

**IMPACT OF SOCIAL MEDIA AND ONLINE HEALTHCARE PLATFORMS ON  
DOCTORS AND PATIENTS: AN EXPLORATORY STUDY IN THE DELHI-NCR  
REGION**

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**ABSTRACT**

The rise of social media and online healthcare platforms has significantly transformed the healthcare landscape for both medical professionals and patients in recent years. For doctors, these digital platforms have opened up new avenues for professional networking, collaboration, and knowledge exchange. Social media has enabled them to reach a broader audience and engage in patient education on various health topics. However, this increased online presence has also raised concerns regarding protecting patient privacy and confidentiality. The medical professionals must exercise caution in their social media activities and adhere to ethical guidelines to maintain the integrity of the doctor-patient relationship. On the other hand, online well-being care stages have advertised patients more noteworthy comfort and openness to restorative administrations. Patients presently have the capacity to allude with well-being care suppliers from the consolation of their homes, and these stages have encouraged simpler communication and get to therapeutic exhortation. In any case, there are substantial concerns with respect to the quality and validity of the restorative data and exhortations accessible at some stages. In summary, while social media and online healthcare platforms have introduced numerous benefits to the healthcare industry, they have also brought about new challenges and risks that both doctors and patients must navigate carefully. Striking the right balance between leveraging the advantages of these technologies and mitigating potential drawbacks is crucial for the continued advancement of healthcare delivery. The empirical study on impact of social media and healthcare apps on doctors and patients in India through the help of the Remedo app will give us an idea on the current scenario of digital platforms use for providing healthcare. It also explains how various platforms are different from each other and how it is beneficial for doctors to connect with other doctors as well, besides, with the patients.

**KEYWORDS:** Social media, healthcare, Doctors, Patients, Online platforms, India

## INTRODUCTION

The advent of technology has ushered in a time of change in the healthcare industry, transforming patient access with ease and convenience. Online healthcare and online media have revolutionized doctor-patient interaction, in many ways, which were once unimaginable in terms of benefits to both. The patients are able to schedule appointments online, access medical records remotely, and connect with people facing similar health challenges are just few examples of technology that is impacting this engagement area, social media and virtual medical platforms for doctors and patients. We will further have a deeper insight into digital healthcare services, from increasing efficiency to improving patient care. We would also learn how these technological advances are improving healthcare, promoting better outcomes, and empowering people to take an active role in healthy eating habits. There is improvement in quality and potential for change in healthcare.

### ONLINE HEALTHCARE APPLICATION

The growth of medical practices has transformed how people access healthcare by providing convenience and unprecedented access. These digital tools allow patients to manage their health from the comfort of their homes, reducing the need for frequent in-person visits. This benefit is especially helpful for people who live in remote or rural areas or have mobility issues that prevent them from easily reaching a medical facility. One of these is their ability is to provide

immediate medical information despite time and space constraints. The patients can track results, keep track of their medication regimens, and receive timely reminders about upcoming appointments with the convenience of a smart device. The doctors are engaged and working. In addition to saving patients' valuable time and financial resources, these facilities also provide services that allow for timely intervention and timely care without the need for personal travel. It helps to get medical care with diagnosis and treatment only through remote app. In some cases, a physical examination by a licensed physician may be necessary to make a correct diagnosis and develop an appropriate treatment plan. It is a valuable resource for our patients. Therefore, all individuals can make healthcare more accessible and more efficient by balancing digital convenience with traditional self-care.

### APPOINTMENTS

The routine process of making an appointment with the doctor can often be time-consuming and frustrating. The patients have limited office hours, busy phone lines, and the possibility of missed appointments due to scheduling conflicts, leading to a less efficient experience. The planning process creates a new era of ease and efficiency. The patients now have the flexibility to schedule appointments at a time that suits, without being constrained by office hours or busy phone lines. Features like reminders to schedule appointments allow doctors to reduce the risk of missing appointments, a problem that consumes

valuable time and resources. Additionally, online scheduling systems quickly manage patient schedules, improving overall efficiency and allowing doctors to focus on quality patient care. There are features that can change the appointment scheduling process, provide a good and practical experience for patients and doctors. These advances, which eliminate traditional barriers and increase efficiency, pave the way to access and improved population health services.

### **SOCIAL MEDIA**

In today's digital age, social media has become an integral part of our daily lives, changing how we communicate and socialize. The healthcare industry is not immune to this technological change, as platforms like Twitter, Facebook and Instagram have established a significant presence in this crucial field. Social media offers the opportunity to communicate with patients about valuable health-related information. This digital pipeline offers healthcare professionals with powerful platforms to provide urgent patient education, solve health problems, and provide easy access to relevant competing resources. The privacy issues have become a significant issue when sensitive medical information is shared on these public platforms. There is also the danger that misinformation spreads very quickly through social media, which can lead to confusion and misunderstanding among patients seeking healthcare online. They have their benefits, but it is crucial that these platforms must be used effectively and responsibly when it comes to promoting communication and learning. It is crucial to strike a balance between using outreach in healthcare,

protecting patient privacy, and ensuring transparency while maintaining accurate and reliable information.

### **ADVANTAGES AND DISADVANTAGES**

The rise of online healthcare and social media has ushered in a revolutionary era, changing how doctors and patients approach healthcare. While these digital advances have many advantages, it is crucial to recognize and address the potential problems of this technological change. Convenience for patients is the same. For the advantage domain, the patients can make an appointment from the comfort of their home or office without travelling long distances. Meanwhile, doctors can conduct consultations via video conferencing, making efficient use of time and reducing the logistical challenges of travelling from different hospitals. People can track their health through various apps and develop motivation and responsibility to achieve their health goals. Additionally, online support communities have emerged to connect people facing similar illnesses, creating valuable spaces for emotional support and discussion. Some of the disadvantages can be outlined too. The lack of physical interaction can lead to poor communication between doctors and patients, as non-verbal cues and nuances can quickly be missed over the phone or on social media platforms. Additionally, sharing personal information on social media platforms raises legitimate privacy concerns. Any disclosure or

unauthorized access of sensitive information, like personal medical history, may lead to misuse by third parties, affecting confidentiality and trust regarding treatment. It is no surprise that social media has many benefits in terms of accessibility and patient engagement. Still, caution must be exercised in communicating and managing privacy policy, and strong measures must be taken to address technical issues. We can only fully realize the potential of these technical advancements to create really clean and healthful benefits, if we find a way to balance while adopting them with minimizing their risks.

The study purely focuses on how social media & healthcare platforms (apps) impact on doctors and patient in India. The objectives of study are:

To examine how social media is affecting the healthcare practices of the country.

- To determine the patient behavior towards the online healthcare platforms.
- To study the different competitors of online healthcare platforms and how are they different.

### SCOPE OF STUDY

- The scope of this research is ultimately to understand many features and advantages of social media.
- Understand the behavior of the patients toward online healthcare and factors affecting patient behavior.

- The long-term benefits of growing the online presence by using different social media like Google, Facebook, Instagram, etc.

### LITERATURE REVIEW

#### ● EVALUATION AND DECISION MAKING IN SOCIAL MEDIA MARKETING

**Keegan et al. (2017)** offers excellent insight into the marketing strategy industry. It offers a step-by-step guide to measuring mass media strategy for healthcare providers (HCP) efforts and highlights the challenges that arise in the process. 1) Identification of evaluation objectives, 2) Identification of key performance indicators (KPIs), 3) Identification of relevant metrics, 4) Collection and analysis data, 5) Generation of reporting notification, and 6) Improvement in management decision-making. This framework serves as a way to measure the effectiveness of marketing campaigns. By examining these challenges, the authors aim to understand the decision-making process regarding strategic advertising. . Changes in the organization's business and customers can impact the analysis process by affecting factors like the target's connectivity, communication, and distribution resources. Additionally, the study acknowledges the limitations of existing social media analytics tools that may hinder data collection, analysis, and reporting. It provides a general understanding of business analysis and marketing strategy. It demonstrates the importance of resolving these issues to improve decision-making and make better use of advertising in businesses.

## ● SOCIAL MEDIA USE BY HEALTHCARE PROVIDERS

**Farsi (2021)** The world proceeds to progress innovatively, social media (SM) is getting to be an fundamental portion of billions of people's lives around the world and is influencing nearly every industry possible. As the world is getting more carefully situated, the well being care industry is progressively visualizing social media (SM) as an critical channel for well being care advancement, business, selecting untreated patients, showcasing for well being care suppliers/ healthcare providers (HCPs), building a better brand title, etc. HCPs are bound to ethical standards toward their colleagues, patients, and the open within the computerized world as much as within the genuine world.

## ● SOCIAL MEDIA USE BY PATIENTS IN HEALTHCARE

**Gupta et al. (2020)** emphasize that (i) Facebook, Twitter, YouTube, blogs, and online well being communities are prevalent among patients to look for and sharing data. The health-related social media portals like PatientsLikeMe, Netwellness, and MDTalks are too often used by patients. (ii) Patients use social media to look for data about almost all illness and its treatment, looking at other patients, searching to bolster confidence, looking for enthusiastic backing, sharing individual well being stories, sharing information about medicines/instruments, looking for and posting surveys, and searching for side impacts of medications.

## ● BRANDING IN THE DIGITAL AGE

**Edelman (2010)** mentioned in his study that the Internet and social media are not only changing how business is done, but also how consumers prefer products. It directs the reader to examples previously used by marketers to understand how consumers prefer their products and where customers are not following the right path, while selecting products and turning to a more straightforward approach. It highlights the importance of connecting the consumer market; it examines consumer decision-making across three different countries and five sectors (e.g. automotive, leather care, meat, insurance, mobile phones and electronics). Based on the findings, he proposes a four-stage model that focuses on how today's consumers use social media to promote products and purchases based on the reviews and promotions they receive. The research takes the readers through the customer journey and shows where businesses should focus their efforts and resources. Providing statistical information from various studies allows organizations to identify the key elements they must focus on to build an excellent online reputation.

## ● IMPACT OF SOCIAL MEDIA ON THE QUALITY OF DOCTOR-PATIENT INTERACTION

**Asayesh et al. (2020)** in his study state that Doctor-Patient Interaction (DPI) could be a prerequisite for beginning a restorative preparation to pro-actively build community and relationships and manage conflict and tensions to

treat patient with dignity and respect.. This interaction plays a crucial part, such as steps like determination, treatment, and recovery. As the DPI is more influential, the more fulfilled is the understanding. From another point of view, social media is mixing with distinctive viewpoints, such as people's lives, like healthcare administrations perspectives. The social media gives individuals the ability to get to the data and communication with other individuals over the world immediately. Be that as it may, it is unavoidable to confront its downsides like deceiving data. This paper efficiently surveys the impact of social media on DPI and patient's discernment of the online data. It examines that DPI can be improved by utilizing social media and open vital information that can be extended by the dispersal of directed data. These conclusions can be anticipated since individuals express concerns about the legitimacy of the data, its sources, and their security in utilizing social media. So, they tend to put more trust in scientific-based data given by specialists or healthcare suppliers instead of a few arbitrary deceiving data.

#### ● DIFFERENT PLATFORMS FOR DIFFERENT PATIENT'S NEED

**Sanders et al.(2020)** estimated that earlier studies on online well being and health information research emphasized more on indicators and outcome of

online health information , rather than on the content of online well being data itself; it was understudied. Their study emerged from the treatment of cancer patients, who once diagnosed and recommended a treatment course, have many questions surrounding fear and uncertainty about the symptoms knowledge as cognitive needs and emotional support as affective needs; they both constitute the unmet social support needs of such patients even after advised by medical experts and who go through their cancer journey. Therefore, the actual content of online health information becomes very important and relevant and needs to be reviewed by medical experts. Hence, online health information/ well being data has remained an umbrella term for all types of online platforms including blogs, medical libraries, questions-answers platforms and discussion forums. A hybrid strategy was used that combines qualitative/ subjective and computational methods to identify different topics of relevance that supports patients' social support needs in such chronic and terminal illness conditions. They presented an initial model of social support needs that primarily examined on these topics and contents of distinctive stages. This was done through automatic content analysis of the data presented on the online health information through computational methods of computer based modeling studies.

### **Table 1: Thematic representation of Research issues/ Objectives and variables identified from literature review**

<b>AUTHORS</b>	<b>STUDY</b>	<b>RESEARCH ISSUES/OBJECTIVES</b>	<b>VARIABLES/THEMES FOR QUESTIONNAIRE</b>
<b>Brendan James Keegan and Jennifer Rowley (2017)</b>	Evaluation and Decision making in Social Media Marketing	Contribution to knowledge regarding SMM strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process.	The age group of the patients, Patient preference towards the online healthcare platforms post COVID, the Most reliable advantage of the Online healthcare
<b>Y. Asayesh &amp; K. Sadaghzadeh Z. (2020)</b>	The Impact of Social Media on the Quality of Doctor-Patient Interaction	Influence of Social Media on DPI and patients' perceptions of online information	Doctors prefer social media marketing. Is social media is helping the doctors in increasing their patient count.
<b>Deema Farsi (2021)</b>	Social Media and healthcare, Part I: Literature Review of Social Media Use by healthcare Providers	SM use worldwide and how it has been used as an essential tool in the healthcare industry from the perspective of HCPs most.	Social media do doctors and patients prefer the most
<b>Remco Sanders, Annemiek J. Linn et al (2020)</b>	Different platforms for different patients' needs: Automatic content analysis of different online health information platforms	Differences between and within platforms for doctors and patients.	Competitors and comparison of online healthcare platforms
<b>Poonam Gupta, Asma Khan, Amit Kumar (2020)</b>	Social media use by patients in Healthcare	The use of social media by patients for health-related purposes.	Patients trust the details of doctors provided on social media
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(Source: Researchers own survey of literature review/ secondary data)

## RESEARCH METHODOLOGY

**RESEARCH APPROACH:** Empirical approach is used in the project which involves systematically collecting and recording what doctors and patient said as respondents..

**RESEARCH STRATEGY:** Data collection was done by quantitative method, by establishing a structured and validated questionnaire. The qualitative method also used with telephonic discussion and open-ended questions.

### RESEARCH DESIGNS:

**EXPLORATORY STUDY:** The research aims to study the status and knowledge of doctors and patients.

**DESCRIPTIVE:** The research study is descriptive because it involves gathering data that describe events and then organizing, tabulating, depicting, and

analyzing it.

**TARGET RESPONDENTS:** The target respondents of this study include doctors and patients of the Delhi NCR region.

**SAMPLING TECHNIQUE:** Convenient sampling was used. The Google form was sent to patients in Delhi NCR region via email and other digital means like Whats App groups. The interaction with the doctors was done through Google meet and other digital platforms; they were also sent/ emailed questionnaire. The selection of doctors was done with the help of the Remedo app, which contained the database of the doctors.

**SAMPLE SIZE:** Here, large samples were taken for the personal interactions. In total, we interacted with 150 doctors and 54 patients in two months.

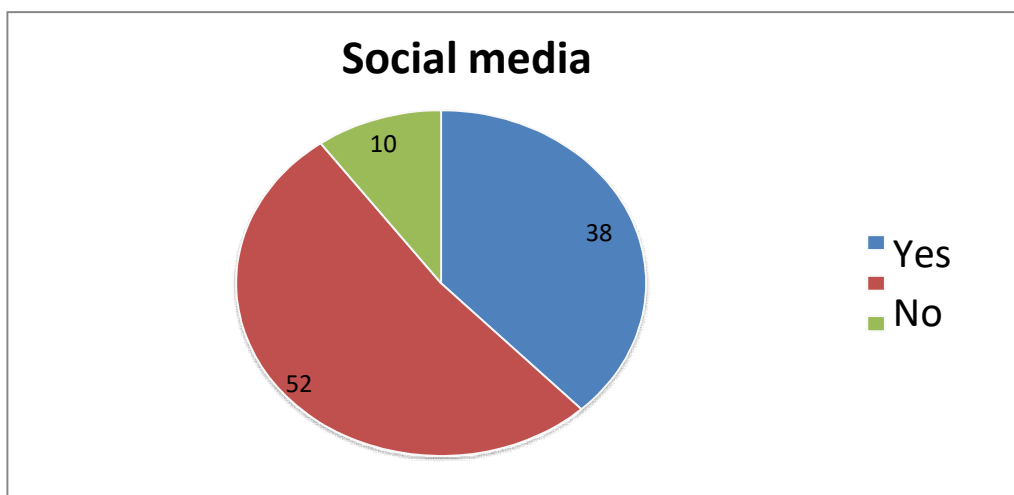


**DATA COLLECTION:** The research made use of primary data and secondary data. Primary data was collected by using a structured questionnaire by Google link online form after interacting with the doctors and the patients and taking their telephone numbers. For the collection of secondary data, a systematic and comprehensive quality search of review articles, research papers and scientific journals

experienced and non-experienced home caregivers through focused group discussions on Google Meet. The questionnaire mapping of set of questions was done for the corresponding related objectives of the study.

The questionnaire is divided into two sections:

i) For doctors (Responses were



was done.

**Period of Study:** Feb. 2024 to April 2024

**QUESTIONNAIRE DESIGN:** The questionnaire contained close ended questions with multiple-choice questions, checkboxes, and 5-point Likert's scale (strongly agree, agree, neither agree nor disagree, disagree and strongly disagree with numerical descriptors 5 to 1 were used respectively) based on variables identified from a literature review. All the questions are written in simple English language. The content and face validity of the questionnaire were discussed with academic experts, medical experts,

collected)

ii) For patients (Responses were collected)

**DATA ANALYSIS TECHNIQUE:** The tabulation and data analysis were done by using Microsoft Excel with the help of bar and pie charts.

#### **ANALYSIS AND INTERPRETATION**

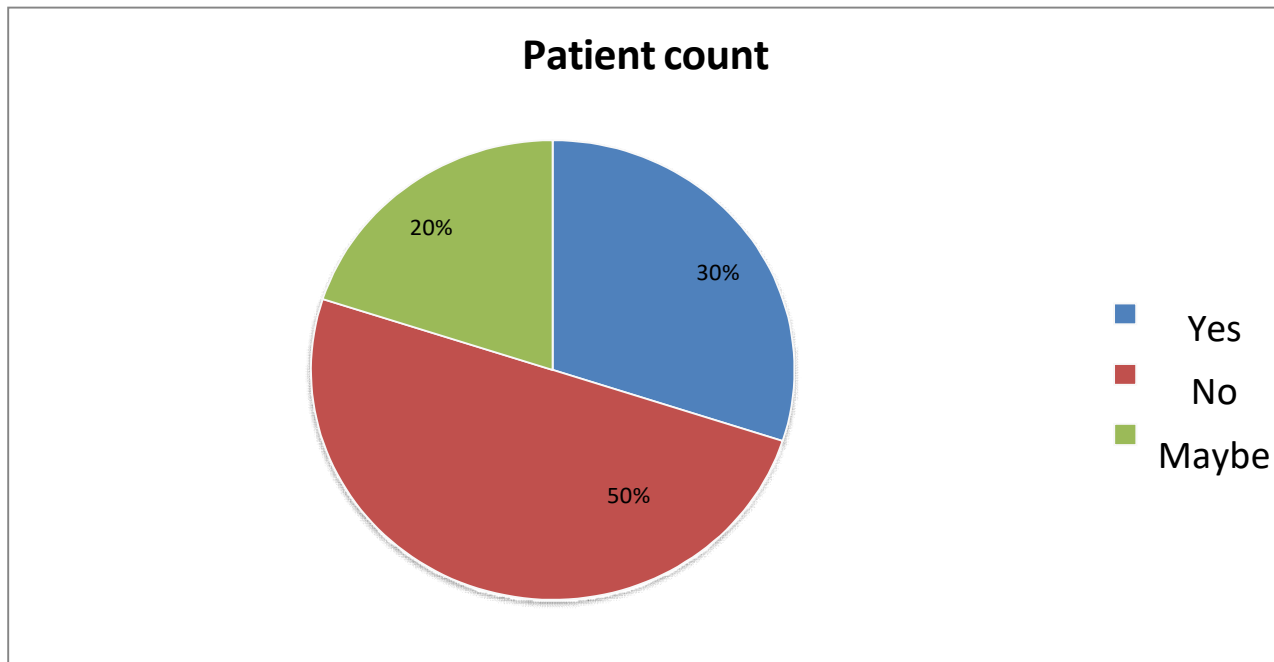
The data was collected after interacting with the doctors online, as well as with the help of a questionnaire; the same was done for the patients also; it is analyzed in the following section:

**Figure 1: Doctors prefer social media marketing**

(Source: Researcher's primary survey data; Source  
Ari able theme for question:  
Doctors prefer social media marketing).

**INTERPRETATION:** Social media refers to any  
business model that uses social media (Google,  
Instagram, Facebook, LinkedIn, etc.). So, the research  
revealed:

About 38% of doctors prefer commercial  
advertisements between the ages of 25-40. It appears  
that doctors aren't sure, perhaps because they don't  
understand the power of relationships these social  
advertisements may create between them and seeking  
patients. It is in an emerging state.

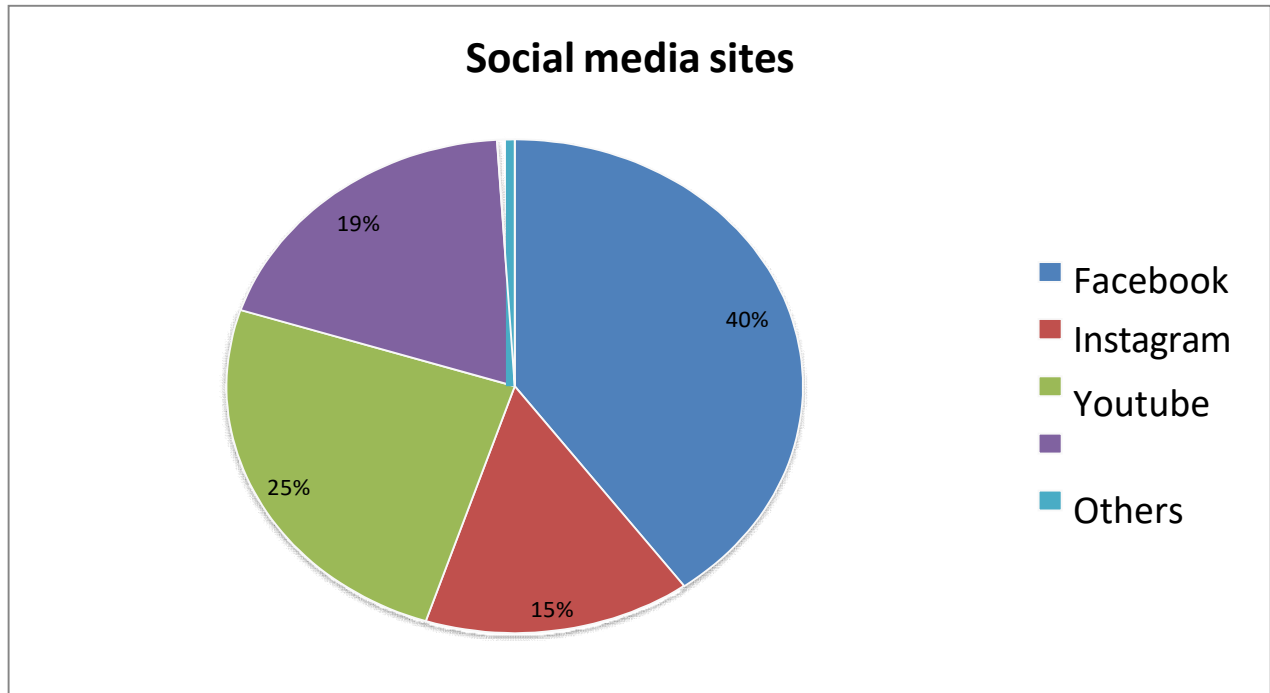


**Figure 2: Social media is helping the doctors in increasing their patient count**

(Source: Researcher's primary survey data; Source variable theme for question: Social media is helping the doctors in increasing their patient count)

**INTERPRETATION:** Based on research and feedback from doctors, the following results were obtained: -30% of doctors said yes, marketing helped increase the number of sick people in their clinics.

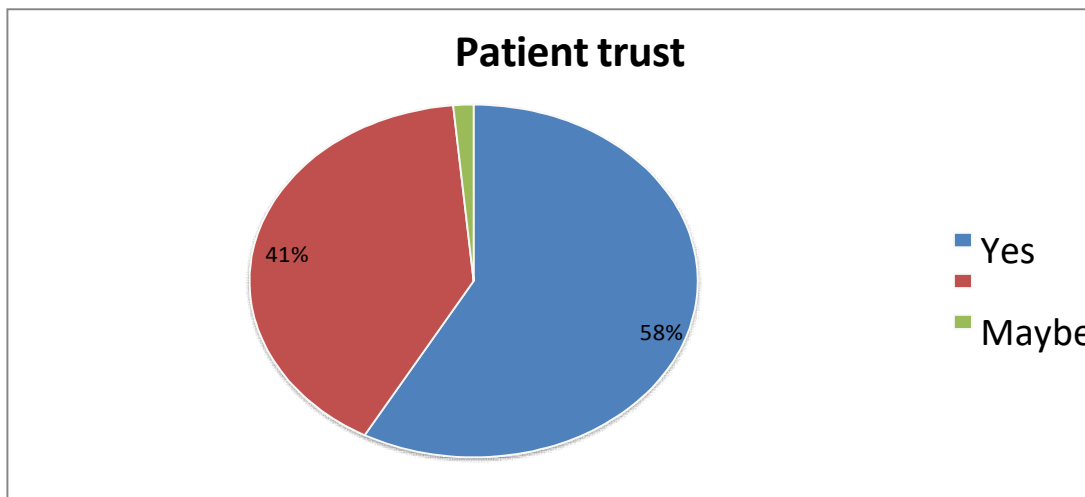
Social media has helped improve their rankings and help patients find doctors quickly. New things, everything takes time to break down. Patients are still focused on utilizing medical services as usual. With these developments, these services will continue to grow and help in future applications.



**Figure 3: Social media sites preferred the most by the doctors & patients**

(Source: Researcher's primary survey data; Source variable theme for question: Social media sites preferred the most by doctors & patients)

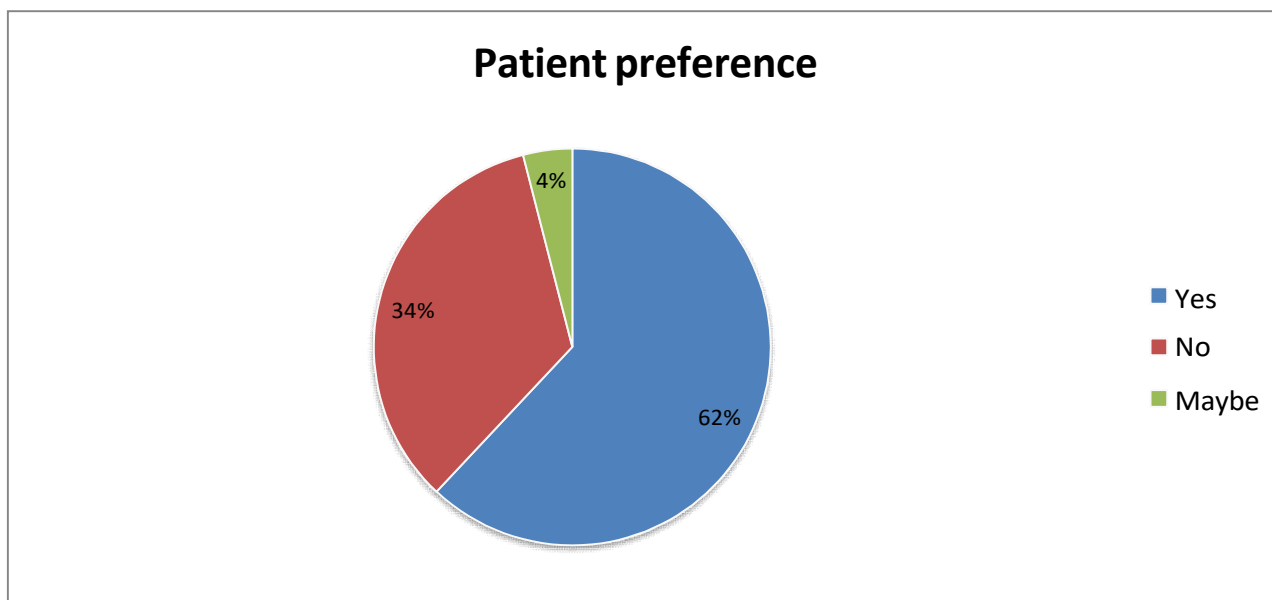
**INTERPRETATION:** Due to the wide variety of social media around the world and its use for many purposes, the following conclusion has been drawn: 40% of doctors and patients prefer to trust the material report of Facebook. Because Facebook allows people to share and access any information in any way.



**Figure 4: Patients trust the details of doctor provided on social media**

(Source: Researcher's primary survey data; Source variable theme for question: patients trust the details of doctor provided on social media)

**INTERPRETATION:** er pppatients. They believe that existing information pr  
As technology has made people wiser, people can now people can be used as verbal communication or  
believe and relate to things given on social media word of mouth reference for doctors. Rests of the  
According to the statistics found: patients think the information may be false or inaccura  
58% of patients trust the content offered by the dotcet.ors  
on social mediabecause they are comments of other



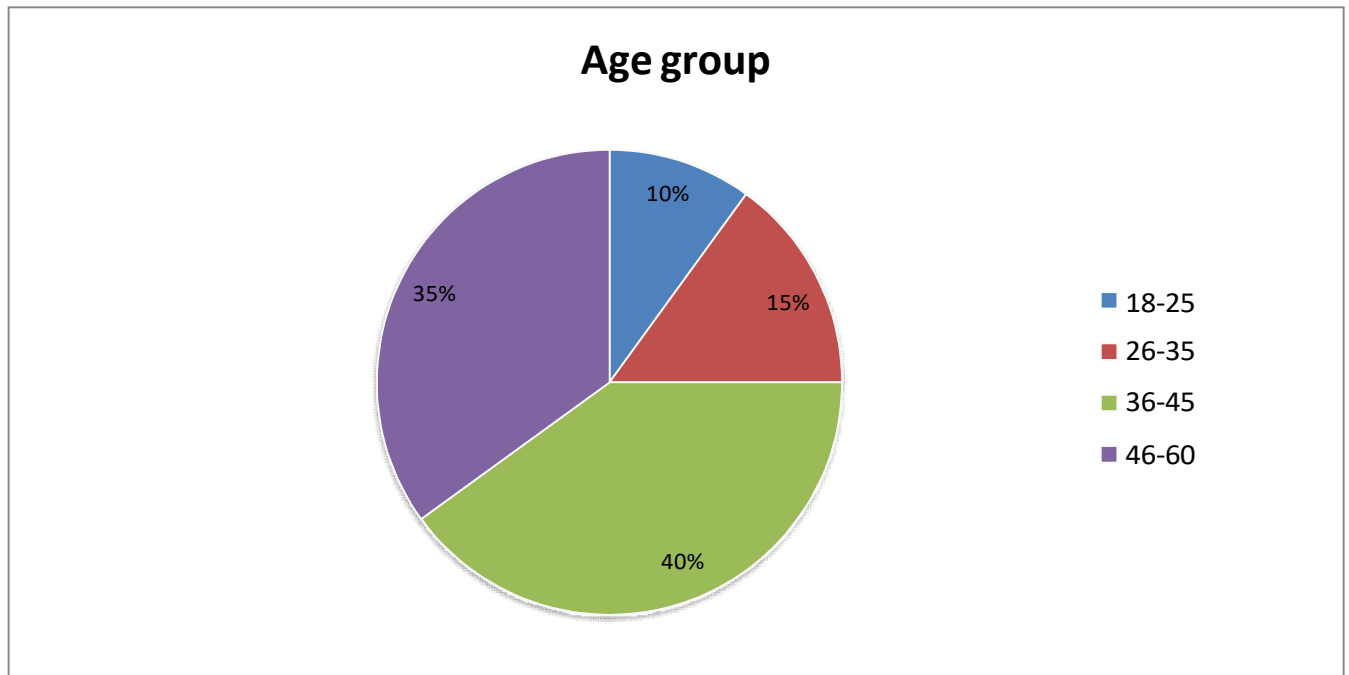
**Figure 5: Patient preference towards the online healthcare platforms post-COVID**  
(Source: Researcher's primary survey data; Source variable theme for question: Patient preference towards the online healthcare platforms post COVID)

**INTERPRETATION:**

Online healthcare services had certainly become increasingly essential during the COVID-19 pandemic. The U.S. Department of Health and Human Services made permanent and other temporary changes to healthcare. It allowed the doctors to provide appointments and consultations, helping reduce the spread of

COVID-19 and allowing patients to receive care without leaving home. The pandemic has also caused an increase in the use of digital health technologies. However, it is crucial to remember that the epidemic affects healthcare services and some people will still prefer individual face to face physical care consultation. It is best to consult your doctor to determine the best course

of action based on your personal needs, reasons and advantages for the treatment of the disease.



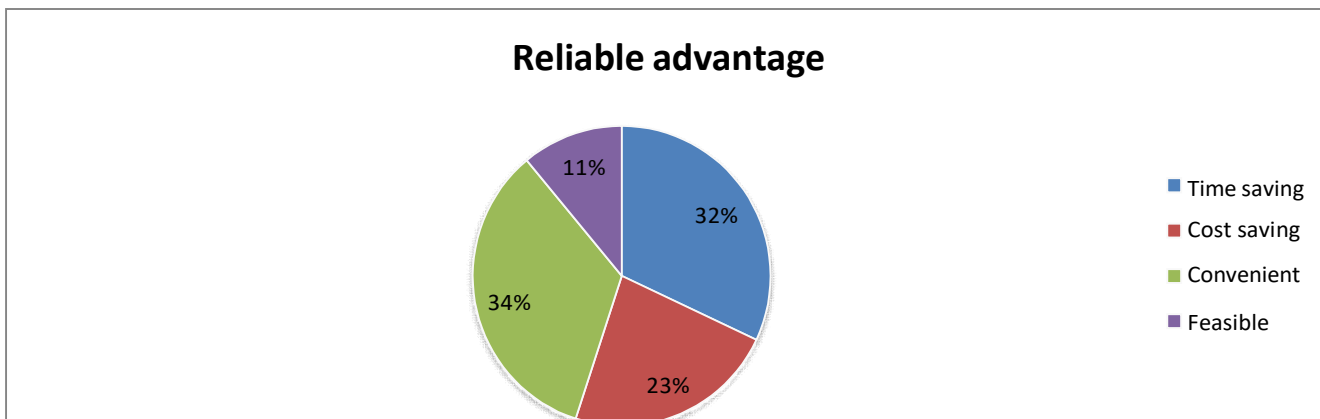
**Figure 6: Age group of the patients preferring online healthcare**

(Source: Researcher's primary survey data; Source variable theme for question: Age group of the patients preferring online healthcare)

**INTERPRETATION:**

Online health offers a convenient and cost-effective way to provide healthcare services to seniors with multiple health needs or mobility limitations that make travelling to the clinic's complex. In general, age groups use online healthcare services differently, but it is clear that online health is becoming increasingly crucial and beneficial to healthcare for all ages.

10% of patients between the ages of 18-25 use online treatment. The reason why they do not prefer online treatment is that they are young and easy to reach. . By providing easy and practical access to older people, they are helped to find treatment more quickly.



**Figure 7: Most reliable advantage of the online healthcare**

(Source: Researcher's primary survey data; Source variable theme for question: most reliable advantage of the online healthcare)

**INTERPRETATION:** Online treatment, also savings from the expanded use of online healthcare known as telemedicine or tele-consultation, has many services. Online treatment helps patients avoid the benefits. The simplicity of it all is one of the key burden of work time, transportation costs, and benefits. Patients do not need to leave their homes to treatment planning. By offering virtual consultations go to the clinic; they can receive the care they need to patients, doctors can save money by reducing without leaving their homes. It is particularly overhead expenses like rent and utilities. Patients beneficial for patients with limited mobility and can receive timely care for their severe illnesses those living in remote areas where access to first through online healthcare services, thus preventing consultation of healthcare is more limited. Patients their condition from worsening and needing further can also schedule appointments outside of regular treatment. Additionally, patients living in areas business hours through telemedicine, making it more where specialists are unavailable can benefit from accessible to fit treatment plan into their busy better access to specialists by using online schedules. Patients and doctors will benefit from cost treatment; it is a good choice.

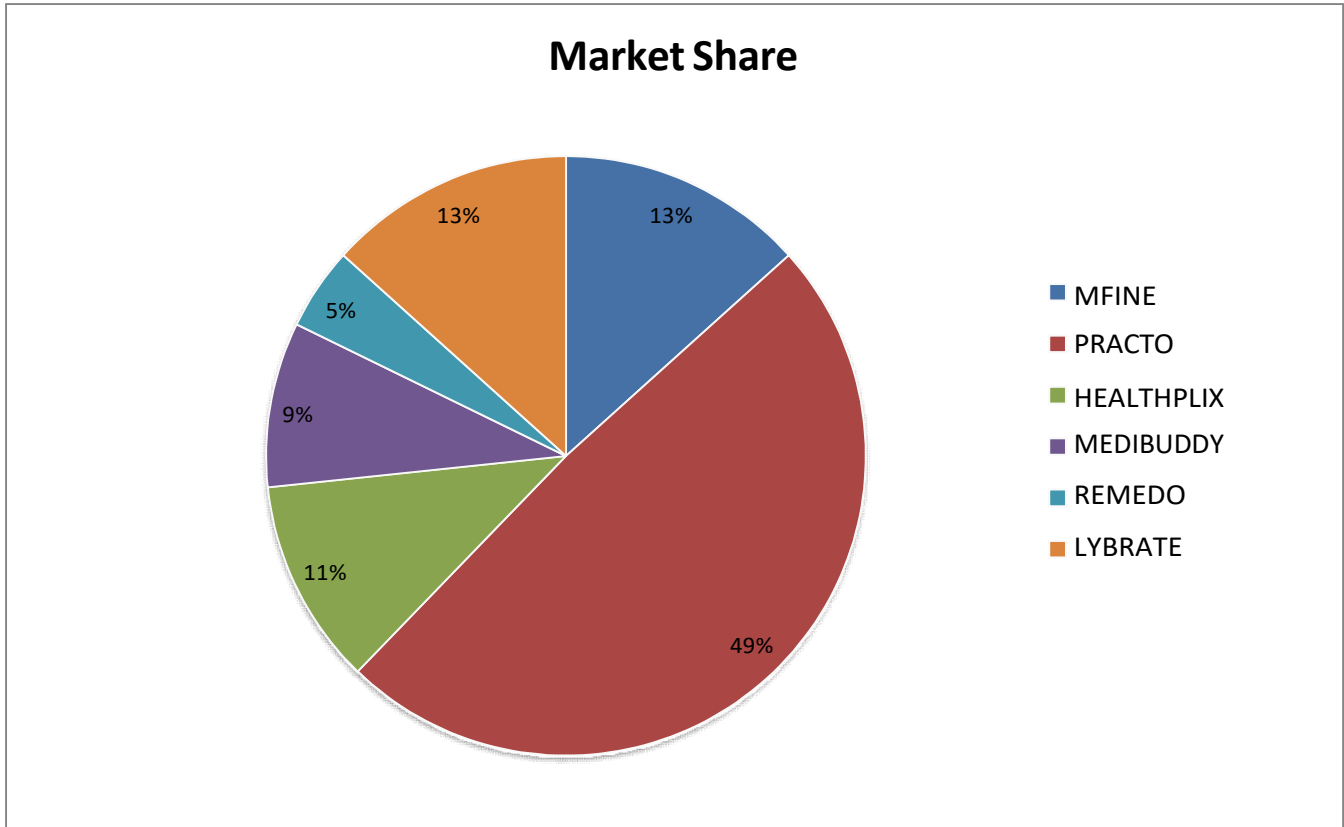
**Table 2: A comparative chart for patient advantages**

S.NO	ADVANTAGES	PERCENT
1	Time-saving	32%
2	Cost saving	23%
3	Convenient	34%



4	Feasible	11%
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(Source: Researchers primary data from the survey)



(Source: Researcher's primary survey data; Source variable themes for question: competitors and comparison of online healthcare platforms)

**Figure 8: Competitors and comparison of the online healthcare platforms**

**INTERPRETATION:** Our perspective on the mobile application, customers can consult their health sector has now changed with technology. doctors directly. It used to be difficult to buy The healthcare technology app was born as many medications from pharmacies, but now online healthcare businesses were forced to move online platforms make it more accessible by delivering due to the corona virus shutting down all services medicines to your door. The health market worldwide. You don't need to go to the doctor in facilitates and increases access to health services. person today. Thanks to the video chat function via

**Table 3: Some of the different online healthcare apps/ platforms available in the market: a comparison.**

COMPANY NAME	DESCRIPTION	MARKET SHARE
Mfine	You can get professional medical advice from licensed doctors online through MFine at affordable rates, beginning at Rs 125 per session. When you search for a doctor by name or specialties, their profile will indicate whether or not, they speak other regional languages in addition to English and Hindi. If they do, you'll be able to consult online. There are more than 30 different specialties represented among the doctors	13%
Practo	Compared to other apps on the market, it is a very distinctive one. With a wide range of features like medicine delivery to your door and online video consultations with doctors, it also gives its customers the free option of asking a doctor any questions they may have regarding their health. You don't have to pay more for even home sample collections. They have a network of more than 15,000 doctors and more than 25 specialties, In order to help you save money, its online pharmacy offers a variety of discounts on different medications. This recently released app, Is available on both the iOS and Play stores; it has quickly gained popularity.	49%
Healthplix	An application for an online healthcare consultancy is known as HealthPlix. You have the option of calling the doctor, having a video call, or even chatting. Your conversations will be kept confidential and will not be shared with anyone other than the attending physician for medical treatment. All of your prescriptions and your doctor's notes will be quickly interpreted with the assistance of its AI technology, making it possible to purchase medicines and to store this information for future reference	11%
Medibuddy	In addition to offering the fundamental online doctor consultation, Medibuddy also offers Medibuddy Gold, a premium membership option that grants you unlimited doctor consultations for you and your family. People can quickly communicate their problems from the comfort of their homes; there are more than 18 different specialties and more than 20 different regional languages that doctors are fluent in. The fact that Medibuddy offers health insurance coverage from a wide range of hospitals is another distinctive feature of the company. People can look up their insurance,	9%

	compare prices, and purchase the coverage online.	
Remedo	It is a piece of medical technology that is meant to be used by doctors. It is beneficial in the work that they do every day. The app not only allows for video conferencing with patients, but it also creates a comprehensive profile for each patient, allowing the attending physicians to examine the reports and organize patient appointments by the patient's state of health. In addition, the doctors are provided with a daily appointment summary to ensure that they do not miss any of their scheduled appointments.	5%
Lybrate	One of the top apps available for online doctor consultations is Lybrate. It provides free video consultations with medical professionals to address your questions. The app gives you daily health advice of how to live a healthier lifestyle and maintain a healthy body and mind. In addition to this, they also have an online store where you can purchase healthcare items based on your requirements. The app offers a gold membership package that offers users savings on a variety of services like consultation fees and prescription drug costs	13%

(Source: Researcher's secondary/ literature review; data collected from their websites and their review platform on the internet, and primary data from the survey.)

**CONCLUSION**

The social media and online healthcare have had the massive impact on doctors and patients. Some of the ways it affects healthcare services include:

- **IMPROVED PATIENT ENGAGEMENT:**  
The social media and online healthcare make it more accessible for patients to interact with the doctors and obtain medical information. Patients can use these platforms to ask questions, share medical information, and receive updates from doctors.
- **INCREASED ACCESS TO HEALTHCARE:**  
The online healthcare makes healthcare more accessible, especially for patients living in rural or remote areas. By having virtual consultations with doctors, patients can help reduce the need

for travel and Improve access to care.

- **IMPROVED COMMUNICATION BETWEEN DOCTORS AND PATIENTS:**

The social media and online healthcare have facilitated communication between doctors and patients. The doctors can use these platforms to share health information, provide updates on treatment plans, and answer patients' questions.

- **INCREASED PATIENT EMPOWERMENT:**

The social media and online healthcare services give patients more control over their health. The patients can use these platforms to research their health, find doctors, and connect with other patients with similar conditions.

● **POTENTIAL FOR MISINFORMATION:**

The social media and online health also create the potential for misinformation. The patients may encounter inaccurate medical information online, leading to confusion and poor decision-making.

Overall, social media and online healthcare have had a significant impact on healthcare. While they offer many benefits, it is essential that patients and doctors must use these platforms responsibly and carefully evaluate the information they encounter online.

**MANAGERIAL SCOPE**

The study gives us a better understanding of the impact of the social media and medical apps on doctors and patients in the Delhi NCR region. This is a revolution in medical facilities and clinics that facilitate patient-doctor interaction, and doctors can efficiently track patients and follow experienced doctors as key opinion leaders (KOL) among them to gain more knowledge and practice their work. The patients also have easy access to medical care. But these apps have consequences, and there is a need for patients to be properly educated to use these services; many people do not use online news and apps and still need it. There is more excellent privacy protection as it owns all our data and information.

**LIMITATIONS**

There are some limitation of the Social

media and healthcare apps which we discovered during the study:

- In a country like India many people are not knowledgeable about the technology or some are using these parameters unknowingly which creates a barrier between the usage of the service and the users.
- Since these types of products are using online platforms to provide their service, there are cases of cyber crimes; therefore, at times, it is very difficult to gain the trust of the users.
- In our country the availability of internet is another limitation; still many of the cities and villages are still not having the good quality of internet service and thus it limits the user from using the service.
- The age factor of old doctors is also stopping the services from getting adapted; the old doctors are already having good amount of footfall and accordingly they don't need these kind of service. Also at old age, it is hard to learn and adopt about these kind of service.

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