

Awareness and Application of Telehealth in Post-Pandemic India: An Observational Study

Akshaya C

M.Sc. Statistics, Department of Statistics and Data Science, Christ (Deemed to be University), Central Campus, Bangalore, India

Abstract

Providing healthcare services becomes challenging when patients cannot reach physicians. Ensuring access to quality healthcare services in remote areas and situations is vital for a nation to maintain the health and well-being of its citizens. Telemedicine is the usage of information technology to deliver healthcare services when patients are physically away from physicians. While telehealth appointments rose during the COVID-19 pandemic, a notable reduction in its application has been witnessed post the pandemic. This study aims to analyze the transition patterns of the patient's consultation choices between online and offline after the pandemic and to enhance awareness about the application of telehealth in the modern healthcare system. This observational study consists of 151 responses collected using Google Forms and in-person surveys from various parts of India, where a significant portion of data came from Kerala, Tamil Nadu, and Karnataka. The study's findings highlight a considerable gap between the awareness and adoption of telemedicine. The key factors of adopting online healthcare were convenience and privacy; at the same time, the availability of good health centers and services within the vicinity of the respondents has reduced the chances of them taking online health consultations. Additionally, the lack of awareness of telemedicine has scaled down the utilization of online medical care. Social media was the primary source of information because of the markable intervention of technology in our day-to-day lives. Even though there is a significant pull towards the traditional healthcare method, many respondents believe that adding telehealth to the conventional method can improve the modern healthcare system. The study highlights that education is crucial in improving the acceptance rate of telehealth, suggesting that targeted campaigns and improved technology can enhance telemedicine's integration.

Keywords:

Telemedicine, Telehealth, Digital Healthcare, Teleconsultation, Online Health Services, Public Awareness.

