

The Future of Healthcare Delivery: “An Examination of Telemedicine's Significance”

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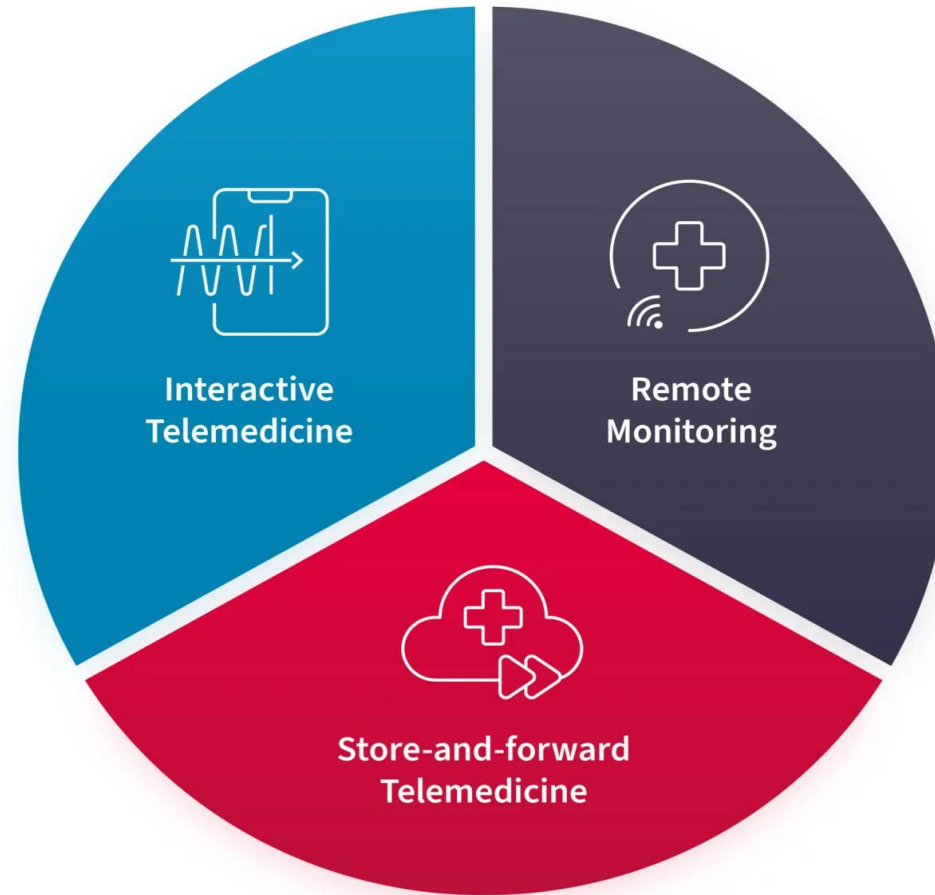


What is telemedicine?

The World Health Organization (WHO) defines telemedicine as "the delivery of health care services, where distance is a critical factor, by all health care 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 health care providers, all in the interests of advancing the health of individuals and their communities."



Types of Telemedicine



INTRODUCTION

As we enter the 21st century and enter an era known as the Information Age, we are realizing that technology and its capabilities are almost limitless. Telemedicine has recently emerged as one of the most significant changes to hit the healthcare sector. "Health professionals use information and communication technology for the sharing of reliable information for diagnostic treatment and prevention of disease, research, testing, and the delivery of healthcare services where distance is a significant factor. Telemedicine has been particularly useful during the COVID-19 pandemic, as it has enabled healthcare providers to continue offering medical care while reducing the risk of virus transmission. Additionally, telemedicine has improved access to healthcare services for patients in remote and underserved areas, who may have previously had limited access to medical care.

This dissertation aims to investigate the significance of telemedicine in the healthcare industry, specifically focusing on patient satisfaction and awareness of telemedicine and also its usefulness during covid 19 . Through a cross-sectional study targeting individuals aged 18-60 years, the research explores the extent to which patients are satisfied with telemedicine services and their level of awareness regarding this emerging healthcare modality





ADVANTAGES

- Provide Convenience
- Increased Efficiency
- Access to care
- Cost reduction
- Reduce spread of infection
- Flexibility



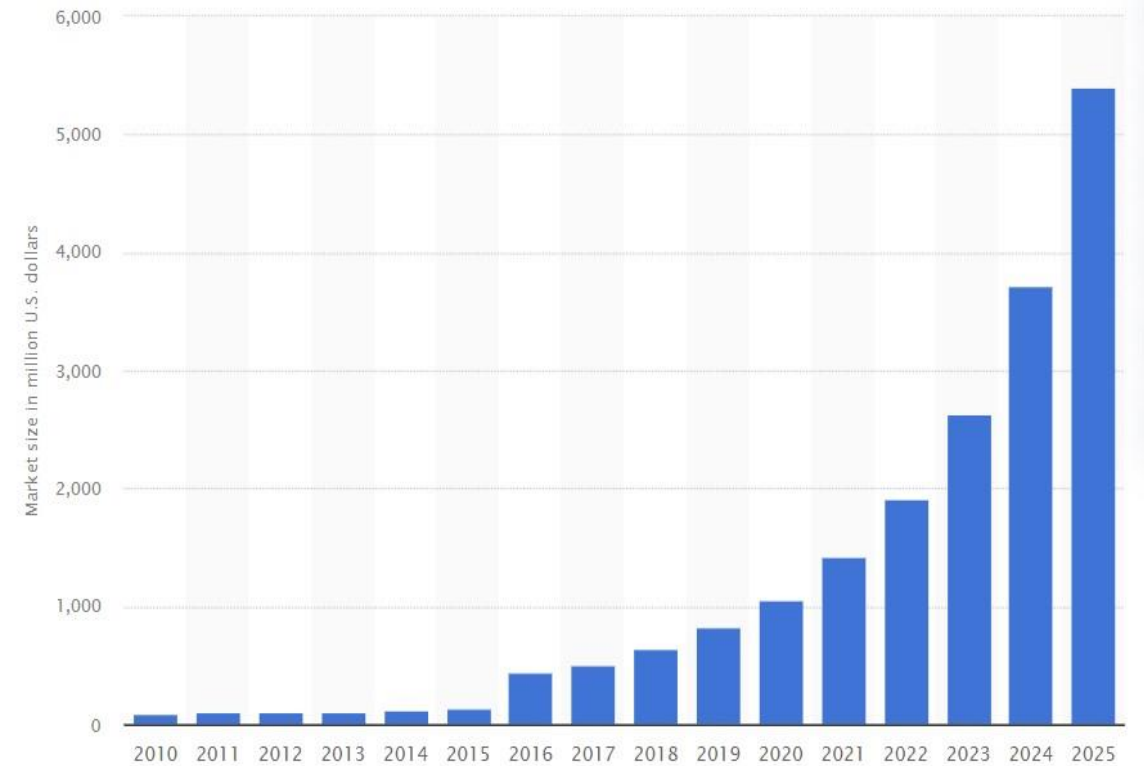
DISADVANTAGES

- Security and privacy concerns
- Technical problems
- Technological barriers
- Limitation in patient's physical examination
- Modern and costlier equipments

U.S. Telemedicine Market Size, By Application, 2015 - 2027
(USD Billion)



Source: Polaris Market Research Analysis



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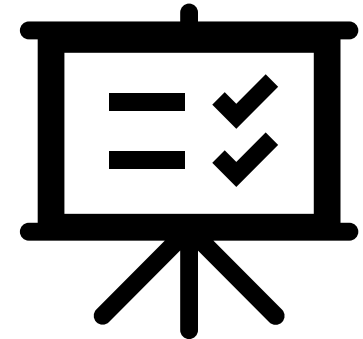
Research question

1. What is the significance of telemedicine in the healthcare industry?
2. What is the effect of telemedicine on patient satisfaction and its awareness amongst them?



Objectives of the study

1. To examine the importance of telemedicine in healthcare industry, its advantages, and disadvantages.
2. To evaluate the effectiveness of telemedicine on patient satisfaction.
3. To study the awareness of telemedicine



METHODOLOGY

Study design: It is a quantitative study

Type of study: Cross-sectional, descriptive study.

Type of research: primary research using google forms.

Study tool: A questionnaire was formed using google forms using various parameter related to telemedicine about its significance, awareness and patient satisfaction and was circulated through WhatsApp and email.

Study population: individuals between 18-60 years of age.

Inclusion Criteria: All females and males between 18-60years.

Exclusion Criteria: Males & females below 18 years or above 60 years.

Duration of study: April 2023 to June 2023.

Sample size:110

Sampling technique: convenience sampling.



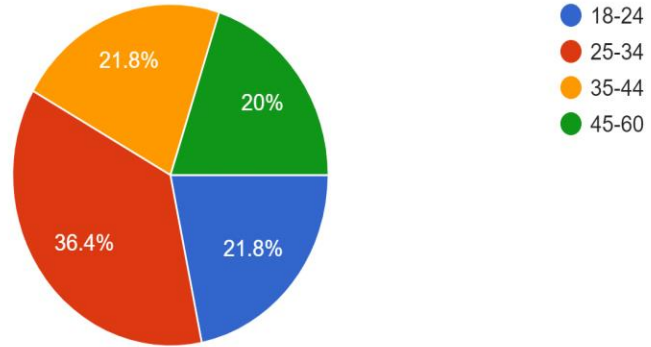
- **Data analysis plan-** This is a quantitative and cross -sectional study in nature. The questions were formed in order to answer various questions related to telemedicine and were developed in English language. The questionnaire was circulated through WhatsApp and email, respondents were asked to fill the form which was a google form. After getting the response of 110 respondents, the data was analyzed using excel and hence the result was formulated.
- **Ethical consideration-** A informed consent was taken from the participants of the survey
- **Implications-** This study has several implications for healthcare providers, researchers and policy maker, The findings of this study can help in determining future strategies and initiatives to improve healthcare delivery and enhance patient experiences . Implications such as – enhancing access to healthcare , improving awareness, study patient satisfaction, etc by considering these implications stakeholders can make informed decisions and take measures to maximize the advantages of telemedicine and improve overall healthcare delivery



RESULTS-

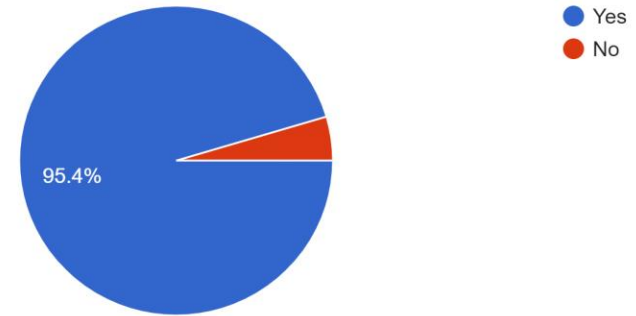
What is your age?

110 responses



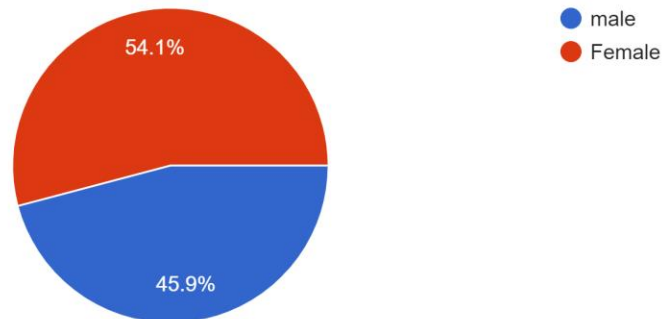
Are you aware of telemedicine as a healthcare service?

109 responses



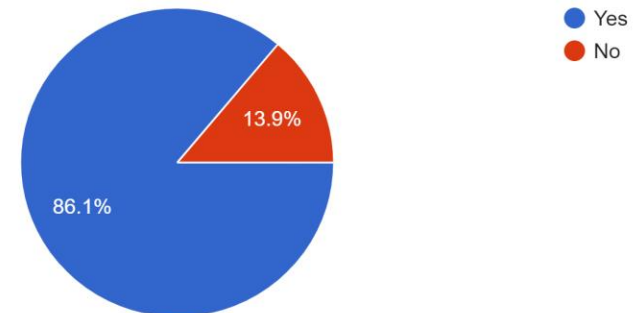
. What is your gender?

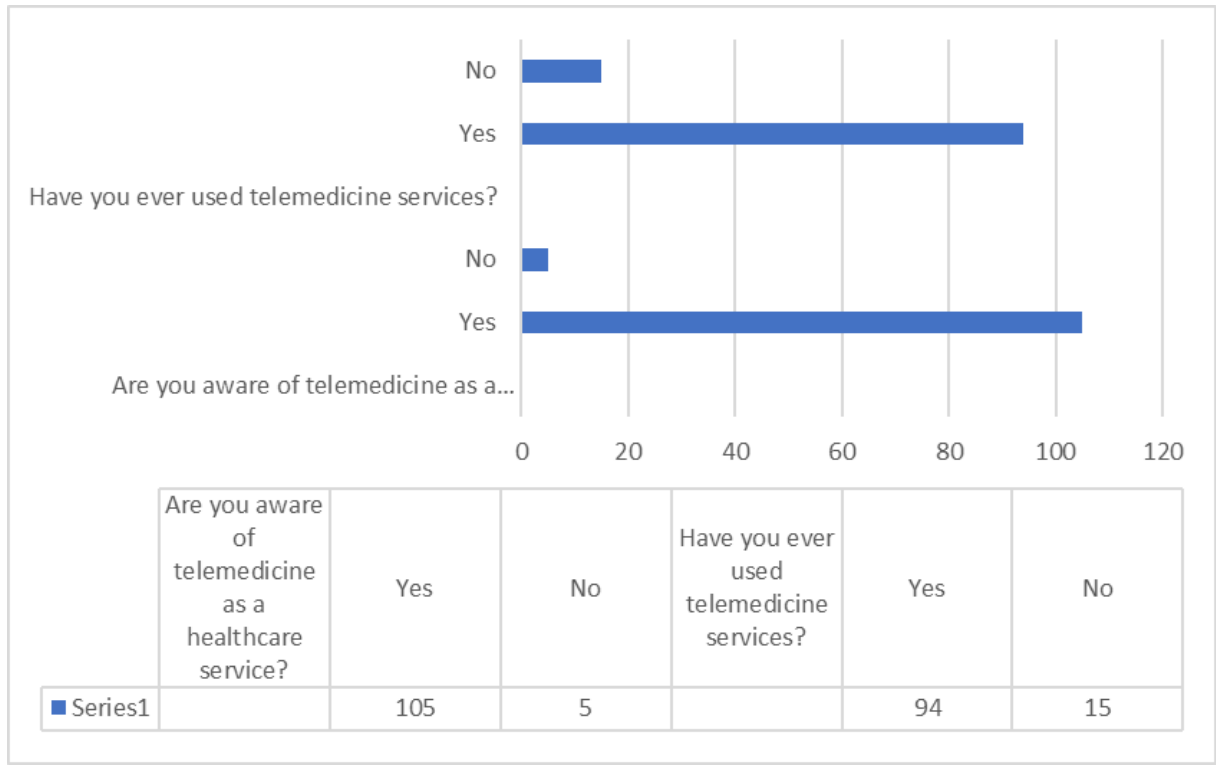
109 responses



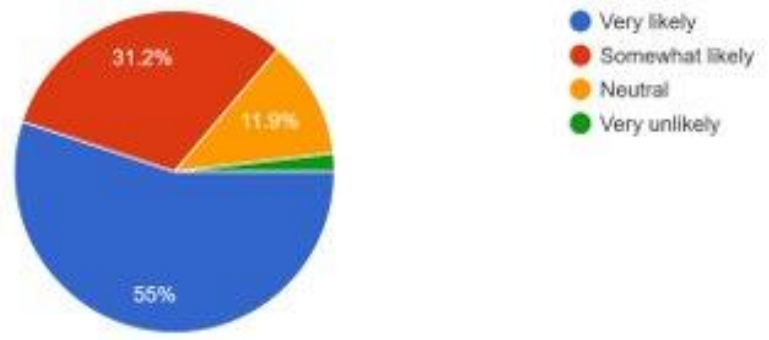
. Have you ever used telemedicine services?

108 responses

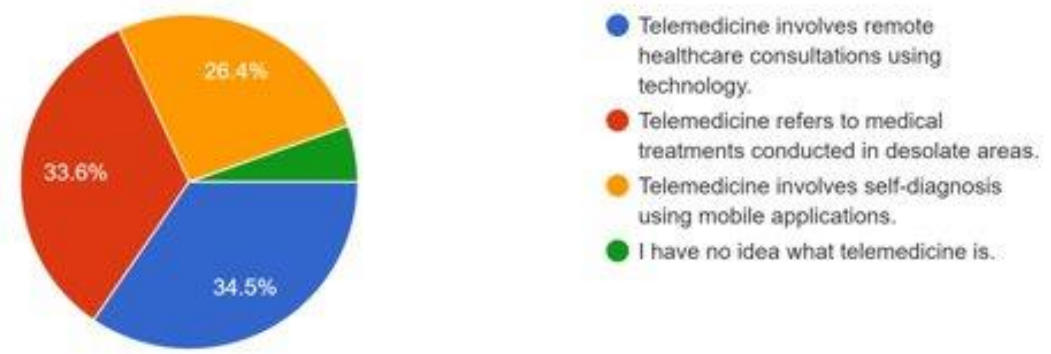




How likely are you to use telemedicine for healthcare services in the future?
109 responses

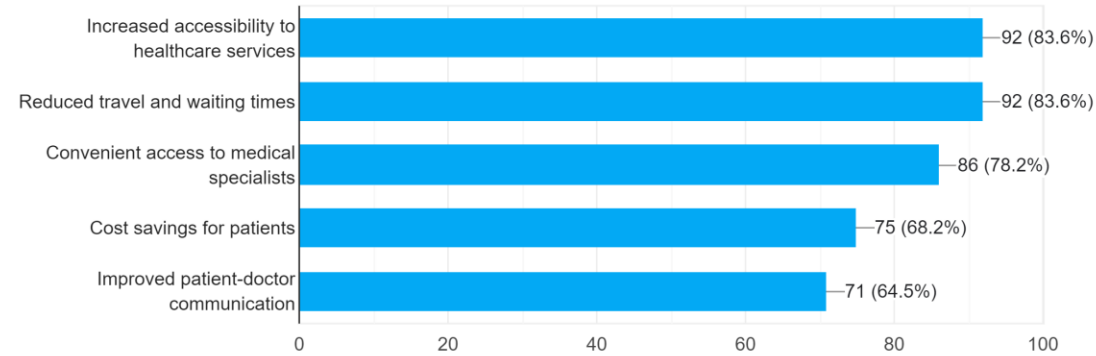


Which of the following best describes your understanding of telemedicine
110 responses



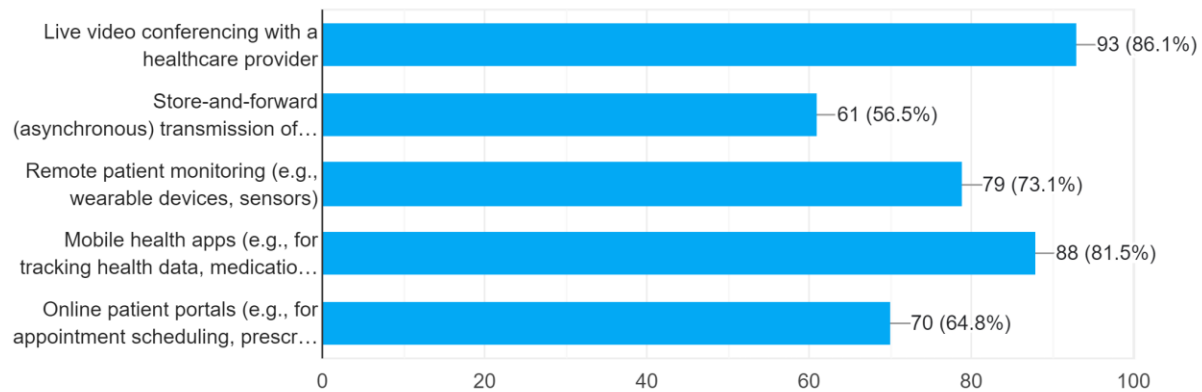
What are some potential advantages of telemedicine? (Select all that apply)

110 responses



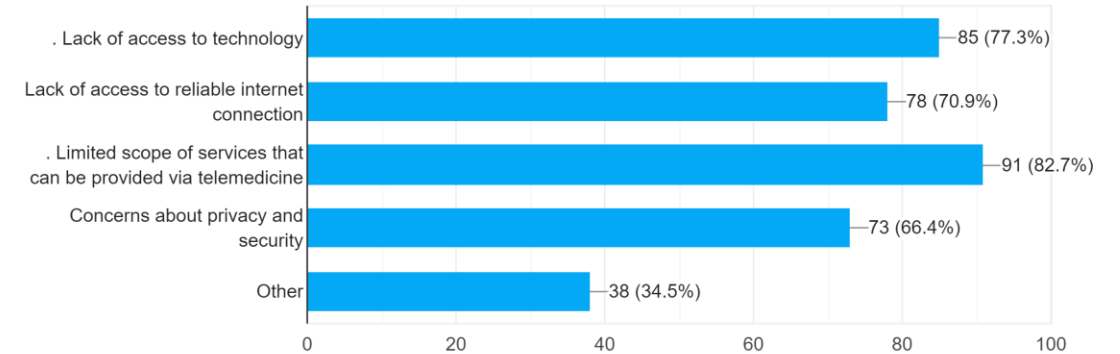
What type(s) of telemedicine services have you used? (select all that apply)

108 responses



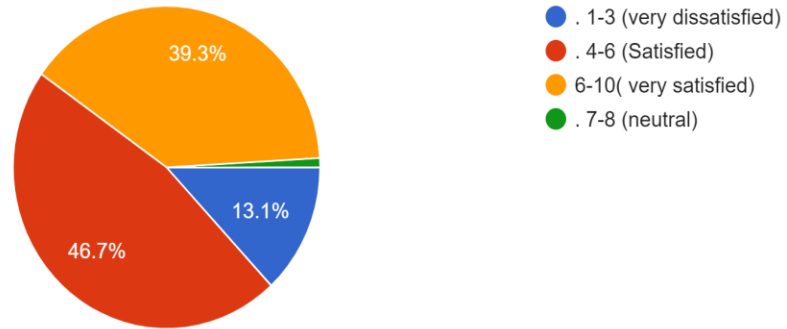
What limitations or drawbacks do you see in using telemedicine for healthcare access?

110 responses



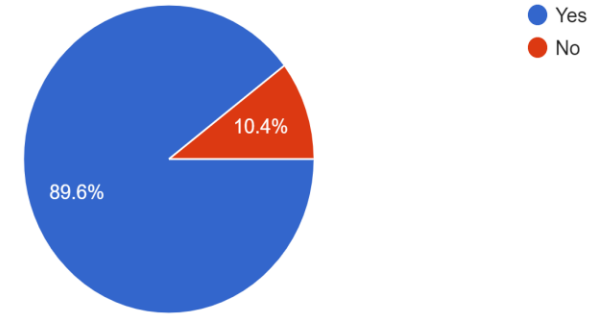
On a scale of 1-10, how satisfied are you with your overall experience using telemedicine for healthcare services?

107 responses



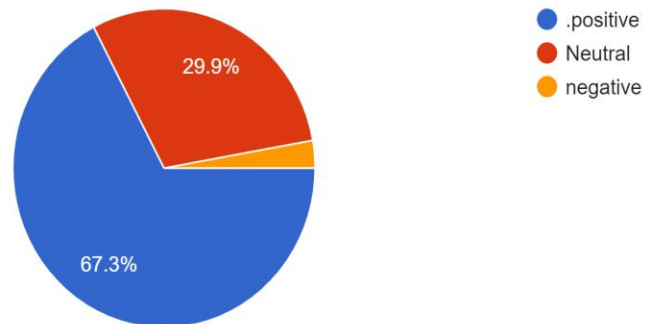
Do you feel that your healthcare provider was able to effectively address your healthcare needs during the telemedicine appointment?

106 responses



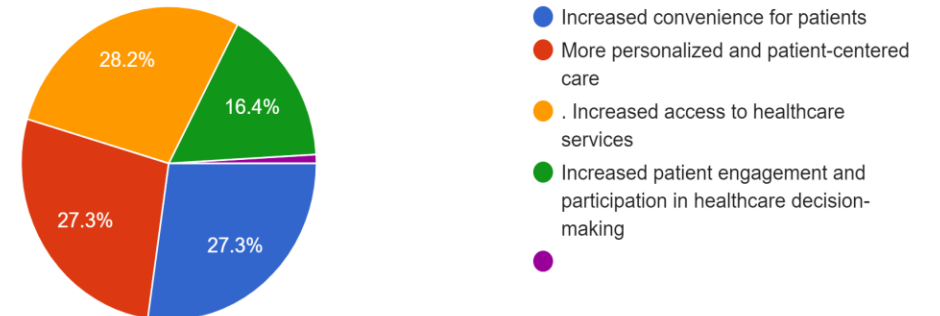
If you have used telemedicine services, what was your experience like?

107 responses



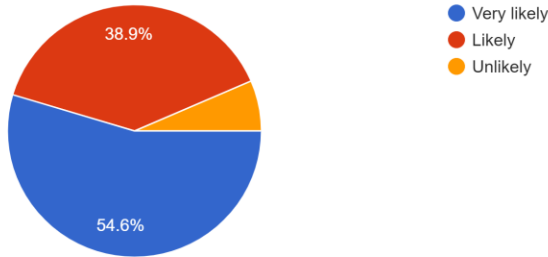
In your opinion, how can telemedicine improve patient satisfaction with healthcare delivery

107 responses



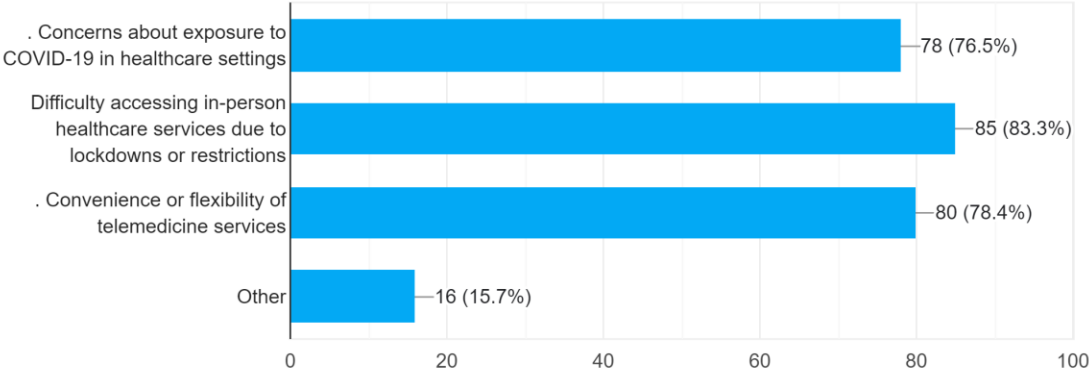
How likely are you to recommend telemedicine to others based on the level of patient satisfaction you have observed or experienced?

108 responses



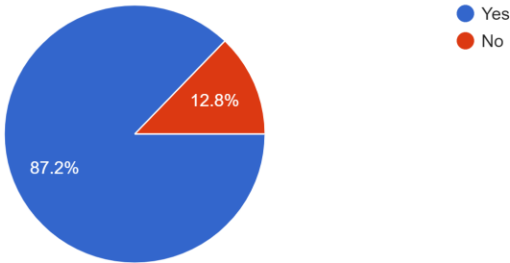
If you used telemedicine during the pandemic, what was the reason for using it?

102 responses



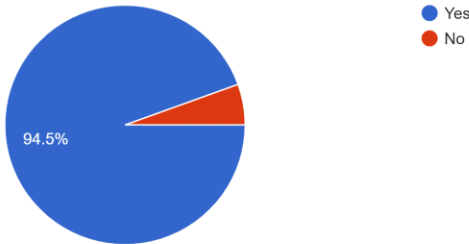
Did you use telemedicine for healthcare services during the COVID-19 pandemic?

109 responses



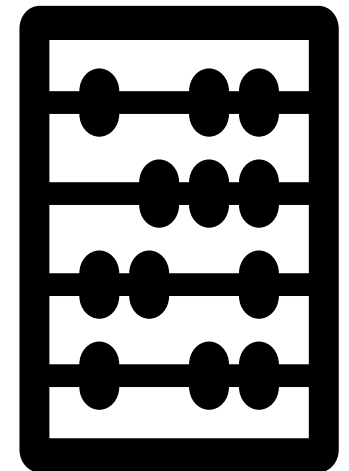
Do you believe that telemedicine played an important role in providing healthcare services during the COVID-19 pandemic?

109 responses



CONCLUSION

- ✓ To conclude, before the onset of the covid 19, the use and need of telemedicine was minimal. 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 of 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. But this perception of people is changing day by day, they are getting well versed with the technological advancement and the use of Telemedicine specially after covid 19.
- ✓ However, the results of the thesis show that the majority of telemedicine users were satisfied with the services and expressed a desire to continue using telemedicine in the future. It was also observed that a significant number of users were aware of telemedicine services. Their awareness about telemedicine increased after covid 19 pandemic and they believe that telemedicine played a very important role during the pandemic. But some of them haven't used it yet so certain measures should be taken to educate people about the benefits of telemedicine.



RECOMMENDATIONS

- Education and awareness campaigns can play a key role in ensuring that patients and healthcare providers understand the benefits, limitations, and appropriate use of telemedicine.
- Promote telemedicine and its benefits by working with healthcare providers, insurance providers, and governmental organizations through a variety of platforms, including social media, websites, and PSAs.
- Make investments in infrastructure and technology, such as fast internet connections and user-friendly platforms, to guarantee dependable and secure telemedicine services.
- Cooperate closely with telecommunications companies to provide network coverage to isolated and underdeveloped regions so that more individuals can use telemedicine services.
- Encourage healthcare providers to integrate telemedicine services into their existing workflows and treatment plans.
- Promote interoperability between telemedicine platforms and electronic health record systems to enable easy access to patient information and continuity of care.
- Share research findings and success stories through publications and conferences to promote knowledge sharing and inspire further innovation.

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THANKYOU