

Internship Training
At
SPAG Consultants Pvt Ltd

**ASSESSING THE USE OF THE INTERNET BY HEALTH CARE PROFESSIONALS (HCP'S) AND
ITS EFFECTS ON THEIR OWN CLINICAL PRACTICE.**

SUBMITTED BY:
DR. TANVI TIWARI
Enrol No. - PG/20/097
Under the guidance of
DR. PANKAJ TALREJA

Post Graduate Diploma in Hospital and Health Management

2020-22



INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW
DELHI

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Completion of Dissertation from SPAG

The certificate is awarded to

Dr. Tanvi Tiwari

in recognition of having successfully completed his/her

Internship in the department of

Healthcare

and has successfully completed his/her Project on

Assessing the use of the internet by health care professionals (HCP's) and its effects on their own clinical practice.

From: 14th March to 15th June

2022 At

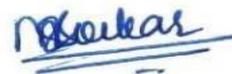
SPAG Consultants Pvt Ltd

She comes across as a committed, sincere & diligent person
who has a strong drive & zeal for learning.

We wish him/her all the best for future endeavours.



Training & Development



Manager-Human Resources

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr. Tanvi Tiwari student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at SPAG Consultants Pvt Ltd from March 14th, 2022, to June 15th, 2022.

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

The Internship is in fulfillment of the course requirements. I wish him all success in all his/her future endeavors.

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

Dr. Pankaj Talreja
Assistant Professor
IIHMR, New Delhi

Certificate of Approval

The following dissertation titled "Assessing the use of the internet by health care professionals (HCP's) and its effects on their own clinical practice." at "SPAG" 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.

Name

DR. A. K. KHOKHAR

DR. SHILPA GHOSH.

DR. PANKAJ TAUREJA

Signature

[Signature]
[Signature]
[Signature]

Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Tanvi Tiwari**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled “Assessing the use of the internet by health care professionals (HCP’s) and its effects on their own clinical practice.” 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.

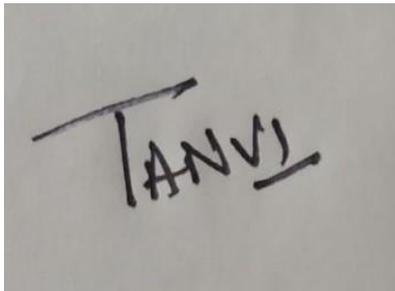
Dr. Pankaj Talreja
Assistant Professor
IIHMR, Delhi

Organization Mentor
Designation
Organization

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

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Assessing the use of the internet by health care professionals (HCP's) and its effects on their own clinical practice and submitted by Dr. Tanvi Tiwari Enrollment No. PG/20/097 under the supervision of Dr. Pankaj Taleja 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.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature is written in a stylized, cursive font and reads "TANVI".

Signature

FEEDBACK FORM

Name of the Student: Tanvi Tiwari

Name of the Organisation in Which Dissertation Has Been Completed: SPAG
Consultants Pvt Ltd

Area of Dissertation: Healthcare Public Relations

Attendance: 95%

Objectives achieved: Yes

Deliverables: Complete

Strengths: Cooperative, proactive in work & well-organized

Suggestions for Improvement: Read more to understand content writing better & understanding of the media

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



Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: June 28, 2022

Place: Gurugram

ACKNOWLEDGMENT

I am extremely thankful to everyone at SPAG. 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 without their support. I express my gratitude towards them for providing timely guidance, inspiration & unconditional support during my study.

I am grateful to all the healthcare professionals who willingly answered the survey questionnaire for my study and their active participation.

Mentor in IIHMR

I am highly grateful to Dr. Pankaj Talreja and all the faculty members and staff for giving me this opportunity to learn and to add to my phenomenal experience. Without their cooperation and guidance, it would not have been possible to conduct my study and complete my training successfully.

Dr. Tanvi Tiwari

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LIST OF ABBREVIATIONS

1. PR – Public Relations
2. HCP – Healthcare Professional
3. NHP – National Health Portal
4. WHO – World Health Organization

ABSTRACT

The Internet is the most extensive network of information and communication services in the world. The internet's availability has allowed for instant access to the most up-to-date and reliable clinical research outcomes in everyday medical practise. Every year, an increasing number of individuals seek medical advice on the internet, making it a significant and rapidly growing mass medium. Online informatics is becoming more vital to healthcare services due to rapid changes in both technology and health-care institutions. The internet's extensive availability of medical and scientific information has a significant impact on the physician-patient relationship. The internet is unquestionably a modern vehicle with the ability to increase information distribution and, potentially, revolutionise the way health care is delivered. Patients are more informed about their medical conditions as a result of the worldwide exponential growth of the internet, which has led to an increase in demand for improved clinical services based on the information available on the internet. As a result, doctors are being put under more pressure to stay current on medical breakthroughs. Many platforms are available such as WHO, Medindia, health blogs, microblogs, Wikipedia, National health portal and many more are providing health information for all to access.

Health is an essential part of every person's life. Having the right knowledge is a crucial part for any health care professional in providing the correct treatment plan to the patient and information about the disease. The study thus focuses on understanding the views of healthcare professionals (HCP's) regarding the health information available on the internet and the effects caused by the use of the internet in the clinical practice of health care professionals. The findings of the study would also reveal immense scope for health care professionals to publish their own research conducted in their own clinical practice

INERNSHIP REPORT

INTRODUCTION

SPAG is an award-winning integrated Public Relations and Advocacy firm, reputed for offering bespoke communication strategies to shape conversations. SPAG's latest endeavour as a PR & Digital Marketing firm in India and globally is to build on partnerships that facilitate its vision for a better world. SPAG is a PR agency based in Delhi, Mumbai, Bangalore, Singapore, Philippines, Malaysia & Indonesia.

ORGANISATION PROFILE -

Setting trends through **meaningful conversations**; real stories that define narratives for a **better world**. SPAG bridge the gap between the client and the consumer by diving deep into the latter's perspective. Our approach is to focus on being transparent and true to the client in order to derive more perceived value, impact and reach. In doing so, we build upon core values of trust, dependability, and innovation by ensuring our content is not only led by bespoke communication strategies and authentic data but also is highly adaptable, channel-agnostic, ever-evolving, and research-driven. SPAG's lasting endeavour as a PR & Digital Marketing firm in India and globally is to build on partnerships that facilitate our vision for a better world.

SERVICES PROVIDED BY THE ORGANISATION: -

1. Public Relations

We create strategic dialogues that help deliver tailor-made messages to the audiences that matter to you the most. The foundation of our public relations strategies stems from the ultimate objective of ‘moving the needle’- to bring about a desired shift in perception, interaction and behaviour. We believe in being real to the very core of our messaging. We, as a PR agency, design brand and corporate communications strategies which include brand launches, corporate reputation management, strategic planning, public relations marketing, disease awareness initiatives, media relations, issue and crisis management and key message development. That’s what makes us one of the top PR agencies in India and the region. Some of our core service areas are:

- **Media Engagement**

In- depth monitoring of the media evolution within India and across regions is core to SPAG’s deliverables where key aspects of all forms of media are kept in mind. A team is designed specifically to track various nuances, uniqueness and functionalities of the existing integrated media as well as understanding all aspects of how print and digital media work in comparison to television and radio. As a public relations agency, our expertise in media engagement keeps us consistently in the top 10 PR agencies in India.

- **Influencer Management**

SPAG, as compared to other public relation firms, establishes itself as a thought leader across sectors in terms of public policy management and advocacy. In that endeavour we, as an influencer management agency, also focus on harnessing a key influencer

network across the sectors to front stories and drive engagement. Key opinion leaders in specific sectors lend credibility and thought leadership to campaigns and effectively supplement media coverage.

- **Media Relations**

SPAG has a robust media network which provides our clients with an unparalleled database across general, specialised, business and trade news. We are constantly expanding our network by harnessing new relationships across the region.

2. Policy Dialogue

In the fast-paced, ever-evolving, dynamic world we live in today, it is more essential than ever to be actively engaged with policy development and public affairs. At SPAG, we specialise in public policy advocacy with policy research, experience and skill backing us up. At the core of our capabilities to engage with policymakers and stakeholders is the thought of being able to generate a consensus that leads to tangible solutions. A lot of research thought and understanding goes behind stakeholder mapping and developing a public affairs campaign in order for it to have long-term impact.

Our handpicked team is trained to provide unique insights into how government, economies, companies and other stakeholder groups are inter-related and connected at multiple levels. We delve deep into decision-making patterns that impact businesses across the region. Our strategies help shape opinions through real-time communication between relevant government stakeholders and target audiences. We help our clients engage constructively in policy-level conversations, backed by insights and solution-driven recommendations.

SPAG provides on the ground execution support with top-level strategic inputs through its team that is globally aligned, regionally cohesive and locally in-depth. We also work on delivering relevant, fact-checked, and comprehensive white papers and work extensively on advocating policies that start conversations and deliver impact across issues, industries and geographies.

3. Digital

As technology evolves, so do we. Communication strategies work in tandem with the evolving consumer environment. While we keep track of the changing norms, we work alongside to develop internal systems that can meet our clients' demands. Therefore, our campaign strategies lay key emphasis on digital media communications which encapsulates the online social network.

- **Social media strategy**

SPAG understands the importance of a social media marketing strategy for business success in every campaign. This understanding helps us evaluate and measure audience response and categorise key impact areas per campaign. We have a dedicated team that understands technical aspects of the digital world and holds the skills necessary to craft an effective social media strategy keeping in mind the evolving nature of the medium. This makes us one of the top digital marketing companies in India.

- **Digital interactive campaigns**

We live in times where virtual interaction is the new normal. This has led us to innovate and adapt extensively in our digital operations. Our digital team works on creating an immersive experience for the audience thus providing our clients with an interactive

and up-to-date media solution. We, being a digital agency provide services such as search engine marketing, search engine optimisation, social media marketing, etc. and thrive to be the best digital marketing agency in India and the region.

- **Creative evolution**

Making each campaign unique is key to our digital strategy while ensuring that each campaign evolves with the times. For this we have a dedicated studio and regular internal training to ensure our deliverables are not just up to date, but innovative and standout. We, as a creative design agency have a digital design and technical team that understands the nuances of the digital sphere hence providing a wholesome perspective to any campaign.

4. CONTENT

The success of a campaign lies in the way it is communicated. Effective messaging is the key to this which is delivered through a combination of text and visual content. This requires a team with good technical and creative know-how along with a good understanding of the market. We specialise in ensuring that content strategy is upto the mark with a talented team of content creators. Generating original, creative and effective content is key to any project SPAG handles and we have a dedicated team for each part of this process. We understand the overload of information in today's multimedia world. Therefore, we accordingly prepare a content plan and work on creating distinctive content which sets a campaign apart from others and ensures more reach.

- **Creation**

We have a team of specialised digital content creators when it comes to content generation. From conceptualisation, creation, editing and story development, SPAG team prepares a content marketing plan that helps them to keep a critical eye on written and visual execution of content. There is a great amount of research and contextualisation put into this to ensure there is exclusivity in the service delivered by us.

- **Video**

Good visual representation of content is one of the core aspects to an effective content marketing strategy. With our dedicated 'Video studio' that closely works with the strategy team, we aim to focus on delivering quality content specialising in superior production. Our team lays emphasis on strategizing its video content right from the conceptualisation and scripting phase to filming and editing before releasing its final product. The video content creator team consistently works on up-skilling itself to the latest video trends to produce effective campaigns.

5. CRISES-&-LITIGATION

We live in an age where communication channels are fluid and quick. There is a multimedia ecosystem that exists around us today which functions around the clock. In such a climate, minor issues or errors can lead to serious consequences and drastically create a negative impact on brand reputation. At SPAG, we lay emphasis on creating a strategic and structured approach to wade our clients out of a crisis. Our focus lies on minimalizing any work disruptions and ensure quick stability by managing crisis communications. The team at SPAG is trained for handling different kinds of situations with strategic readiness at their disposal through effective pr in crisis management.

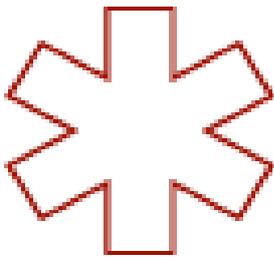
- **Crises Communications**

It is important to think 10 steps ahead and be well-prepared to handle any situation to manage a crisis effectively. Our crisis communications team uses tools which build comprehensive strategies to face any potential storm and find opportunities within. These crisis communication services focus on mitigating risk and managing crisis situations by providing effective and long-term solutions.

- **Litigation Public Relations**

We deal extensively with managing complex regulatory situations where across sectors we provide clear and focused direction through intricate working systems. Our team focuses on providing the clients effective litigation public relations.

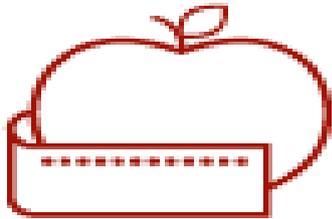
SECTORS



HEALTHCARE & LIFE SCIENCES

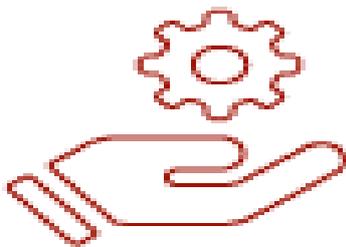
The pharmaceuticals, life-sciences and medical devices sector is a growing & evolving. Being the pioneers in healthcare communications we understand key influencers and drivers of change. Our extensive know-how helps us build strong and comprehensive campaigns that

deliver well-defined and tangible outcomes. That's what makes us one of the top healthcare PR agencies in India and the region.



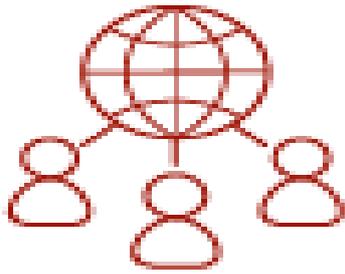
FOOD & NUTRITION

At SPAG we understand the synergy between science of food and communications. Our comprehensive research led team understands the food and nutrition sector and works closely with the strategy team to meet consumer health and business objectives by empowering the change agents.



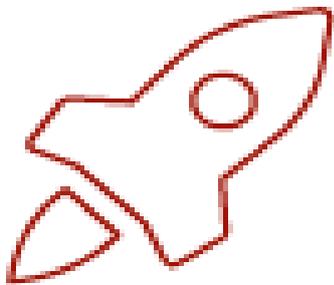
TECHNOLOGY

We engineer creative and compelling IT driven narratives and campaigns based on our skilled data and analytical team's research and findings. We stand strong with our deep understanding and passion for Consumer Tech, Med Tech, Fin-Tech, e-commerce, B2B and AI.



DEVELOPMENT SECTOR

Poverty and inequality are two of the largest issues the development sector seeks to resolve. A sector with complex social issues, we work to provide practical yet innovative data-driven solutions. Being an advocacy firm, we work to build real stories.



START-UPS

At the scale that start-ups operate, building partnerships and shortening the awareness curve are key to success. SPAG, being an integrated marketing communication agency, partners with the organisations to build a strong communications strategy by understanding the businesses communication challenges.

RESEARCH PROJECT

Assessing the use of the internet by health care professionals (HCP's) and its effects on their own clinical practice.

INTRODUCTION

The world's biggest network of information services and communication is the Internet. Internet is defined as a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. Because of the internet's accessibility, everyday medical practise now gets rapid access to the most up-to-date and credible clinical study outcomes. Every year, an increasing number of individuals seek medical advice on the internet, making it a significant and rapidly growing mass medium. Due to fast changes in both health care institutions and technology, online informatics is increasingly becoming more important to healthcare system and services. The vast amount of information regarding medical and scientific matter available on the internet has a huge impact on the healthcare professional-patient interaction. The internet has undeniably become a modern vehicle that has the ability to expand information distribution and, potentially, revolutionise the delivery process of health care.

Because of the worldwide exponential rise of the internet, patients are more informed about their medical concerns, leading to an increase in need for improved and better clinical services on the basis of the knowledge that is accessible on the internet. As a result, doctors are being put under more pressure to stay current on medical breakthroughs. Several studies have shown that patients frequently access the internet for information regarding their health. The usitisation of the internet for accessing medical information is missing the perspective of health

care professionals (HCPs) in India. Many platforms are available such as WHO, Medindia, health blogs, microblogs, Wikipedia, National health portal and many more are providing health information for all to access.

About Various Internet Platforms

- National Health Portal (NHP)

The National Health Portal intends to provide citizens, students, healthcare professionals, and researchers with a single point of access to authorised health information. Users can obtain thorough information on health-related topics.

- Medindia

Medindia is a leading online health information, application, and service provider for consumers, doctors, and healthcare professionals around the world.

- World Health Organization (WHO)

The World Health Organization is an organisation that is in charge globally about the public health. Many facets of health policy and planning are influenced by it.

- Health Blogs

Health blogs are specialised blogs that cover health-related issues, events, and/or related content for the general public.

- Micro Blogs

A microblog is a small piece of material intended to elicit fast interactions with the audience.

- Wikipedia

Wikipedia is a free online encyclopaedia with information that was built by a collective effort of community of people known as Wikipedians.

RATIONALE

Health is an essential part of every person's life. Having the right knowledge is a crucial part for any health care professional in providing the correct treatment plan to the patient and information about the disease. Internet is an essential tool that everyone is using today for information and various daily activities including health information. It is expected to continue to increase. The study thus focuses on understanding the views of healthcare professionals (HCP's) about the medical information accessible on the internet to all and the effects caused by the information accessible on the internet in the clinical practice of healthcare professionals. The findings of the study would also reveal immense scope for health care professionals to publish their own research conducted in their own clinical practice.

REVIEW OF LITERATURE

1. Michael Koller et al (2001); Cross-sectional postal survey was conducted to investigate the utilisation of the Internet by primary care physicians for medical purposes during their daily practice in German speaking Swiss primary care physicians. Access to the Internet is widespread amongst German-speaking Swiss primary care physicians. Only a small minority use the Internet for information retrieval during consultation hours.

2. Elizabeth Murray et al (2003); conducted population-based survey of nationally representative sample of the American public to determine the public's use of the Internet for health information; their views about the quality and effect of the information available; ability to appraise such information; impact on the physician-patient relationship; and impact on health service utilization. The study shows effect of taking information from the internet to the physicians was likely positive.
3. SM Akerkar et al(2005); conducted a survey in clinic of an urban, tertiary care private sector hospital to determine patients' use of the Internet as a medical information resource and to determine their experience, their perceptions of the quality and reliability of the information available. The study showed one in four patients attending the private set-up is using the Internet for health information.
4. Dr. V K Podichetty et al (2006); conducted cross sectional survey to assess and correlate the extent of internet use among healthcare professionals in USA. This cross-sectional survey shows that internet use and web based medical information is widely popular among physicians and patients.
5. Grace A. Ajuwon(2015) The descriptive survey design was used to assess use of internet health information resources among resident doctors in tertiary healthcare institutions in South-West Nigeria. The study stated accessibility to online clinical and health information is essential for good academic performance and better health outcomes but usage of internet health information resources by doctors are limited.
6. Tanu Soni et al (2017); conducted a cross sectional study on internet usage for health information among 18-49 years in urban Chandigarh. Internet use for health information could have significant potential, particularly in terms of the general public decision-making and autonomy as has been reflected in the results of the present study.

7. Sanchit Bhatia et al (2018); conducted cross sectional study in medical college in eastern India to assess internet use to obtain health information for patient care among physicians of a medical college hospital and to investigate the utilization of the internet during their daily practice and to know the reasons for its use and non-use. The study concluded that majority of the doctors use internet for e-mail, which was followed by research and patient care information.
8. Nauman A Jadoon et al (2011); conducted the study with an aim to evaluate the pattern of internet access and utilization by medical students in Pakistan. Majority of the medical students in this study had access to internet and were using it for both academic and personal reasons. Nevertheless, it was seen that there is underutilization of the potential of internet resources to augment learning.
9. Hairuo Zhou et al (2020); conducted a web-based questionnaire to examine a pattern of Internet access, Internet usage, and trust among Chinese medical professionals. The study showed that new media has become a major approach for medical professionals in China to retrieve and get access to various information.
10. MM Bujnowska Fedak et al(2020); Survey was conducted to investigate whether and how the information about health and disease obtained from the Internet by patients influenced them and how different e-health services can affect the patients' choice of the doctor. The study showed that e-health facilities are increasingly affecting the patient's choice of doctor.

RESEARCH OBJECTIVES

- 1) To understand the views of the health care professionals regarding the information about health provided on the Internet.
- 2) To identify the effects caused by the information accessible on the internet in the clinical practice of health care professionals.

RESEARCH METHODOLOGY

Study Design- The study uses a quantitative design to gain insight of healthcare professionals' acceptance and views about medical information available on the internet. The literature was searched through Google Scholar and PubMed to obtain relevant studies.

Study period - The study was conducted from 15th April - 10th June 2022.

Study area- The data was collected from healthcare professionals from Delhi- NCR area.

Sample Size- Sample for the study were the healthcare professionals. The inclusion criteria for the study were healthcare professionals who are currently in practice in Delhi- NCR area, who have access to internet and are using it, who were willing to participate in the study and had no language issue. The exclusion criteria included healthcare professionals who are no longer practicing in Delhi-NCR area, those who do not use internet and those who didn't give consent to participate in the study. For the study, 74 healthcare professionals filled the questionnaire based on the basis of their availability.

Sampling Technique- Purposive sampling technique was carried out for the study in order to collect information from the healthcare professionals.

Research Instrument - In order to understand the views of healthcare professionals and their acceptance towards medical information available on the internet a questionnaire was circulated which consisted of close ended and open-ended questions. Where the participants were sent the questionnaire as a Google Form through WhatsApp/Email. Research ethics principles with regard to inform consent, confidentiality of data and individual's privacy were followed. The participants were informed about the study and their consent was confirmed before answering of the questionnaire.

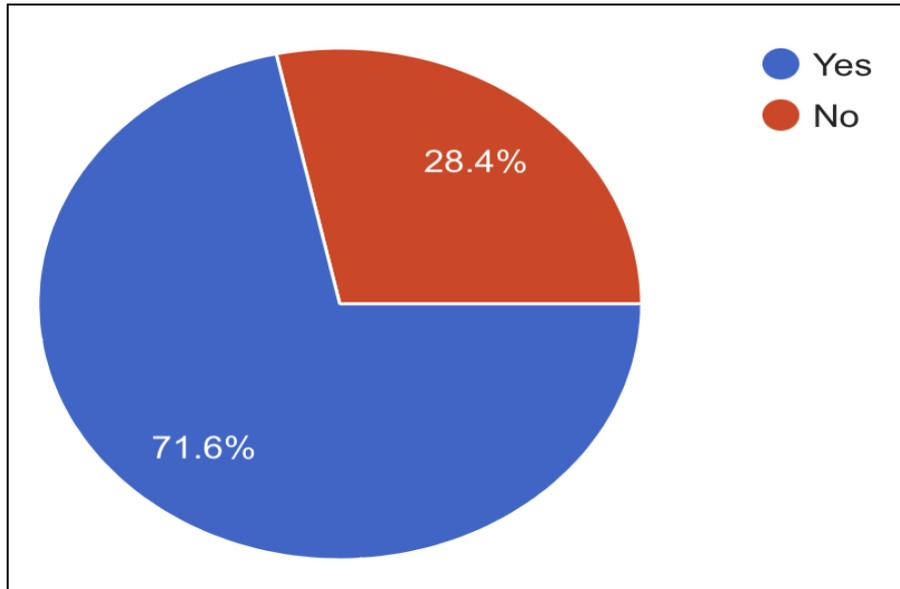
DATA ANALYSIS AND INTERPRETATION

RESULT

The data obtained from the study was analysed used MS - Excel and shows the following results:

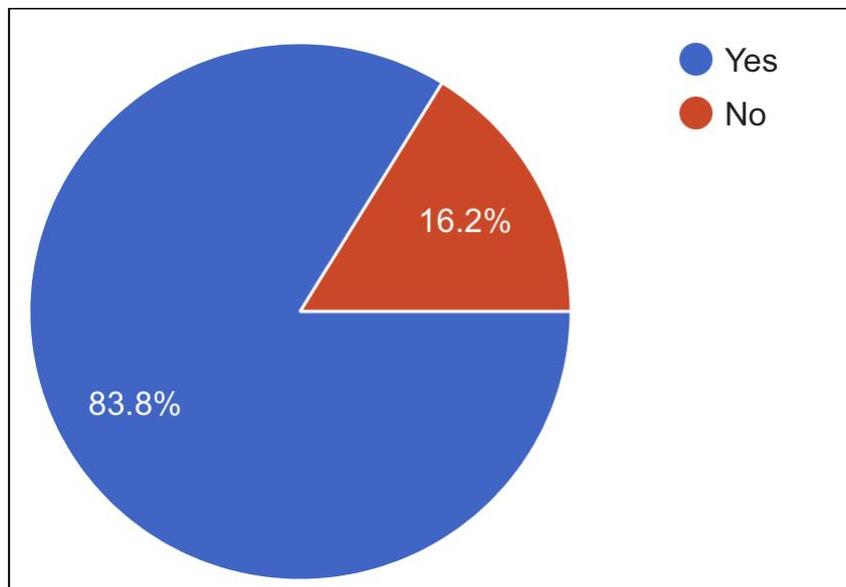
Objective 1: To understand the views of the health care professionals regarding the health information provided on the Internet.

1. Internet use regularly regarding medical/professional information



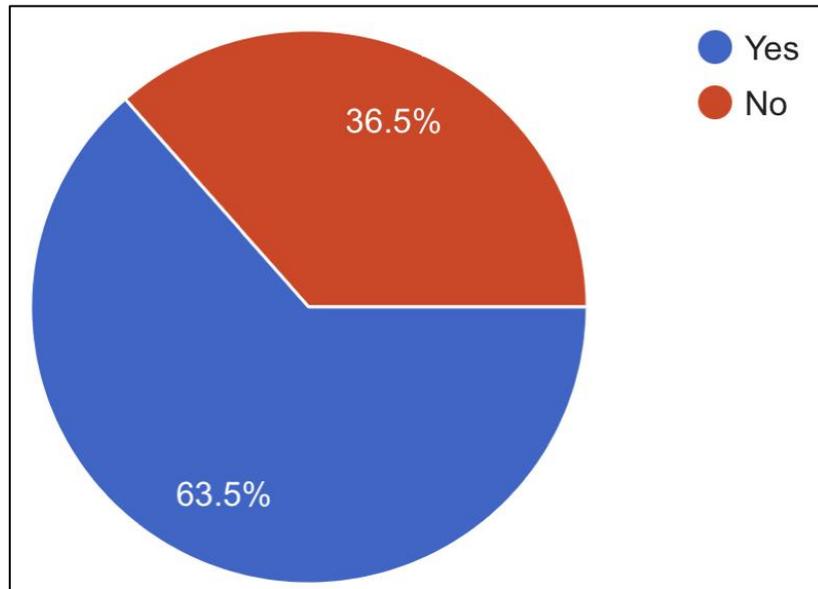
71.6% of the healthcare professionals access internet regularly regarding medical/ professional information while 28.4% healthcare professionals do not access the internet regularly regarding medical/ professional information.

2. Taking certified web-based CME courses via an online web site



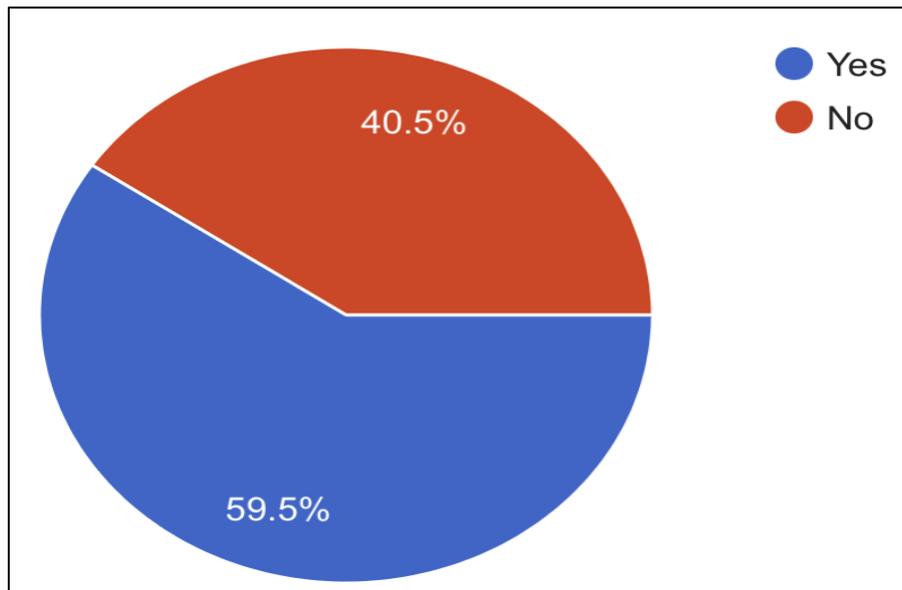
83.8% healthcare professionals are willing to take certified web-based CME courses via an online website while 16.2% healthcare professionals are not willing to take certified web-based CME courses via an online website.

3. Allow their patients to access internet for medical information through various online sites



63.5% healthcare professionals will allow their patients to access internet regarding medical information through various online sites while 36.5% healthcare professionals will not allow patients to access internet regarding medical information through various online sites.

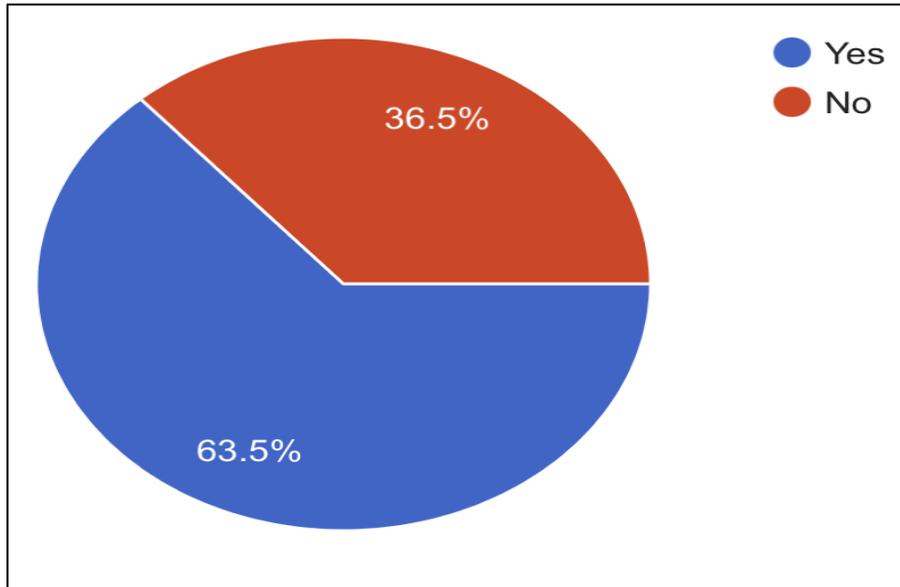
4. Consider/Approve medical opinions for patient's basis information available on the internet on particular medical conditions as a reliable resource



59.5% of the healthcare professionals approve medical opinions for patients based on information available on the internet on particular medical conditions as a reliable resource while 40.5% of healthcare professionals do not approve medical opinions for patients through the internet.

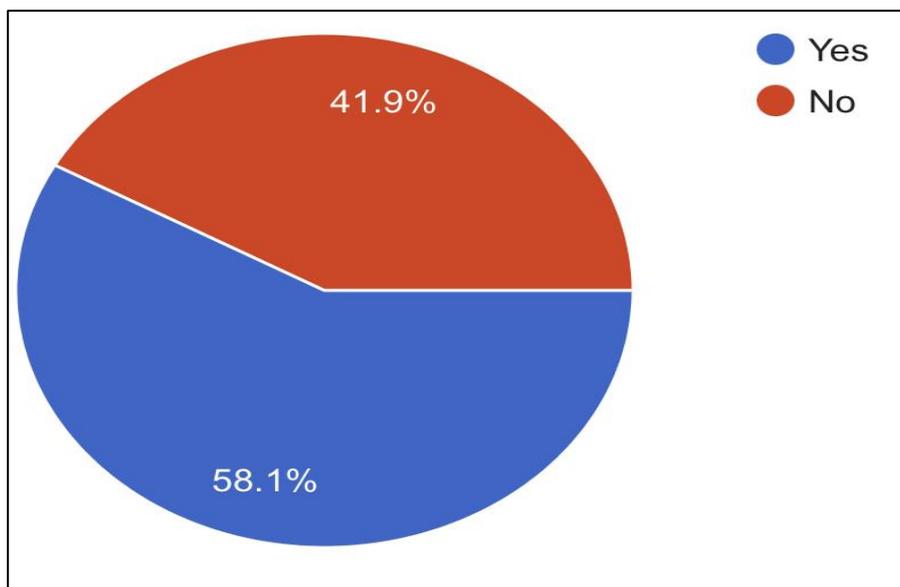
Objective 2: To identify the effects caused by the information on the internet in the clinical practice of health care professionals.

5. Experienced patients bringing web-based information printed with them about their condition



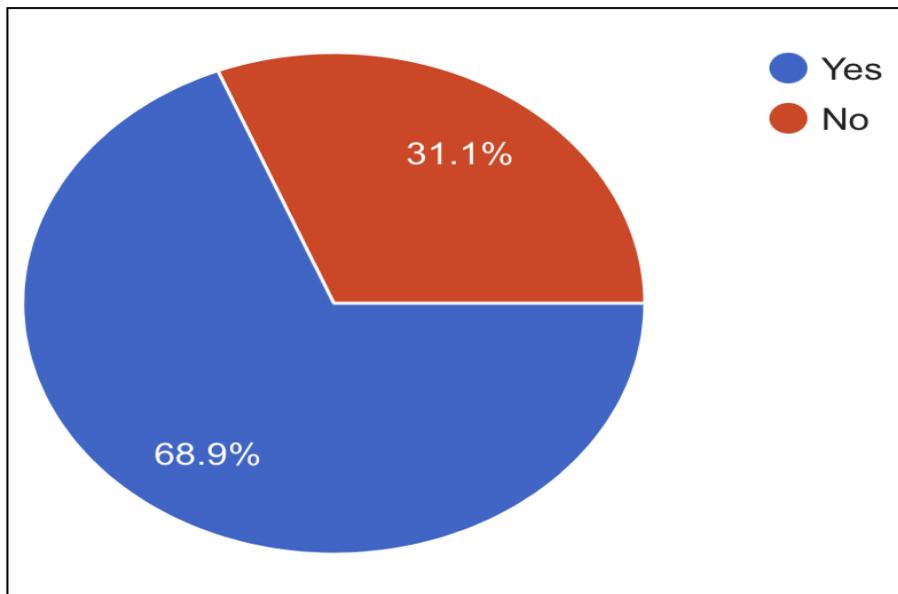
63.5% healthcare professionals have experienced patients bringing web-based information printed with them about their condition while 36.5% healthcare professionals have not experienced patients bringing web-based information printed with them about their condition.

6. Whether healthcare decisions have any influence from the information from web sites



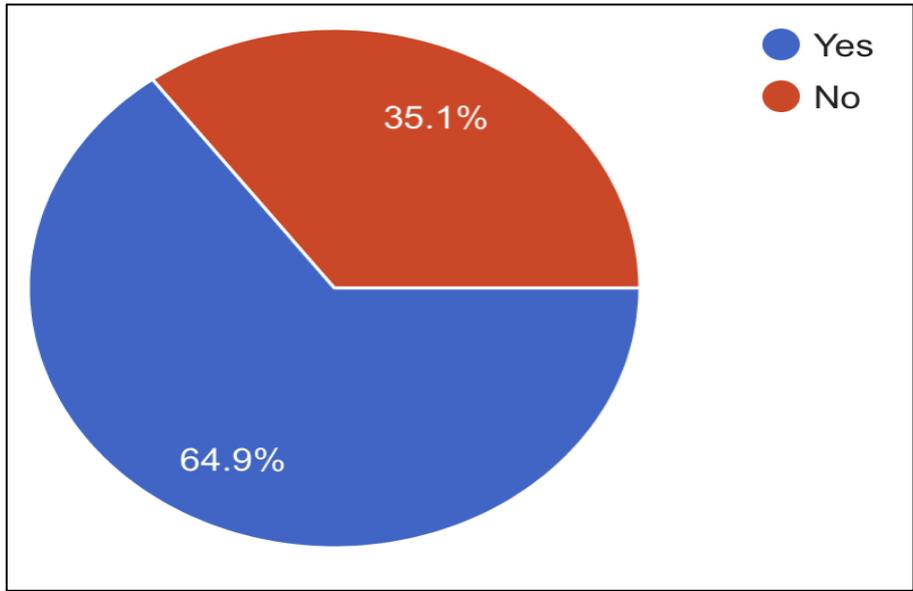
58.1% healthcare professionals agree that their healthcare decisions have some influence from the information from web sites while 41.9% healthcare professionals feel their healthcare decisions have no influence of the information from web sites.

7. Beneficial or not for the patient and the practice to have a web site and communication through it



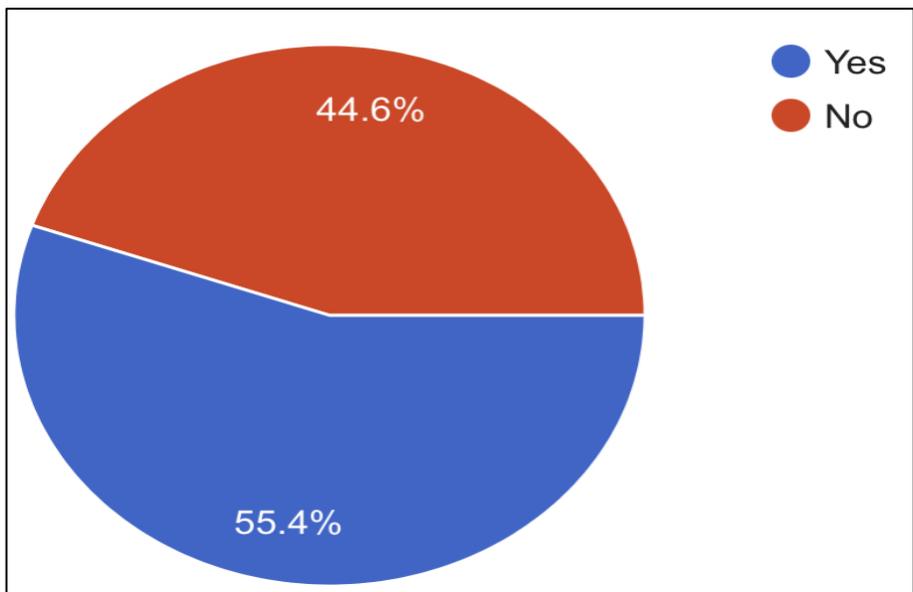
68.9% healthcare professionals feel it is great benefit for the patients and practice to have a website and communication through it while 31.1% professionals feel it is not greatly beneficial for the patients and the practice to have a website and communication through it.

8. Asked by a patient to refer an online site for more medical information



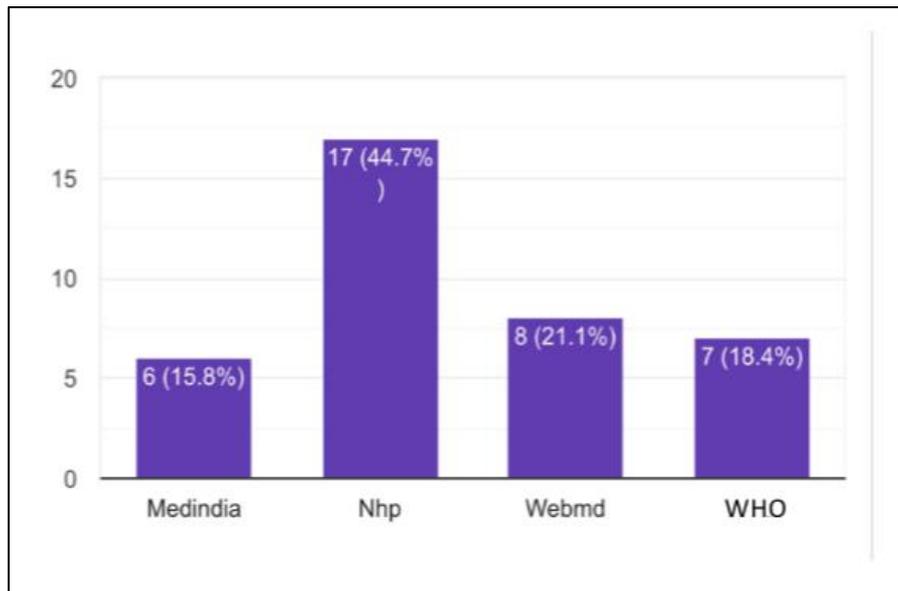
64.9% healthcare professionals were asked by a patient to refer an online site for medical information while 35.1% healthcare professionals were not asked by a patient to refer an online site for medical information about their medical condition.

9. Advised a web site to a patient



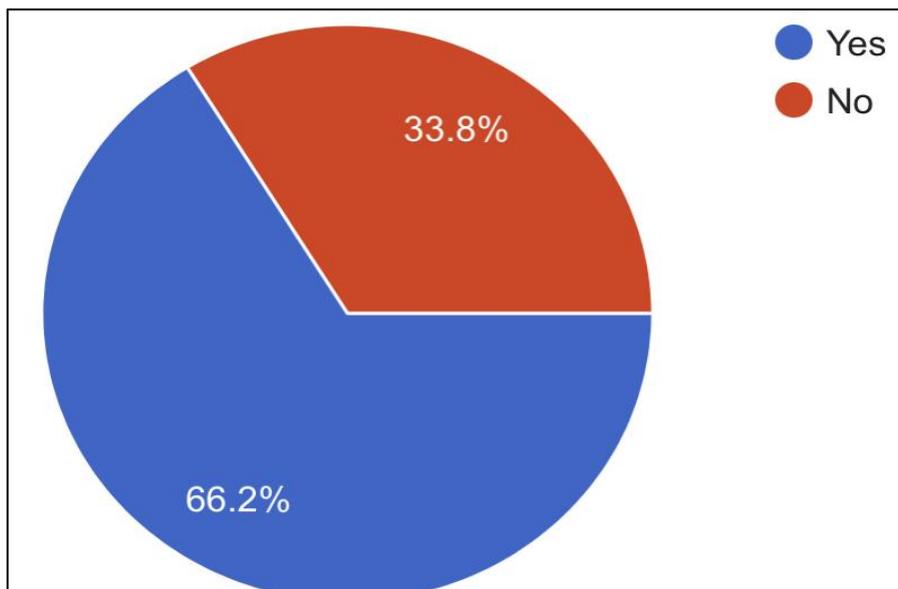
55.4% healthcare professionals have advised websites to their patients while 44.6% healthcare professionals have not advised any websites to their patients.

10. Website recommended



Website recommended by healthcare professionals to their patients are National Health Portal (NHP), Webmd, World Health Organisation website (WHO) and Medindia.

11. The medical information quality available online on the internet



66.2% healthcare professionals trust the medical information available on the internet while 33.8% healthcare professionals do not trust the medical information available online.

DISCUSSION

Over the last decade, medical information available on internet and its effect on health care has rapidly increased to a large extent. According to several research, a rising number of people are accessing the internet for medical information. However, there is very less research on how healthcare workers use the information available on the internet. This is one study that examines and correlates the extent to which healthcare workers use the internet. According to primary data obtained, 71.6 percent of healthcare workers utilise the internet for medical/professional updates on a regular basis. Along with this, respondents appear to be interested in doing certified web-based CME courses through an online website, with 83.8 percent expressing an interest, which is roughly identical to the study done by V.K Podichetty in 2006 in the United States. 63.5 percent of survey respondents said they would approve patients to access information through a website, and more than half said they saw the internet as a beneficial resource for patients. Patients whose healthcare professionals motivated them to explore for information were 58 percent likely to talk to their healthcare professional regarding the information they found over the internet, according to Elizabeth Murray's survey results from 2003. According to the analysis, 66.2 percent of healthcare professionals have trust in the quality of medical information available online, and 58.1 percent believe that information from websites tend influences healthcare decisions. According to the findings of the study, healthcare professionals are frequently requested for internet websites to recommend to their patients, with 55.4 percent of healthcare professionals suggesting websites to their

patients. Perhaps healthcare professionals are increasingly using the internet for medical knowledge, and this information is having a substantial impact on their practise.

CONCLUSION

Internet has proved to be quite useful in all sectors of life. It has made a significant impact on the health sector as well. The patients and healthcare professionals both use internet for health-related information. The healthcare professionals have started using internet for staying up to date about the latest developments in the health sector. Not just this, healthcare professionals are ready to take certified web-based courses such as CME courses from a website online. Increased number of healthcare professionals have started trusting the medical information available online and some healthcare professionals even feel that medical information from the internet is impacting their healthcare decisions in their practice. In practice, healthcare professionals are no longer hesitant to the use of internet for second opinion on their patients' conditions. Some healthcare professionals have even began sharing website with their patients for referring to. Despite the fact that the internet is used frequently as a source of information regarding health in the current times, precise estimations of suitability and adaptation are essential, particularly among the medical community. The study found that healthcare professionals widely use the internet and seek for web-based medical information.

LIMITATION

- The sample size for the study was small
- The study was focused on the particular area of Delhi – NCR
- The literature was limited.

- The study period is only about two months
- The survey may not be fully accurate as people may not like to give their honest opinion.

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Questionnaire used for study

1. Do you give consent for taking this survey?

- Yes
- No

2. Do you have internet access?

- Yes
- No

3. Do you use internet regularly for medical/professional updating?

- Yes
- No

4. Would you be willing to take certified web-based CME courses through a web site?

- Yes
- No

5. Have patients ever brought printed web-based information regarding their condition to you?

- Yes
- No

6. Would you favour allowing patients to access their information through a web site?

- Yes
- No

7. Would you favour second opinions for patients via the internet on specific conditions as a valuable resource for patients?

- Yes
- No

8. Does information from web sites influence your healthcare decisions?

- Yes
- No

9. Do you believe that owning a web site and communication through it would be beneficial to your patients and practice?

- Yes
- No

10. Have you ever advised a web site to a patient?

- Yes
- No

11. Has a patient ever asked for the name of a web site for more information on their condition?

- Yes
- No

12. If you suggest then which website would you recommend to your patients

13. Do you trust the general quality of medical web sites?

- Yes
- No