

Telemedicine: Applications, Challenges & Market Analysis

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Introduction•



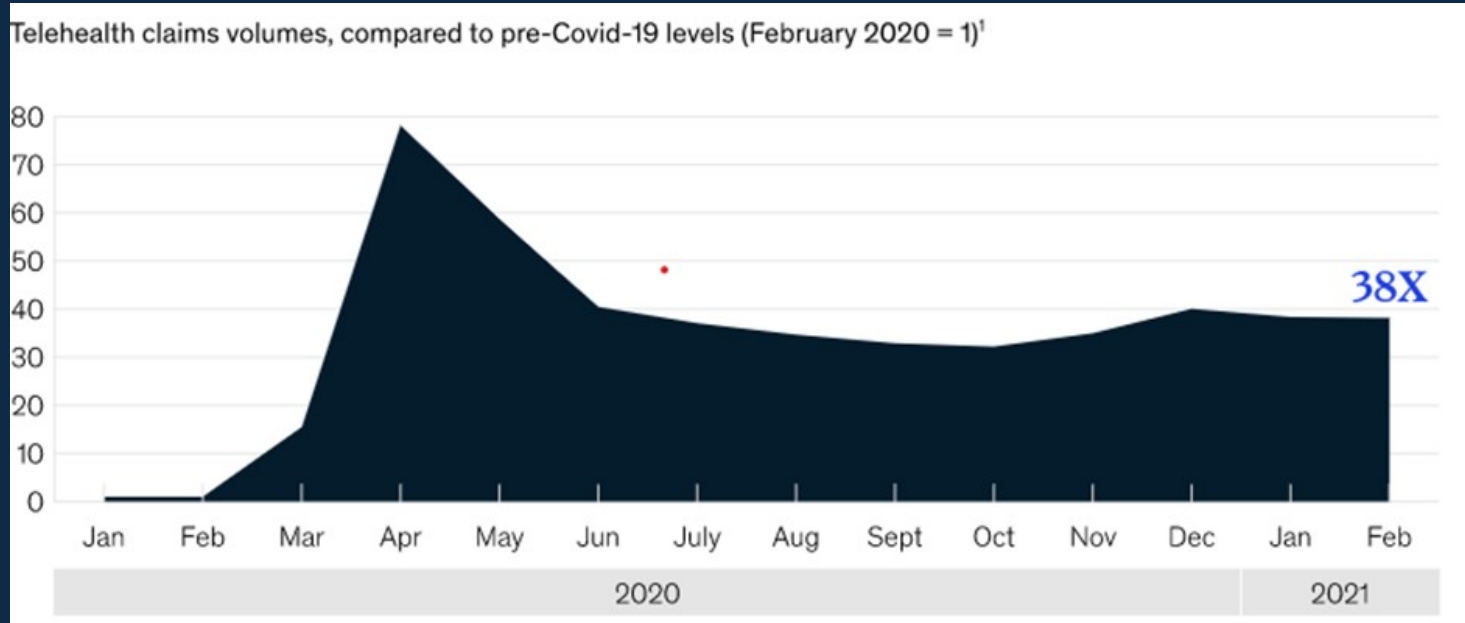
A tool that makes healthcare more accessible, cost-effective, and that increases patient engagement is telemedicine. Since making its debut in the late 1950's, advances in telemedicine has contributed to seniors having the choice to age in place. In addition, the patients that reside in rural areas that previously had difficulties accessing a physician, can now reach them virtually. Physicians and patients can share information in real time from one computer screen to another. And they can even see and capture readings from medical devices at a faraway location. Using telemedicine software, patients can see a doctor for diagnosis and treatment without having to wait for an appointment. Patients can consult a physician at the comfort of their home.

Market Analysis •

While doing secondary research, telemedicine market growth globally is expected to grow more for the forecast period of 2022-2029 with compound annual growth rate (CAGR) of 7.0%. The major driver for growth in telemedicine market is the growing need of digital healthcare, rising population, the growing prevalence of chronic diseases and conditions, advancements in healthcare infrastructure. Lack of accessibility, regional differences in legislation, fraud, high costs, and the use of social media for delivery might all hinder the growth of the telemedicine industry throughout the projection period.

COVID-19 Impact on Telemedicine Market •

Telemedicine market have seen monotonous growth post Covid-19. Lockdowns and isolation during pandemic have increased the market demand to avoid the virus contamination.



Challenges •

1. Reimbursement
2. Lack of Integration
3. Broadband Connections Issue
4. Lack of Sufficient Data for Care Continuity
5. Service Awareness
6. Patients' Lack of Technical Skills
7. Expensive Technology
8. Privacy Concerns



Research Question

1. What is the awareness and uses of Telemedicine in urban areas of Maharashtra?
2. What are the challenges faced in Telemedicine services?

Objectives

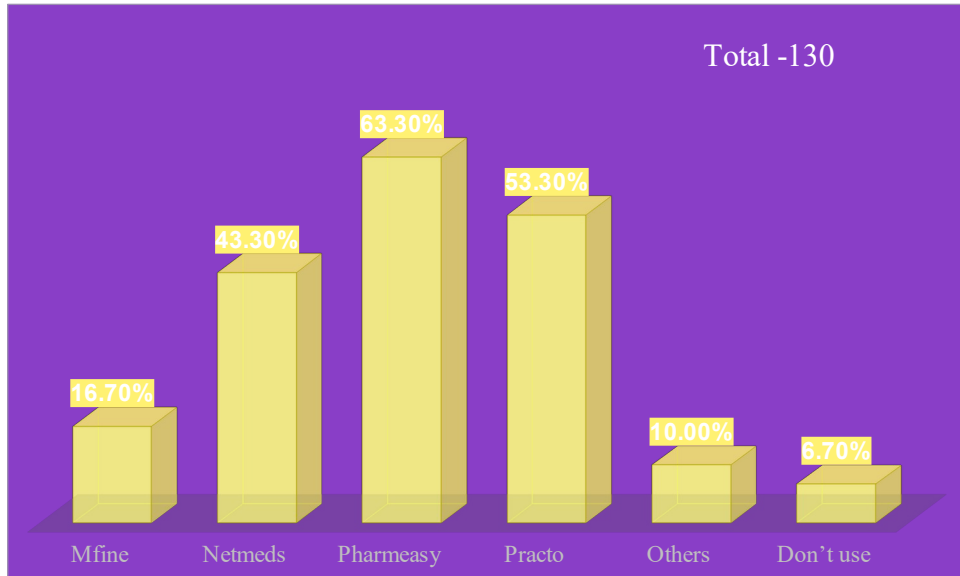
1. To identify the current status of telemedicine usages in urban areas of Maharashtra.
2. To find out the challenges faced and its future forecast.

Research Methodology •

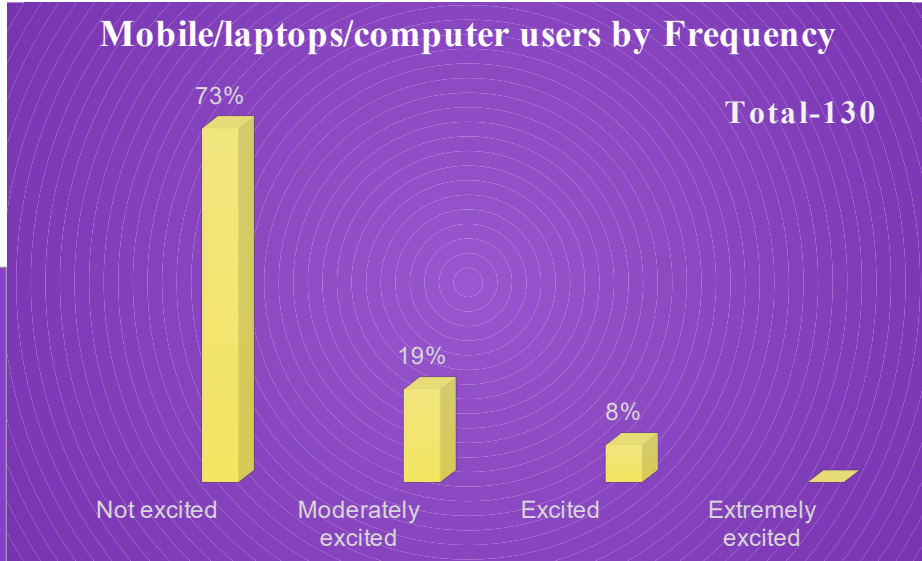
- ❖ A Descriptive cross sectional research design has been used.
- ❖ The data was collected using primary research involving 130 respondents.
- ❖ The target respondents considered where population from urban area of Maharashtra. Segmentation the population was done on the basis of the age.
- ❖ Target age group will be 18-60 years.
- ❖ Data research was done with respect to specific objective, especially to address the main objectives as aforementioned. The data collection tool was an online questionnaire which was made using google form.
- ❖ Data analysing and interpretation is done by using MS-Excel.
- ❖ Duration of the study was from 21st March'22 to 18th June'22

Data Analysis

Users of mobile phone/laptop/computer in Maharashtra by frequency of uses. ➡



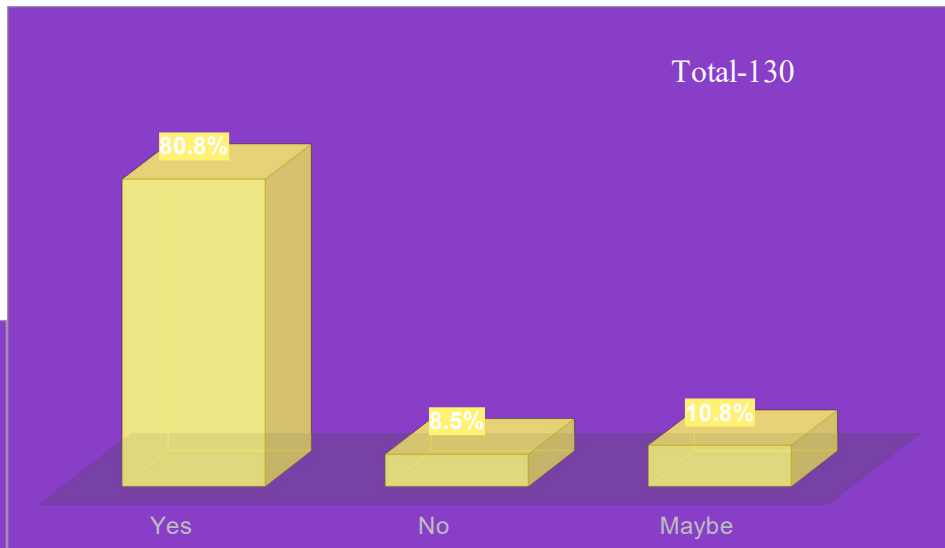
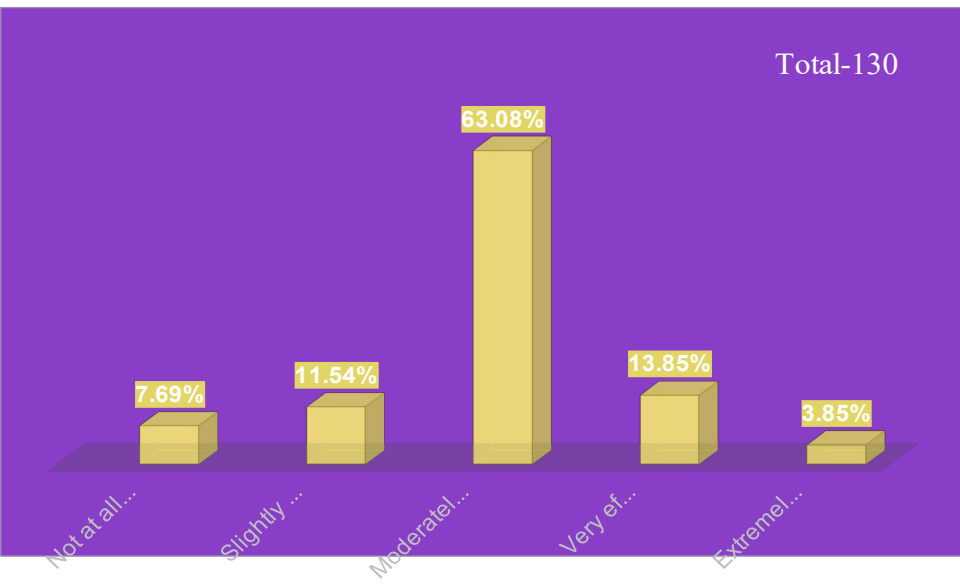
Mobile/laptops/computer users by Frequency



Usage of different telemedicine apps.

Data Analysis •

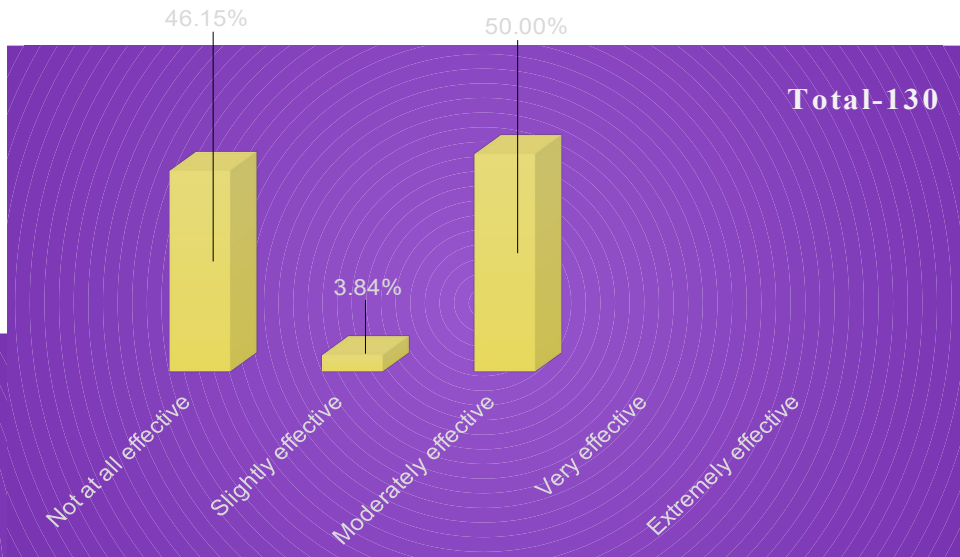
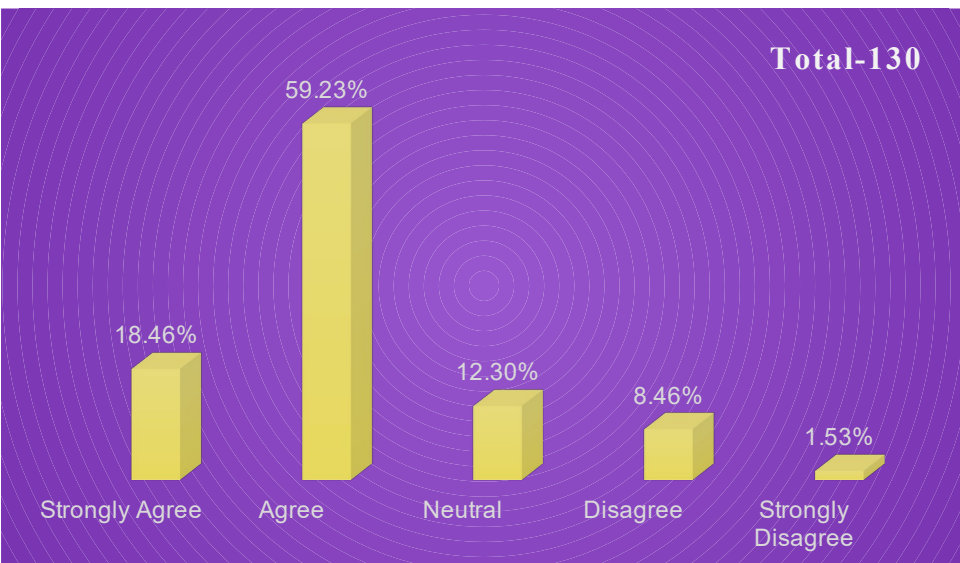
Openness towards receiving health updates from doctors through mobile/computers.



Feasibility of using tele-consultation apps.

Data Analysis

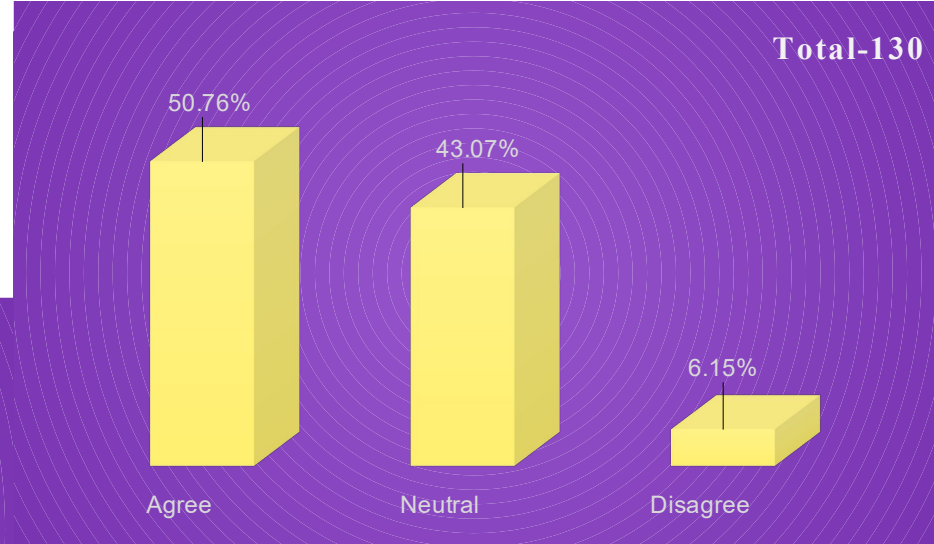
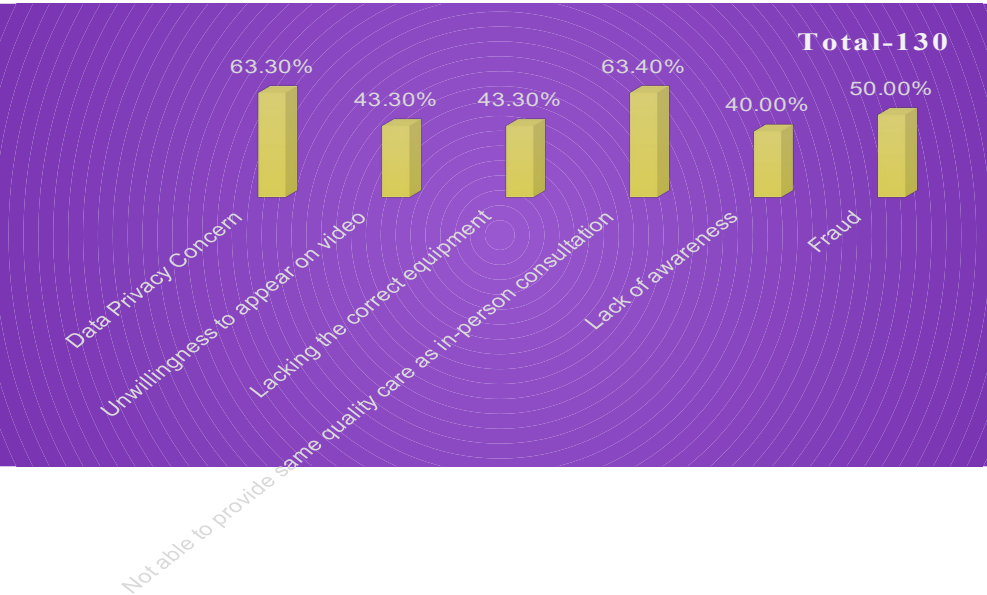
Ability to share all health problems in first appointment



Viability of telemedicine approach in providing medical care services to patients.

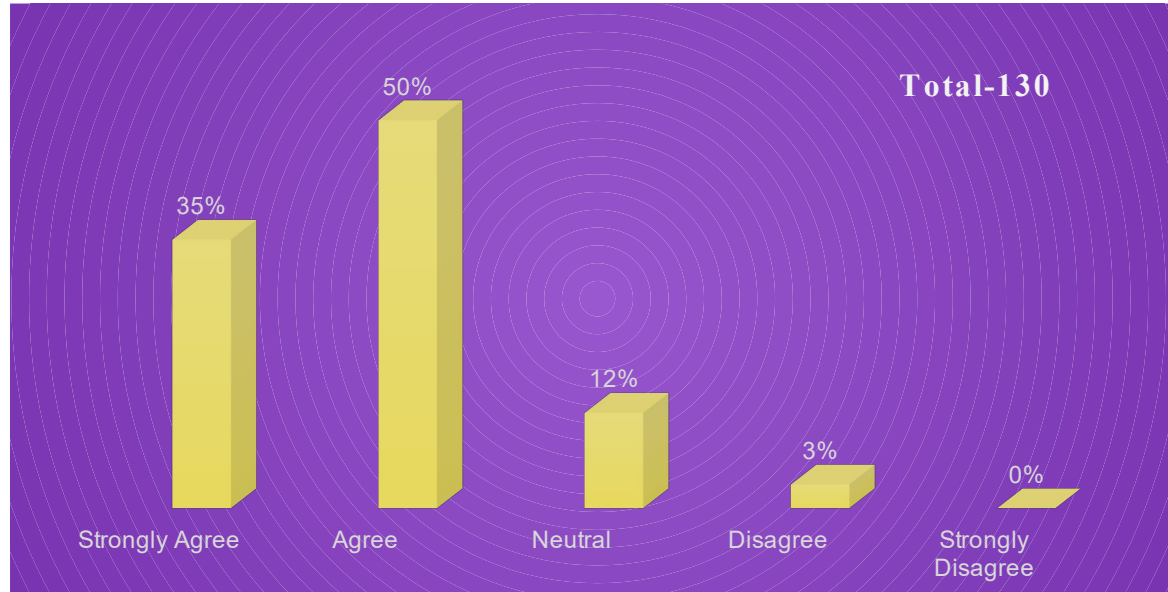
Data Analysis

Using of telemedicine service, can save time and money? ➡



According to you, what is the reason for reluctance towards Telemedicine?

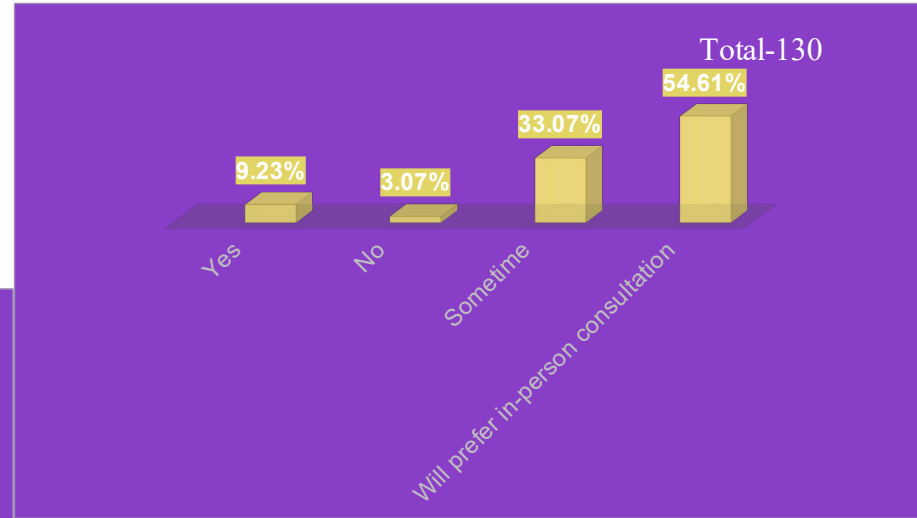
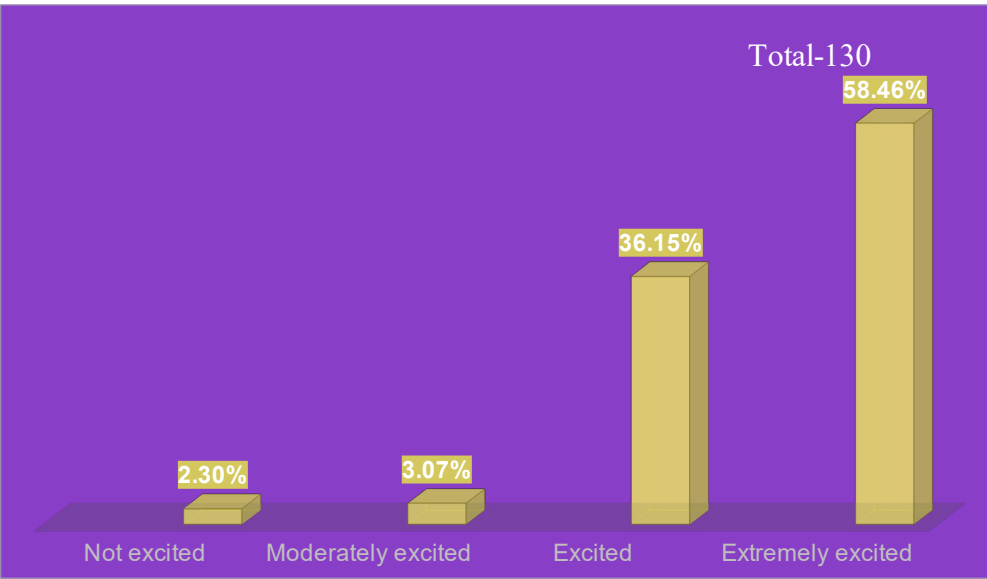
Data Analysis



Usefulness of Telemedicine in emergency
situations such as COVID-19

Data Analysis

Willingness to use telemedicine service post covid-19



Excitement about an emerging concept
of Telemedicine

Discussion

Project analysis slide 11

Data privacy and not being able to deliver the same level of care as in-person consultations surfaced as two of the major worries when using telemedicine services. Fraud, reluctance to go on camera, and inadequate equipment were a few other issues raised by the respondents. It is obvious that work needs to be done to allay these worries. Telemedicine providers and government needs to actively collaborate in mitigating these issues.

Nearly 57% users are neutral towards willingness to use telemedicine in future, telemedicine players need to tap on these potential customers by running market campaigns, offers and discounts.

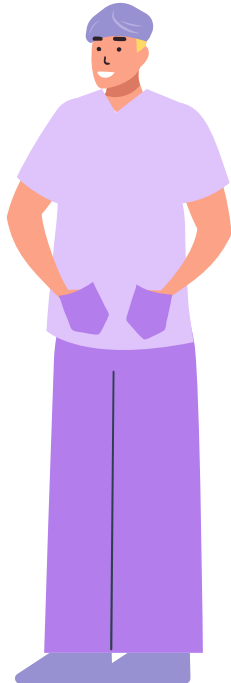
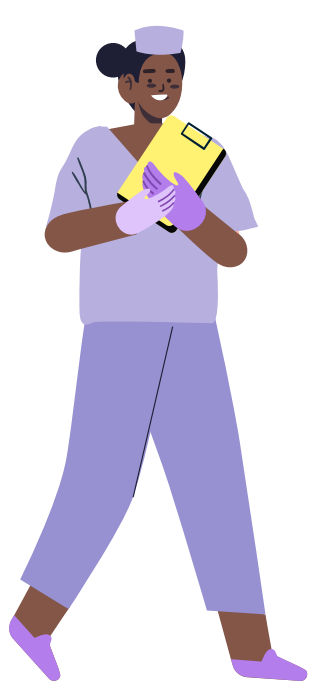
A larger percentage of responders concur that telemedicine is helpful in dire circumstances like a covid epidemic. This gives us the chance to consider the elements that contribute to the usefulness of telemedicine services in emergency situations.

Conclusion •

- Telemedicine is the practise of receiving medical care while maintaining a social distance through the use of electronic information and communications technologies. Accessing telemedicine services require access to laptops/computers and internet as well.
- According to my research, nearly 92% people use laptops often which suggests that the basic infrastructure requirement for the telemedicine services already exists in the market and can be exploited to increase the consumers of telemedicine.
- Application of telemedicine has never seemed so significant as today. Telemedicine has shown to be crucial in lowering the risk of COVID-19, maintaining our health, and reducing the direct contact we have with hospitals, other patients, and medical personnel.
- It can also be used to provide testing advice and instructions for isolation or quarantine. Telemedicine has also proved to be effective in saving time and money for nearly 50% of the respondents and there is an opportunity to extend these benefits to nearly 43% more population.
- Practo, NetMeds and Pharomeasy are some of the preferred choices for availing telemedicine services.
- However, there are certain challenges in availing telemedicine services such as data and security concerns of users, disparity in the quality of consultation between in-person and over telemedicine apps, fraud and lack of awareness. Telemedicine service providers need to work upon eliminating the disparity in experiences of in-person consultation and consultation over telemedicine platforms.

Recommendation •

1. Government and telemedicine providers need to collaborate and make regulations to increase data security of telemedicine users.
2. Awareness should be increased about the benefits of using telemedicine services through Ads and campaigns
3. Telemedicine providers need to work towards eliminating the disparity in consultation experience between in person and over telemedicine platforms. Features such as post consultation chats can be launched where users can ask questions that they could not ask during consultation.
4. Health record of the users can be maintained, regularly updated and shared with different providers on telemedicine platforms after approval from users. This will help to gain confidence of users and at the same time improve the ease of usages as the users will no longer be required to share the same information repeatedly.



Thank You !