



A STUDY ON PATIENT DECISION MAKING IN ELECTIVE PROCEDURE & ONLINE PHARMACIES

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➤ **Background:**

- The e-social services administration alludes to the online medicinal services commercial centre that gives a start to finish administrations remembering data for different clinical afflictions, specialists, emergency clinics, medications, and their suggestions and post-treatment care, for example, attendant clinical help from an inaccessible reach.

➤ **Research Objectives:**

- To map the current process flow.
- To measure the conversion rate for OPD and IPD specialty wise and city wise.
- To analyse the search attributes city wise.
- To identify the reasons for Drop-offs.
- To suggest the value-additions in the process.
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➤ **Methodology:**

- Study type- Descriptive study
- Study Area- Online data of Six Major Metropolitan Cities- Bangalore, Chennai, Delhi-NCR, Hyderabad, Kolkata and Mumbai, and Four Minor Cities- Jaipur, Indore, Pune, and Ranchi
- Study Period- Data Tracking for Three months (February- March 2020) (March -May 2020 specialty wise)
- Sample Size- Distant online data of 25000 people who visited the digital platforms of Credihealth was tracked
- Study Respondents- Visitors on website different digital sources
- Sample method- Non-probability convenient Sampling
- Data Collection Technique-Online Data tracking (Website, Android app, telephonic, Google search, social media campaign leads)
- Limitation in Data Collection: Missed CRM requests, Non-responding Users, Untracked CRM Request
- Data Analysis- The data analysis will be done in MS Excel.
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- ▶ **Elective medical procedure retractions because of the COVID -19 pandemic: worldwide prescient displaying to educate careful recuperation.**
 - ▶ **About the topic (Elective medical procedure overview) impact in the organization.**
 - ▶ COVID 19 deferred 5.8 lakh elective medical procedures in India, how its effect credihealth association
 - ▶
 - ▶ Corvids 19 deferred elective medical procedures in India
 - ▶
 - ▶ Medical procedure: is a strategy that includes cutting of patient tissue or conclusion of a formerly supported injury.



➤ **Explanations behind delay elective
medical procedures**





➤ Recommendation



- The founders and IPA claim that they do not have support from regulators, despite them having all the intention to operate in the most legal way.
- E-pharmacies are in line with Prime Minister Modi's vision with Digital India and Startup India campaigns. All these companies mostly started last year, are at the nascent stage and need support from government. The IPA committee claims to have made all efforts to bring up the issue and has suggested best practices from around the world to help draw out a framework.



Conclusion:

- ▶ The examination recognitions show that the e-social protection organizations can arrange the enthusiasm over deftly of the human administrations organizations, as it diminishes the issue and the extra things in the cost of treatment, by bringing straightforwardness and comfort, but, it goes with a couple of drop-offs which ought to be directed to keep up internal joint exertion with the outside outcomes for a handy beneficial model. Guarantee wellbeing and high incentive in the 5 periods of careful consideration Credihaealth as of now began persistent driven from new case to post-employable procedure. For future organization development advancement.

