



DIGITAL INITIATIVES IN HOSPITALS AND RELATED CONSUMER INSIGHTS

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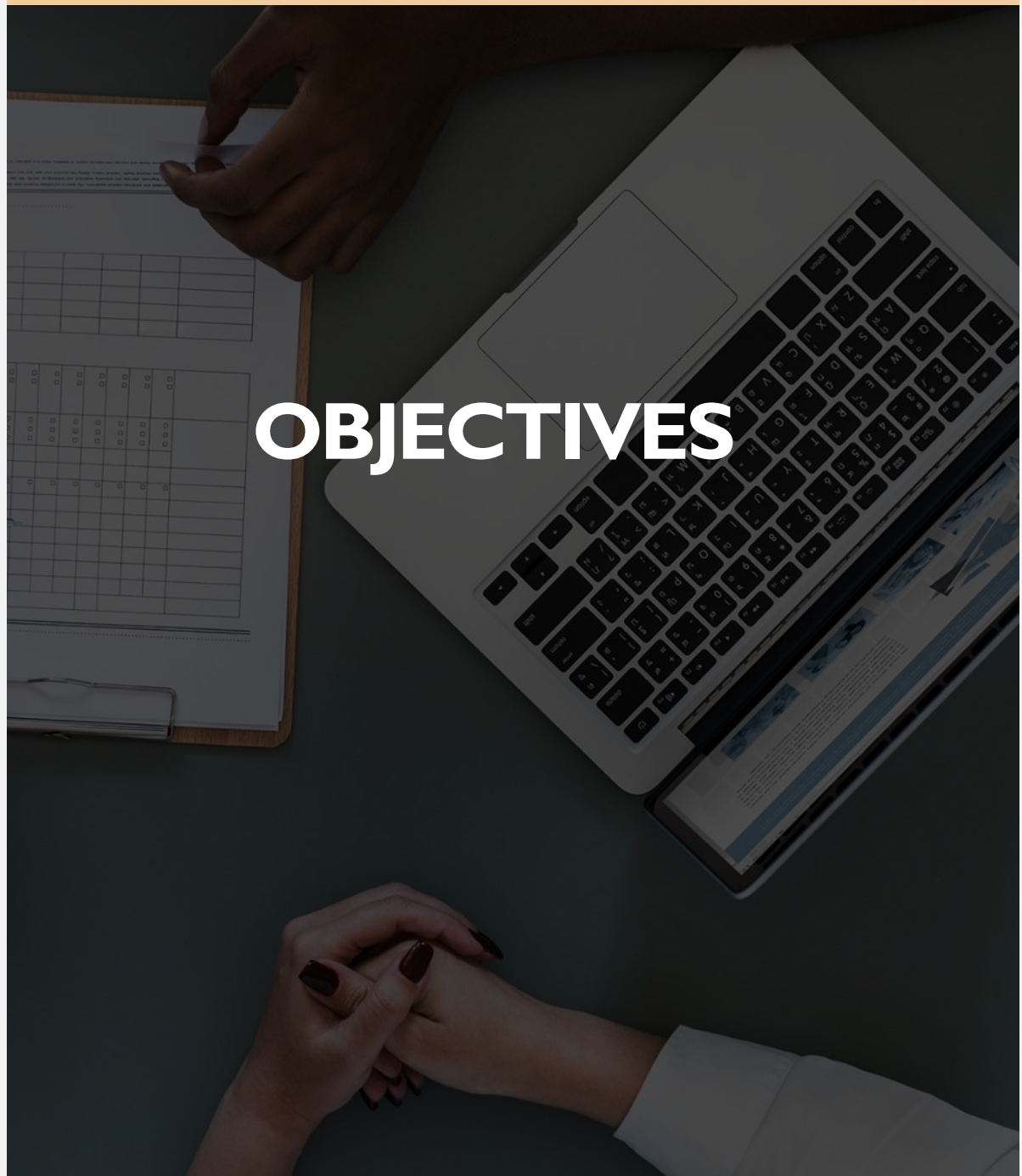
- Digitization is helping to make the approach more patient centric enabling them a faster access to experts, also provides faster access to care
- This study is done to understand the various digital initiatives taken in hospitals and how they are affecting the delivery system
- Also, a survey was conducted to access the medical consultation journey of healthcare consumers and their awareness of the digital consultation services

INTRODUCTION

Digitization of the healthcare industry is bringing a huge change in the aspects of healthcare facilities, operations and care delivery which has led to utilization of time and resources in a better way and making smarter choices

- To assess the digital initiatives taken in a tertiary hospital
- To ascertain the medical consultation journey of healthcare consumers and their awareness of digital consultation services

OBJECTIVES



What are the factors which influence choice of medical consultation and Common TAT for consultation?

RESEARCH QUESTION

METHODOLOGY



STUDY SITE

A Tertiary Hospital In Gurugram.



STUDY POPULATION

Healthcare Consumers Of Age Group 20-60



STUDY PERIOD

Feb 17 – May 17, 2020



STUDY DESIGN

Quantitative And Descriptive Cross-sectional



DATA COLLECTION PROCEDURE

Primary research via online survey



DATA COLLECTION TOOLS

Survey questionnaire



SAMPLING TECHNIQUE

Non Probability Convenient Sampling



SAMPLE SIZE

80

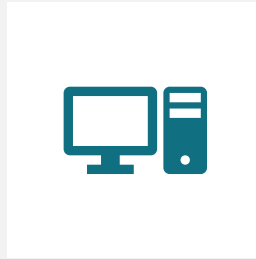


DATA ANALYSIS

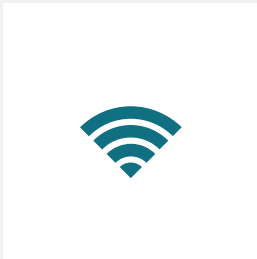
Google Forms, MS-Excel



TELEMEDICINE



EHR



RFID tagging



VR-AR
programs to
train doctors



DIGITAL INITIATIVES IN HOSPITALS

DIGITAL INITIATIVES IN HOSPITALS



Telemedicine

- Telemedicine refers to the practice of caring for patients remotely when the provider and patient are not physically present with each other
- Modern technology has enabled doctors to consult patients by using HIPAA compliant video-conferencing tools



EHR

- An electronic health record (EHR) is a digital version of a patient's paper chart. EHRs are real-time, patient-centered records that make information available instantly and securely to authorized users



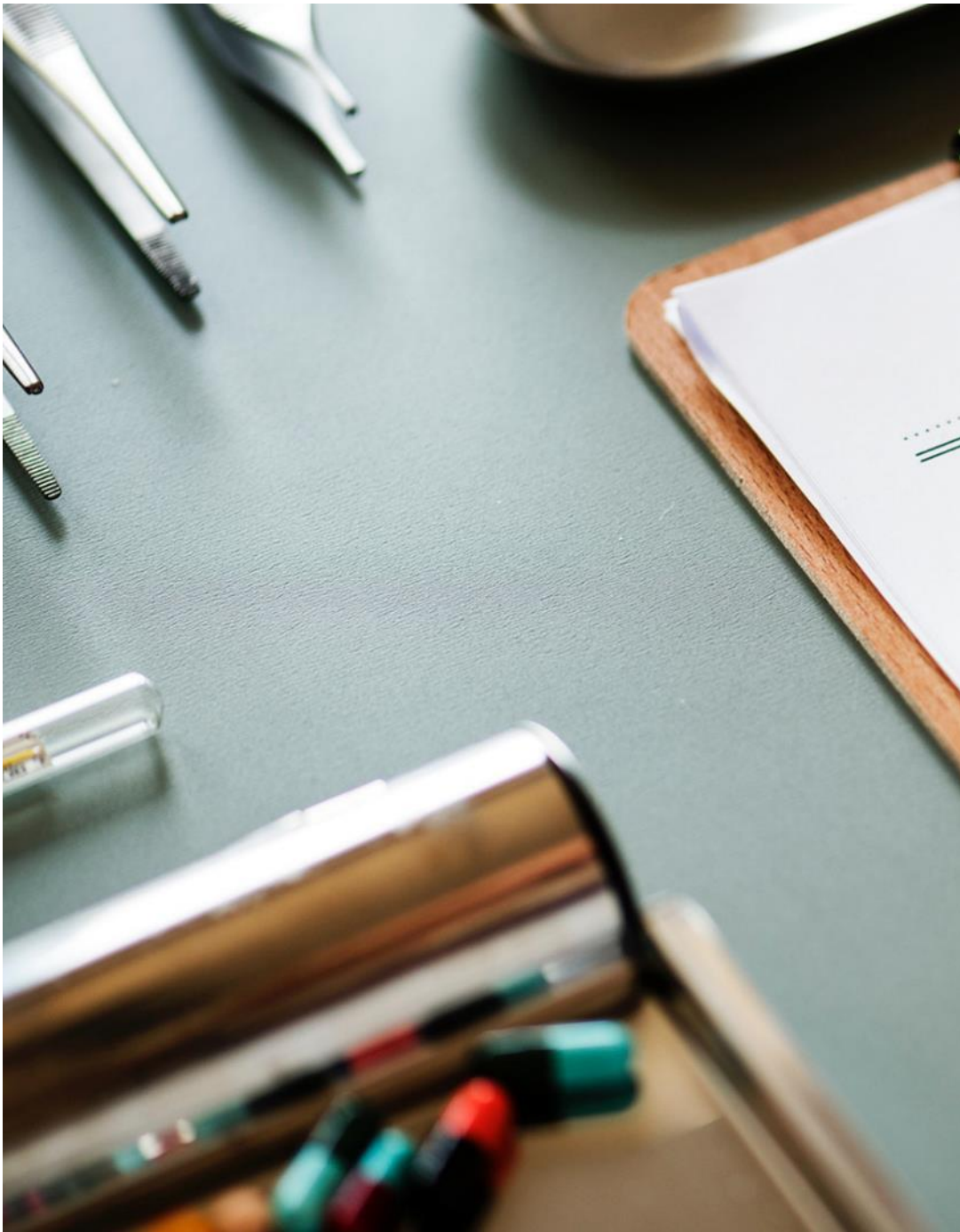
RFID tagging

- Active RFID is used in a few different ways in hospitals, but mostly for applications involving tracking staff and patients
- Recently, Hospitals have used active RFID in Real-Time Location Systems (RTLS) to identify problems in their workflow, mainly in order to move patients in and out quicker and more efficiently.



VR-AR

- Augmented reality (AR) adds digital elements to a live view often by using the camera on a smartphone..
- Virtual reality (VR) implies a complete immersion experience that shuts out the physical world.

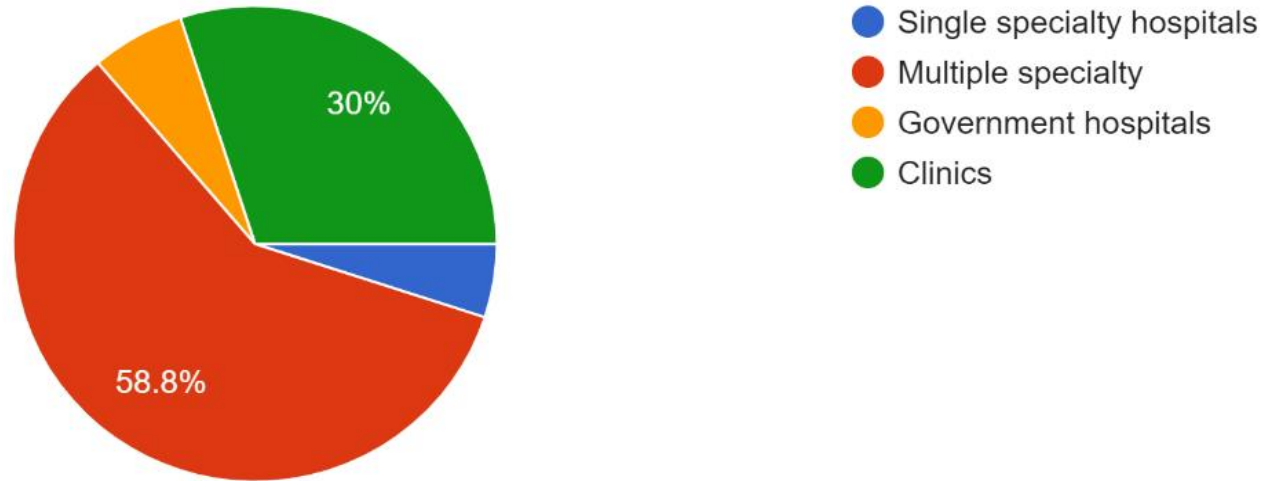


FINDINGS

Healthcare facility preference among healthcare consumers

What kind of healthcare facility you usually visit?

80 responses

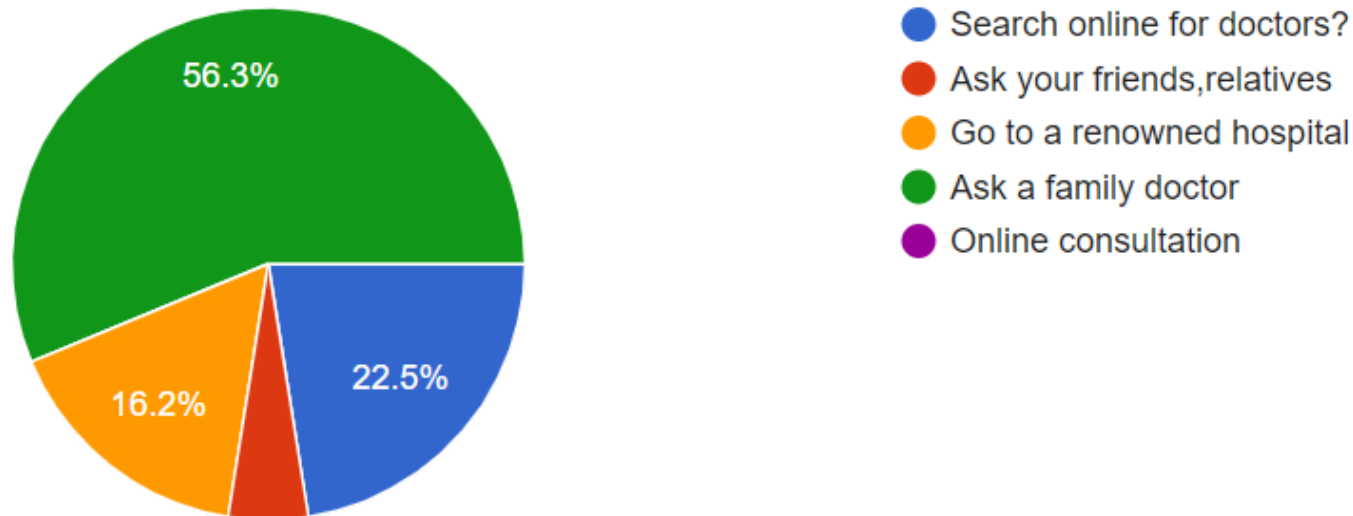


- ~59% (47) of the respondents usually visit a multiple specialty hospital while 30% (24) prefer to visit a local clinic

Choice of healthcare facilities on falling sick

Suppose you are sick what do you usually do ?

80 responses

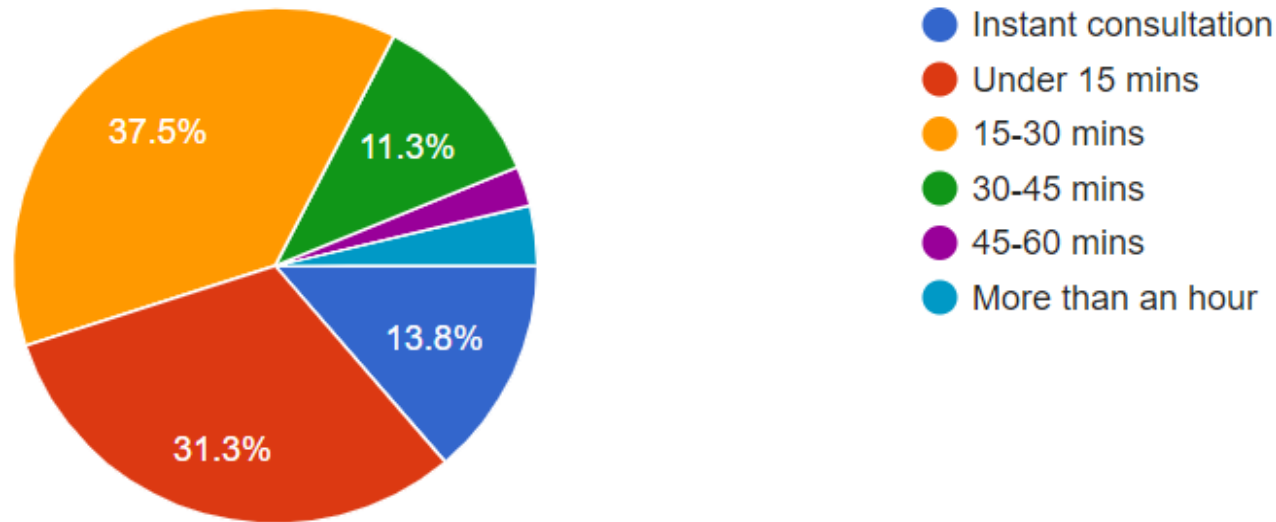


- When the respondents fell sick, 56% (45) preferred to consult a family doctor first, while 22.5% (18) searched for a doctor online, and 16% (13) went to a renowned hospital and none of the respondents consider online consultation as a first action step

Turn-around time (TAT) for consultation in different healthcare facilities

How much time did you have to wait for the consultation?

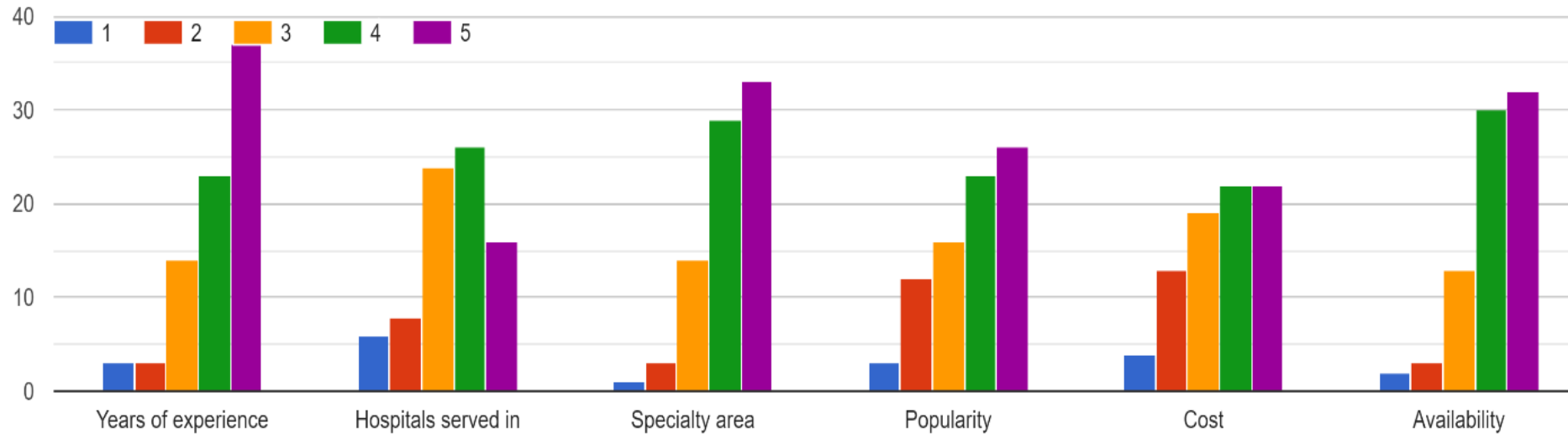
80 responses



- **45% (36) respondents reported a wait time of less than 15 minutes for their last consultation and 37.5%(30) responded that they had to wait between 15-30 minutes**
 - Respondents who visited a clinic reported slightly less wait time than respondents who visited Private hospitals for their last consultation
 - 17% of Private hospitals consultees reported instant consultation compared to 11% of Clinic consultees
 - More respondents reported a wait time of less than 15 minutes who visited clinic (48.1%) than those who visited a private hospital (44.7%)

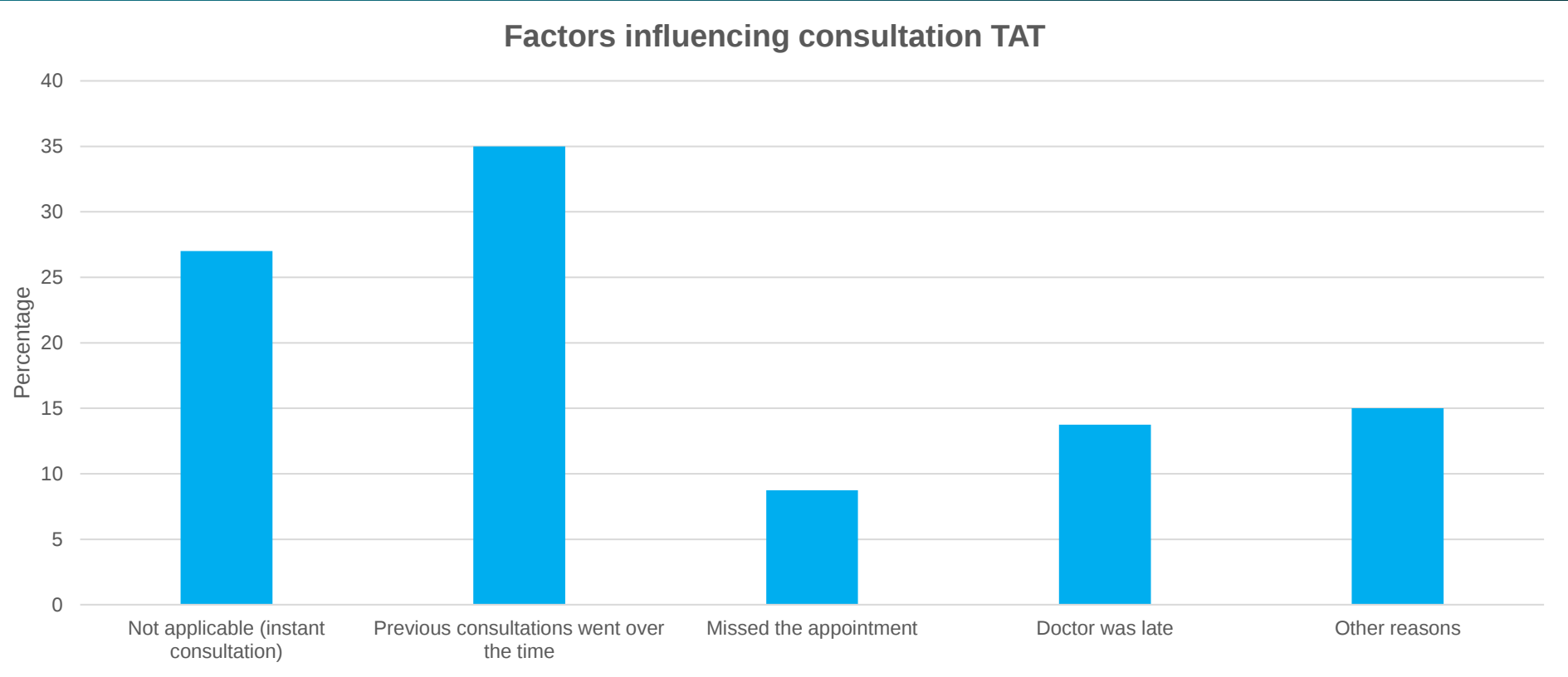
Importance of multiple factors which influence the choice of medical consultation

On a scale of 1-5, how important do you find the following when finding a doctor for consultation? (5 being most important)



- **Doctor's experience, specialty area, and availability were very important factors for the respondents**
 - Hospitals served in and cost were less important factors

Reasons for delay in consultation

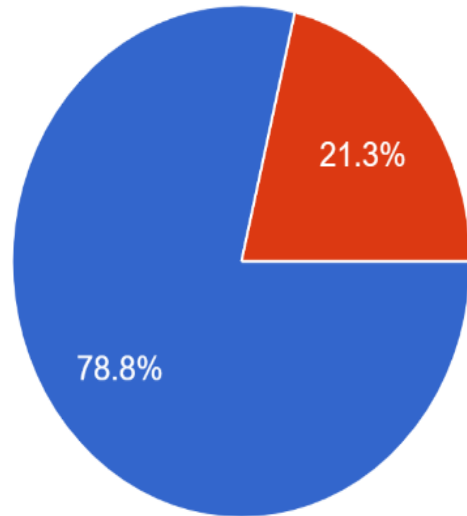


- Majority of the respondents (35%) stated that the reason for delay in consultation is that the previous consultation went over time followed by the reason that the doctor was late (13.75%)

Awareness and usage of online consultation booking apps or portals

Are you aware of any online consultation booking app or portal?

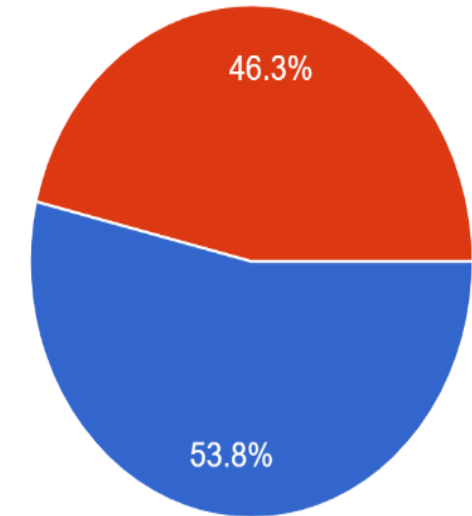
80 responses



Do you make online appointments for doctors' consultation?

80 responses

● Yes
● No

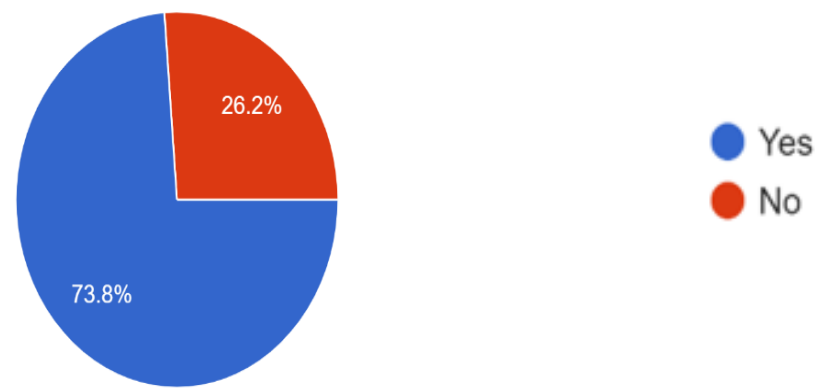


- **About 79% (63) of participants were aware of online consultation booking apps and portals**

- **However only 53.8% (33) use the service of making an online appointment for doctor's consultation (directly or indirectly)**
 - Among the individuals who make an online appointment, 67.4% have done so less than 2 times while about 28% have done it between 2-4 times

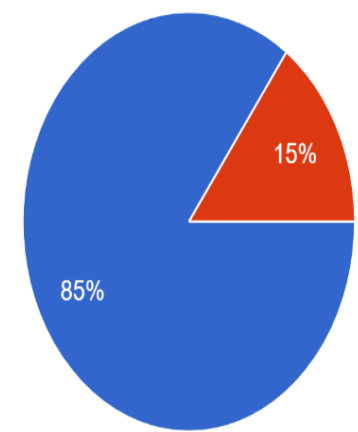
The next set of questions dug into awareness of digital services which fall under the domain of EHR

Do you usually maintain or carry your old prescriptions and reports when you visit a doctor?
80 responses



- **Majority (73.8%) of respondents (59) have to maintain/carry their old prescriptions when they visit a doctor**
 - The remaining respondents were either not aware about storage of digital treatment history or their healthcare provider does not provide facility to digitally store patient's past history

Are you aware that some hospitals now maintain digitized records of your treatment history for future use and access?
80 responses

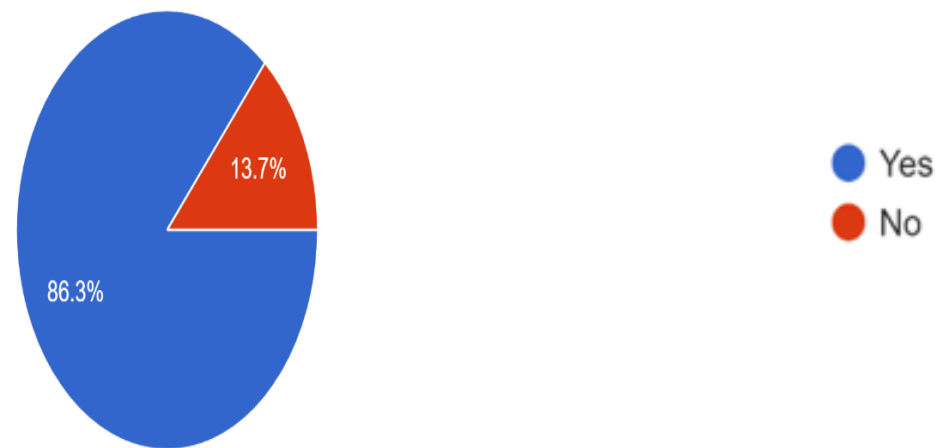


- **85% (68) of respondents said they were aware that some hospitals now maintain digitized records of their treatment history for future use and access**

The next set of questions dug into awareness of digital services which fall under the domain of EHR

Do you know that some hospitals allow you to access your lab reports online without visiting the hospital?

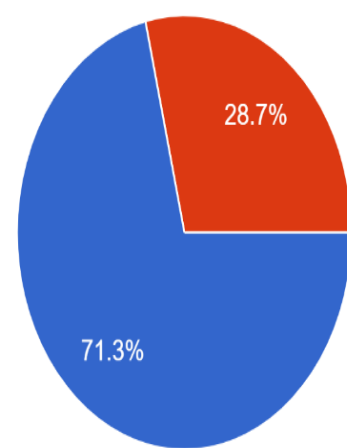
80 responses



- 86.3% (69) said they were aware that some hospitals allow them to access their lab reports online without visiting the hospital

Are you aware that in case you get admitted in a hospital, your doctor can see your reports, vitals, prescriptions without being present in the hospital in real-time?

80 responses

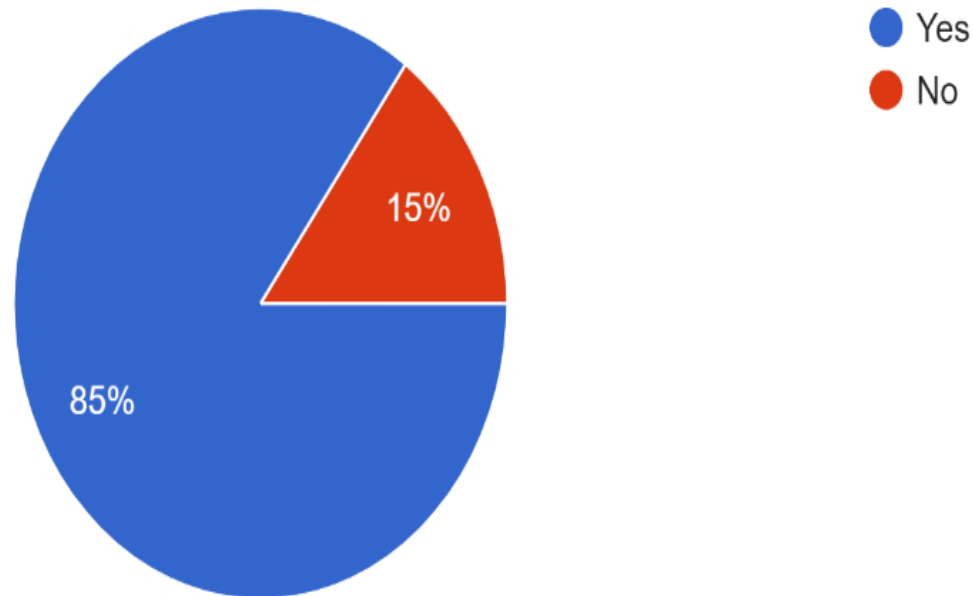


- 71% (53) respondents were also aware that their doctor can see their reports, vitals, prescriptions without being present in the hospital in real-time in case they get admitted in a hospital

Awareness on digital mode of consultation

Are you aware that you can consult a doctor through video call or phone call?

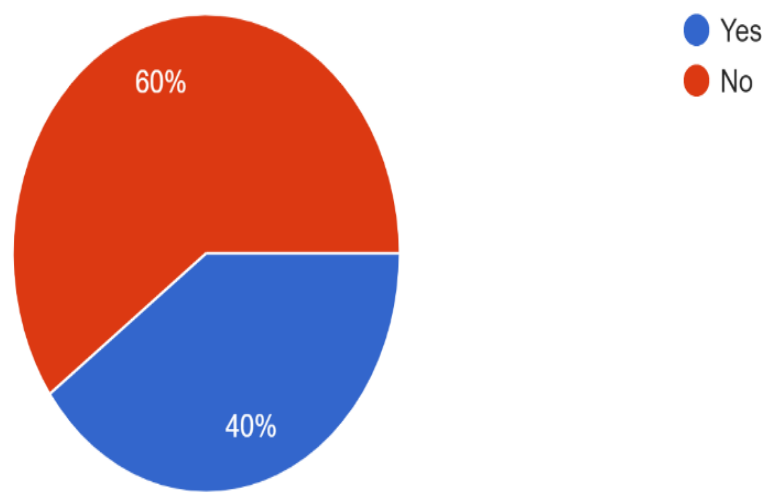
80 responses



- **85% (68) respondents said they were aware that they can consult a doctor through video call or phone call**

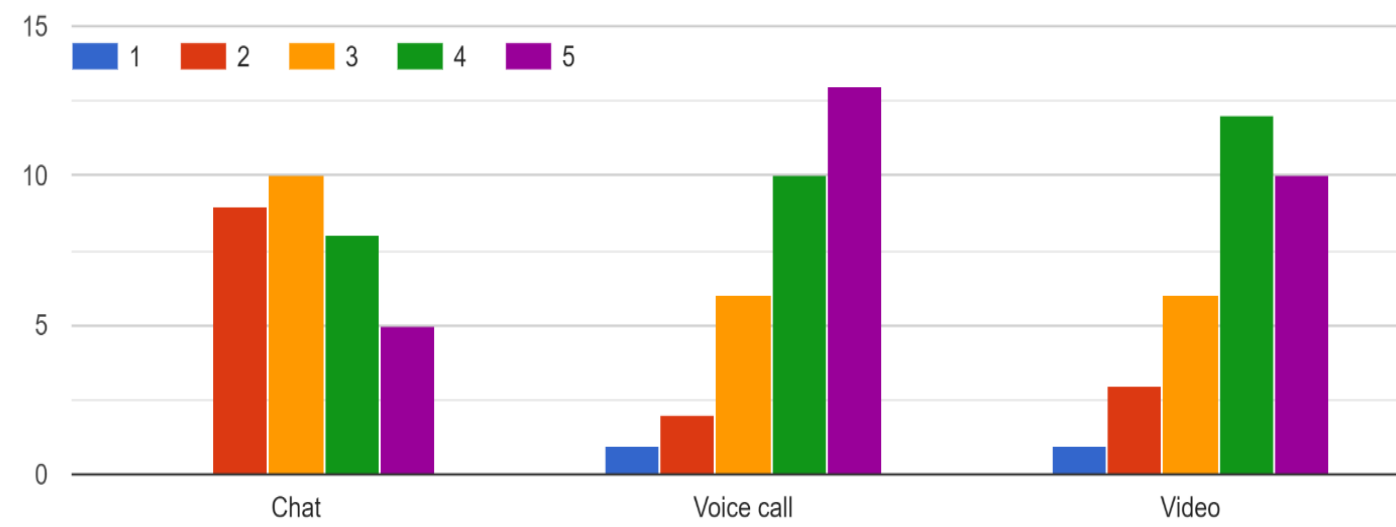
The respondents experience and preference of telemedicine mediums were assessed in next questions

Have you ever consulted with a doctor on call or video?
80 responses



- 40% (32) respondents said they had consulted with a doctor on call or video

On a scale of 1-5 , how would you rate the experience of following mediums of consultation?

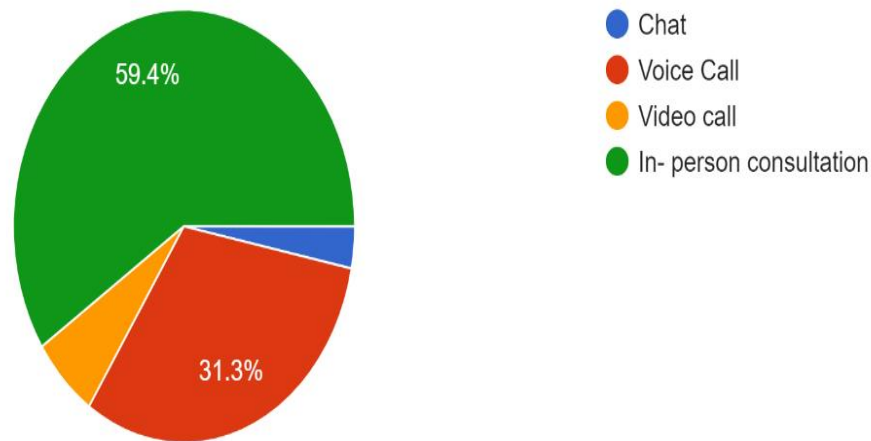


- Respondents rated their experience of Voice Call (71.9%) and Video (68.8%) consultation highly

The respondents experience and preference of telemedicine mediums were assessed in next questions

Which option do you prefer MOST?

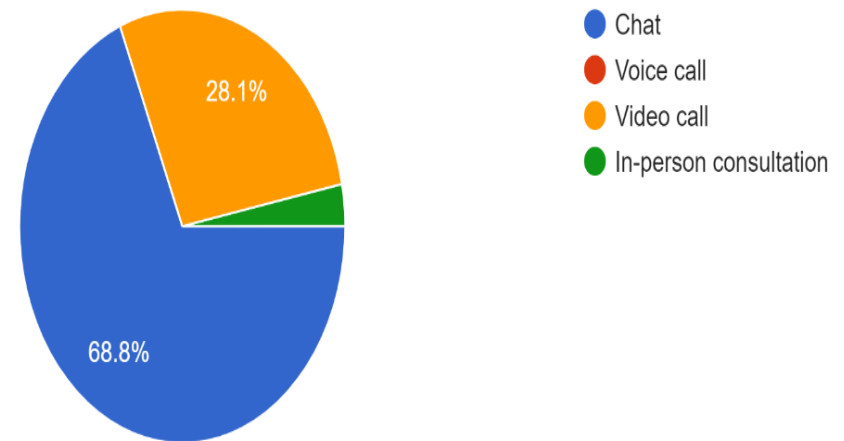
32 responses



- 59.4% (19) respondents choose In-person consultation as the most preferred medium of consultation followed by 31.3% (10) voice call

Which option do you prefer LEAST?

32 responses



- 68.8 % (22) Respondents preferred chat the least.
- Also, Out of the total respondents who visit multiple specialty hospital 63.83% make online appointments

- As seen from the survey most patients are aware of the offerings provided by their choice of hospitals
- Also, gone are the days when a patient had to maintain a thick file of medical records or stand in que for appointment for every medical appointment
- Particularly with medical emergencies, patients used to be at the mercy of the attendants who may or may not be acquainted with the patient's profile
- Digitization has removed these roadblocks to keep both patients and their doctors well informed of every situation
- Also it has smoothened the operational processes of hospitals
- Digitization is growing rapidly and is clearly here to stay
- Despite being shunned by professionals and patients on some fronts, the technology is rapidly becoming a norm and embracing it will only benefit the patients

A dark, moody photograph of a medical chart with a stethoscope resting on it. The word "CONCLUSION" is written in large, white, bold, sans-serif capital letters across the middle of the image.

CONCLUSION

Digitization makes it easier for patients and hospital professionals to remain on the same page



SUGGESTION I

- Hospitals should identify the inhibitions of consumers and try to end them to enable transition to telemedicine





SUGGESTION 2

- A good search ranking or online advertisement campaign can help acquire more customers
- Hospitals should increase their digital marketing (SEM) and search ranking (SEO) initiatives as searching for doctor online is the second most common action performed by someone when they fall sick





SUGGESTION 3

- Telemedicine benefits for patients should be promoted with a focus on time saving for patients to overcome dissatisfaction.
- Telemedicine should also be pitched as first consultation medium for higher efficiency.



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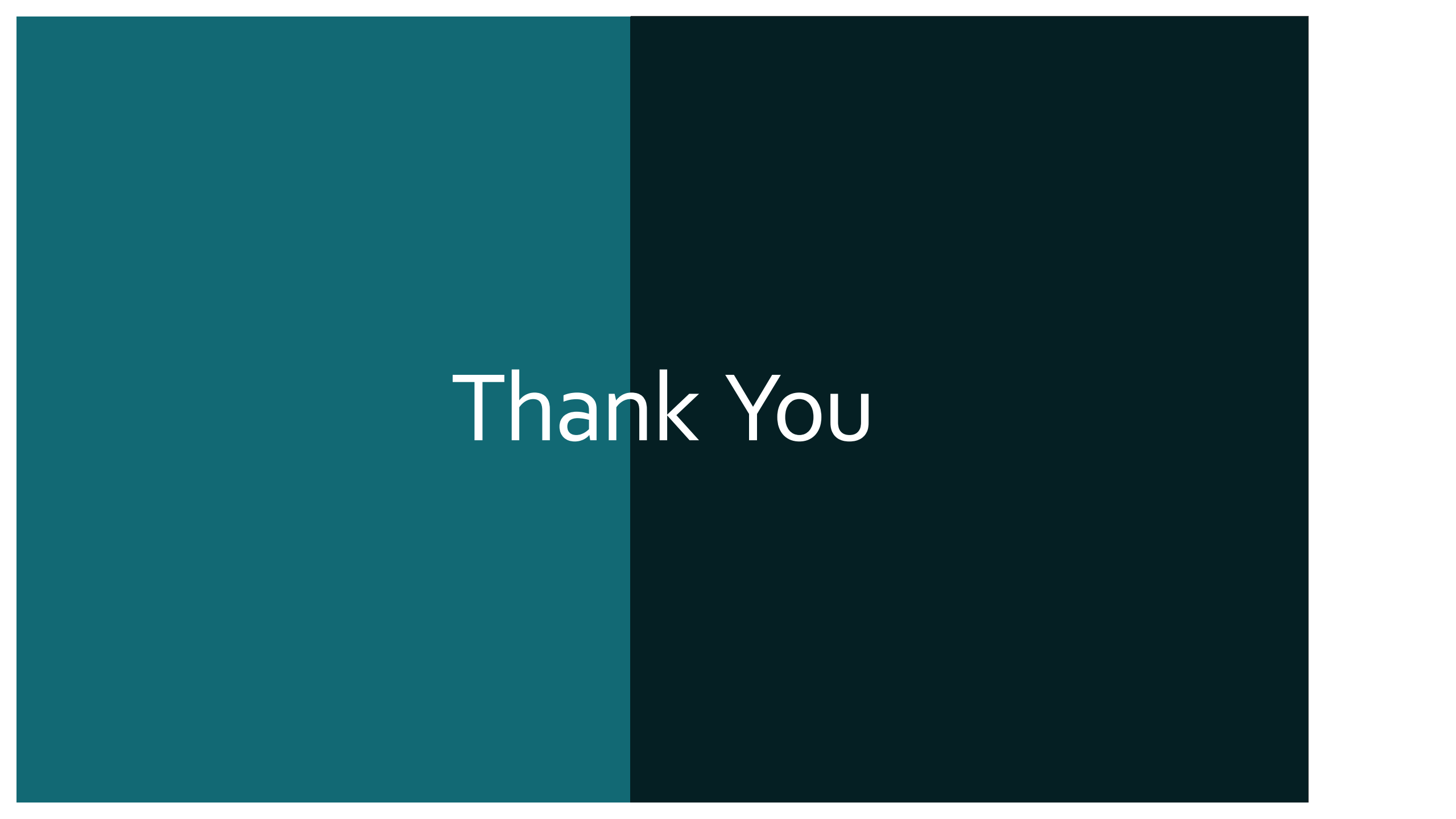
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Thank You