

**A study on the acceptance of Tele-Consultation over the Traditional In-Person doctor
consultation in working population post the COVID-19 pandemic**

Dissertation Submitted to



Master of Business Administration (MBA)

Hospital and Health Management

by

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Under the Supervision and Guidance of

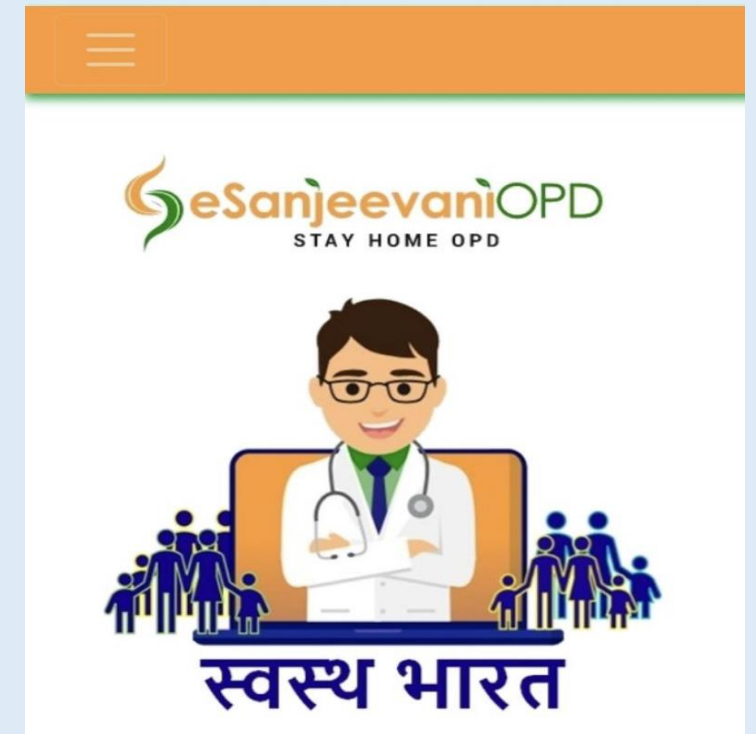
Dr Deepti Sharma

INTRODUCTION:

According to American Telemedicine Association (ATA), “Telemedicine is the natural evolution of healthcare in the digital world”. World Health Organization (WHO) has defined telemedicine as, “the delivery of healthcare services, where distance is a critical factor, by all healthcare professionals using information and communication technologies for the exchange of valid information for diagnosis, treatment and prevention of disease and injuries, research and evaluation, and for the continuing education of healthcare providers, all in the interests of advancing the health of individuals and their communities.”

Teleconsultations brought multiple possibilities during the Course of the COVID-19 pandemic where authorities imposed community isolations, closing of national and international borders, limiting the means of transportation etc. Telepresence in the situation was used to provide telecare, offer remote assistance, and assist with the administrative management of patients, triage and follow-up, in different locations.

The Digital transformation is very rapidly changing the economy globally and the society and positively brushed upon multiple sectors which also includes the healthcare industry majorly. The pandemic has helped largely accelerate the digital healthcare network.



AIM:

The aim of the research is to study the acceptance of Tele-consultation over the Traditional In-person doctor consultation in working population post the COVID-19 pandemic to better understand the requirements and perspective of the working population.

RESEARCH QUESTION

What is the acceptance of Tele-consultation over traditional In-person doctor consultations post the COVID-19 pandemic in working population?

OBJECTIVES

- To study the acceptance of Tele-consultation over The Traditional In-person doctor consultations in working population.
 - To study the preferred mode of doctor consultation in working population.
 - To understand the perspective of the sample population towards digitalization of healthcare and doctor consultations in general.
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Type of Research : Primary research

Study Design: Cross sectional study

Sample Size: 100 individuals

Sampling technique: Convenience sampling

RESULTS

Fig. 1 Nature of organization

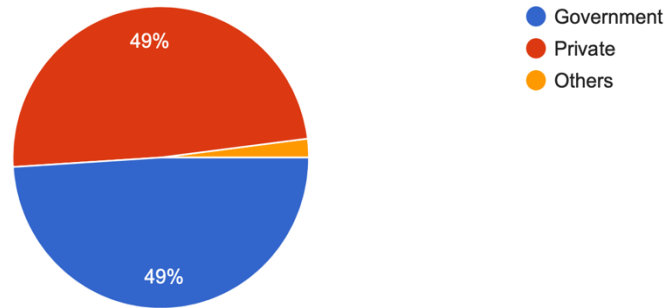


Fig. 2 Work Model followed by Organization

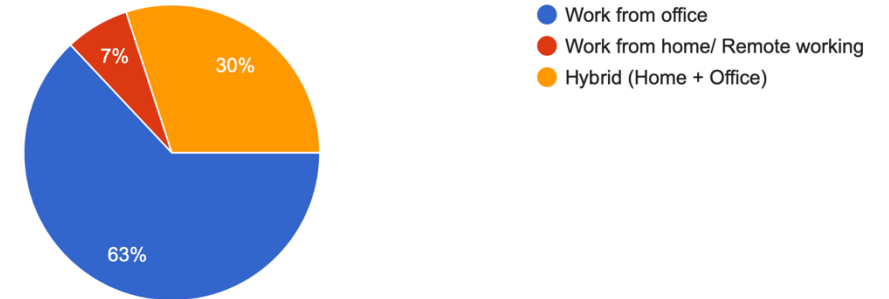


Fig. 3 No. of Doctor consultations in 6 months

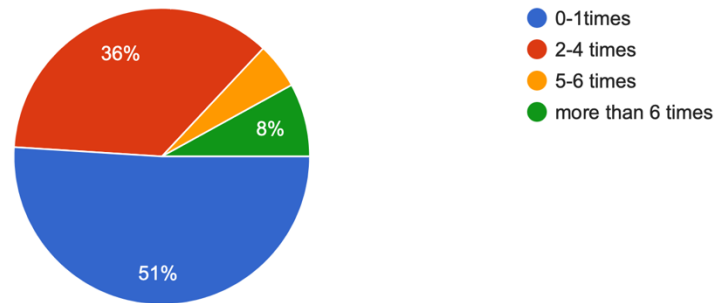


Fig. 4 Tele-consultation taken before Covid-19

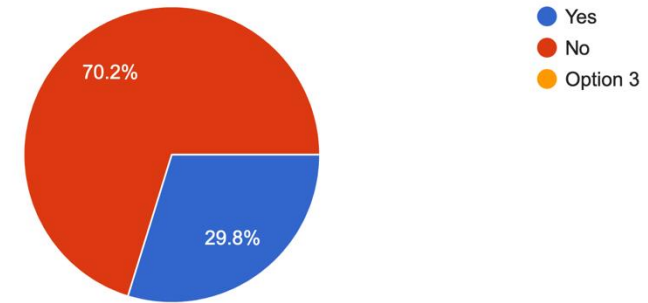


Fig. 5 Mode of consultation

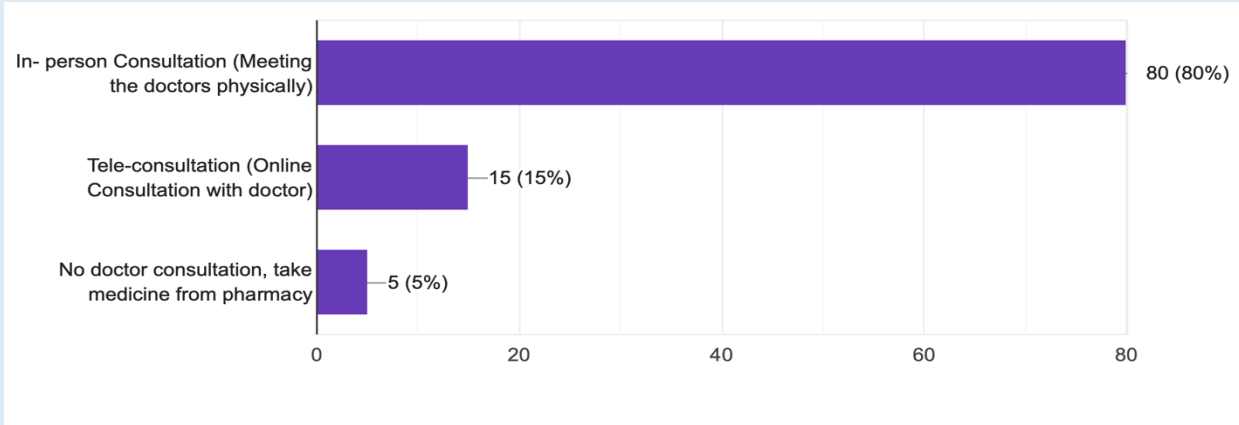


Fig. 6 Preferred mode of In-person Consultation

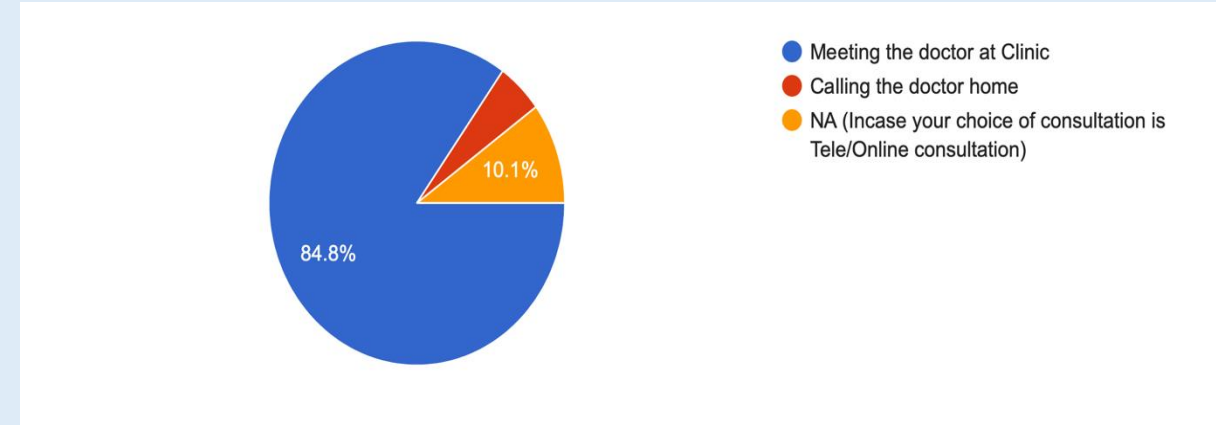


Fig. 7 Preferred modes of Tele- Consultation

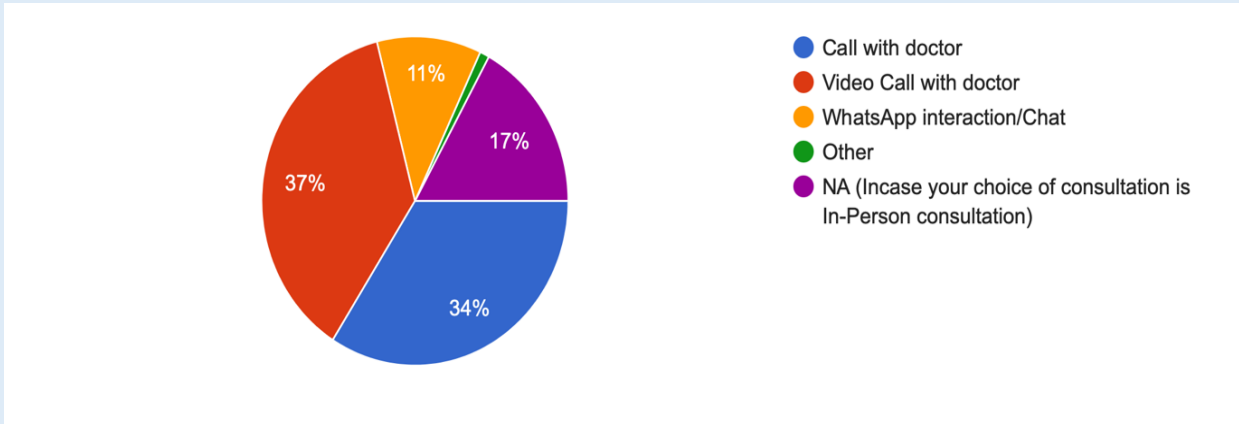


Fig. 8 Reliance on Tele-consultation post pandemic

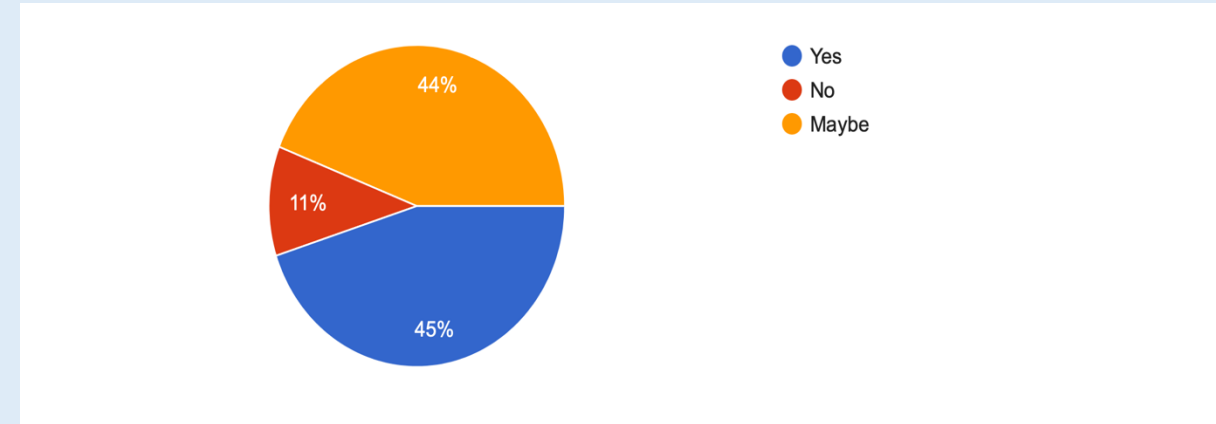


Fig. 9 Comfort of people working from home towards teleconsultation

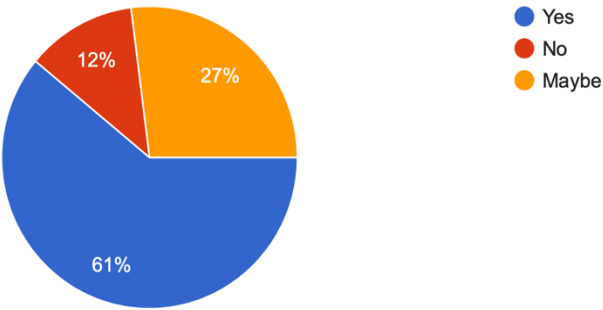


Fig. 10 Chronic Medical Conditions and Tele-consultation

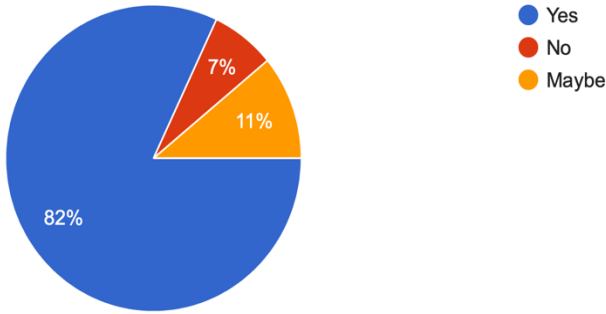
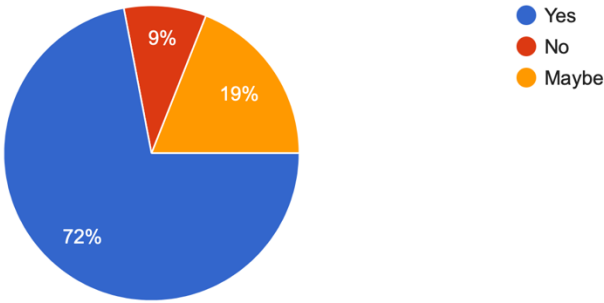


Fig. 11 Tele-consultation in home healthcare



CONCLUSION

To conclude, before the onset of the pandemic, the healthcare providers did not see the immediate requirement to gauge telemedicine operations, assuming that a large chunk of patients prefer clinic or hospital visits. However, the pandemic exposed the need of digitalizing healthcare in this new era of ever changing technology. While the growth in the field of telemedicine in terms of investments is significant, the survey shows that People are skeptical about the reliability on telemedicine especially for critical medical conditions and weren't confident if their conditions would be diagnosed rightly or if they would be able to undergo proper treatment or experience proficiency telephonically, as compared to a physical meeting with the doctor in clinic or at home.