

Consumer Behaviour towards e-Health

Presented by:-

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Guided By:-

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Introduction-Medanta-The Medicity, Gurgaon

- ▶ Medanta- Medicity is a multi-specialty medical institute located in Gurgaon.
- ▶ It was established in 2009, with cardiac surgeon, Dr. Naresh Trehan.
- ▶ It is an institution which not only treats, but trains also, while providing international standards of technology, infrastructure, clinical care, and a fusion of traditional Indian and modern medicine.
- ▶ Medanta is about 2.1 million sq. ft. campus.
- ▶ It has 1,600+ beds and facilities for over 22+ super-specialties, all under one roof.
- ▶ Each floor is dedicated to a specialty to ensure that they function as independent departments within a hospital.
- ▶ It is known for its ultimate practice and goals towards better tomorrow for their patients.

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.
- ▶ 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.

RESEARCH QUESTION AND OBJECTIVES

RESEARCH QUESTION

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

OBJECTIVES

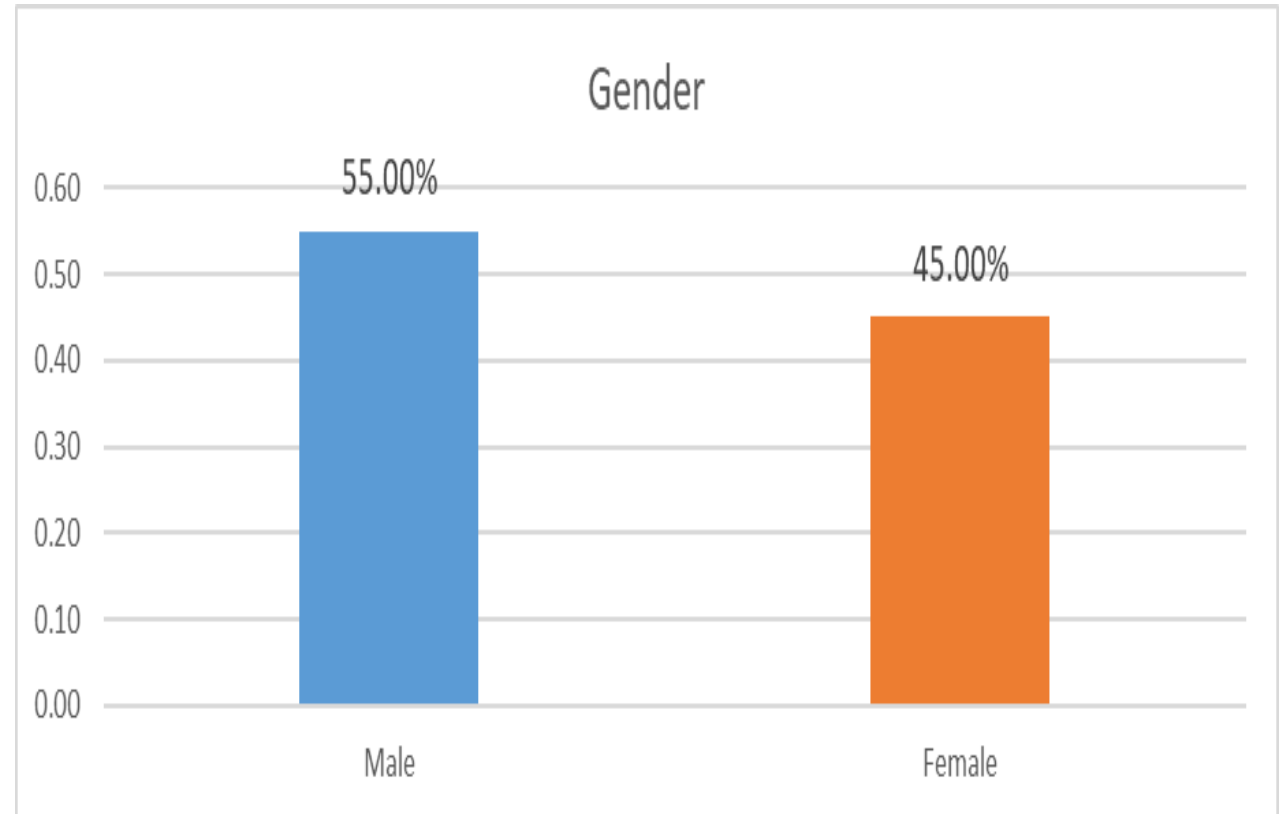
- ▶ To explore the current level of consumer knowledge in the Indian Healthcare Sector related to Electronic Health.
- ▶ To understand current practices in e- Health.
- ▶ Identifying the targeted customer's online sources of health information.

METHODOLOGY

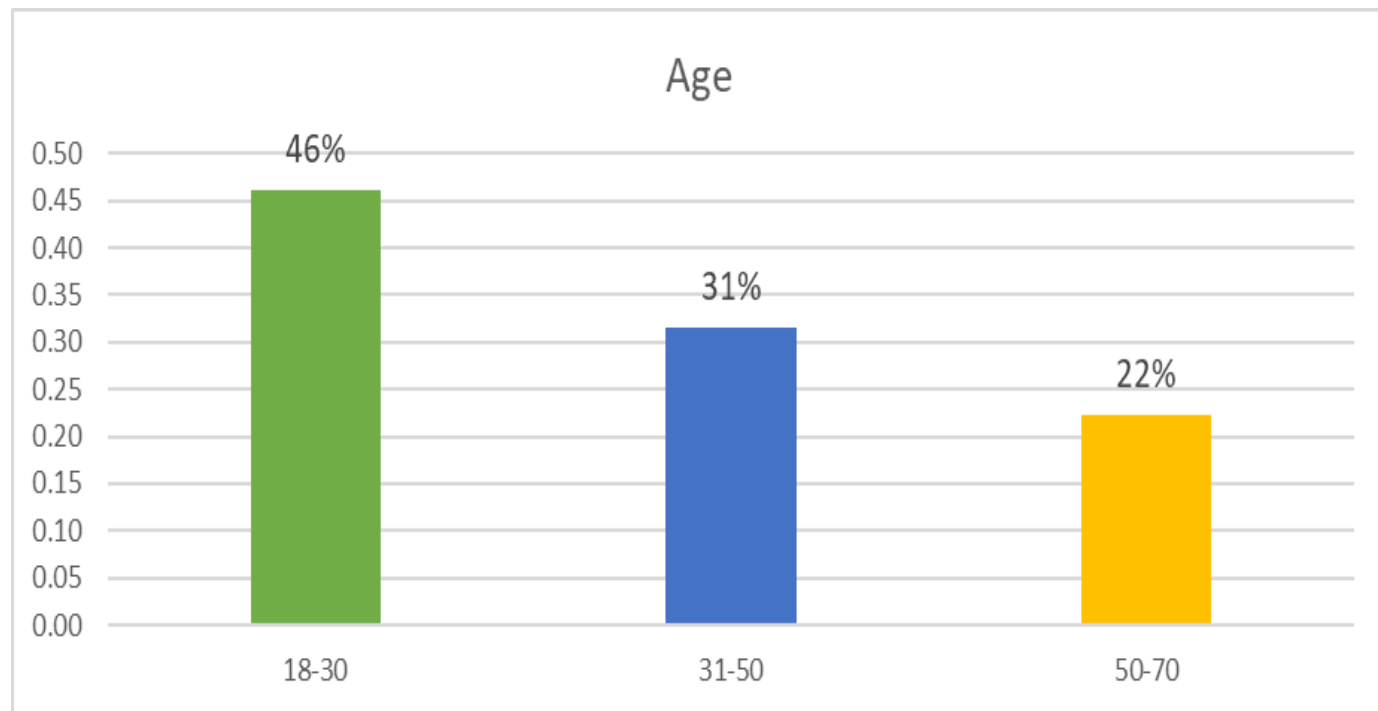
- ▶ **Study type:** Cross-sectional Descriptive study
- ▶ **Study duration:** Three months (February 2020- May 2020)
- ▶ **Sample size:** 130 respondents where taken between the age group of 18 to 70 years.
- ▶ **Data collection technique:**
Primary data:- It was collected through online google form. The questionnaire contained questions on demographics and selling points to e-health.
- ▶ **Methodology to analyze data:**
MS Excel was used for analysing data.
- ▶ **Instrument for data collection:**
Data was collected through online google form .

FINDINGS

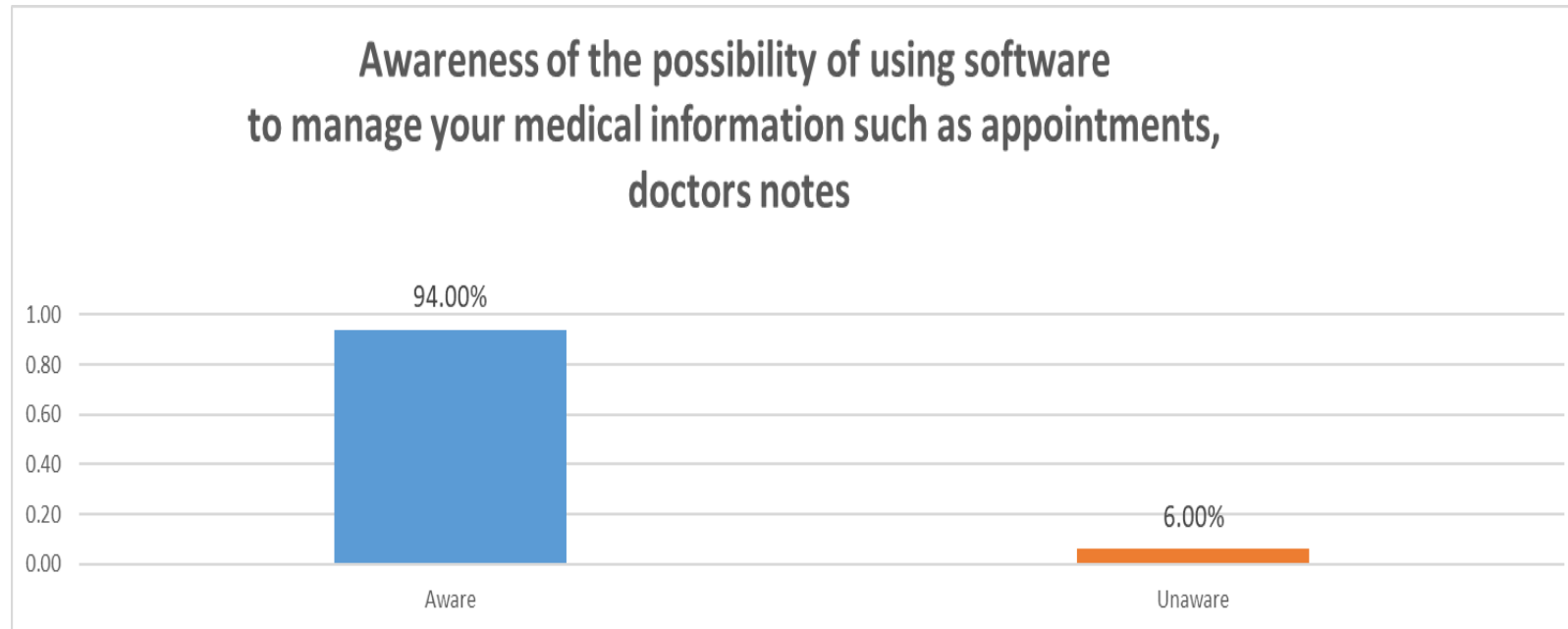
- ▶ DEMOGRAPHIC DETAILS OF THE RESPONENTS
- ▶ Respondents Gender



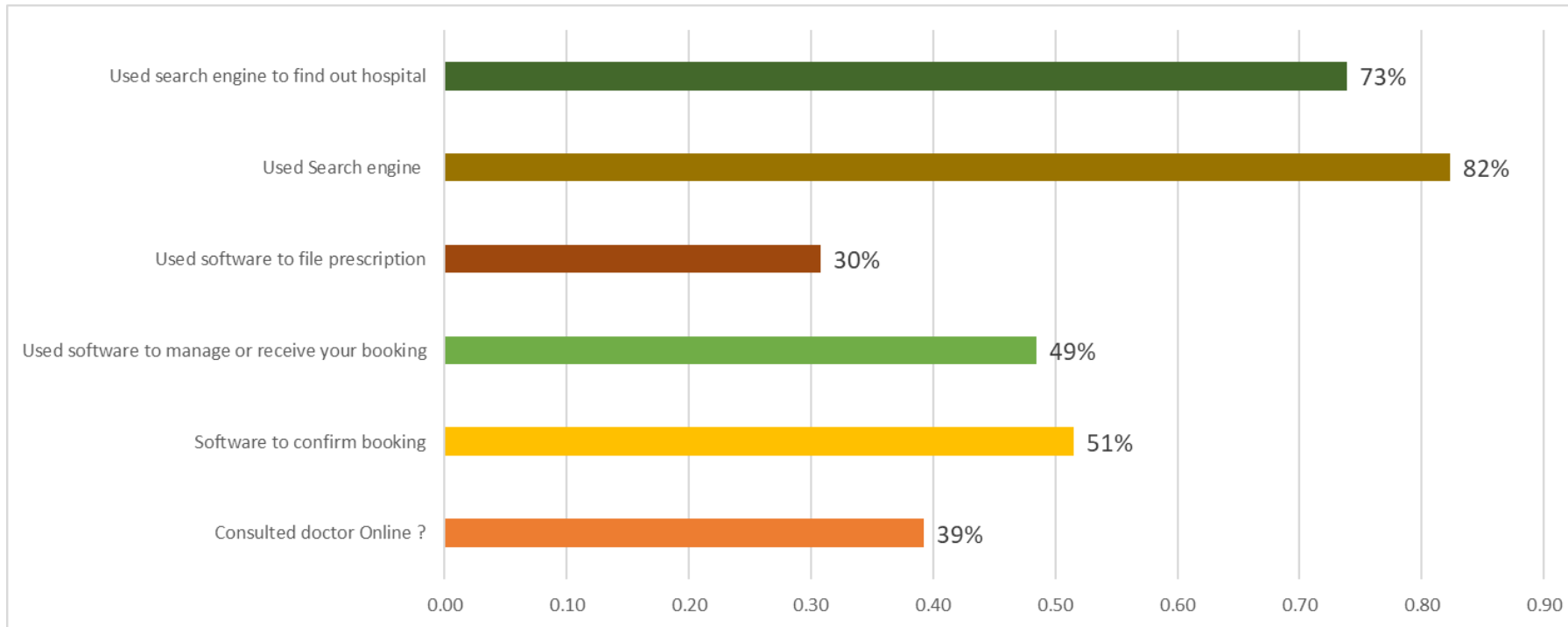
Respondents age



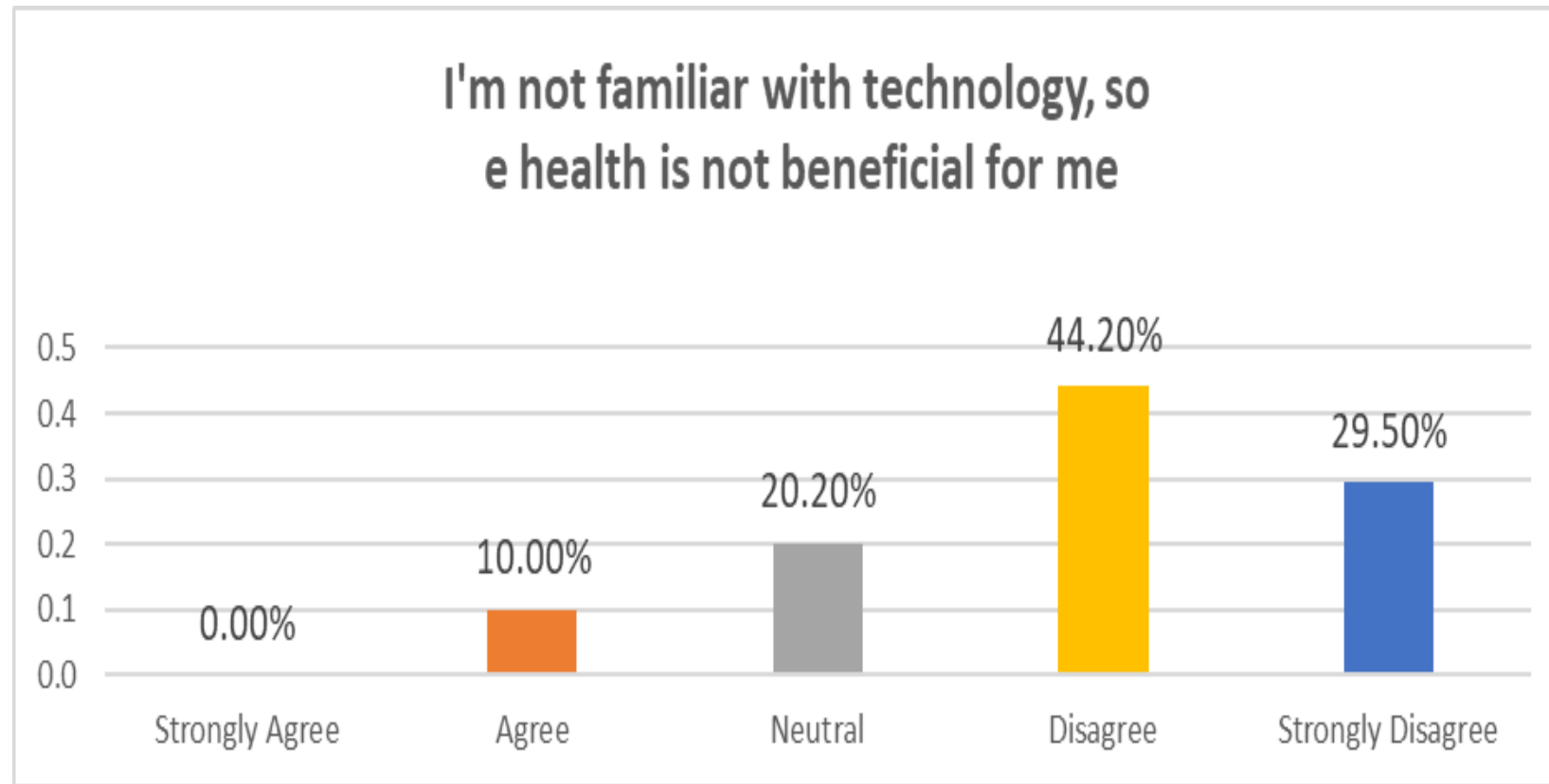
Respondents knowledge/awareness about E-Health services platform



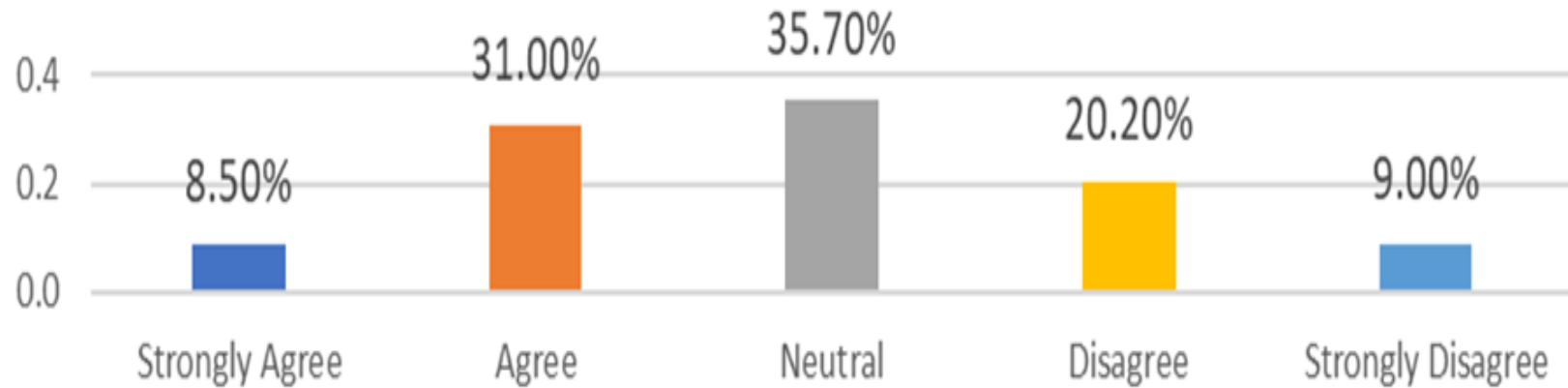
Different uses of E-Health Services by Respondents



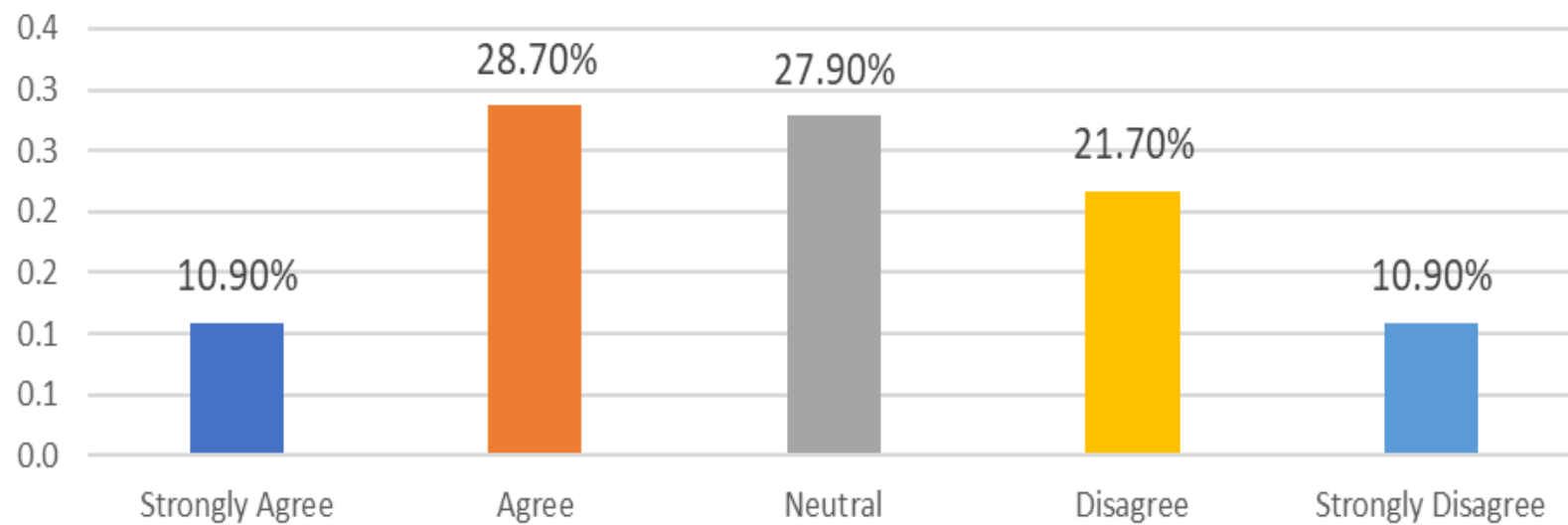
General Behavior of the respondents towards E- Health



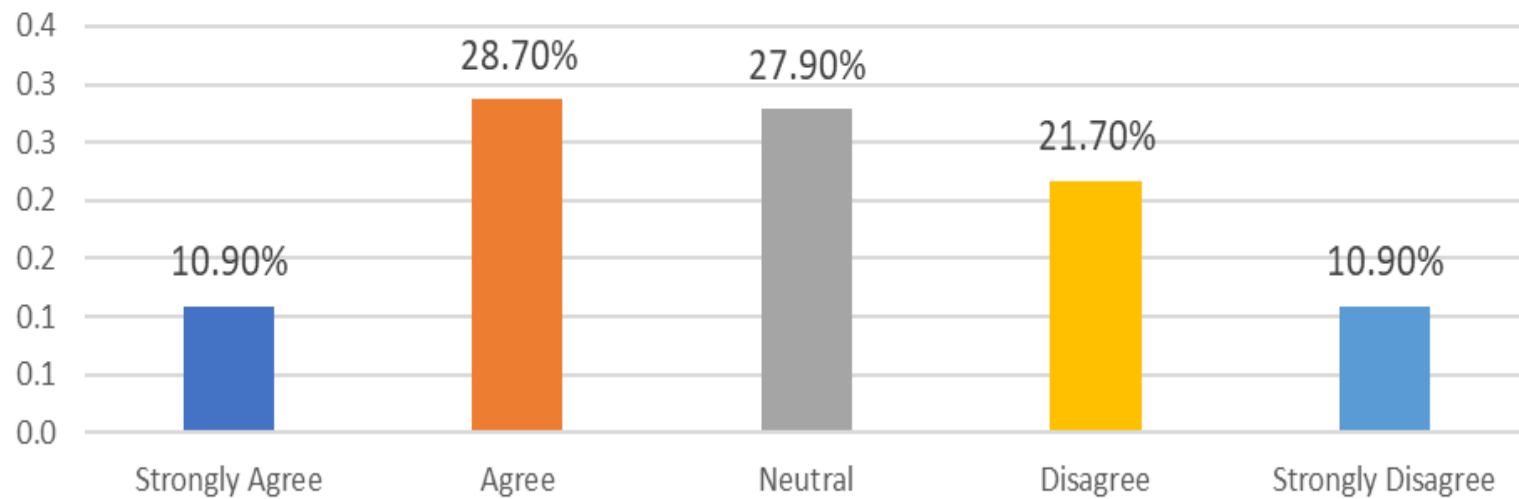
E-Health is NOT reliable because what if there is no internet access when one wants to look for some information



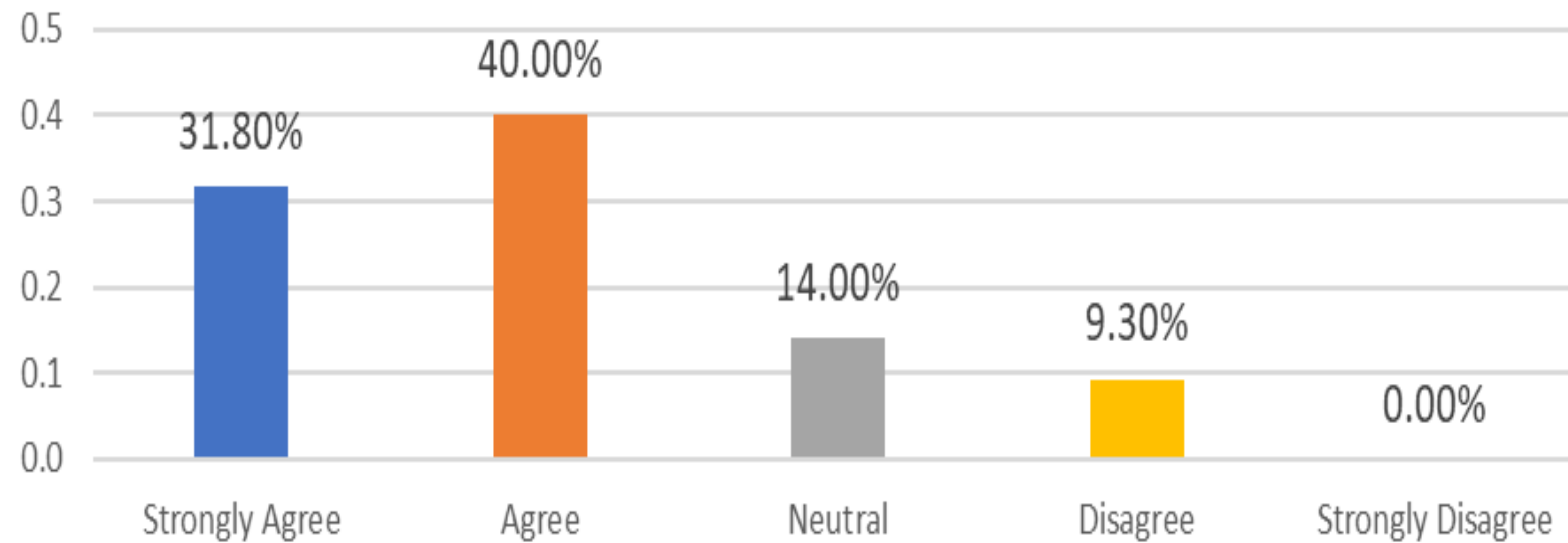
E-Health is not reliable because data is not confidential and could be used by someone



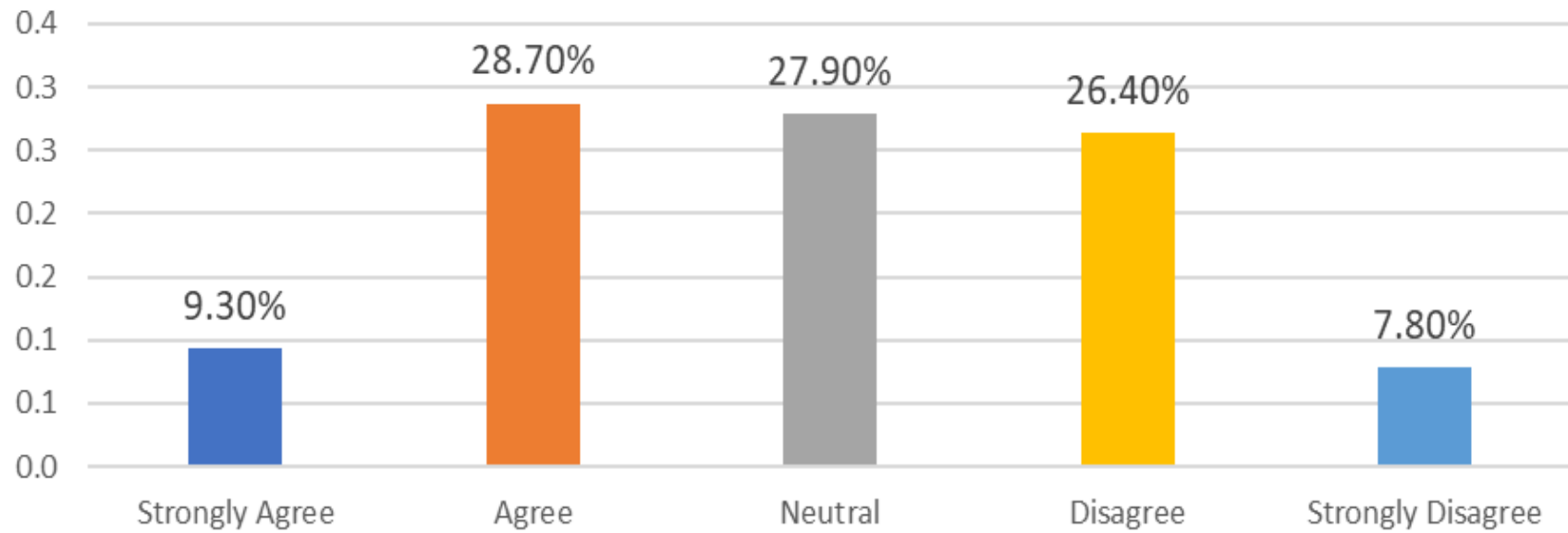
**E-Health is not reliable because data is not confidential and
could be used by someone**



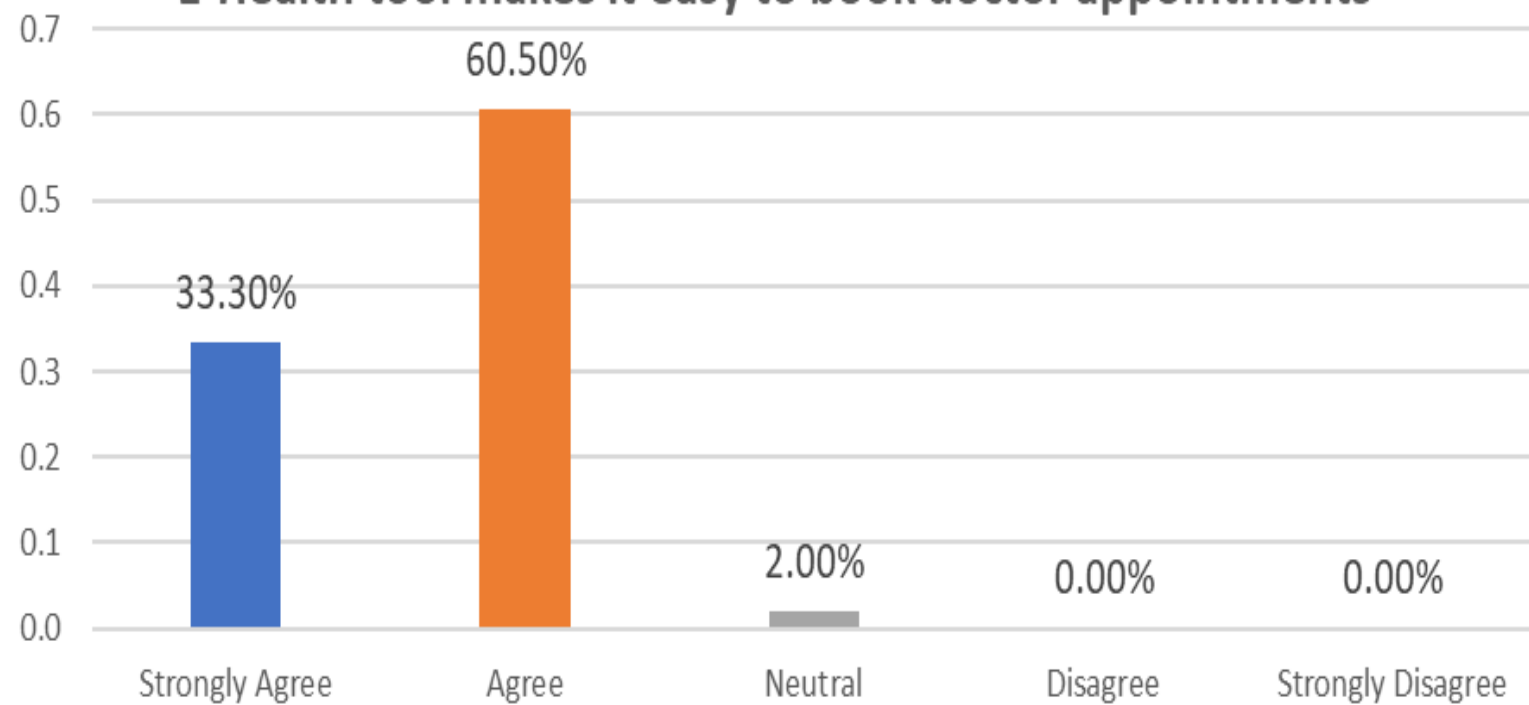
Physical interaction with a doctor cannot be replaced by E-interactions



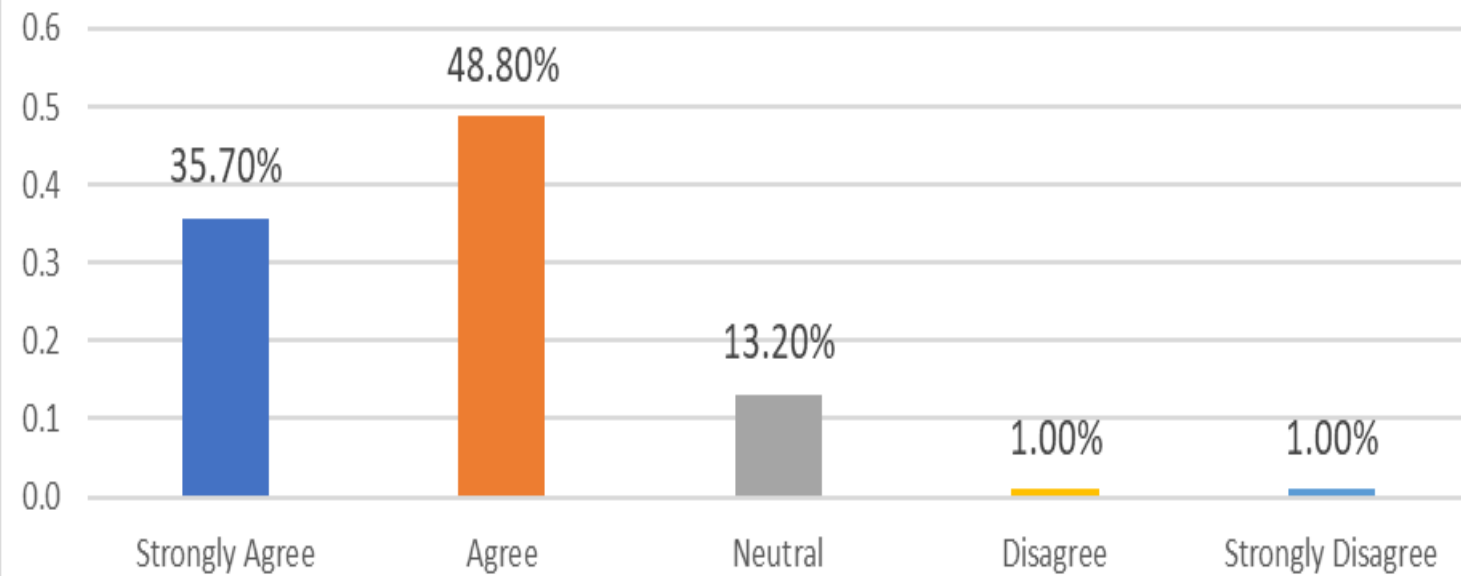
E-Health is not reliable because all the saved data could be lost because of backup issues



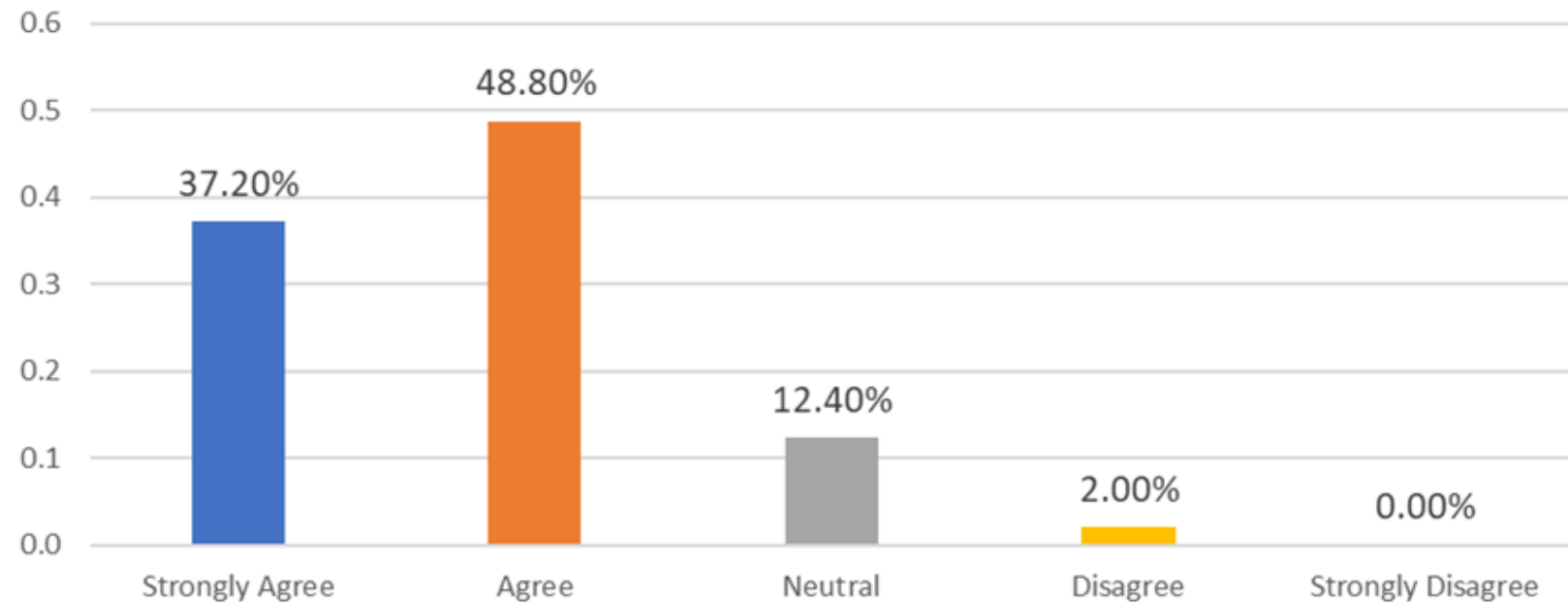
E-Health tool makes it easy to book doctor appointments



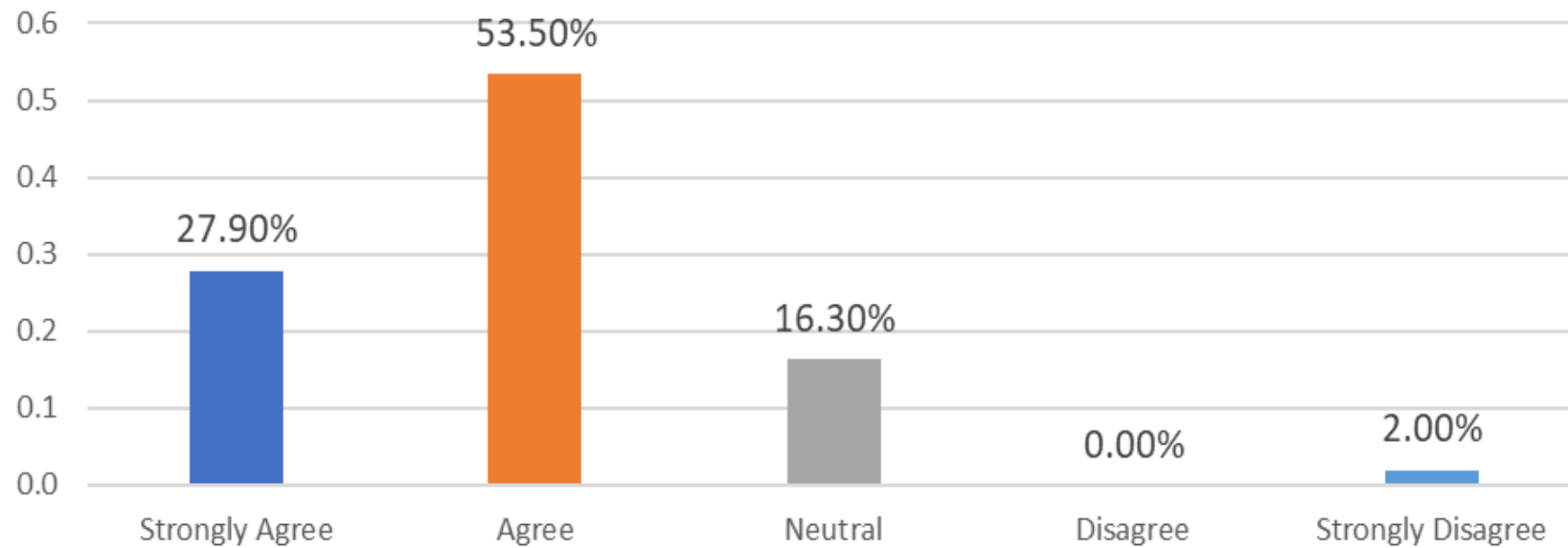
**With E-Health, lab tests results are much more quickly
received than the traditional way**



E-Health makes it easy to share any medical records with other doctors or hospitals for follow up consultations etc



**With E-Health, one has complete access to medical records
instead of having to rely on a healthcare system to keep the
records**



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Thank you