

Patient Interaction across Social media to boost the quality treatment

Dr. Ruhi Bakhare

*Assistant Professor, Dr. Ambedkar Institute of Management Studies and Research,
Deekshbhoomi, Nagpur-10*

Abstract: Purpose:

The purpose of the paper is to consider the overlooked field of patient engagement; and to recognise key issues related to patient engagement via social media in order to improve the quality of care given.

Design/methodology/approach

Based on a systematic literature review, supplemented by findings from the ongoing analysis of Patient Interaction through Social Media to Enhance Quality Treatment, the author would be in a position to establish a classification of wider patient issues to be addressed through social media.

Findings

The author will try to recognise obstacles to the adoption of patient engagement practises along with some potential solutions.

Practical implications

The paper explores how these patient service strategies can be helpful to hospitals if their face value is followed.

Keywords: *Social Media Marketing, Patient Engagement, social networking and patient experiences*

1. INTRODUCTION:

Social Media Marketing is a branch of electronic commerce. With the eruption of Internet evolution, Social Media Marketing has started to become much prevalent. As the internet magnifies, it not only sells goods on its own knowledge about products, advertising space, software programmes, auctions, stock trading and matchmaking. A few businesses have revolutionized the way the internet can be used for marketing purposes, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. Social Media Marketing has brought forward so many tactics, such as affiliate marketing, which consists of paying per click, paying per view, paying per call, even it is paying per click ads. Affiliate marketing also involves billboards ads, blogs or article based marketing, interactive ads, email marketing, virtual marketing etc. newer marketing methods are being invented all the time. Its important to know how the pattern will change according to change in time and requirement.

2. PATIENT ENGAGEMENT:

Patient participation is gradually recognised as a central aspect in health care and a key factor in the human service industry. Engaged patients can make informed decisions on safety and security issues. If the services used to serve people are matched with the priorities of patients, their interest in the service will increase. Services are intangible in nature People are more worried with investing in them because, whether they are health related services, they are bound to think about the return on the investment model. Where the patient loses faith in

reaching a decision, he expects input from a specialist in the field who plays a crucial role in decision-making.

The Scottsdale Institute is one of those nonprofit membership organisations whose primary goal is to help service providers achieve clinical integration and progress through the use of IT in the healthcare sector. They also provided the following patient engagement model, which if incorporated in our health care system, would not only benefit patients, but will also help the health care organisation to serve even better.

SI PATIENT/CONSUMER ENGAGEMENT ADOPTION MODEL™ STRATEGIC OUTLINE FOR HEALTH SYSTEM EXECUTIVES



Figure:1 Scottsdale Institute’s Patient Engagement

(Aug 5, 2015 | Posted by Carol Flagg | Healthcare Delivery, HITA Feed, Patient Engagement & Advocacy

The Scottsdale Institute (SI) is a non-profit making association with an objective of providing support in achieving medical addition and alteration through health IT.)

Through the literature review the following important patient engagement criteria were identified and they are broadly classified into four areas:

- I) Self-information search
 - a. Website
 - b. Social networking
 - c. Infrastructure updates

- d. Events updates
- e. Understanding lab test

II) Communication with professionals

- a. Online consultancy
- b. Easy payment mechanism
- c. Online booking

III) Partnership

- a. Patient's experiences
- b. Patient's messages
- c. facilities

IV) Health maintenance

- a. Procedures and practices
- b. Doctor's / specialists list
- c. Contact numbers

V) Other quick links

- a. About the hospital
- b. Academics and research
- c. Quality parameters
- d. Book appointment
- e. Online consultancy
- f. Career opportunities
- g. Twitter, Instagram, WhatsApp nos.

Some of the barriers are also identified while implementing these steps towards patient engagement:

3. BARRIERS TO PATIENT ENGAGEMENT

- The proficient rules
- native social standards,
- fragmented/ unorganized healthcare structures,
- individual blocks, and
- wrong efforts

Every problem comes up with the solutions and thus for the barriers which are identified in implementing the patient engagement criteria the following can be the probable solutions:

4. PROBABLE SOLUTIONS

- Educating patients and families
- Educating health experts
- Proposal evidence-based sources of health data
- result sustenance tools (Councilors or proficient advisors)
- Classify prospects to companion with persons and groups to increase responsiveness
- Improve peer counselor platforms
- in-person discussion and appointment on managerial panels
- Device a uniform, legal, consistent and traditionally suitable dimension scheme for assessing rendezvous
- patient know-hows of care systems

5. REFERENCES

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