

Consumer Behavior Towards Electronic Health

By

Deeksha Khanna

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2018-2020



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ABSTRACT

Consumer Behavior Towards Electronic Health

By- Dr. Deeksha Khanna

INTRODUCTION:

Consumer behaviour is the study of how individual customers choose, buy, and use the commodities to meet their needs. It is associated with consumer's activities and their purpose behind the activities. Electronic health (or eHealth) is the use internet-based data and communication technologies in healthcare. It provides users with the opportunity to meet their personal healthcare needs as far as possible. The healthcare needs may include lifestyle, information on disease prevention, self-diagnosis, and self-treatment. The advantages of eHealth include reduction in cost, improving accessibility, effectiveness, and efficiency. It also involves online consultation, accessing the medical records, and making patients aware of their health status. eHealth has made possible to provide conventional medical services like treating and diagnosing their patients online over the net. It also provides online communication with physicians and other health-care experts.

The study tries to access the consumer behaviour towards eHealth, the requirements, and thereby improving the health systems.

OBJECTIVES:

- To explore the current level of consumer knowledge in the Indian Healthcare Sector related to e-Health.
- To understand existing practices in e-Health.
- Identifying the targeted customer's online sources of health information.

METHODOLOGY:

- Study type: Cross-sectional Descriptive study.
- Study duration: Three months (February 2020- May 2020)
- Sample size:- 130 respondents between 18 years to 70 years

- Data collection technique:- The data was collected by questionnaire which included demographic details of the individual (name, age and gender). and emotions selling points related to e-health.

CONCLUSION:

The compatibility towards e health services was higher among the young population as compared to elderly population. Where they are still liked to be treated in a traditional way i.e. visiting the doctor physically and getting consulted.

The knowledge of the respondents towards e health has been higher . The search engines (google, yahoo) are were used in finding the health related information .

KEY WORDS:- e-Health, Consumer Behavior, self-diagnosis, self-treatment, Indian Healthcare sector

KEY RESULTS :-

44% respondents said that they are not familiar with technology, therefore e-health is not useful to them.31% respondents agreed to that e-health is not reliable when they do not have internet access when they want to look for health information.29% respondents felt that electronic health is not reliable because of confidentiality issues.40% respondents agreed to the fact that physical interactions with the doctor cannot be replaced by e interactions.29% respondents feel that the data could be lost due to backup issues.60% of the respondents feel that E health tool makes it easy to book doctors appointments.49% people agreed to the fact that lab results are received much more quickly than the traditional way.53% people also agree to the fact that e health tools and apps help to have complete access of their medical records instead of having to rely on healthcare system to keep records for them.

TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Deeksha Khanna** , student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at **Medanta - The Medicity, Gurgaon** from **17th February 2020** to **17th May 2020**.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfilment of the course requirements.

I wish her all success in all her future endeavors.

Dr. P.R Sodani

Dean, Academics and Student Affairs
The IIHMR University, Jaipur

Dr. Susmit Jain

Associate Professor & Guide
The IIHMR University, Jaipur

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**CONSUMER BEHAVIOR TOWARDS ELECTRONIC HEALTH ”** at **Medanta - The Medicity, Gurgaon** and submitted by **Dr. Deeksha Khanna** Enrollment No **0737** under the supervision of **Dr. Susmit Jain, Associate Professor** for award of MBA in Hospital and Health/ Pharmaceutical / Rural Management in Health and Hospitals of the University carried out during the period from **17 Feb 2020** to **17 May 2020** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

Acknowledgements

I would like to express my sincere gratitude to all the people for their help and support throughout my dissertation period, few are mentioned below. Firstly I want to thank **Mr. Rajiv Sikka** , (chief information officer) for his guidance . without which my learning would have been incomplete. I am grateful to the hospital for giving me such an opportunity.

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Last but not the least, I want to thank my parents for their support and constant motivation.

Dr Deeksha Khanna

MBA HM 23

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ABBREVIATIONS

e-Health: Electronic Health

PHIM: Personal Health Information Management

ICT: Information and Communication Technology

Chapter 1 : BACKGROUND

1.1 INTRODUCTION:

Consumer behaviour is the study of how individual customers choose, buy, and use the commodities to meet their needs. It is associated with consumer's activities and their purpose behind the activities. Electronic health (or eHealth) is the use internet-based data and communication technologies in healthcare. It provides users with the opportunity to meet their personal healthcare needs as far as possible. The healthcare needs may include lifestyle, information on disease prevention, self-diagnosis, and self-treatment. The advantages of eHealth include reduction in cost, improving accessibility, effectiveness, and efficiency. It also involves online consultation, accessing the medical records, and making patients aware of their health status. eHealth has made possible to provide conventional medical services like treating and diagnosing their patients online over the net. It also provides online communication with physicians and other health-care experts.

The study tries to access the consumer behaviour towards eHealth, the requirements, and thereby improving the health systems.

1.2 A WIDER VIEW

Usually, electronic -health is described as using internet resources in healthcare, so that patients can easily access and share their medical needs.

Health Data: The provision of data is a fundamental reason for a few tools that incorporate data on health care that can be easily searched or accessed and properly characterized.

Healthcare tools: interaction between patients, doctors is encouraged by various electronic -health tools. Patient medical records portal secure doctor-patient email are widely accepted healthcare tools.

Disease management These tools provide record-keeping checks and specialized communication gadgets to enable customers to deal with a specific disease, such as hypertension , commonly in cooperation with healthcare providers.

Change in behavior: For example, other e-health services are meant to encourage specific lifestyle improvements, avoid smoking or heavy drinking, start exercising, or get a X ray.

Self-administration of health: Customers use self-administration tools to obtain and sustain good conduct in various behaviors, such as dietary habits and wellness. Others are directly sold to consumers online; others are advertised by employers, health / wellness programs and insurance companies.

Internet communities: Web-based organizations courageously connect customers, patients or casual parents with basic health issues. Many online communities have specific capabilities-delivering social support, sharing data on healthcare and promoting decision-making. Numerous malaise management tools and others with specific capabilities provide an online community alternative for consumers.

1.3 OBJECTIVES:

- To explore the current level of consumer knowledge in the Healthcare-IT market related to Electronic Health.
- To understand current practices in Electronic Health.
- Identifying the targeted customer's online sources of health information.

1.4 AIM:-

The aim of the study is to analyze consumer behavior towards Electronic Health.

Chapter 2:

2.1 LITERATURE REVIEW

According to Sandefer et al, there is a strong link between the use of internet for searching about health related information. But at the same time the acceptance of Personal Health Information Management is low.

In order to make personal health information management successful, Healthcare IT system should be designed in such a way that it reaches to the people in urban areas, rural areas and to various age groups . There is need to increase motivation amongst customer so that they use personal health information management.

Customers from different population have different view point regarding the use of personal health related information therefore one must understand these view points and make the healthcare systems accordingly.

According to the advisory report e-health in zicht, It is said that electronic health is improving the accessibility, quality, efficiency and effectiveness of the healthcare delivery systems . Electronic health provides the right information at the right time to the right person. Thus in return improving the interaction between the doctor and the patient. It also provides many choices to the patients.

“According to Yunfeng Shi and Kyoungrae Jung”, When healthcare demands of the people are not met, there is sudden increase in the searches related to health. It is also seen that healthcare IT bridges the gap between accessibility .

This growth helps us to explain that there is high demand of online platforms that can be used to bridge the communication gap between the customer and the provider.

Following on with R. Bratucu, gathering data makes people quite involved in their decision making processes in the field of medicine. The method itself helps consumers to identify potential alternatives while at the same time assessing people, reducing errors, doubting them as well as encouraging them to make a suitable decision.

Therefore, the behavior of searching for patient data could influence the range and nature of the data sought on grounds such as beliefs and attitudes, and also the amount of various ways of activity and information given against different understandings of dangers and asset

Chapter 3:

METHODOLOGY

3.1 RESEARCH QUESTIONS:

- What is the current level of consumer knowledge in the Indian healthcare system towards electronic health?
- · What are the current e-health practices in India?
- What are the customers online sources of health information?

3.2 Study type: Cross-sectional Descriptive study

3.3 Study duration: Three months (February 2020- May 2020)

3.4 Sample size: 130 respondents where taken between the age group of 18 to 70 years.

3.5 Data collection technique:

Primary data: The data was collected through online google form. The questionnaire contained questions related to the demographic details of the individual (name, age and gender) and questions related to e-health.

3.6 Data Sampling : Convenient sampling

METHODOLOGY TO ANALYSE DATA :

MS Excel was used for analysing data.

4. RESULTS:

DEMOGRAPHIC DETAILS OF THE RESPONENTS

Respondents Gender

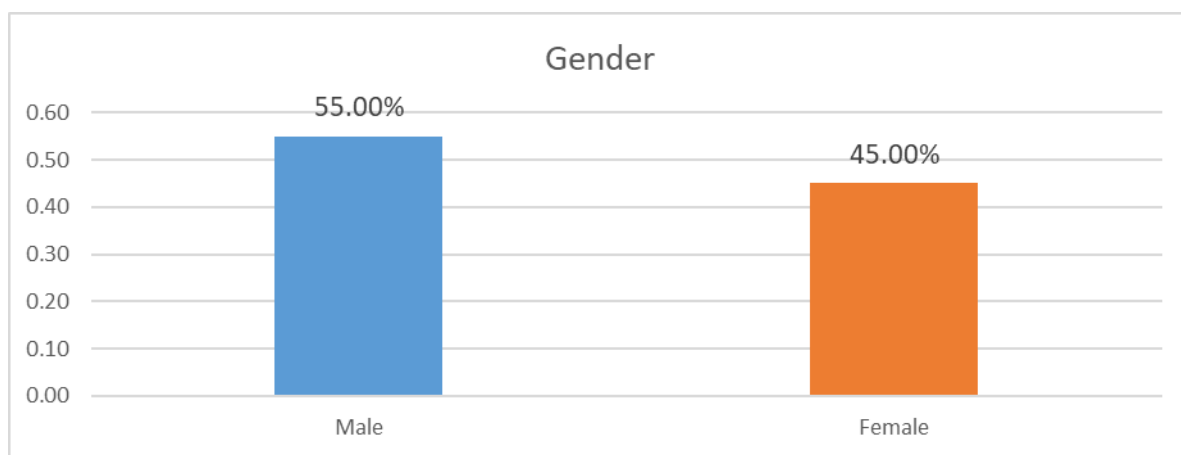


Figure No:1

Respondents Age

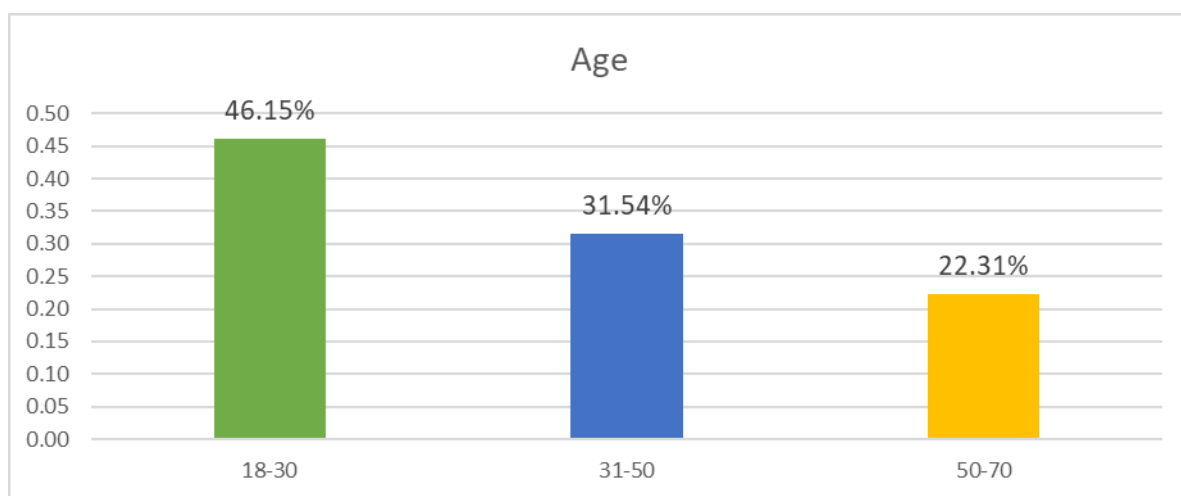


Figure No:2

E-Health services-Understanding by the respondent

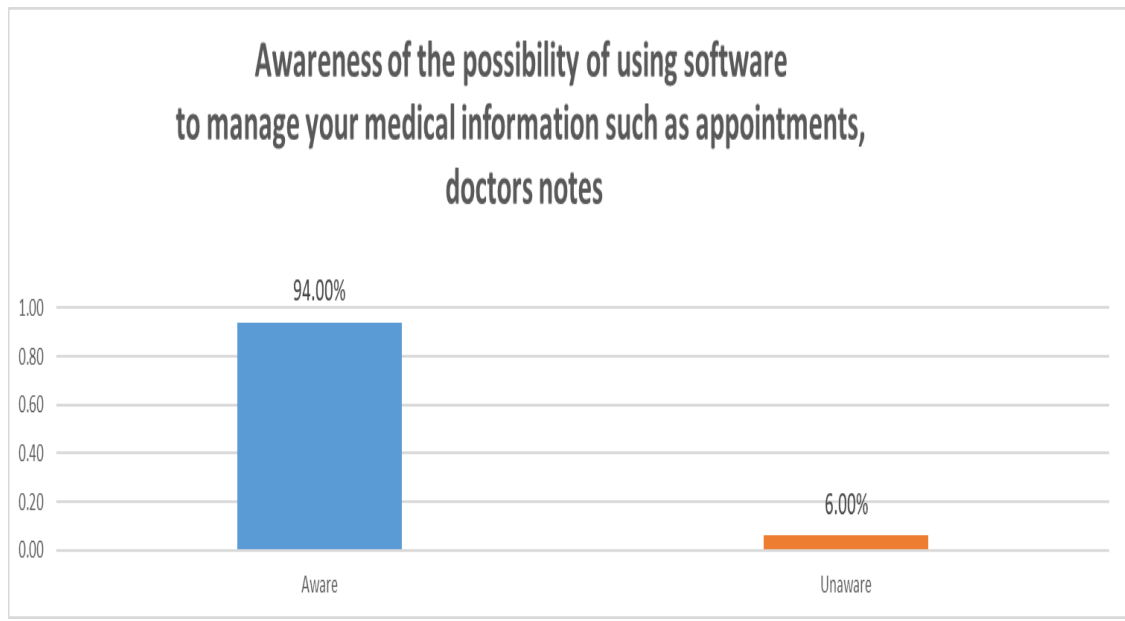


Figure No:3

- From the above data we can interpret that 6% of people are unaware and the remaining respondents are aware of online platforms used for various activities .

Different uses of E-Health Services by Respondents

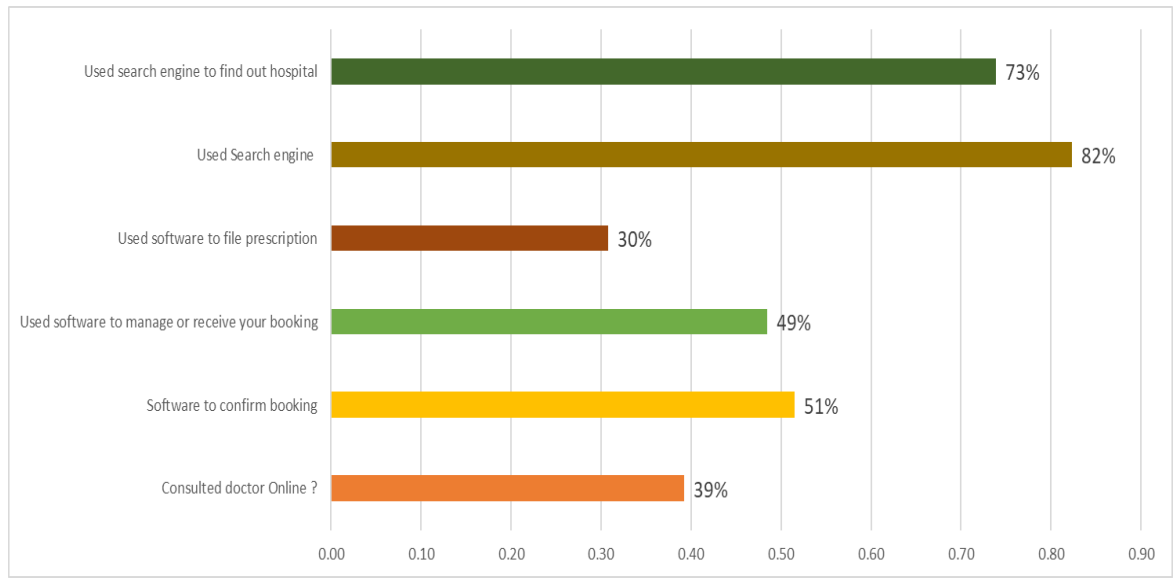


Figure No:4

- From the above graph we can say that 73%-83% of people use different search engines to find different hospitals.
- Around 39% of the people consult doctor online and 51% use hospital software to confirm the booking online.
- 1/3rd of the people use software to file prescriptions .
- Bookings are been confirmed by 51% respondents with the help of software

General Behavior of the respondents towards E- Health

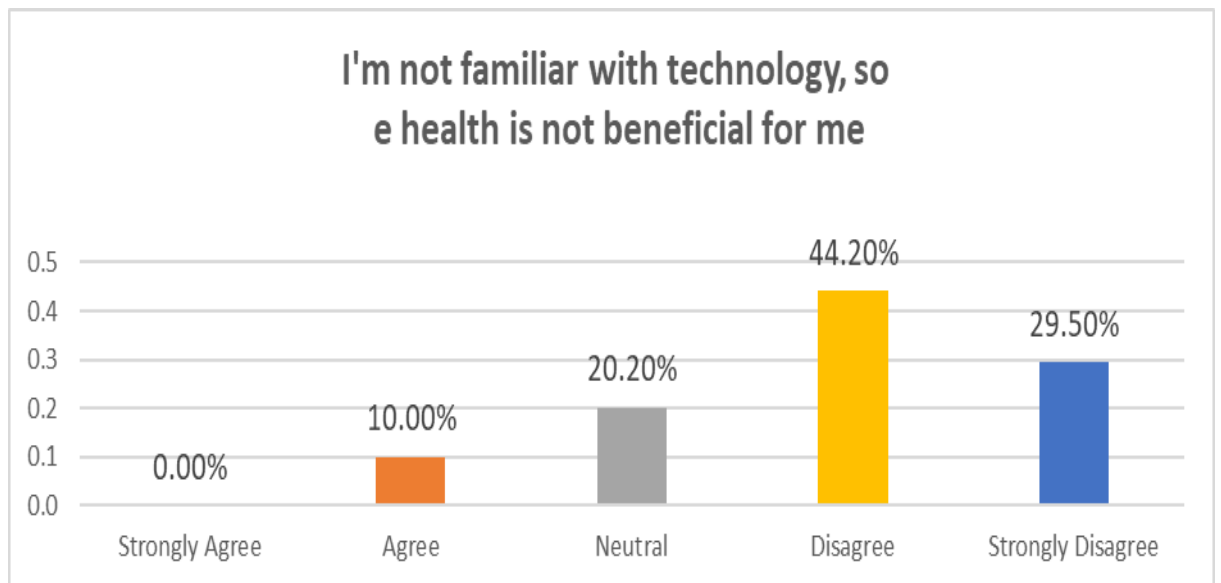


Figure No:5

- The disagreement level to use the technology is very high thus e-health is not beneficial to them.

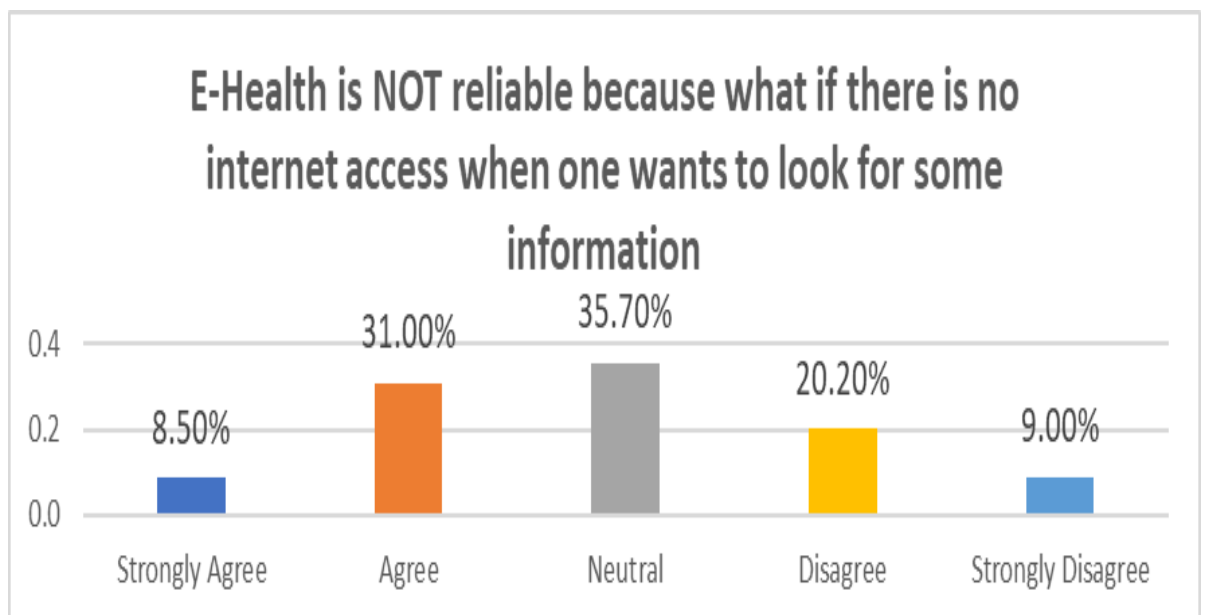


Figure No:6

- From the above data we can say that , the people having neutral view is the highest which suggests that without internet access this is difficult to use e-health.

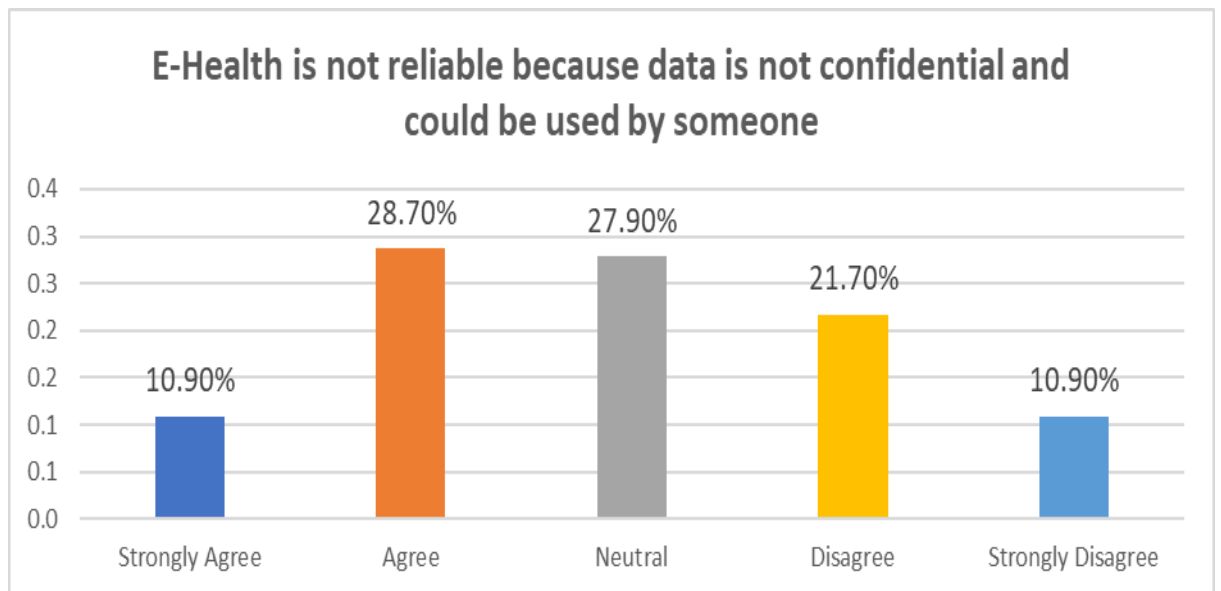


Figure No:7

- The security of data is a problem in e health which is agreed by respondents are neutral with around 28% and 27% separately.

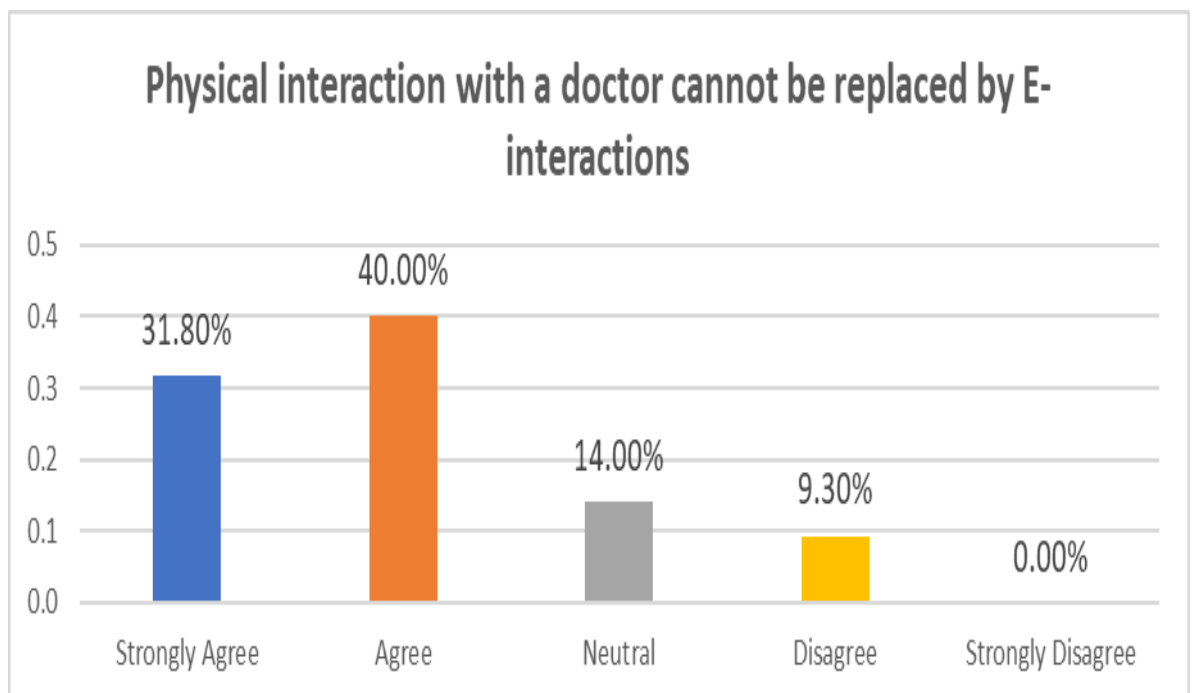


Figure No:8

- More than 71% of people either agree or strongly agree that physical interaction with the doctor is important.

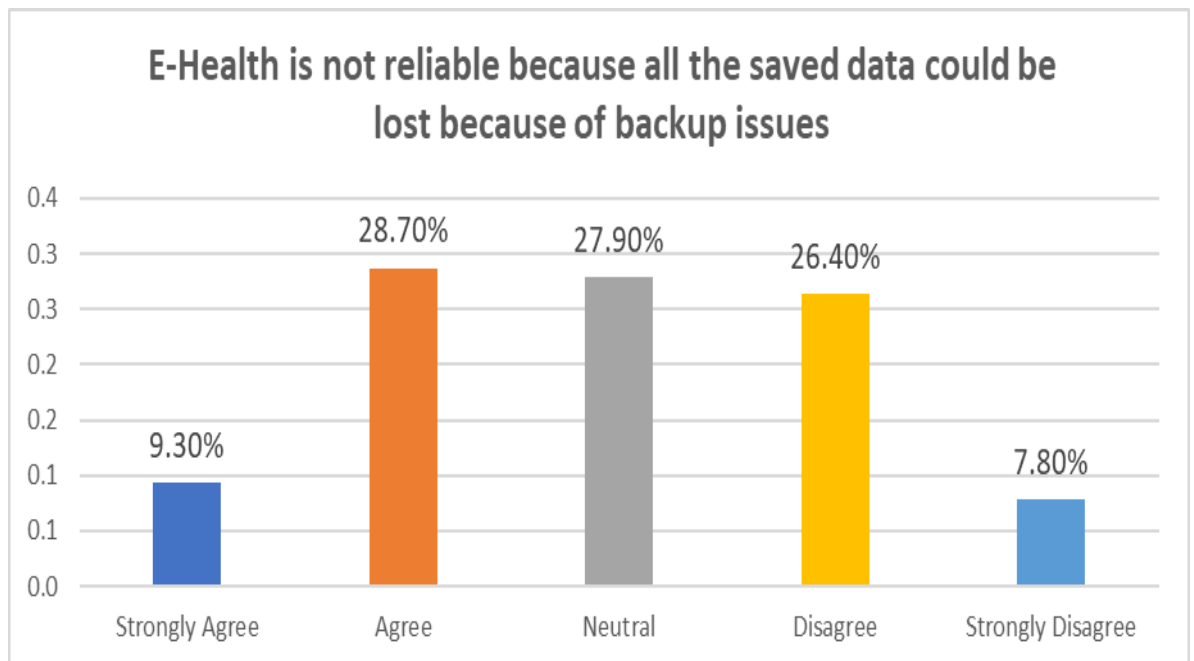


Figure No:9

- From the above graph we can see that respondents either agree, neutral or disagree with 28%, 27% and 26% separately regarding backup issues.

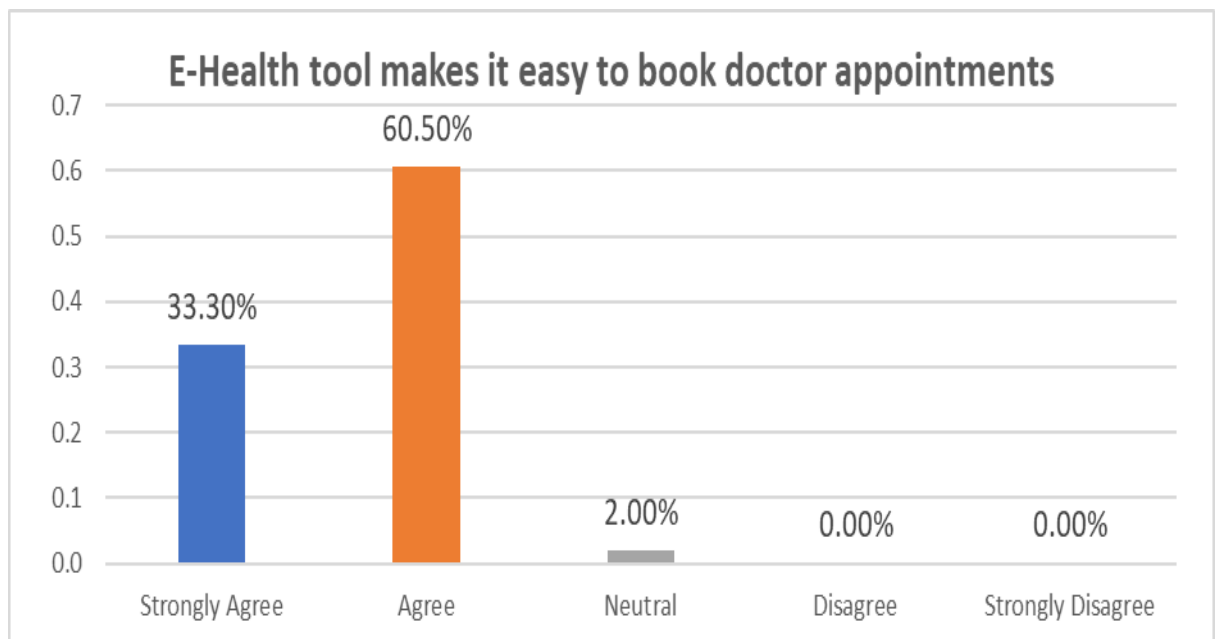


Figure No:10

- More than 95% of the respondents find it simple to use e-health for booking appointment.

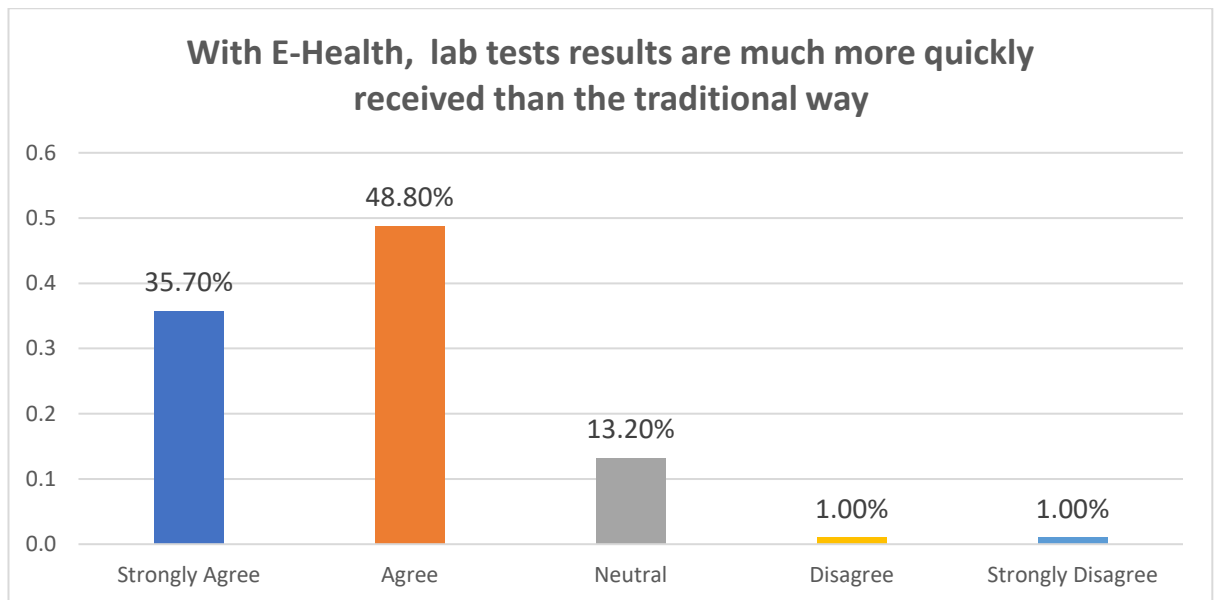


Figure No:11

- Most of the people agree that lab results are obtained faster than normal way.

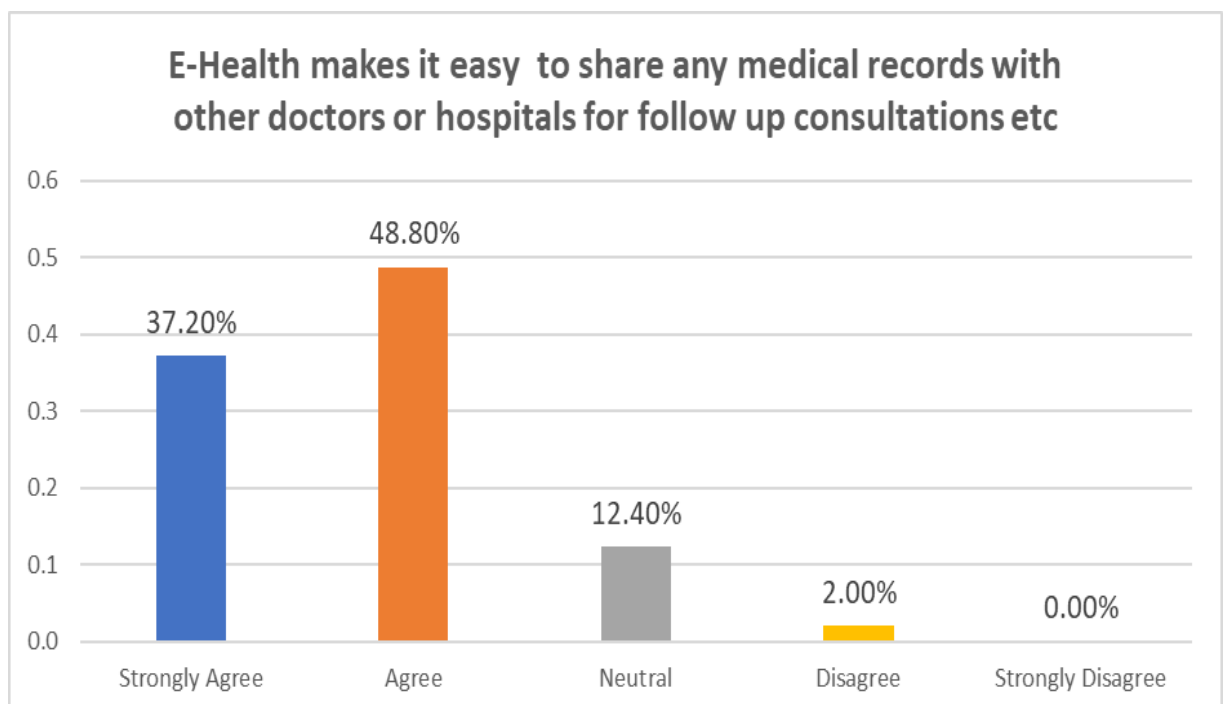


Figure No:12

- In case of second opinion, most of the respondents find it easy to share their medical records

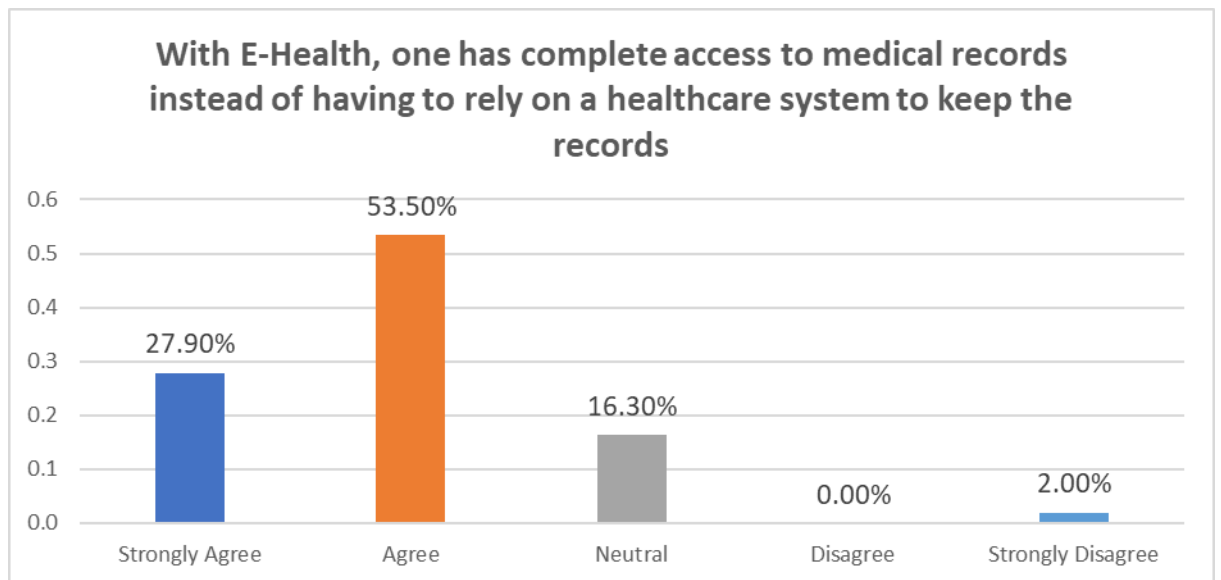


Figure No:13

- From the above graph we can say that 80% of the people find it easy to share their medical records instead of carrying papers .

Chapter 5

DISCUSSION

- Based on the survey done with the help of google form, following results were drawn:-
- 44% of the people disagree with the use of technology and think that e health is not beneficial for them.
- About 35% of people are of the neutral view which is the highest that talks about the difficulty to use electronic health when there is no internet connection.
- The agreement rate of that electronic health data is not confidential and could be used by anyone. This has been agreed by 28% of the people.
- More than 40% of the people agree e interactions cannot replace physical interaction with the healthcare expert.
- About 28% of the people agreed to the fact that due to back up issues saved data could be lost.
- More than 60% of the people think electronic health tool has made it easier to book doctors appointment.
- People who agree that laboratory results are received much faster than the conventional way accounts to 48%
- In case of second opinion or follow up consultations 48% people find it easier to share their medical records through electronic health.
- Majority of the people are of the view that it is easy to share medical records through electronic health tool instead of carrying files.
- At medanta hospital, the participants were patients, the sample size is 130.

Chapter 6

CONCLUSION AND SUGGESTIONS:-

CONCLUSION:-

The compatibility towards e health services was higher among the young population as compared to elderly population. Where they are still liked to treated in a traditional way i.e. visiting the doctor physically and getting consulted .

The knowledge of the respondents towards e health has been higher . The search engines (google, yahoo) are were used in finding the health related information

SUGGESTIONS:-

- Doctors should have regular trainings which tells them the edges of using health applications.
- The application should be designed in such a way that it should ne user friendly.
- Only the user should be able to see their health records and have complete control over the party which wants to see their health information.
- Their should be set standards in the healthcare digital technology which talks about the privacy and security of the data.
- Some basic health related information should be available when there is difficulty in accessing the information online.

Chapter7.

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QUESTIONNAIRE

Study on consumer behavior towards E-health

The study aims to find out the consumer behaviour towards electronic health. The study is only for academic purpose. The data collected will be kept confidential and will not be revealed to anyone. Information provided by the respondent should be on his/her own will. The study is a part of academic requirement of IIHMR University, Jaipur and for any information the researcher can be contacted on e-mail deeksha.j18@iihmr.in

*** Required**

Consent of the respondent

Would you like to take part in the study? *

Yes

No

Name

Your answer

Age *

Your answer

Gender *

Female

Male

Q1) Did you know that you could use software to manage your medical information such as appointments, doctor notes? *

a) Yes, I am aware

b) No, I am not aware

Q2) Have you ever? *

a) Consulted a doctor online?

b) Used a software to book or confirm your doctor appointment?

- c)Used a software to manage or receive your medical lab test results?
- d)Used a software to file prescriptions, doctors notes for future? (watsapp)?
- e)Used a search engine such as (google, yahoo) to find out which hospital/ doctors exist in a particular area?
- f)Used a search engine to find out which types of medical services a particular hospital or doctor provides?

General Behaviour of consumer towards E-Health

Q1)I am not well versed with technology, therefore E-Health is not useful for me *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q2)E-Health is NOT reliable because what if I don't have internet access when I want to look for some information *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q3)E-Health is not reliable because my data is not confidential and may be used by anyone *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q4)Physical interaction with a doctor cannot be replaced by E-interactions *

- a)Strongly Agree
- b)Agree
- c)Neutral

- d)Disagree
- e)Strongly Disagree

Q5)E-Health is not reliable because all my saved data could be lost because of backup issues *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q6)E-Health tool makes it easy to book doctor appointments *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q7)E-Health tool makes it easy to collect all my medical records in one place *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q8)With E-Health, I receive my lab tests results much more quickly than the traditional way *

- a)Strongly Agree
- b)Agree
- c)Neutral
- d)Disagree
- e)Strongly Disagree

Q9)E-Health makes it easy for me to share any medical records with other doctors or hospitals for follow up consultations or to get a second opinion *

- a)Strongly Agree

- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree

Q10) With E-Health, I have complete access to my medical records instead of having to rely on a healthcare system to keep the records for me *

- a) Strongly Agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly Disagree