



CHAPTER-01

STUDY TO MEASURE SATISFACTION OF PATIENTS WHO ARE PROVIDED WITH E-CONSULTATION SERVICES BY CALL HEALTH AT HYDERABAD CITY OF TELANGANA STATE

¹**Harshita Sharma**

Student, IIHMR University

²**Dr. J.P. Singh**

Professor, IIHMR University

DOI: <https://doi.org/10.52458/9788197040856.2024.eb.ch-01>

Ch.Id:- IIHMR/GRF/EB/BPHHM/2024/Ch-01

INTRODUCTION

Escalating healthcare expenses and less-than-optimal health outcomes are driving the exploration of innovative approaches in healthcare administration. Presently, policymakers underscore the importance of establishing a National Health Information Network and interoperable electronic health records accessible to the entire population. With a focus on patient-centered healthcare, there is a growing recognition of the role consumers play in actively managing their health in collaboration with healthcare providers. Consumer-oriented e-health resources aim to assist individuals in handling the substantial demands of health management, as meeting these demands may prove challenging without the aid of e-health tools. "E-health" encompasses a diverse array of evolving digital resources and practices supporting health and healthcare, primarily accessible through the Internet. These tools provide consumers with various integrated, interactive functions, often centered around a primary purpose such as disease management [1].

Consumer-centric e-health resources aim to assist individuals in managing the complex demands of healthcare. Indeed, some of these demands may be challenging for consumers to meet without the support of e-health tools [2]. The term "e-Health" encompasses a broad range of diverse and evolving digital resources and practices that facilitate health and healthcare. While most of these resources are accessible through the Internet, e-health tools provide consumers with a wide array of integrated and interactive functions, typically structured around a primary purpose, such as disease management [3].

E-consultations are versatile and applicable in various settings, providing convenient access to specialized advice. To evaluate the effectiveness of e-consultations in terms of visits, costs, and clinical outcomes, further comprehensive studies are required. Emphasis is placed on conceptualizing satisfaction, considering both general consumers and researchers in healthcare. Utilizing research findings, a model of patient satisfaction is developed. The analysis of patient satisfaction with e-consultations and study results are then critically

reviewed, incorporating summaries of effect sizes. It is concluded that e-consultations can offer a reliable measure of service quality and serve as an indicator for health-related behavioral issues, urging further research and recommendations for research methodologies [4].

RESEARCH OBJECTIVES

1. To examine patient satisfaction and assess customer experience with E-Consultation services offered by Call Health Organization.
2. To identify areas for improvement and provide recommendations to enhance service quality.

RESEARCH METHODOLOGY

The study was conducted in the form of a cross-sectional analysis, involving the observation and examination of data from a population or a representative subset at a specific moment. It took place at the Call Health Organization in Hyderabad, Telangana, and utilized a five-point Likert scale. Patient satisfaction with e-consultation services was assessed through responses on the Likert scale, ranging from "agree" to "disagree."

The study duration spanned from March 7th to May 7th, 2018. A sample size of 150 was determined based on the average patient footfall of the last two months. Purposive sampling, a non-probability method, was employed as it is most effective when studying a specific cultural domain with knowledgeable experts. The selection criteria were based on the characteristics of the population and the study's objectives. Inclusion criteria involved patients who used the Call Health application for home services, regardless of demographic factors. Only patients requesting e-Consultation care were invited to fill out the questionnaire. Exclusion criteria comprised patients using the application daily for medicines or other services.

RESULTS AND DISCUSSION

The results of the survey, derived from closed-ended questions, provide insights into the demographic characteristics and experiences of individuals utilizing e-consultation services. In terms of demographics, a

significant majority, comprising 84%, belonged to the 18 to 35 age group, with educational qualifications varying, including 5% with Matriculation, 21% with Graduation, and 73% with Post Graduation. Household annual income distribution showed 36% below 50,000, 31% above 50,000, 15.78% between 50,000 to 2,50,000, and another 15.78% between 2,50,000 to 5,00,000. Regarding e-consultation service usage, the majority, at 63.15%, used the service sometimes, with 15.78% using it very often. The customer perspective towards video consultation revealed that 42.10% were neutral, while 36.84% expressed satisfaction, 10.52% were also satisfied, and 10.52% were dissatisfied. Assessing time and money savings, 42% + 31% agreed that e-consultation saved time, 52% + 5% believed it saved money, and 26% were undecided. In terms of the quality of care and patient-doctor relationship during e-consultation, 42% + 21% were satisfied with the care received, 64% + 32% developed a friendly relationship with the doctor, and 57% + 5% could explain their problems clearly. Recommendations for e-consultation stood at 36% + 26%, while overall satisfaction levels indicated that 42% + 15% were fully satisfied, and 31% + 10% were not satisfied. These findings present a nuanced understanding of individuals' experiences with e-consultation, showcasing a range of perspectives on convenience, satisfaction, and perceived benefits.

CONCLUSION

Considering all the factors, it can be inferred that e-consultation has the potential to enhance the quality of healthcare by contributing to the enhancement of qualifications and skills among health and medical professionals, ultimately improving the delivery of health services. Healthcare professionals need to possess the expertise to assess, interpret, and integrate this information into their particular field of practice. The utilization of computer-based records and other technological infrastructure allows healthcare institutions to manage and exchange information more efficiently, ultimately improving the overall effectiveness of the healthcare system.

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