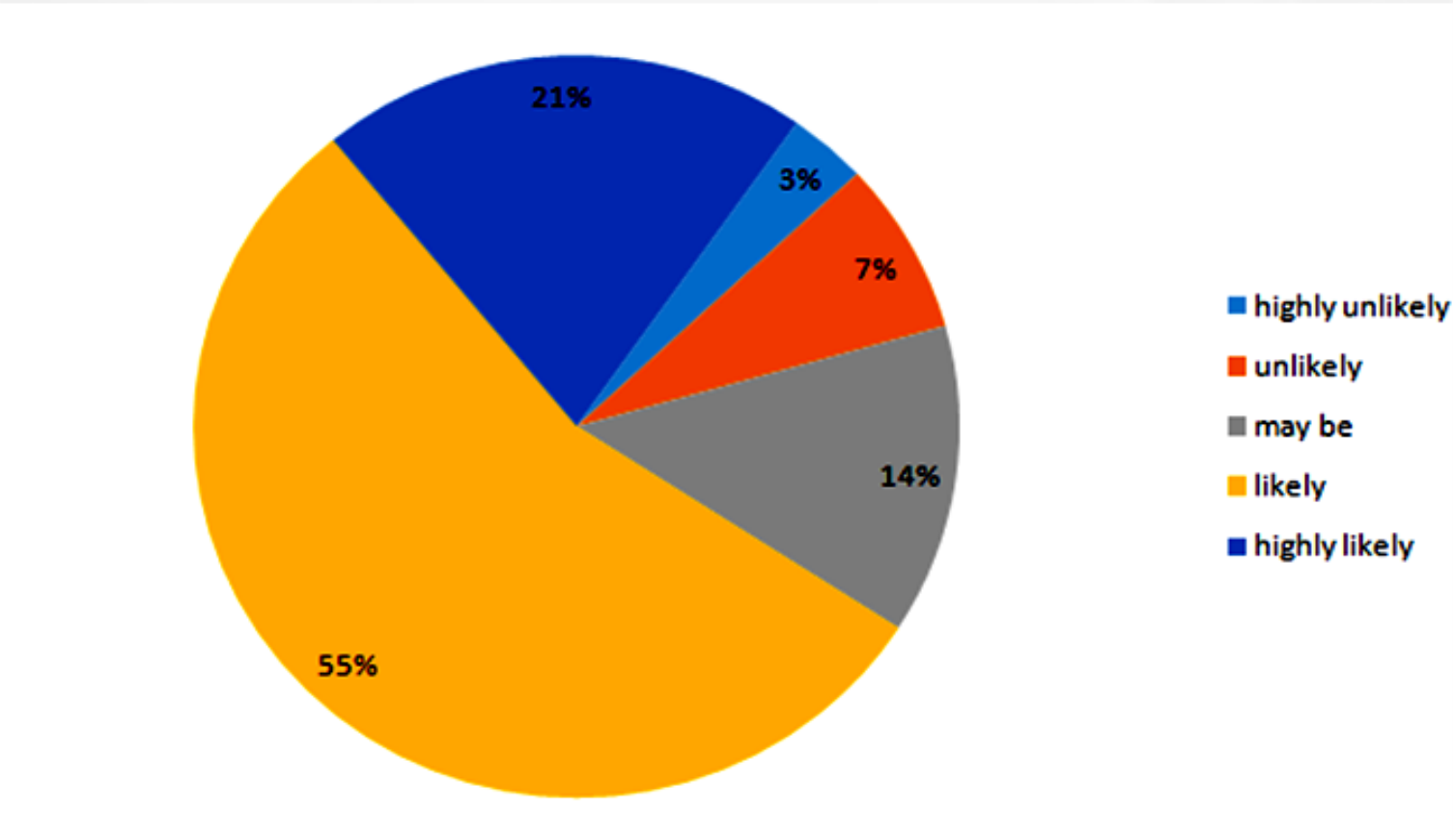
From the data collected it was seen that Advertisement related issues were the major dislike among the doctors contributing to being 30%

Impact on prescribing behaviour



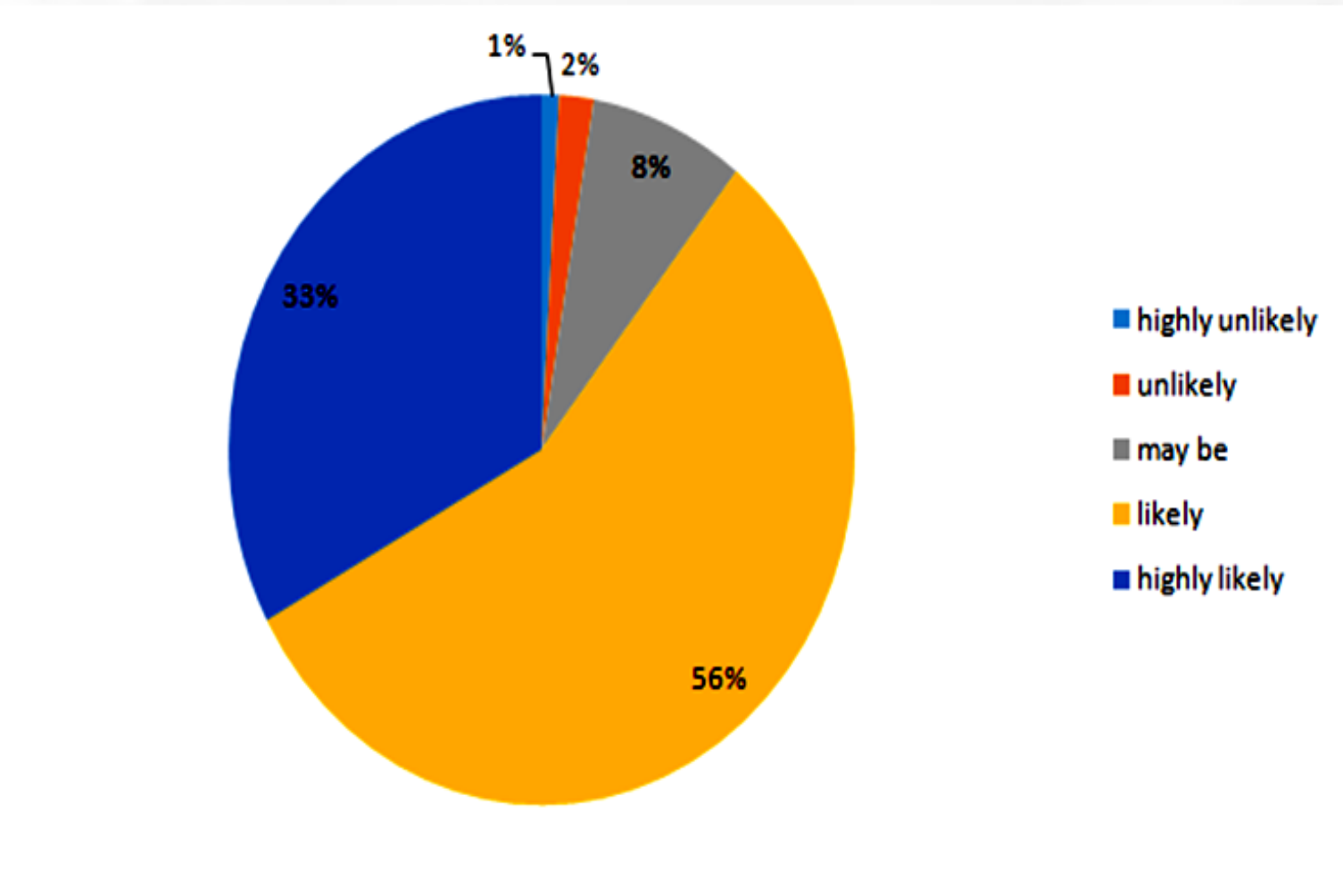
From the above data it is seen that 46.5% did not have any impact of advertisement on their prescribing behaviour

Usage of Apps for increasing Doctor Patient interaction



76% of the doctors had responded positively towards the usage apps which are for patient interaction

Usage of Apps for increasing Doctor interaction



89% of doctors were positive towards the usage of apps that increase their interaction with other physicians and doctors

Recommendations

- Advertisements boom to be stopped** - App providers should show the advertisements relevant to doctor’s interest. Irrelevant advertisements in apps should be stopped.
- User experience to be excelled** - Smooth and interactive interface are to developed which will be helpful for the doctors to easily understand and navigate the app.
- Precise and valuable data** - App providers should provide profession related information which should be of high quality and evident. Uploading fake data should be stopped.
- New segments for app development** - Apps for networking among doctor-doctor, patient-doctor will be the new area for further developments in medical apps.