PATIENT ENGAGEMENT IN DIGITAL HEALTHCARE

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ABSTRACT

The American healthcare industry has been impacted by Information Technology (IT) digitization, making healthcare more accessible and affordable. This will not be successful unless patient engagement is encouraged to advance innovative digitized healthcare. Healthcare providers must work in partnership with the patients to ensure that the target is achieved. Digitally engaging patients does not rely on face-to-face meetings, but rather will allow for remote diagnoses and treatment recommendations. An Infosys study (2013) indicates that a high number of patients favor electronically sharing personal health information with their physicians and feel confident that their personal medical data will not be compromised. Many patients share personal medical information online and on mobile devices, and even use their mobile apps to communicate with physicians. Patient engagement occurs when they understand the benefits of services offered by the healthcare systems through marketing campaigns and promotional offers. Patients will be empowered once they are educated on the programs that allow them to manage their own healthcare, including patients who are not technologically savvy and are reluctant to use digitized healthcare systems.
marketing campaigns and promotional offers. Consumer consultation in this system also helps in not only guiding the patients to the right plan, but also having them select a plan that is helpful in the future. Patients must be clearly informed about the plan in order to maintain transparency and quality. Personalized correspondence over the digital network will help resolve issues and fulfill patient needs. The patients will feel more empowered when they are educated on the programs that are committed to managing their own healthcare. This will help patients who are not technologically savvy and often feel reluctant to use these healthcare systems.

Since patients can be connected by social media to voice their opinions, it is important for the digital healthcare system to delight their patients through an effective customer response structure (Dolgin, 2013), such as noted in Table 1.

Table 1. Example of customer response structure. Motion-dependent alarm/alert thresholds and heuristic rules for a walking patient (Moon, J., Mccombie, D., Dhillon, M., Banet, M. 2015).

<table>
<thead>
<tr>
<th>Vital Signs</th>
<th>Motion State</th>
<th>Modified Threshold for Alarms/Alerts</th>
<th>Heuristic Rules for Alarms/Alerts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blood Pressure (SYS, DIA)</td>
<td>Walking</td>
<td>Increase (+10-30%)</td>
<td>Ignore Threshold; Do Not Alarm/Alert</td>
</tr>
<tr>
<td>Heart Rate</td>
<td>Walking</td>
<td>Increase (+10-300%)</td>
<td>Use Modified Threshold; Alarm/Alert if Value Exceeds Threshold</td>
</tr>
<tr>
<td>Respiratory Rate</td>
<td>Walking</td>
<td>Increase (+10-300%)</td>
<td>Ignore Threshold; Do Not Alarm/Alert</td>
</tr>
<tr>
<td>SpO2</td>
<td>Walking</td>
<td>No Change</td>
<td>Ignore Threshold; Do Not Alarm/Alert</td>
</tr>
<tr>
<td>Temperature</td>
<td>Walking</td>
<td>Increase (+10-300%)</td>
<td>Use Original Threshold; Alarm/Alert if Value Exceeds Threshold</td>
</tr>
</tbody>
</table>

Patients will value the importance of the digital healthcare system if they view it as compatible, simple to use, see other using it, and are enthusiastic about trying it. The medical journey of the patient must be properly administered to improve customer engagement (Berger, 2014).

REFERENCES
