

# **Internship Training**

At

EY India LLP

## **To Assess Awareness of Digital Health Interventions, Telemedicine, And Digital Health Reporting**

By

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Enroll No. - PG/20/080

Under the guidance of

Dr. Sumant Swain

Post Graduate Diploma in Hospital and Health Management

2020-22



**International Institute of Health Management  
Research**

**New Delhi**

The certificate is awarded to

**Sidhanshu Bajaj**

in recognition of having successfully completed his/her

Internship in the department of

**Technology Consulting**

and has successfully completed his/her Project on

**To Assess Awareness of Digital Health Interventions,  
Telemedicine, And Digital Health Reporting**

**Date- 06/06/2022**

**Organization- EY India LLP**

*Sadhve*

**Senior Manager**

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sidhanshu Bajaj** student of PGDM (Hospital and Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at EY. India LLP from 4<sup>TH</sup> April 2022 to 5<sup>TH</sup> June 2022.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific, and analytical.

The Internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.

Dr. Sumesh Kumar  
Associate Dean, Academic and Student Affairs  
IIHMR, New Delhi

Dr. Sumant Swain  
Assistant Professor  
IIHMR, New Delhi

## Certificate of Approval

The following dissertation titled “**To Assess Awareness of Digital Health Interventions, Telemedicine, And Digital Health Reporting**” at **EY India LLP** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

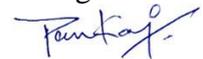
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Dr. Pankaj Gupta

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## Certificate from Dissertation Advisory Committee

This is to certify that Sidhanshu Bajaj a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He is submitting this dissertation titled **“To Assess Awareness of Digital Health Interventions, Telemedicine, And Digital Health Reporting”**. at “EY India LLP in partial fulfilment of the requirements for the award of the **PGDM (Hospital & Health Management)**.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

*Sadhve*

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Organization- EY India LLP

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,  
NEW DELHI**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled “**To Assess Awareness of Digital Health Interventions, Telemedicine, And Digital Health Reporting**” and submitted by Sidhanshu Bajaj Enrollment No. PG/20/080 under the supervision of Dr. Sumant Swain for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 2020 to 2022 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

Sidhanshu

Sidhanshu Bajaj

## FEEDBACK FORM

Name of the Student: Sidhanshu Bajaj

Organisation Dissertation: EY India LLP

Area of Dissertation: To Assess Awareness of Digital Health Interventions,  
Telemedicine, And Digital Health Reporting

Attendance: 100 %

Objectives achieved: Usage and adoption of digital interventions in teleconsultation and medical records was well articulated for future implementation.

Deliverables: Technical documentation of FRS, SRS, GAR, BRD and Stakeholder consultation.

Strengths: Precise, factual, and object oriented

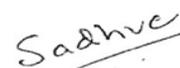
Suggestions for Improvement: Need to have more on-ground experience for better implementation of his academic learning.

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

NA

**Date:** 28/06/2022

**Place:** New Delhi



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I am extremely thankful to everyone at **EY India LLP** for sharing generously their valuable insight and precious time which motivated me to do my best during dissertation.

My learning and dissertation writing would not have been possible without in-depth discussions with **Sadhvee Sharma, Arun MK and Milan Narendra**. I express my gratitude towards them for providing timely guidance, inspiration & unconditional support during my study.

I am grateful to **Sadhvee Sharma for** her active cooperation and support as this study could not have been possible without her constant support and mentoring.

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**Sidhanshu Bajaj**

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# **Organisation Profile**

## **Introduction**

Ernst & Young Global Limited, or EY, is a company based in London, England and part of the Big 4 consulting services

With employees more 3 lakh in over 700 + offices in like Asia, Europe, Africa and America countries, EY is one the biggest firm out there in different service lines.

EY is one of the biggest names in consulting.

## **Service Lines**

EY Operates in the four primary service lines:

- **Assurance**
- **Taxation**
- **Consulting**
- **Strategy and transaction**

## **Service Lines Visited and Worked**

Presently Working in consulting services line that is Technology consulting of Government and Public sector in healthcare.

## **Problems and issues Faced**

Working in government and public sector is very challenging as you have to face new challenges every day, as government has dynamic and big programs that need to work

with sincerity and delicacy and technology with healthcare is one of the most important aspect to working.

### **Observation/Learning**

EY has helped improve in various ways like how to deal with the client and my technical skills.

The theoretical learning, that I had gained in the management course from IIHMR had helped me turn problems I faced while working in EY into solutions.

Along with this, my confidence, way of working and technical skills has improved. The organization has given me the platform to deal with a spectrum of client dealing.

### **Any Projects Undertaken Other Than Dissertation**

AT EY, I am currently working at the National Health Authority project for the digitalization of healthcare here I have to work may different documentations like FRS and SRS documentation, BRD , GAR, and stakeholder consultations and I have also worked on Bid Proposal making, Pursuit summary for leadership , Shortlisting candidates for the other projects in EY, many more things.

# **To Assess Awareness of Digital Health Interventions, Telemedicine, and Digital Health Reporting**

## **Introduction**

Digital technologies are now a part of everyday life, and the world's population has never been more connected. Innovation is occurring on an unprecedented scale, particularly in the digital sphere. Nonetheless, the way to improve and get better access to healthcare for population remains largely untapped, and there is enormous potential for using digital health practices.<sup>(1)</sup>

The Government of India is dedicated to deliver access to quality health care for all citizens, and digital health is a critical enabler for the efficient transition of the health ecosystem. India's digital health program promotes use of such digital tools to accomplish healthcare goals and places a high value on teleconsultation in community health centres. Teleconsultation aims to create a platform through which a semi healthcare provider can interact with patients to doctors via a technology platform.<sup>(2)</sup>

The National Health Authority (NHA) is the main authority in charge of executing India's public health insurance/assurance scheme, "Ayushman Bharat Pradhan Mantri Jan Arogya Yojana," and its been assigned the task for architecting strategy, building technological framework and architecture , and implementing the "Ayushman Bharat Digital Mission" to create a National Digital Health Eco-system..<sup>(3)</sup>

Ayushman Bharat—Pradhan Mantri Jan Arogya Yojana (AB-PMJAY) effectively used publicly available digital services and infrastructure to provide end-to-end services

through different technology platforms, from beneficiary identifier to hospital admission, treatment, discharge with seamless flow and digital payment to hospitals. The AB-PMJAY expertise will be used to deliver digital health to all residents and to construct an open and interoperable health management system for the citizens, healthcare providers, the government, and researchers.<sup>(4)</sup>

The overall aim of the Digital Health interventions is to build an ecosystem that:

- (i) supports health for all that is universal health coverage in an economically way, accessible, integrated, inexpensive, responsive, and manner that is safe for everyone;
- (ii) covers a diverse range of information and helps in achieving a transparent, interoperable, standards-based digital systems for everyone; and (iii) ensures the safety, secrecy, and confidentiality of health-related information of the patients.<sup>(5)</sup>

WHO defines telemedicine as "healing from a distance." It means the use of telecommunications and information technologies that help patients get consultation via digital health services. A tool that enhances patient experience while also making healthcare more available and affordable. Because of the slow technology adoption in healthcare, providers and physicians may be unaware with the term's telemedicine and telehealth. However, continuing technological and medical breakthroughs have significantly expanded its applicability. Furthermore, people who want convenience, cost savings, and intelligent features then it offers, a new generation or generation which of tech-handy people have been using it for a rapid adoption..<sup>(6)</sup>

Electronic medical records, also known as digital health reporting or EMR, are digital version of paper records, reports, charts, diagnostics reports in a clinician's workplace.

EMR generally contain overall information about the patient reports that are captured by the individual clinical practice, such as treatment and medical history. .<sup>(7)</sup>

This study focuses on the awareness of digital health interventions, telemedicine and digital health reporting at NHA. The study was conducted at National Health authority under EY India LLP.

### **Literature Review**

- a) Chhavi Kiran Gupta et al, in 2021 A cross-sectional study was conducted among certain interns and first-year residents at Subharti Medical College in Meerut. The study's goal was to assess people's knowledge of the National Digital Health Mission. A organised questionnaire was used to collect data. It was Th discovered that young doctors with junior residents had lower levels of knowledge than interns, possibly indicating curricular deficiencies in this topic. Respondents demonstrated a positive overall attitude and perception toward gaining knowledge about NDHM, as well as a positive outlook toward it..<sup>(8)</sup>
- b) Nachiket Gudi et al, carried out a study in 2020 about the Challenges and Prospects in India's Digital Health Journey there were finding were that Emergence of digital health in India can narrow the existing inequities in accessing health care, as the blueprint that is currently ABDM, emphasizes on the use of digitally enabled outreach services, particularly telemedicine, thus acknowledging the low doctor-to-population ratio in most parts of the country..<sup>(9)</sup>
- c) Prateek et al conducted a cross-sectional study about the "Assessment of Knowledge, Perception, and Willingness of using Telemedicine among Medical and Allied Healthcare Students Studying in Private institutions", this study. It

was observed that students had limited knowledge about telemedicine but showed a willingness to use telemedicine. <sup>(10)</sup>

- d) Nivedita saksena et al conducted a study on the Rebooting consent in the digital age: a governance framework for health data exchange. The study was on the consent framework of the NDHM, privacy design and regulations of the consent, and its limitations with NDHM. <sup>(11)</sup>
- e) Malhotra, Shefali, Garg, Rohin, and R, Shivangi conducted a descriptive study to examine the NDHM -HDMP using five criteria's that were related to legal framework and readiness of health system, governance framework, Effects of individual consent and privacy, risk of exclusion and concerns about the data shared with big health firms. It was found that the current framework is weak and need to worked on with better AADHAR bases authentication and anonymisation is needed to be implemented for privacy of the citizens. <sup>(12)</sup>

### **Methodology**

***Study Design:*** A cross-sectional study design had been followed To Assess Awareness of Digital Health Interventions, Telemedicine, And Digital Health Reporting.

***Study Period:*** The study was be conducted from 4<sup>th</sup> April to 5<sup>th</sup> June 2021.

***Study Area:*** The data was be collected from public of Delhi NCR Region.

***Sampling Technique:*** Convenient and snowball sampling techniques was carried out for the study based on feasibility and accessibility to collect maximum information from the participants.

***Sample Size:*** For the study, a total of 100 participants were surveyed through a Google form.

**Research Instrument:** A survey has administered semi-structured questionnaire. Participants were surveyed through a Google Form and the survey was sent through Whatsapp/Email

**Ethical Considerations:** This study was submitted review of the ethical nature of the study to the IIHMR student research review board. The tool and study protocol were cleared through this committee. All the participants were explained the objectives of the study if they are being surveyed through an online message. As a researcher, I made the participant understand and explain to them in the language they understand. After explaining them, consent was taken. For the participants filling the Google Form themselves, a question of consent has been added to the survey, before they could answer the next question. Privacy and data protection will be strictly followed.

## Results

### 1. Social Demographics characteristics and Health profession ID of the participants

- a) The average age of the participants was 26.67 and 59 % of the participants were 25 and below, 33% were in the age bracket of 26-35 and the remaining 8 % were 36 or above.

Age	Count (n= 100)	Percentage
25 Below	59	59%
26-35	33	33%
36-45	3	3%
46-55	5	5%

Table 1 Social Demographics

- b) In the following figure, out of 100 participants 47 % were not health professionals and 53 % were health professionals. 62% of Health professionals had Health professional ID but 94 pf the Health Professionals were aware about the digital health interventions.

Health Professionals and Awareness of digital health interventions

Health Professional	HP ID	Awareness about digital health interventions
53	33	50
Total %	62.3%	94.3%

Table 2 Health Professionals and Awareness of digital health interventions

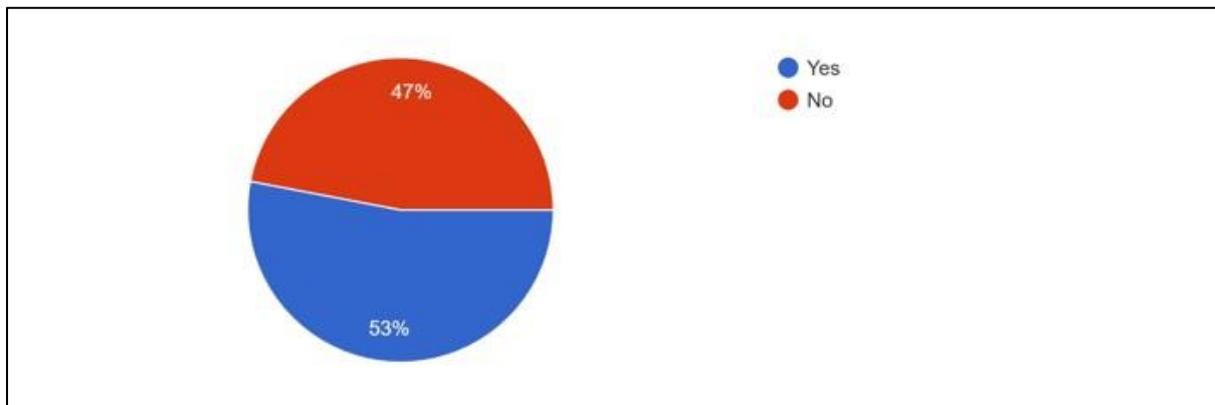


Figure 1 Are you a Health professional?

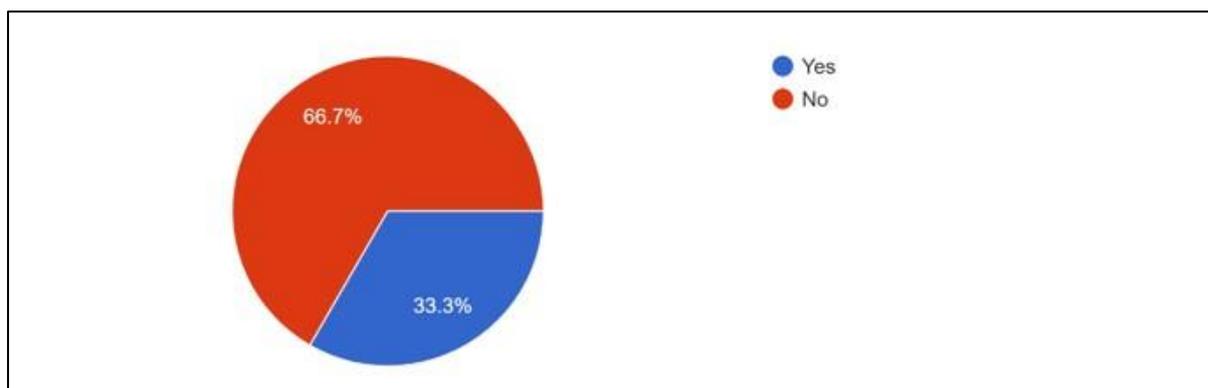


Figure 2 If yes Do you have Health professional ID?

## 2. AWARENESSESS OF DIGITAL HEALTH INTERVENTIONS

### (ABDM)

a) The following table shows the awareness of digital health interventions (ABDM) segregated by age group, here you can see Age Group of 36-45 has the highest awareness of digital health interventions (ABDM) that is 100 % followed by 26- 35 that is 87%, 80 % of 46 -55 and 69% for 25 below, however most of data is collected in age group of 25 and below and 26-35.

Awareness (AGE -WISE)					
Age	Yes	No	Total	Yes %	No %
25 and below	41	18	59	69.5%	30.5%
26-35	29	4	33	87.9%	12.1%
36-45	3	0	3	100.0%	0.0%
46-55	4	1	5	80.0%	20.0%

Table 3 Awareness (AGE-WISE)

The following questions talk about the general awareness of the public on the ABDM. The question in the survey for awareness purposes was Do you know what Ayushman Bharat's digital health mission where 77% of the participant knew about ABDM they answered yes and 23 % had answered no.

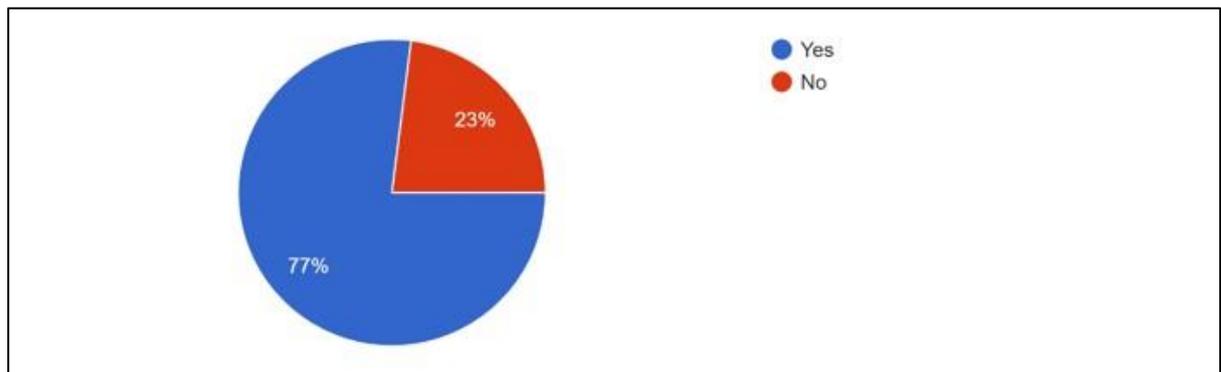


Figure 3 Do you know what is ABDM?

b) Next Question was do you know what PMJAY, here 76% of participants knew what about PMJAY and 24 % didn't know about the same.

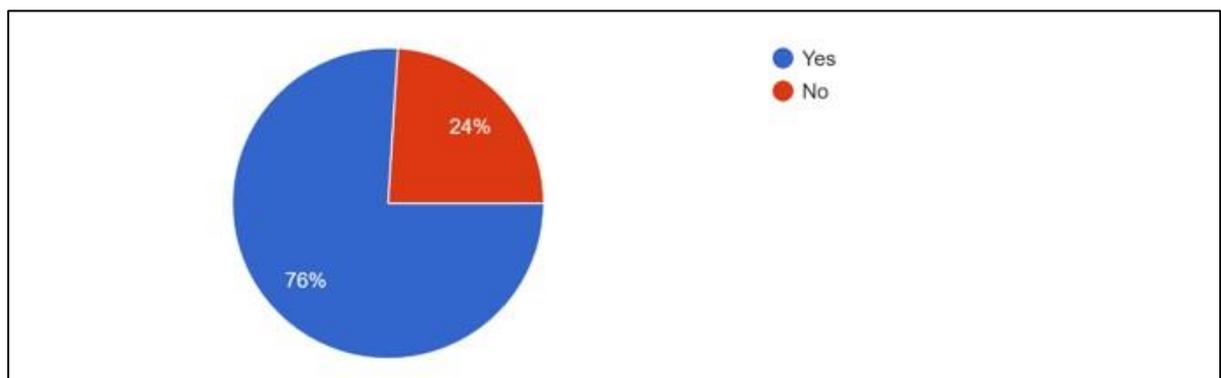


Figure 4 Do you know what is PMJAY?

c) 50 % of the participants in the survey knew how to create Health ID and 57 % of the participants knew about the purpose of the ABDM, whereas 47 % had answered no.

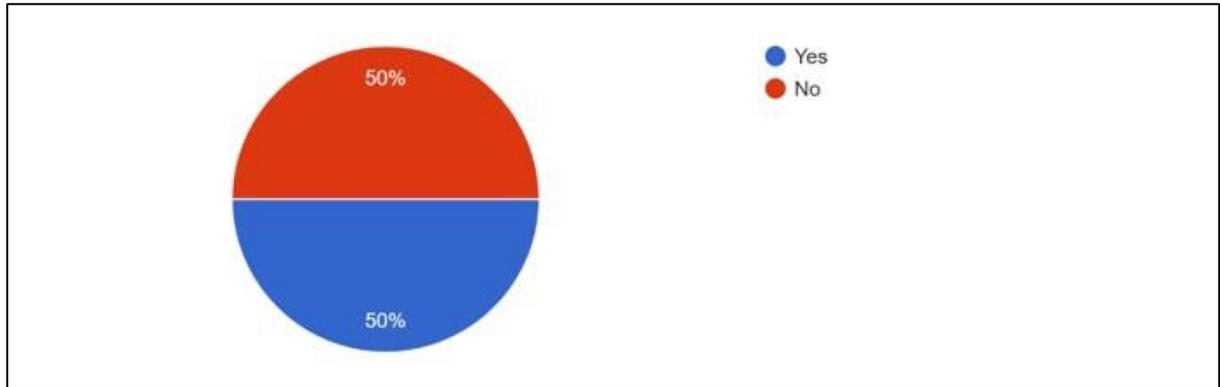


Figure 5 Do you know how to create Health ID?

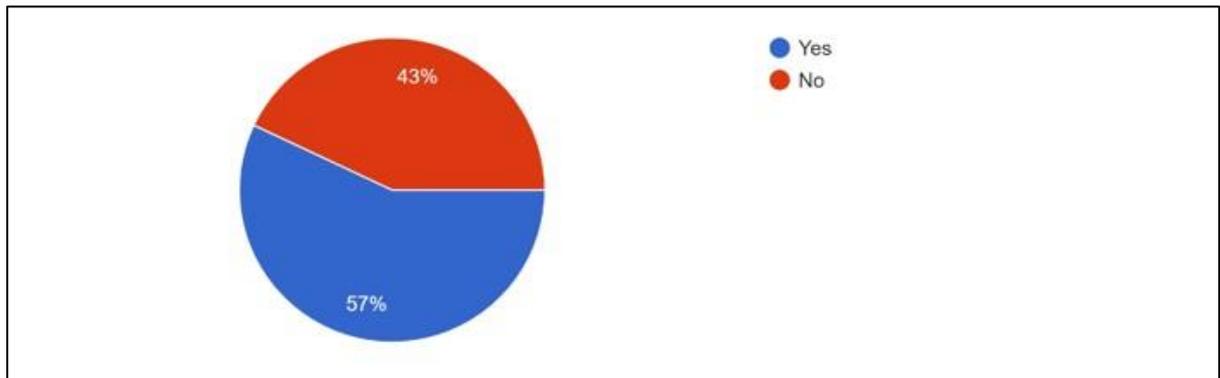


Figure 6 Do you know what is the purpose of Health ID?

d) 57 % of the participants knew about the Key Features of the digital health interventions (ABDM) whereas 43% of the participants had answered no.

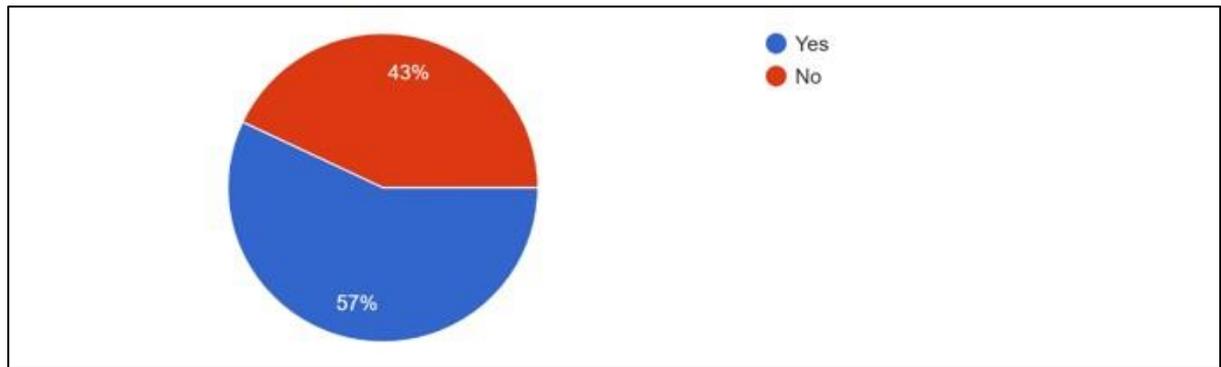


Figure 7 Do you have an idea about the key features of ABDM?

e) Next question in the survey was about what the benefits of Health/ABHA ID could be, it was a checkbox question so multiple boxes could be selected. Options were: **easy access to reports** 66% of participants selected this option, **Interoperability** 54% of the participants selected this option, 63% Participants selected **Digital consultation**, 68 % selected **seamless flow**, and only 1% were unaware of it.

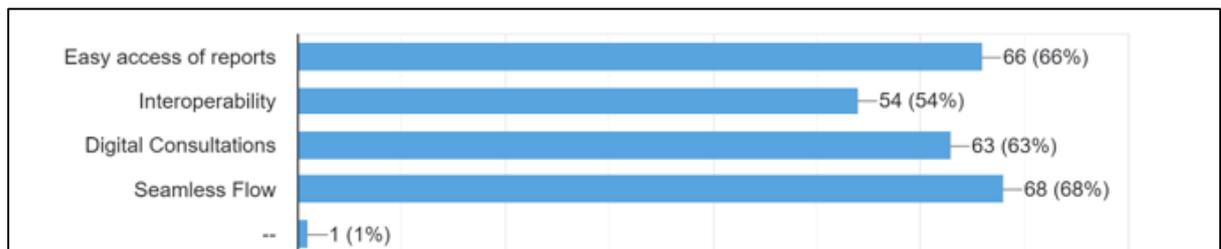


Figure 8 What could be the benefits of ABHA ID?

### 3. Telemedicine

This section had a question about telemedicine, digital health reports, PHR applications

- a) The first question in this section was to the participant if they have ever used telemedicine, here 66% of the participants answered yes and 34 % selected no.

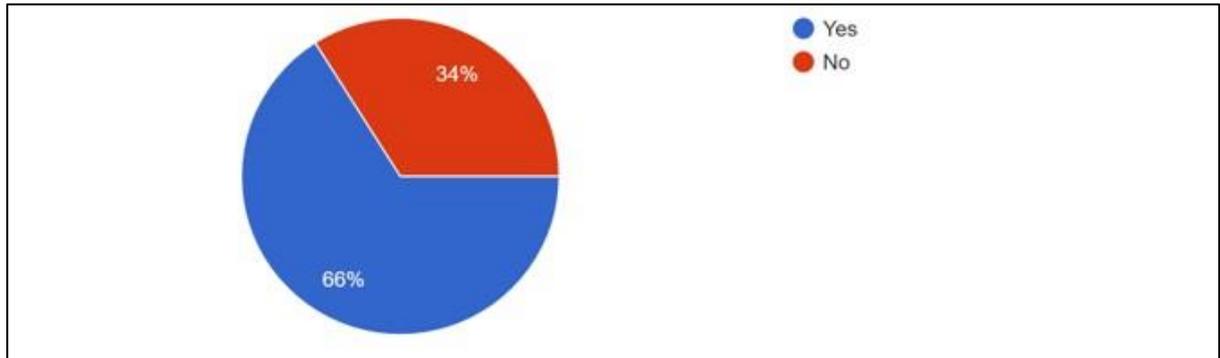


Figure 9 Have you ever used Telemedicine?

- b) Next question was about identifying if the participant has faced any problem while using telemedicine, 79 % of the participants said no and 21 % said yes.

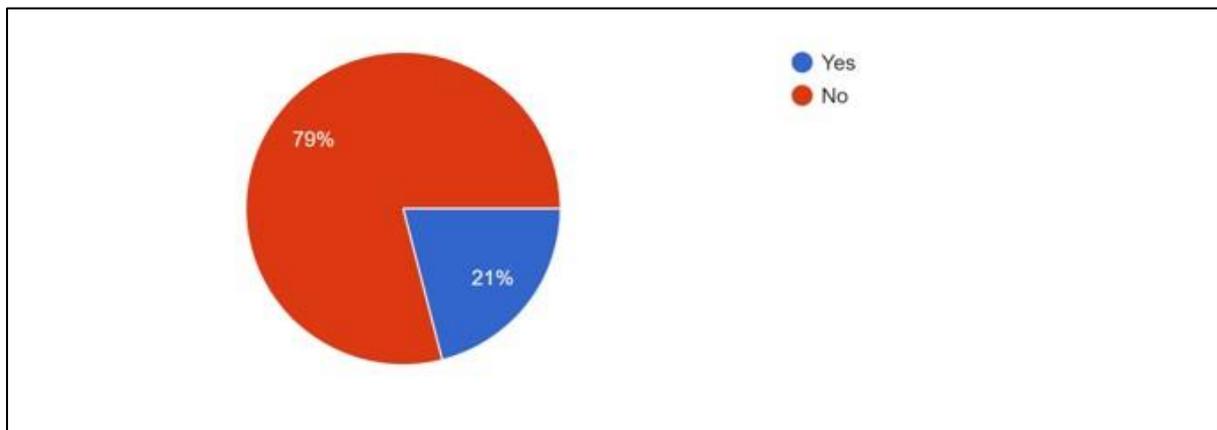


Figure 10 Did you face any problem using telemedicine?

- c) Next Question identified the problem they could face, it was a multiple-choice question only one choice could be selected here the options were: 5% selected

difficult to use, 10% selected No proper consultation, 7 % selected Expensive, 10% selected Offline consultation is better, 72 % had selected None as they had no issues.

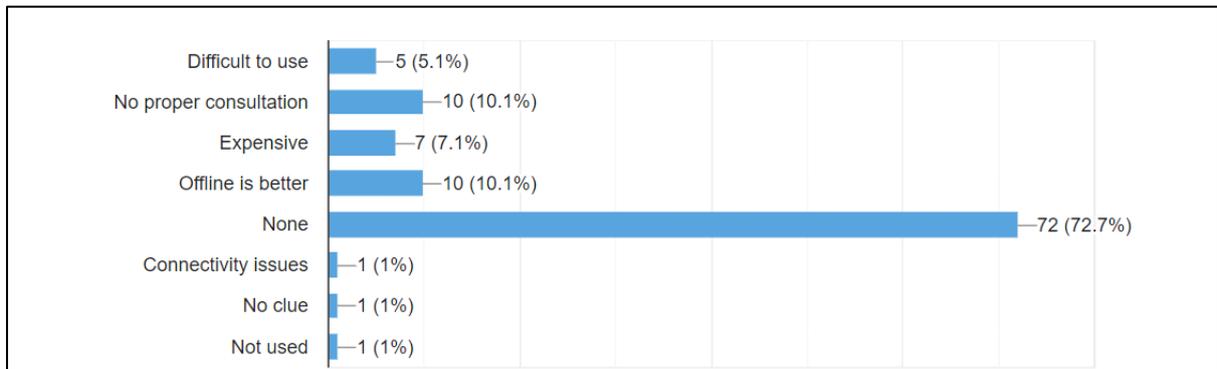


Figure 11 Problems while using telemedicine?

d) Next question was about the preference of participants for OPD or online consultation, 56 % choose both, 31 % chose OPD and 11% choose Online consultation.

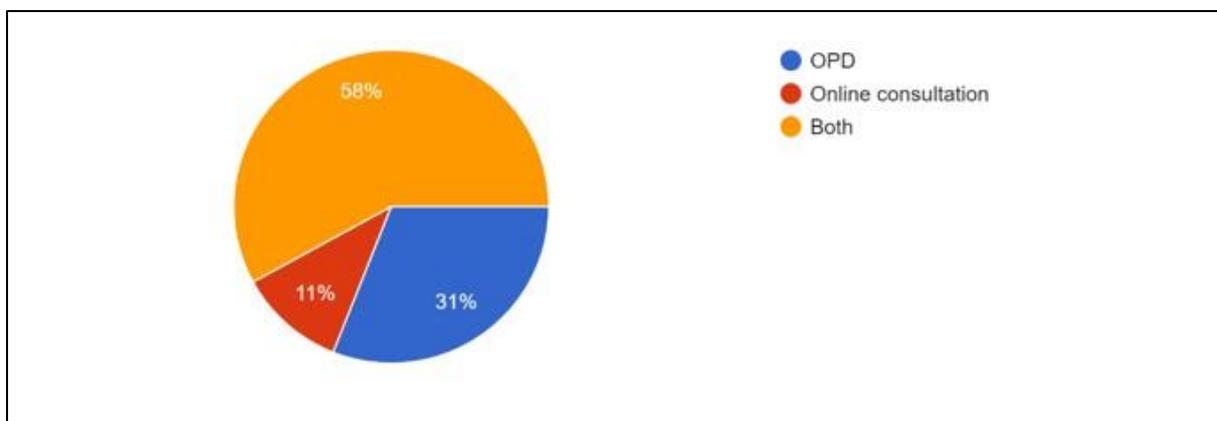


Figure 12 What will you prefer do online consultation or OPD?

e) The next question was if participants had records in digital format here 49% said No and 51 % said Yes

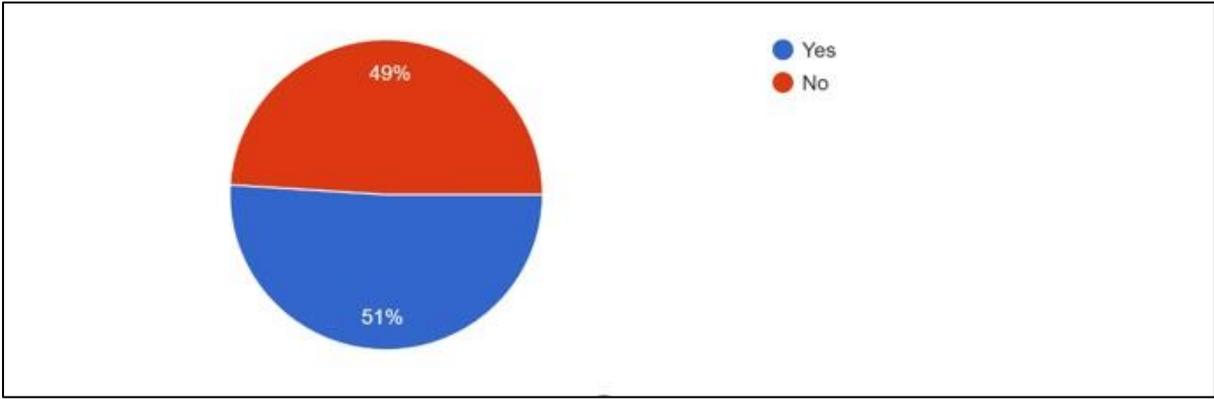


Figure 13 Do you have your health reports in digital format?

f) In this question participants were asked if they would like to access their reports on mobile or tablet and 87% of the participants selected Yes and only 13% said No.

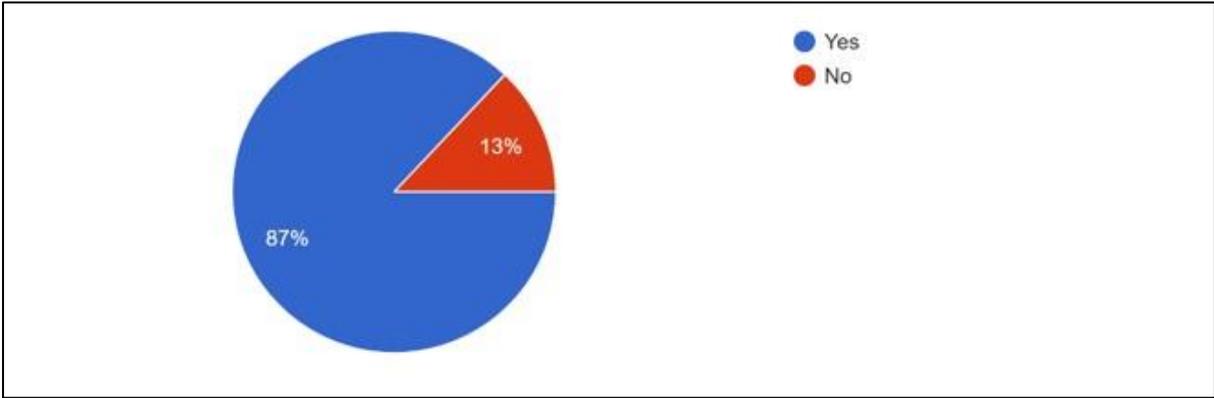


Figure 14 Would you like to access your health reports on devices like Mobile or tablets

	% Participants That had Digital Reports	% Participants that wanted to Access Health Reports Electronically	% Participants Used any App for Accessing Health Reports
Yes	51%	87%	44%
No	49%	13%	56%

Table 4 Digital Reporting

g) Next question is do you prefer physical or digital reports? and 35 % said digital and 62 % said both 3 % said physical reports.

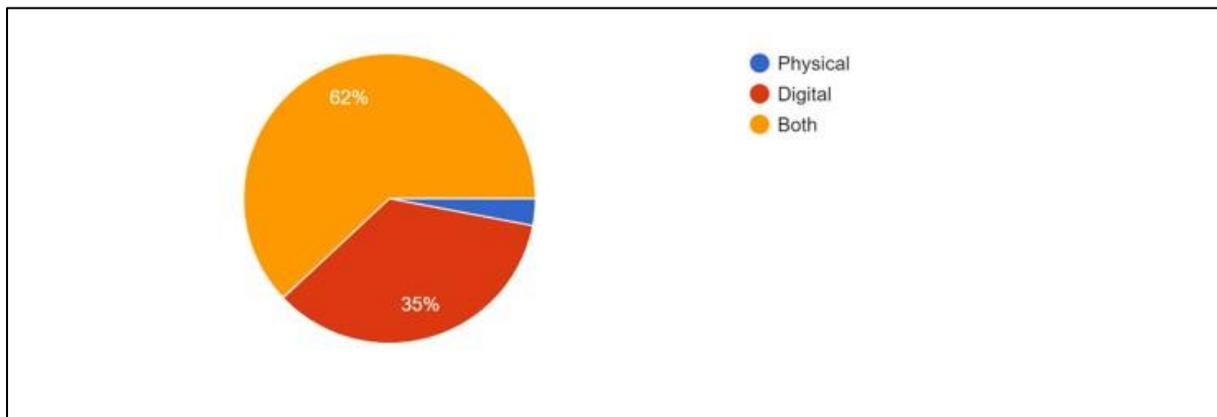


Figure 15 Do you prefer Physical or Digital Reports?

h) Next question tell about have the participant used an app for health reports and if yes then which app, 56 % said yes and 44% said No, and the most common app used was Tata 1 MG.

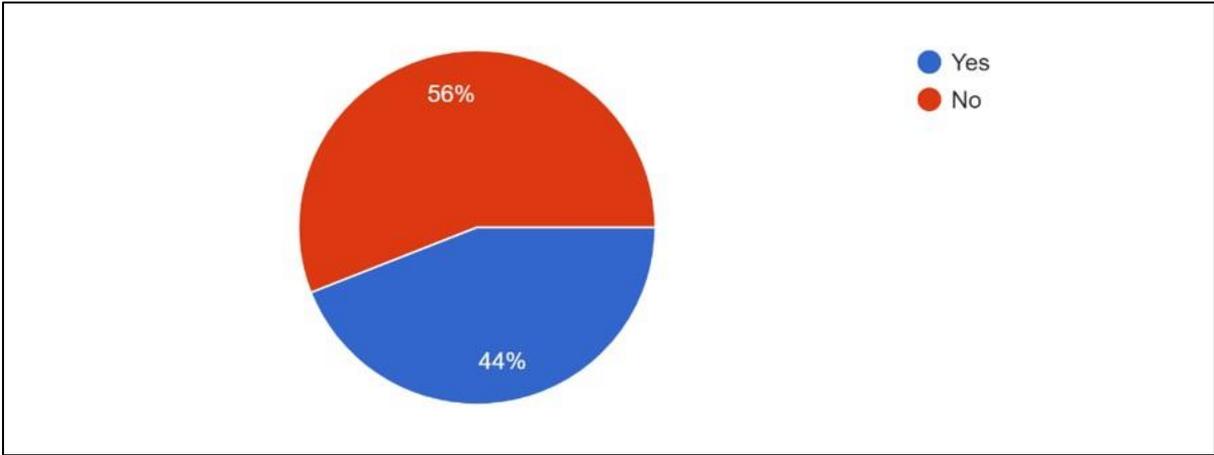


Figure 16 Have you ever used an app to access your health reports?

i) This question is about if participants feel secure about giving consent to the attending doctor to access their reports, 80% said yes and 20 % said no. Following Table shows age wise consent

Age Wise Consent				
Age	Yes	No	No %	Yes %
25 and below	50	9	15.3%	84.7%
26-35	25	8	24.2%	75.8%

Table 5 Age Wise Consent

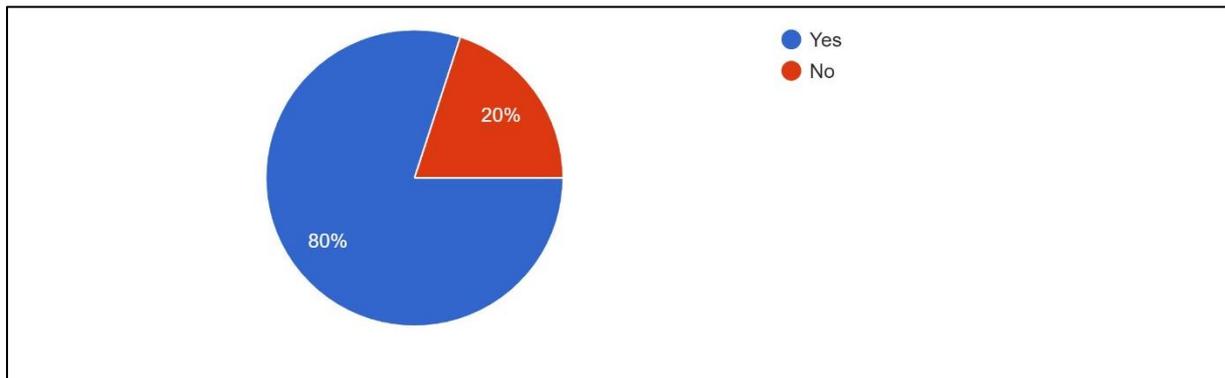


Figure 17 Will you feel comfortable if you can give access to your reports to your attending doctor with your consent?

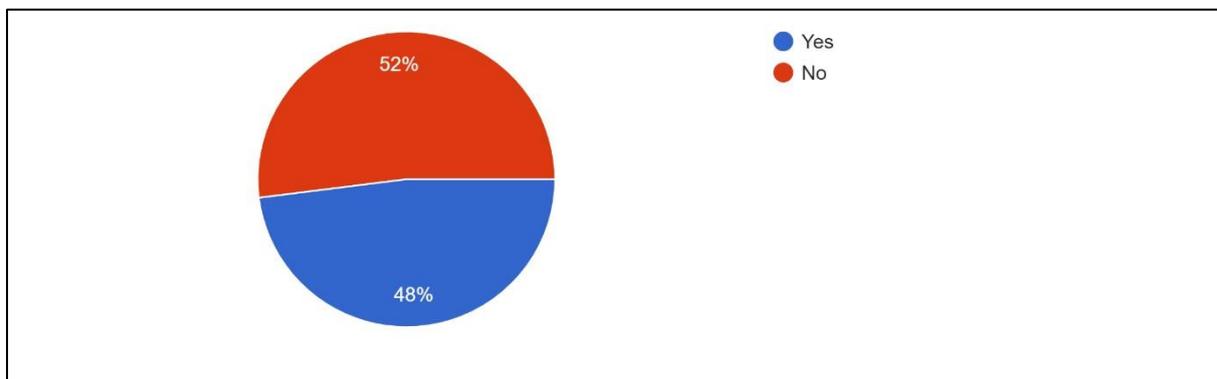


Figure 18 Did you know you can access all your health reports from one ABHA PHR App of ABDM

## **Discussion**

- a) This study had participants of younger age that was from 25 or below following by 26-35 age group not much data was collected from the age group of 36-55
- b) This study shows doctors are aware of what role Digital health interventions plays as out of 53 health professionals 94 % were aware about role Digital health interventions and 62 % had Health professional ID's.

- c) After receiving the results, it was seen that good amount of people had knowledge about role Digital health interventions that was 77 % of the participants and participants were able to identify the purpose and features of the ABDM that was 57 % of the participant as compared to the Chavi et al study had shown more awareness about ABDM. Both the studies had the same sample size but the current study not only focuses on the medical background but also on the nonmedical background participants. This shows patients and doctors are aware of what role ABDM plays. This study is conducted in June 2022 as compared to the study of Chavi et al conducted last year in 2021 and study was done on the interns, resident doctors of single college. The current study had a good response from the participants who were able to identify the benefits of ABHA Number.
- d) In the study Nachiket Gudi et al, carried out a study in 2020 about the Challenges and Prospects in India's Digital Health Journey this talks about the challenges India could face while implementing digital healthcare, but as compared to the current study participants are keen to use telemedicine and access reports electronically as 77 % percent of the participants used telemedicine and almost 87 % participants wanted reports in digital format. This change in the perception of India could be because of Covid as people started using telemedicine in covid only and they are preferring it over long ques of OPD.
- e) As compared to a study conducted by Prateek et al, here participants had much better knowledge of the Telemedicine and didn't face many problems in using telemedicine, it was observed in a study by Prateek et al that 43 % had

insufficient knowledge of Telemedicine as compared to current study which had 77% of the participants knew about telemedicine and 72 % had no problem using it. But the current study has a smaller sample size as compared to the Prateek et al study and its focus was on awareness of telemedicine as compared to the current study which had the object of awareness about Digital health interventions, telemedicine and digital health reporting

- f) 80 % of the participants were willing to share the reports with the attending doctor but participants were not asked if the reports can be shared for research purposes with consent.
- g) It was observed that only 52% knew that the ABDM PHR app had the feature for viewing the records in the app only, and people are preferably using other PHR apps to access their records like TATA IMG, Lal Path lab or Practo.

### **Recommendations**

- People can be educated more about the Digital health interventions of NHA. The government shall take up initiatives such as utilise IEC materials to spread awareness about the same.
- People don't know much about the ABDM PHR App, initiatives can be taken for the same such as promotion of ABDM App on common social media platforms.
- Application based telemedicine and digital health reporting should be promoted. User friendly applications should be developed to support increased uptake of telemedicine services by people.

## **Conclusion**

This study was conducted from April to June in 2022 and it was observed in the study that participants of this study had a good knowledge of Digital health interventions and what are the key features and purpose of the ABDM, and more than half of the participants knew how to create Health ID. It was observed that health professionals were also aware of Health Professional ID and almost 62 % of them had HP ID.

Digital health is an integral part of the Indian economy and citizens being aware of the national digital health plans and the digital health shows a promising and positive response. Telemedicine and digital health reporting play a very important role in digital health and making patient consultation and health records easily accessible, so to study the awareness for the same is crucial and know the perception of people behind the same. This study got to know the awareness of these digital interventions and how people are perceiving it.

## **Limitation**

- It may not be possible to study all aspects of awareness, knowledge, and perception of citizens in the study about Digital health.
- Study was conducted online, so response of the participants could be biased, and limited age group were covered with limited time and because of low sample size result could be skewed.
- The study may not comment on large group of people about awareness of telemedicine or digital health or digital health reporting.

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