A Study on E-Commerce Health Care Services and Their Role On Health Sector

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Abstract

Health care has become one of the largest and most dynamic industries, in terms of job creation, innovation and expenditure. There have been impressive achievements in improve health quality of populations, life expectancy and universal convergence. There remains however recurrent concerns regarding the adequacy of resources and the way they are currently used. How best to increase the equity, efficiency and effectiveness of health care. Internet emerged in the last years as a new robust interactive channel, supporting all the characteristics to be used as a self-service long-distance channel, and as enabler of closer relation between business partners. Being highly interactive and offering global reach it allows real time answers to consumer's requests, all over the world. Internet introduction in the health care sector, although likely, has been a slow process, much slower that among other industries. Although technology concerns did exist, as well as a strong height in the role of human relations, institutional barriers are commonly pointed as a major reason for Internet slow adoption. This new health web-enabled environment, e-health, is pushing medicine practice into an information supported, patient-centered and just-in time global market activity. The full impact in traditional health economy is still to be measured. Nevertheless, it has already changed the balance of power among health sector players, modifying the rules of operations for the entire spectrum of those involved. Including consumers, health providers, managed care organizations, pharmaceutical entities, medical equipment manufacturers and suppliers, telecommunications operators, technology developers and integrators, consultants, health funders, insurance companies, and policy makers. Through a literature review of traditional business models and Internet impact among other sectors, as well as by analyzing the health market structure, and the present impact of Telemedicine in developed and developing markets.It's aim to understand Internet's impact in the health care sector. Namely in enabling the access to better services through lower costs, and in changing the balance of power among sector players, driving to new business practices.

Chapter 1. Introduction of the topic

1.1 Introduction

The demand within the global healthcare e-commerce market is growing on back of continuous advancements in the e-commerce industry and online sales of medication. As consumers turn toward the internet for their healthcare needs, e-commerce vendors have introduced a new segment for healthcare. The healthcare e-commerce market is tending towards maturity, and several healthcare products are being dispelled via e-commerce channels. Henceforth, the total volume of revenues in the global healthcare e-commerce market is expected to grow in the years to follow.

Investments in the e-commerce industry have trickled down to the online sales of healthcare products. The lucrative opportunities floating in the global healthcare e-commerce market have prompted renowned venture capitalists to put large bets on the market. This trend has given a strong push to the growth graph of the vendors operating in the global healthcare e-commerce market. The next decade is expected to unravel new opportunities for online sellers in the healthcare market. This projection is based on the development of a robust system of checks for online healthcare products.

The healthcare industry has become a multifaceted domain wherein sales and procurement are done via multiple channels. Online sales channels have become the most popular option amongst consumers, and this trend has aided the growth of the global healthcare e-commerce market.

A report added by Transparency Market Research (TMR) on the global healthcare e-commerce market offers an in-depth scrutiny of key growth dynamics, emerging avenues, and imminent investment pockets. The market can be segmented on the basis of the following parameters: type, application, and region. Based on the type of product, the demand for pharmaceutical drugs has been on a rise across online sales channels.

Global Healthcare E-Commerce Market: Notable Developments

The global healthcare e-commerce market has undergone multiple developments over the recent past. Some of these developments and strategic moves have been listed below:

- Amazon has disrupted the healthcare e-commerce market by introducing several new products and platforms within healthcare. The company launched Amazon Comprehend Medical, a platform that helps in aggregating patients' records using machine learning. This strategy has helped Amazon in establishing near monopoly in the global healthcare e-commerce market.
- In 2018, Amazon acquired Pill Pack, an established online pharmacy that specialized in delivering prescribed medications to customers. This strategy is suggestive of Amazon's intent to consolidating its positions by garnering competitive gains.

Global Healthcare E-Commerce Market: Growth Drivers

- **Trust Garnered by Online Pharmacies**

The demand within the global healthcare e-commerce market is rising on account of the advancements in the domain of online marketing. Consumers easily trust online articles and blogs about various healthcare topics, and this has given an easy inlet for marketing healthcare products online. The next few years are expected to witness an overhauling of m-commerce operations for healthcare products.

- **Approval of E-Commerce Platforms by Medical Professionals**

Several healthcare e-commerce platforms have garnered the trust of doctors and medical professionals. This strategy has played an integral role in the growth of the global healthcare e-commerce market.

Traditional Healthcare Practice

Most healthcare organizations have preserved their well-established business practices, that is, they have focused on reducing operating costs while trying to expand market share. The current healthcare supply chain is dauntingly rigid; it is influenced by tradition, legacy technologies, and existing power bases. In the current healthcare landscape, links between the provider and the patient are nonexistent. Most of the interaction between the two occurs at the point of service—for example, in a hospital. The characteristics of this system may be summarized as follows:

• Most healthcare computer networks are proprietary, each one supporting different communication standards. As a result there is poor flow of information between networks.

• Healthcare providers typically carry 90–120 day receivables, some of which are never collected.

Given this scenario, improved performance with contained long-term costs becomes hard to accomplish by cutting budgetary expenditures. A more pragmatic and effective approach lies in driving the costs out of the supply chain by investing in process improvements and technological resources. Supplychainrefers to the logistic chain from the suppliers of healthcare to the patients.In order to achieve success under this paradigm, several objectives are imperative for the healthcare industry:

• Remove non-value-added activities and leverage economies of scale from the supply chain.

• Reduce redundant processes, and eliminate bottlenecks and inefficiencies in the system.

• Develop shared access to timely and accurate information about logistics functions, order performance, and customer preferences.

• Improve information access, promote customer convenience, improve inventory management, and reduce order cycle times.

1.2 Objective of the study

- To study about E-commerce health care sector.
- To know about the service and security for patient privacy and information.
- To assume whether E-commerce health service help patients.
- To know the availability of products at lower prices.
- To analyze is E-commerce is bringing the health industry closer together.
- To know about E-commerce marketing.
- Studythepeopleperception.

1.3 Need and scope of the study

E-commerce appears ready to assist the healthcare industry with its reengineering effort. The term E-commerce refers to the use of electronic information technologies to conduct business transactions among buyers, sellers, and other trading partners. It combines business and electronic infrastructures, which allows traditional business transactions to be conducted electronically, ignoring the physical or geographic boundaries separating them.

The purpose with this dissertation is to get a better understanding of consumer trust in e-commerce health care sector. We want to find important factors that help to establish consumer trust in e-commerce health care sector. These factors will guide our empirical research, in which our purpose is to investigate how consumers perceive the importance of some selected factors, for them to feel trust to purchase online.

1.4 Limitations of the study

- Lackofavailableandreliabledata.
- Lack of Timelimits.
- LimitedAccesstoInformation.
- ConflictsonBiasedViewsandPersonalIssues.
- Lack of Knowledge that users still not know a lot about these new technologies and access to information.

Chapter 2. Company Profile

▪ **Health care and Pharmaceutical**

O2Saver a massive medical helper which brings facilities to your door step through mobile. Real easy, Real quick.

The design of O2saver is to bring every need of healthcare facility in one application rather than squandering in hospitals. Our other services include scheduling your appointment with doctors online, where a home doctor is also available. You can book your pharmacy on our website with more offers for each product. In case of any emergency, we have a live tracking ambulance with a nearby hospital finder facility too. A laboratory facility is available too where lab test is done at your home. Our service also includes Blood donation and blood finder amenity. Everything is possible with one click. You can save your time, and we can save your life.

- Mobile Ambulance service booking with tracking facility - Risk free.

- Blood Finding and donation service - Easily find and donate blood.

- Hospitals and Doctors appointment Booking - Find and Book appointment from nearby best specialists and hospitals at affordable price by checking the reviews,feedbacks& testimonials.

- Doctors home consultation - Save your travelling and waiting time by booking doctors for home consultation.

- Lab test at home - Book appointment from the nearby labs and minor tests can be done in home at affordable price.

- Online pharmacy- Book medicines and medical products online. Best medical products in all brands at affordable price with home delivery is available.

Chapter 3. Research Methodology

DATACOLLECTEDTYPE	PrimaryandSecondary
SAMPLINGTARGETUNIT	E-commerce Health Care Sector & E-commerce
SAMPLESIZETAKEN	200
RESEARCHTOOL	Questionnaire
RESEARCHMETHOD	Descriptive
DATACOLLECTIONMETHOD	Survey
SURVEYAREA	Noida andGreaterNoida

The study uses both primary and secondary data for analysis. Initially, the data was compiled from secondary sources that indicate various problems and their relevant solutions in the E-commerce health care. For confirming these secondary data, we did primary research. The respondents were middle and top management personnel from the industry. More than 250Google forms were sent out to Industry persons, of which 200 were taken for the analysis. The sampling method was snowball sampling. The study objective was to find out the main challenges faced by E-commerce health care and possible solutions. The sample size was 200, and this was taken from different companies ranging from Health care sector, Pharma to E-commerce industries. The sampling area was Greater Noida and Noida. The study also highlights cases from Industries that have changed their strategies and shifted in line with E-commerce health sector. These changes are either to answer the traditional way of health care or to be modern way of health care and avoid future disruption in our country.The present research focused on the topic "A Study On E-Commerce Health Care Services And Their Role On Health Sector". The descriptive research design was used to achieve the objectives of the study.

The objectives of the research study were to review the health care sector, identify the variables of E-commerce sector and analyze E-commerce health care industry towards these variables, find out the correlation between identified variables and different aspect of demography of respondent and to explore the relationship between E-commerce and E-commerce health care sector. The study also highlights cases from Industries that have changed their strategies and shifted in line with E-commerce.

3.1 Choice of Methodology

Our aim was to get a better understanding of consumer trust in e-commerce Healtcare sector. We wanted to find factors that are of importance for establishing consumer trust in e-commerce Health care, as well as investigate how important certain factors are for consumers to feel trust to purchase online. So, our aim was not to build any new theory or model. In order to find relevant trust establishing factors, we searched and reviewed literature on consumer trust and e-commerce health care. The factors that were found to be relevant, guided our empirical research. In the empirical research we wanted to find out how important some of the factors are, from the consumer's perspective. Conducting a survey, in form of a questionnaire, seemed like the most appropriate strategy, to be able to get a picture of consumers' opinions in the matter. Many studies look at consumer trust towards a specific Internet vendor and its website, but the aim with our survey is to look at consumer trust in e-commerce Health care services, in general.

3.2 Research Philosophy

Research philosophy relates to the way of thinking, when it comes to the development of knowledge. It is about how the researcher views the world. Three common research philosophies are positivism, realism and interpretive. The positivistic view means that the researcher is an objective viewer of the social reality and that general conclusions of the findings can be made. The realistic researcher has the view that what the senses show is the reality, the truth. The reality is quite independent of the human mind. Finally, the interpretive researcher has the view that the social world is too complex to be able to draw general conclusions and the researcher has to understand the difference between humans in our role as social actors. In our research we have adopted the positivistic view. This means that we have tried to stay neutral and not affect or be affected by the subject of our research. However, it is impossible to not include some of our own values as researchers. The findings of our research could perhaps be generalized to some degree.

3.3 Research Strategy

There are a variety of research strategies to choose among, for example, experiment, survey and case study. We chose to use a survey as our research strategy. According to Saunders et al, this type of strategy is often connected with the deductive approach, which is the approach we have adopted. Using the survey strategy allows researchers to collect a large amount of data from a sizeable population. The data is often obtained by using a questionnaire that enables the collection of standardized data, which allows for easy comparison. So, this data can be expressed in numbers and analyzed quantitatively. For these reasons we found the survey strategy to be the most suitable in our case.

Research purposes can be classified in three different ways, namely, exploratory, descriptive and explanatory. We find our dissertation to be a mix between an exploratory and a descriptive study. The aim of an exploratory study is to find out what is happening; you seek new insights; you ask questions and see phenomena in new light. It is useful when you wish to clarify your understanding of a problem. One way to conduct this kind of study is a search of the literature. A descriptive study is when you need to have a clear picture of the phenomena, which you are to collect data about, and prior to the actual collection of the data.Since we study a particular phenomenon at a particular time, our research is a cross-sectional study. Cross-sectional studies also employ the survey strategy, which is the strategy we have chosen. The opposite of this is the longitudinal study, which is the study of change and development over a given period of time.

3.4 Data Collection

3.4.1 Secondary Data

We have used different sources of secondary data such as books, articles and the Internet. We mainly searched literature related to our topic and the literature had to be in English or Swedish. However, we also wanted to present a short introduction about the Internet's development and about e-commerce, as background information for the reader. So, we searched literature about this as well. The field of e-commerce is not static, it constantly changes and develops. This can have both negative and positive impact on consumer trust, since it can mean new opportunities but also new uncertainties. For this reason, we have tried to review relatively recent literature. When different researchers are to define factors that help to establish consumer trust, they often highlight different factors. This show

That trust is multi-dimensional and difficult to define. So, the literature we have reviewed take up different dimensions of trust and we have tried to present some of the most mentioned factors, important for establishing consumer trust, in our theoretical framework.

3.4.2 Primary Data

Our primary data was collected through a questionnaire. The purpose with the questionnaire was to gather information about how consumers perceive the importance of different trust factors. The questions in the questionnaire were based on the factors found in our literature review. Prior studies often look at consumer trust towards a specific Internet vendor and its website; however, the aim with our survey is to look at consumer trust in e-commerce, in a general way.

The questionnaire was handed out to people in various ages, from 18 years and up. We also tried to ask an equal number of men and women. We choose to ask respondents in the Greater Noida and Noida. Since we handed out the questionnaires in person, we were able to continue the collection of answers until we had gathered our pre-set amount of 100 questionnaires.

One advantage with using a questionnaire is that it is an efficient way of collecting data. Another advantage is that the respondents answer the same set of questions. Standardized data can be expressed in numbers, and can then be analyzed quantitatively, which allows for easy comparison. A disadvantage with using a questionnaire is that it is difficult to form questions that are understandable for the respondents and, at the same time, provide the researchers with the right information needed to reach the purpose. Furthermore, the respondents may interpret the questions differently than intended by the researchers. The reason for this can be that full clarifications cannot be included in a questionnaire, since it has to be kept as simple as possible.

Chapter 4. Data Analysis and Interpretation

4.1. Introduction

The aim of research was to understand**A Study On E-Commerce Health Care Services And Their Role On Health Sector**. This part of the research includes the information acquired from primary and secondary data for the analysis. The solutions suggested in the literature review are all confirmed in the primary data analysis. The most important solution is a better use of automation and technology, the use of optimization, better customer service, sustainability, and better use of analytics. These solutions will help to manage the challenges effectively. Data analysis based on questionnaire.

4.2. Data Interpretation

Describing respondent characteristics was very important for this research because it provides

the deeper understanding of the study. The distribution of the respondent across several personal data is presented separately. The personal information includes included age, gender and effect of supply chain management in**E-Commerce Health Care sector**. The sample characteristics are discussed in the order they appeared in the questionnaire.

4.3. Data Collection

This research was based on various type of information and it includes both primary and secondary data for analysis.

Primary data is a data collected from primary sources or through direct conversation with respondent. In our project report we can collect primary data with the medium of questionnaires.

Secondary data is a data collected from secondary sources or even we can take help of primary data also. In our project report we can collect secondary data with the help of industry profile, website,book and existing research paper.

.4. Data analysis

Questionnaire Data

4.4.1 Gender wise distribution of respondents.

These questions served as background questions, asked to get some information about the respondent's gender, age, attitude towards purchasing online medicines and experience of shopping online. Below, we will present and examine the results of these questions.

Q.Gender

Gender Distribution

MALE	118
FEMALE	82

■ MALE ■ FEMALE

Analysis

There was a majority of male respondents, 59% compared to 41% female respondents. One reason for the majority of male respondents might be because we tried to ask people that did not seem to be in a hurry, both men and women, and the male respondents were more willing to take a minute to fill out the questionnaire.
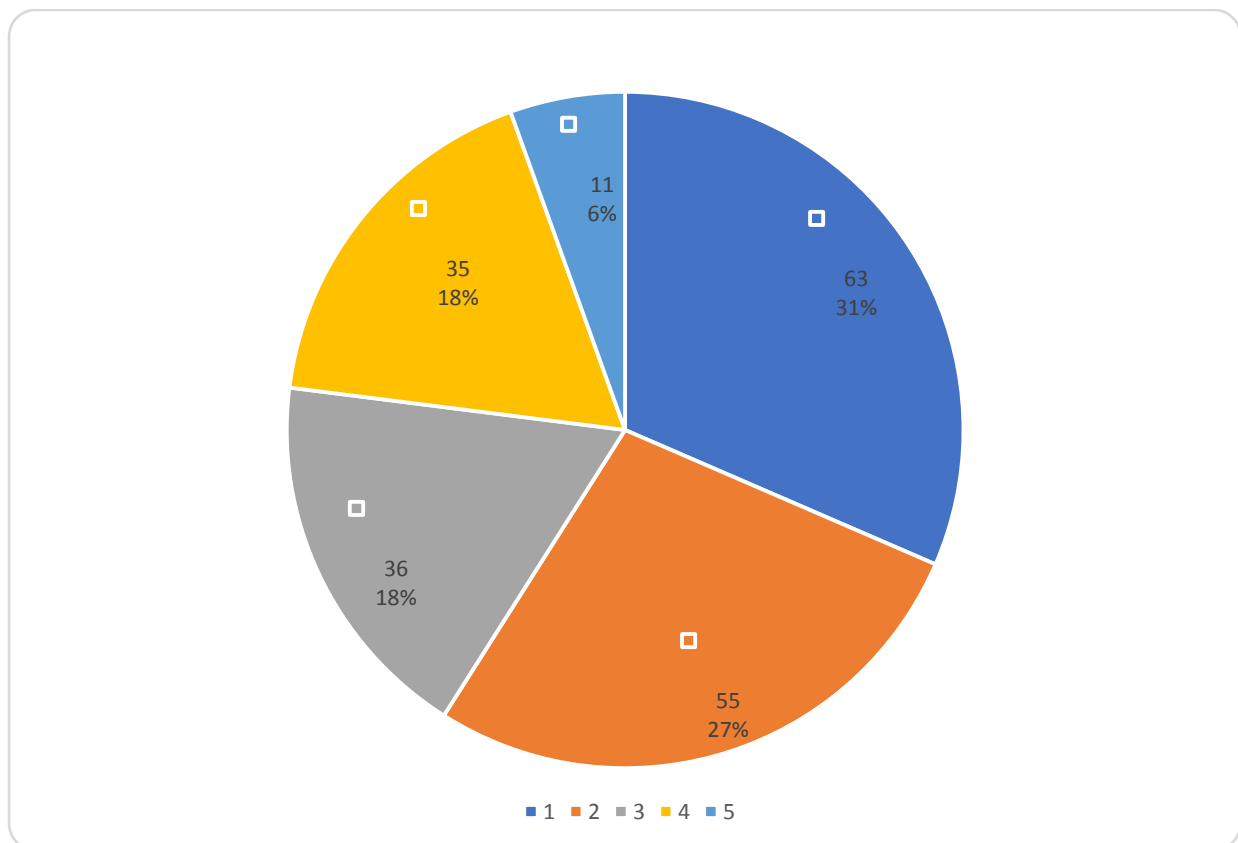
Q.Age

It shows the distribution of the respondents according to different age groups. We wanted to

include age in our survey, to later on in the chapter, examine whether there are any differences in how people of different ages perceive the importance of the factors.

Distribution according to Age

| 18-29	63
30-39	55
40-49	36
50-59	35
60	11
Total	200

Analysis

as it can be seen; the respondents in the age groups 18-29 and 30-39, together constitute 59% of the total amount of respondents. It should also be noted that only 5.5% of the respondents were in the age 60 and up.

Q. What attitude do you have towards using the Internet, to purchase medicinal products and services?

It shows the respondents' attitudes towards using the Internet as a shopping means. As we mentioned in our theoretical framework, the consumer's perceptions of shopping convenience mirror his or her attitude towards online shopping.
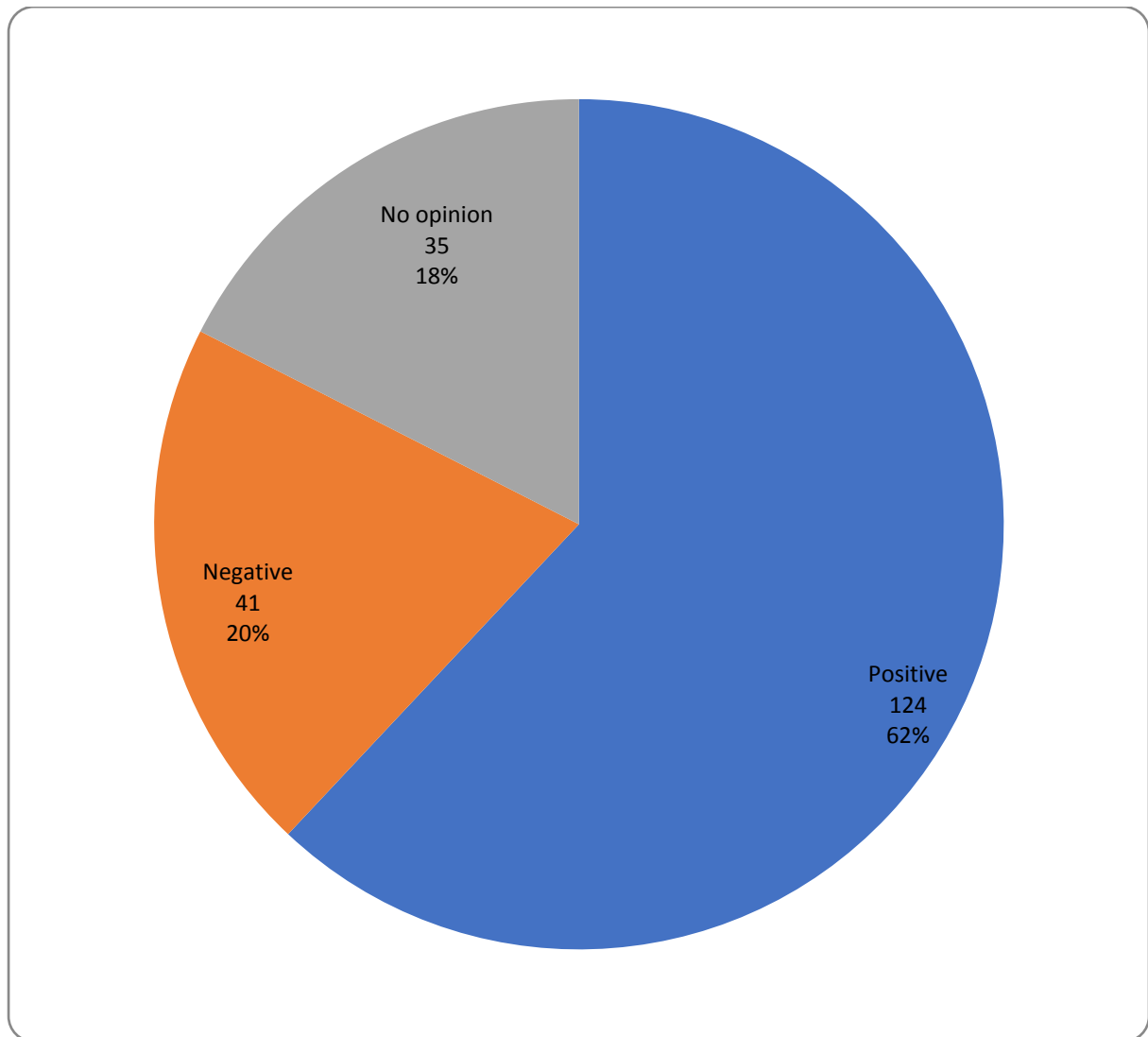
Analysis

The majority of respondents, 62%, had a positive attitude, while 17.5%, had no opinion in the matter. This shows that people have different attitudes about the use of the Internet and new technologies. We think that, since 59% of the respondents were in the ages 18 to 39, this might have influenced the result on this question.

Q. How often do you shop medicinal product on the E-commerce?

It shows how often the respondents shop medicinal product online.

The Respondents' Purchase behavior
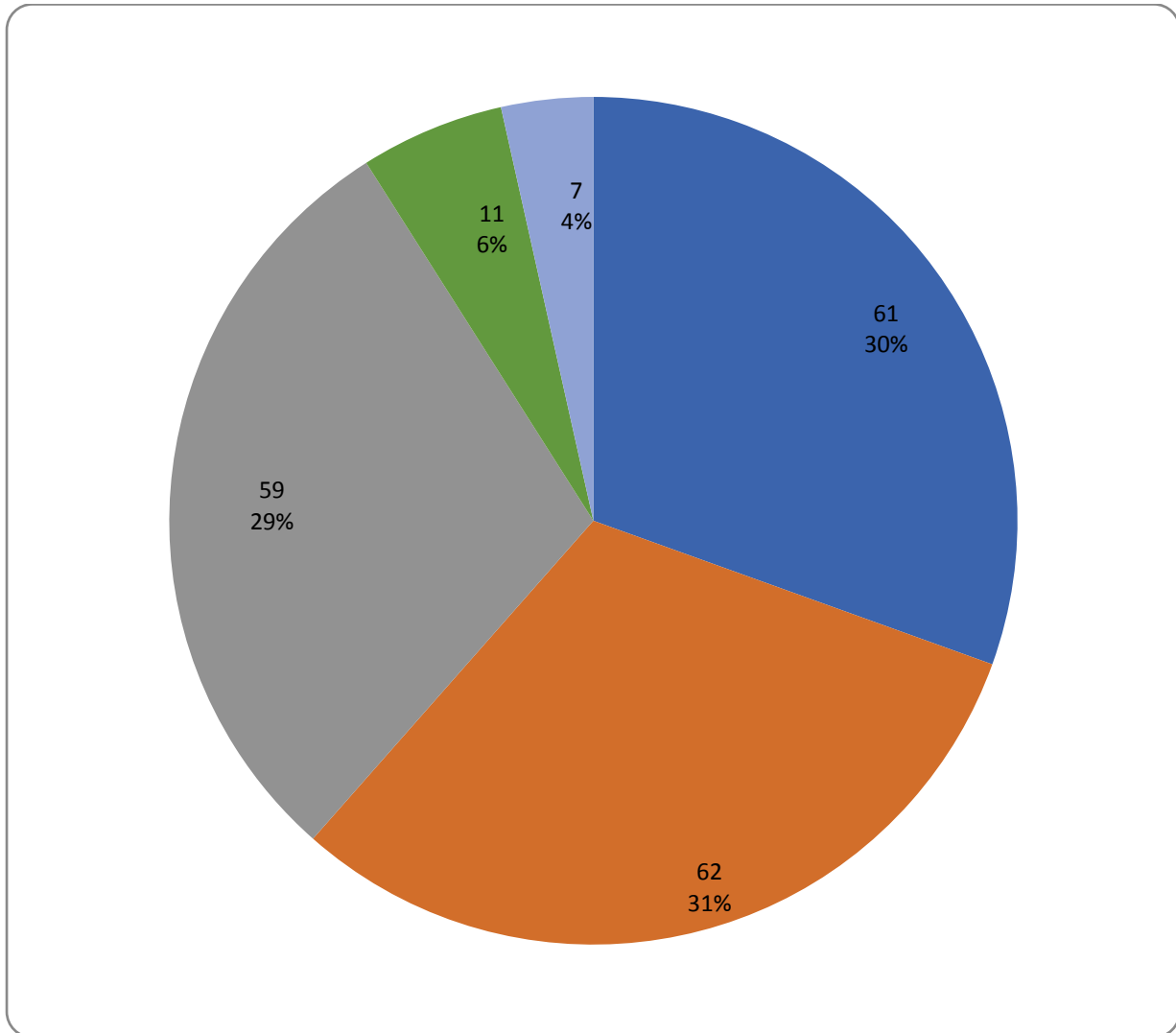
Analysis

A majority of the respondents, 69.5%, have experience of shopping online medicine. Of the respondents with experience of shopping online medicine, a majority purchase on a rarely basis and only a few purchase as frequently as every month. The remaining 30.5% answered that they never shop on the Internet and therefore have no experience.

**If you would like to use the Internet for health care, are you feel safe to use E-commerce?**

Security
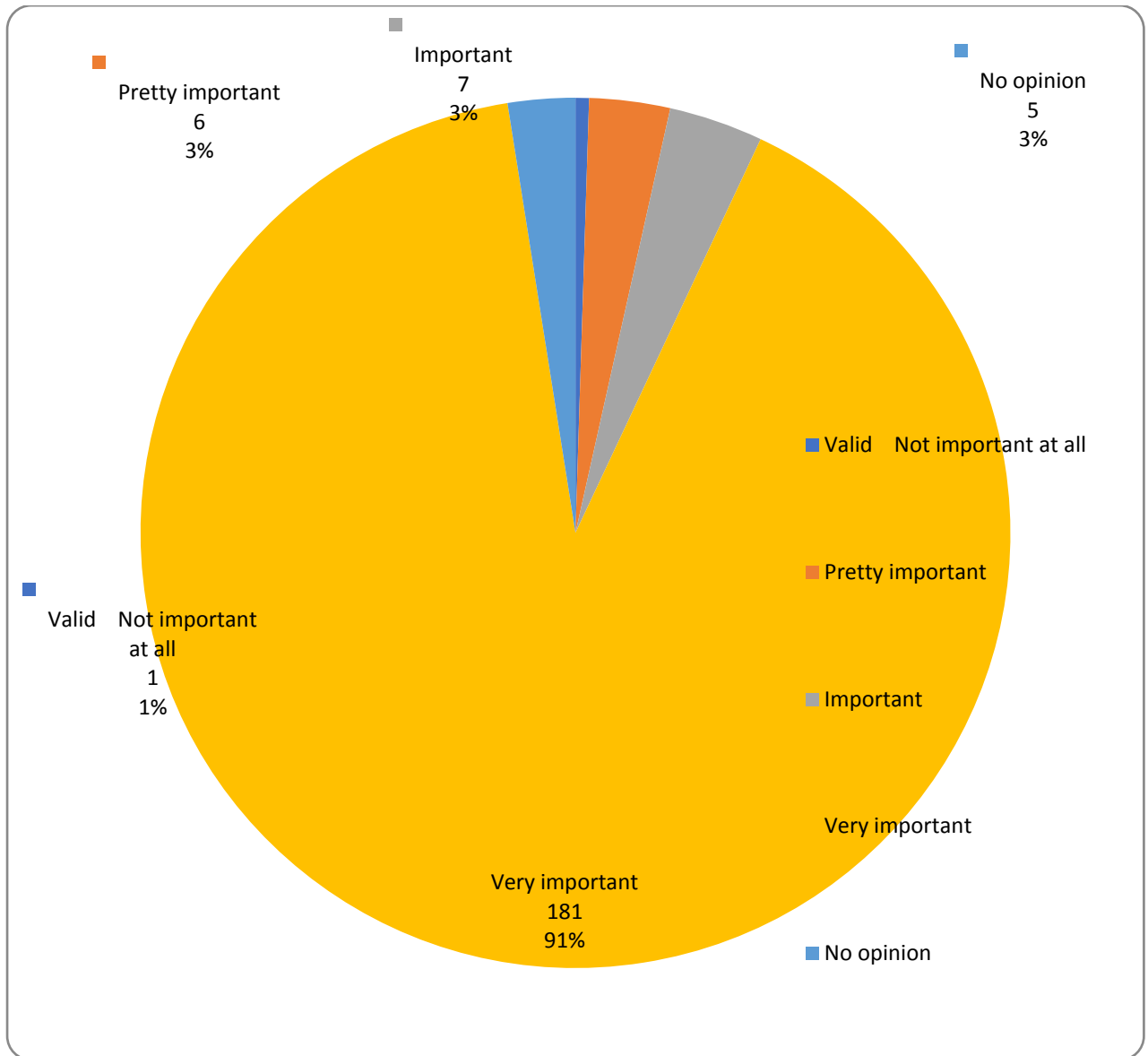
Analysis

As it can be seen in the table, the vast majority of the respondents, 90.5%, perceived secure and reliable software systems to be very important.

Q. Is this important to change the traditional way of health care services by providing facilities from E-commerce platform to change the health sector?
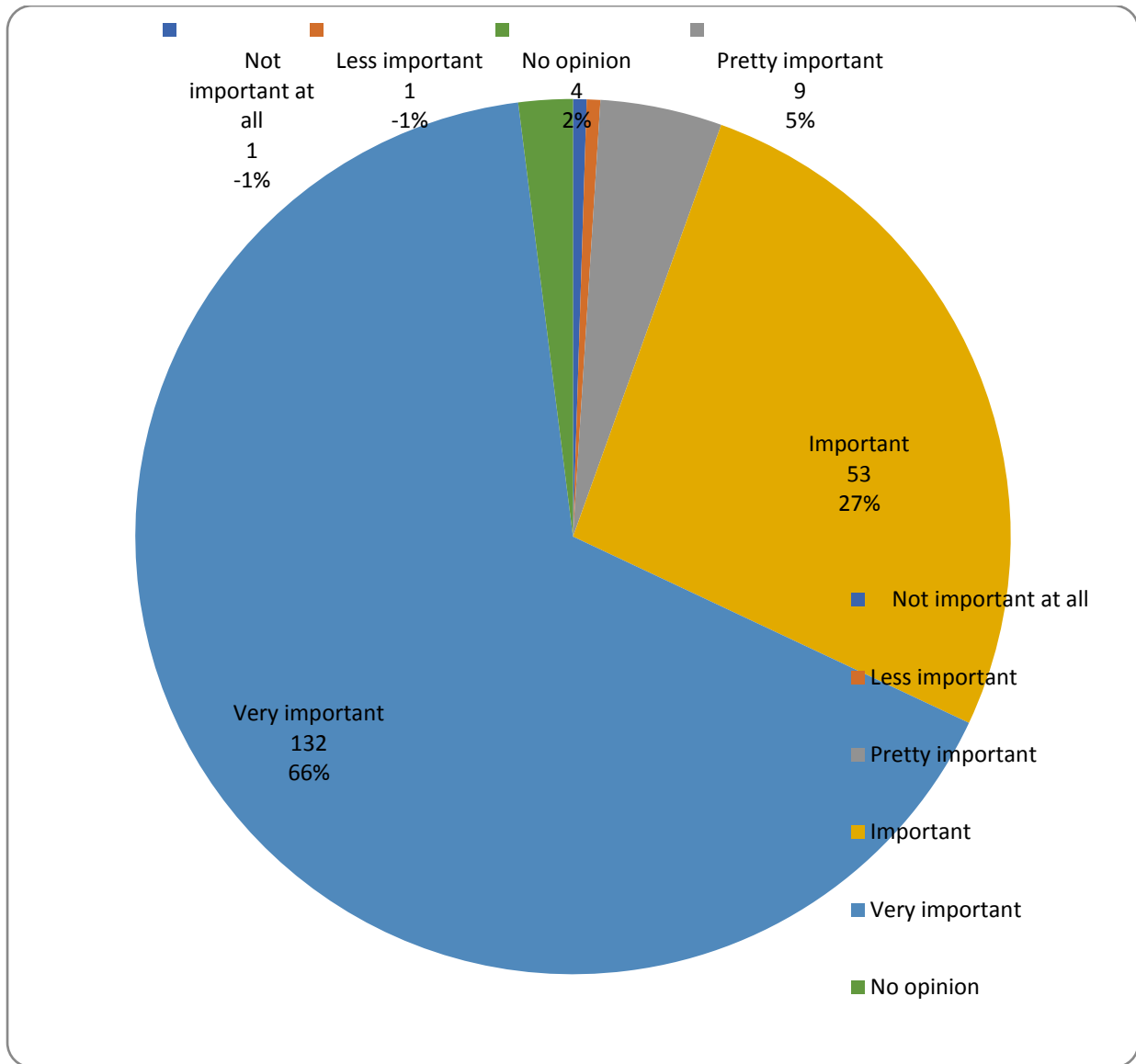
Analysis

In this table it shows that, 66% of the respondents thought that it is very important to change. Here, a great majority of the responses are on the alternatives "Important" and "Very Important".

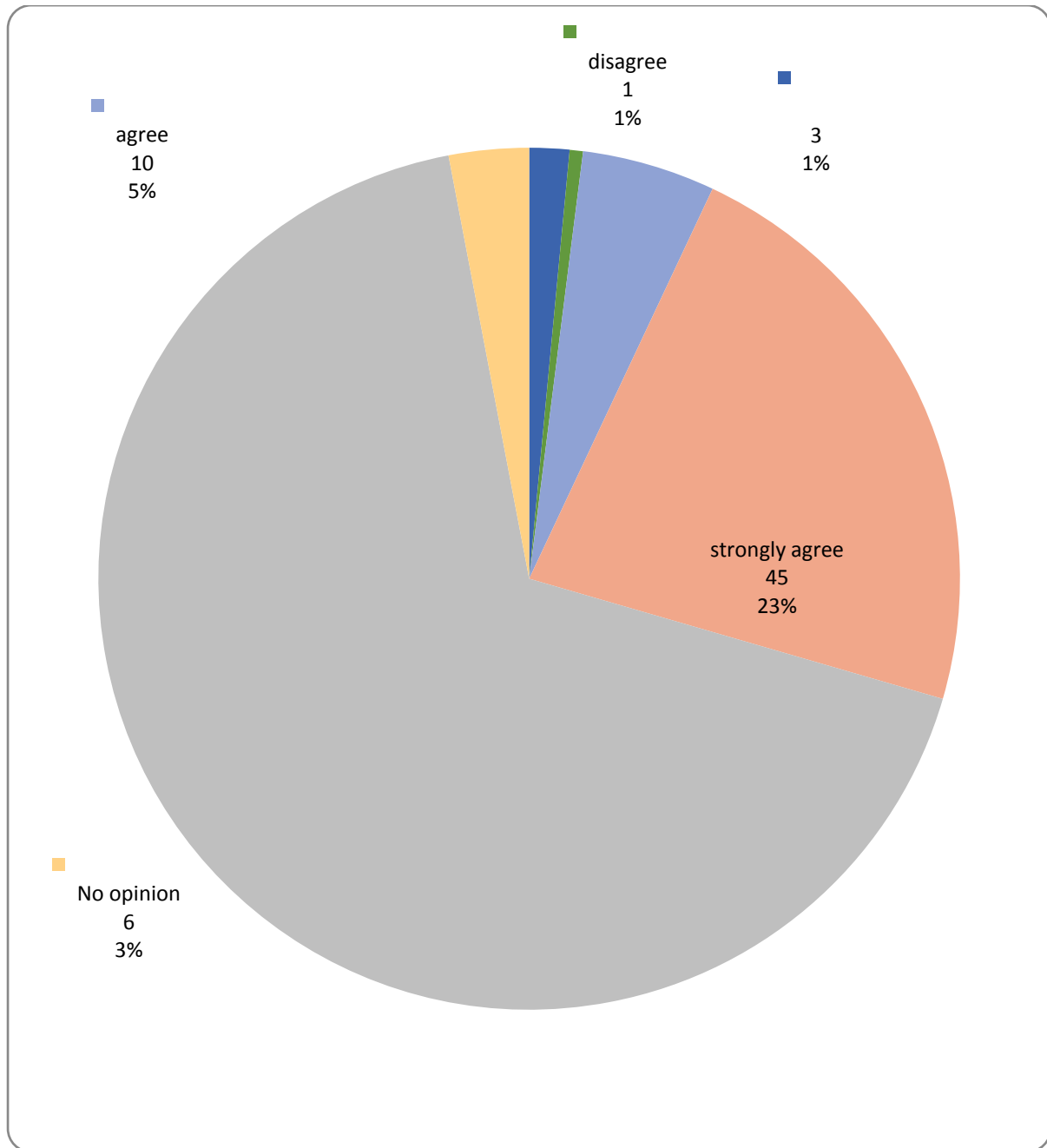**Q. Is this important to make patient feel secure to take consultation online and also they have to build trust to take consultation online or not?**
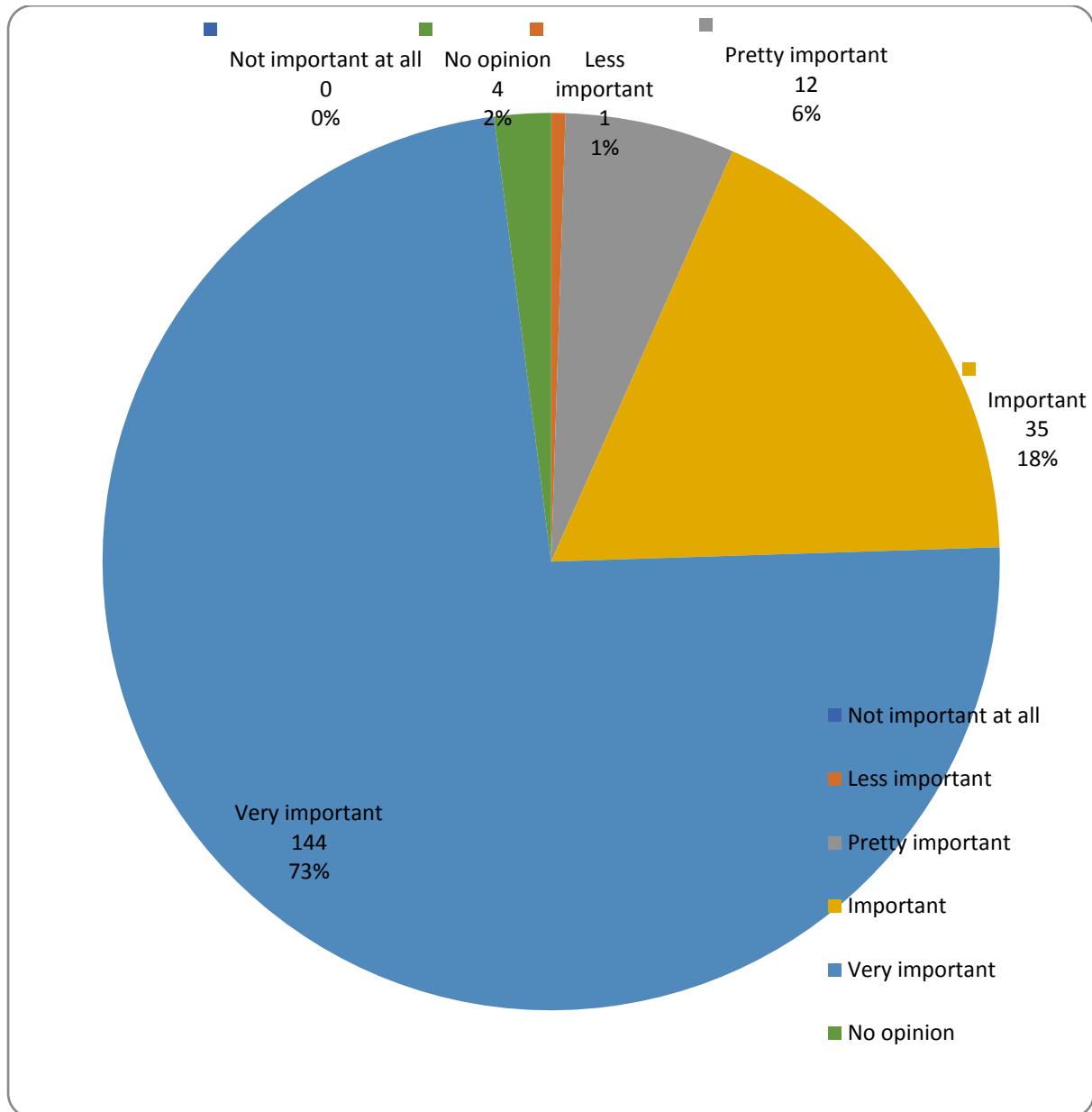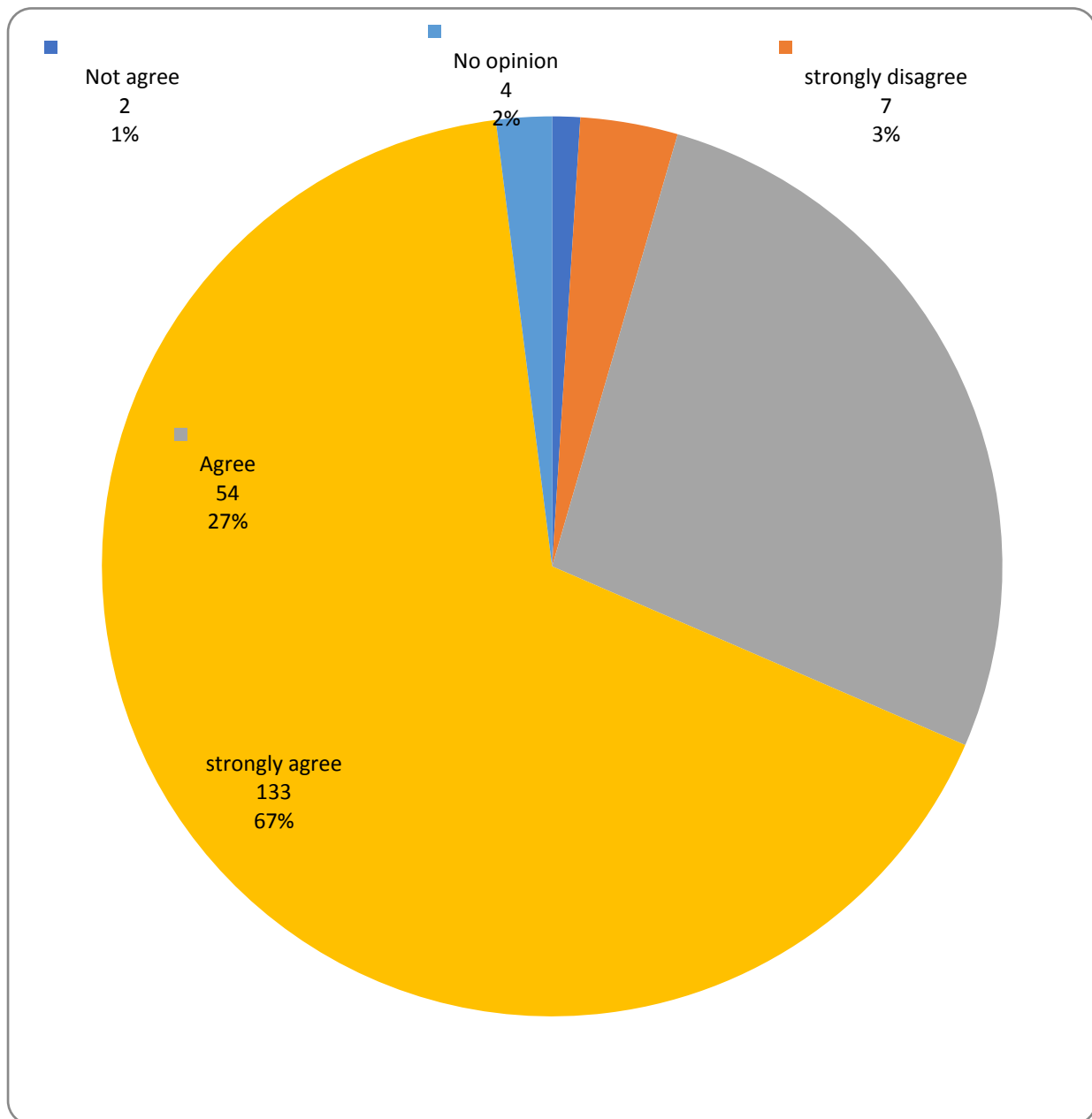
Analysis

A majority of 73% thought that it is very important to know how securely their personal

information is handled.

**Q. Is E-commerce health care sector providing sufficient facilities?**

Analysis

Here 67.5% responded "strongly agree" and 22.5% responded "agree". So, it is clearly stated E-commerce health care sector providing sufficient facilities.

Q. Is the E-commerce health care sector contribution for growth of economy?

Analysis

This table shows that, again a majority of respondents answered "Strongly agree" and 27% answered agree that it also helps in economy growth.

Q. Is this important to give and get proper training to health sector people about new technology?
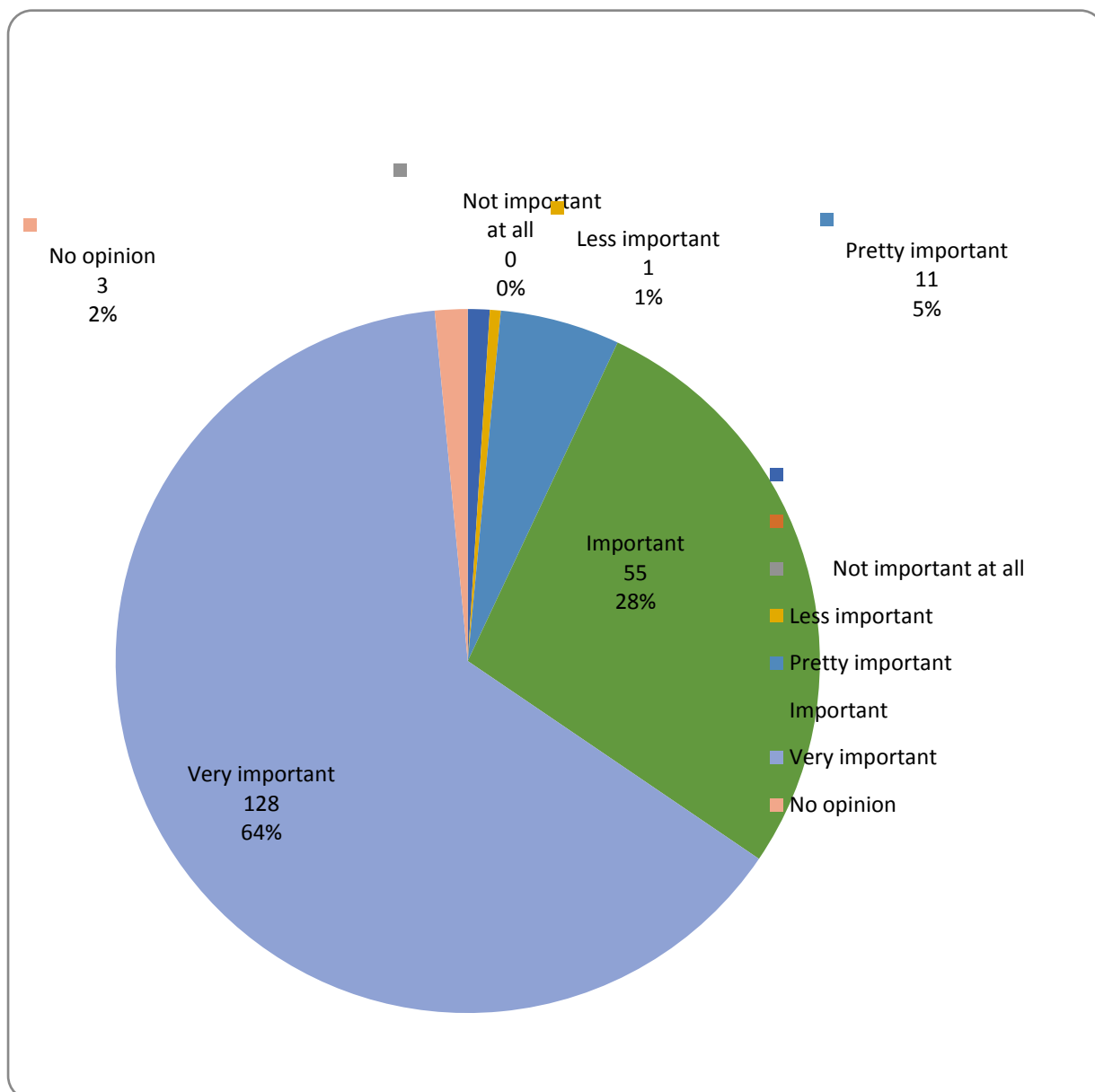
Analysis

The distribution of answers in this table is majority of respondents answered "Very important" and 55% answered important. This shows that the respondents perceive these factors are also important.

Q. Do you think that it is important to get sufficient facilities on one time platform like consultation, diagnosis, medicine, etc.?
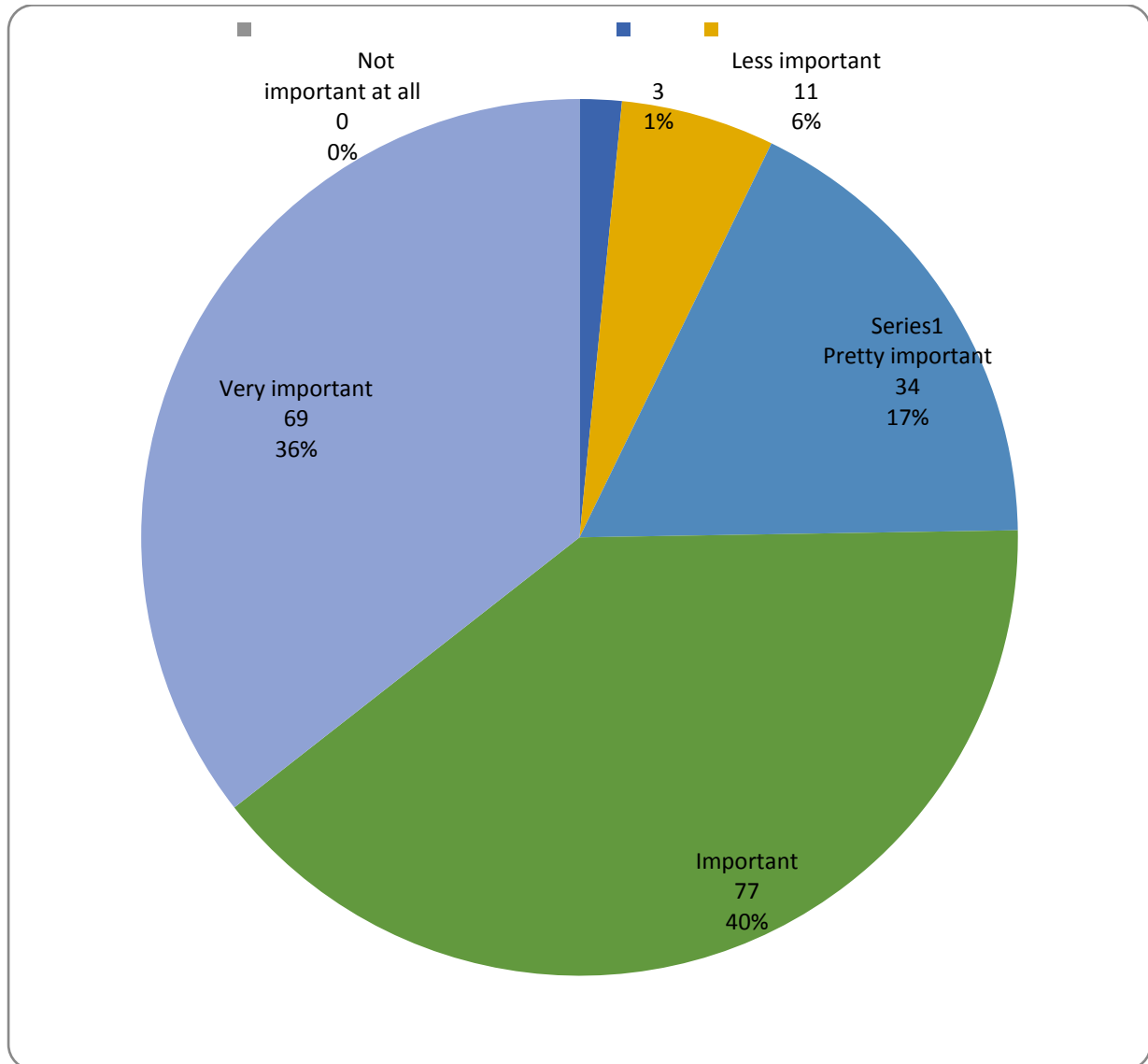
Analysis

Here we can notice a difference in the distribution of answers. Of the respondents, 40% have responded "Important" and this is the majority. However, several respondents (36%) answered that they perceive that all the services available at one place.

Q. Reputation / Recommendations(for example, in media, from family and friends) is important to aware people and for promotion of E-commerce Health care.
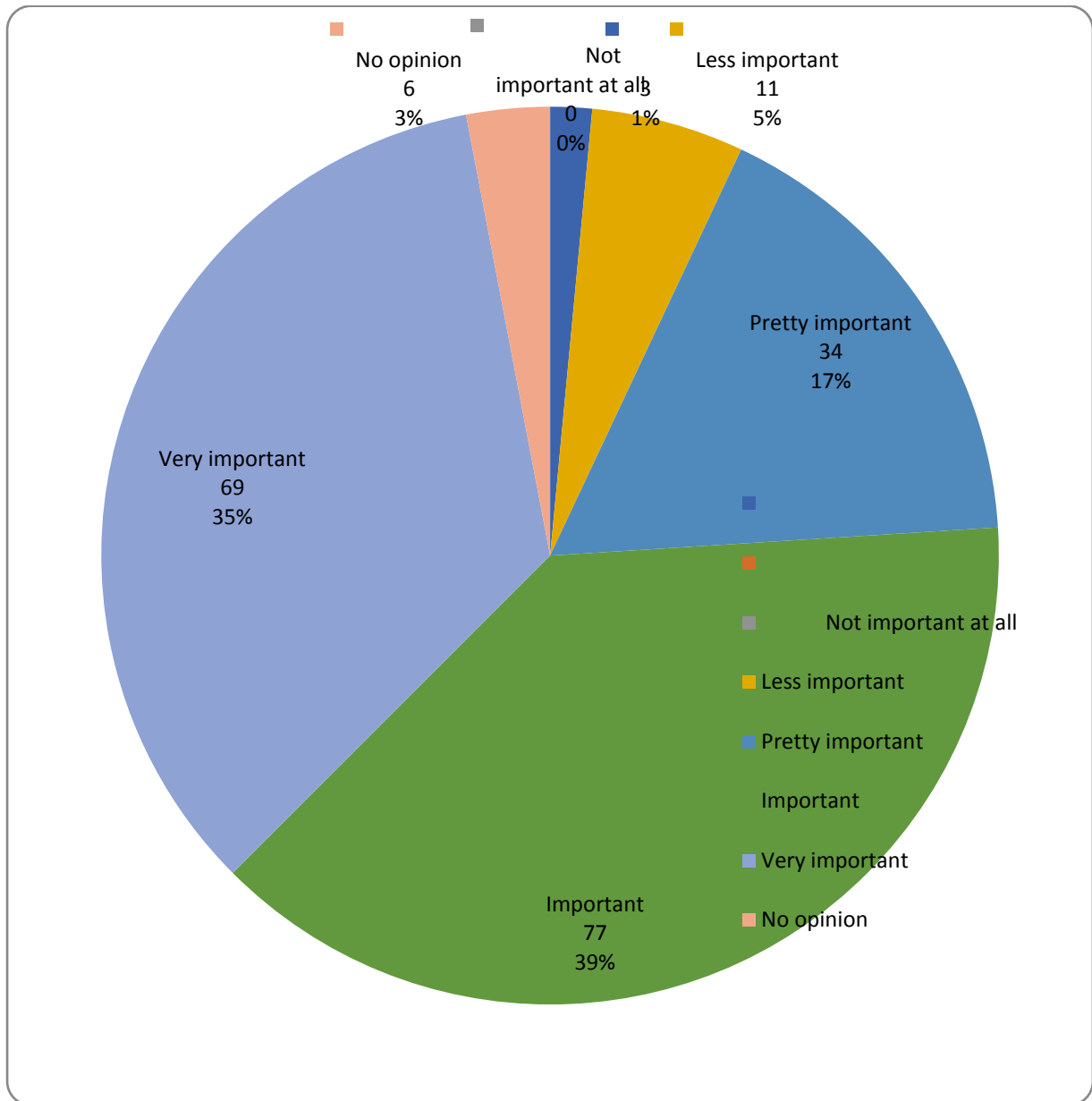
Analysis

The distribution of answers in this table is the majority of respondents, 38.5%, answered "Important", 35% "very important" this show we have to promote this.

Q. The better services is important things that should be provided by Health care sector on E-commerce health care platform to attract patients?
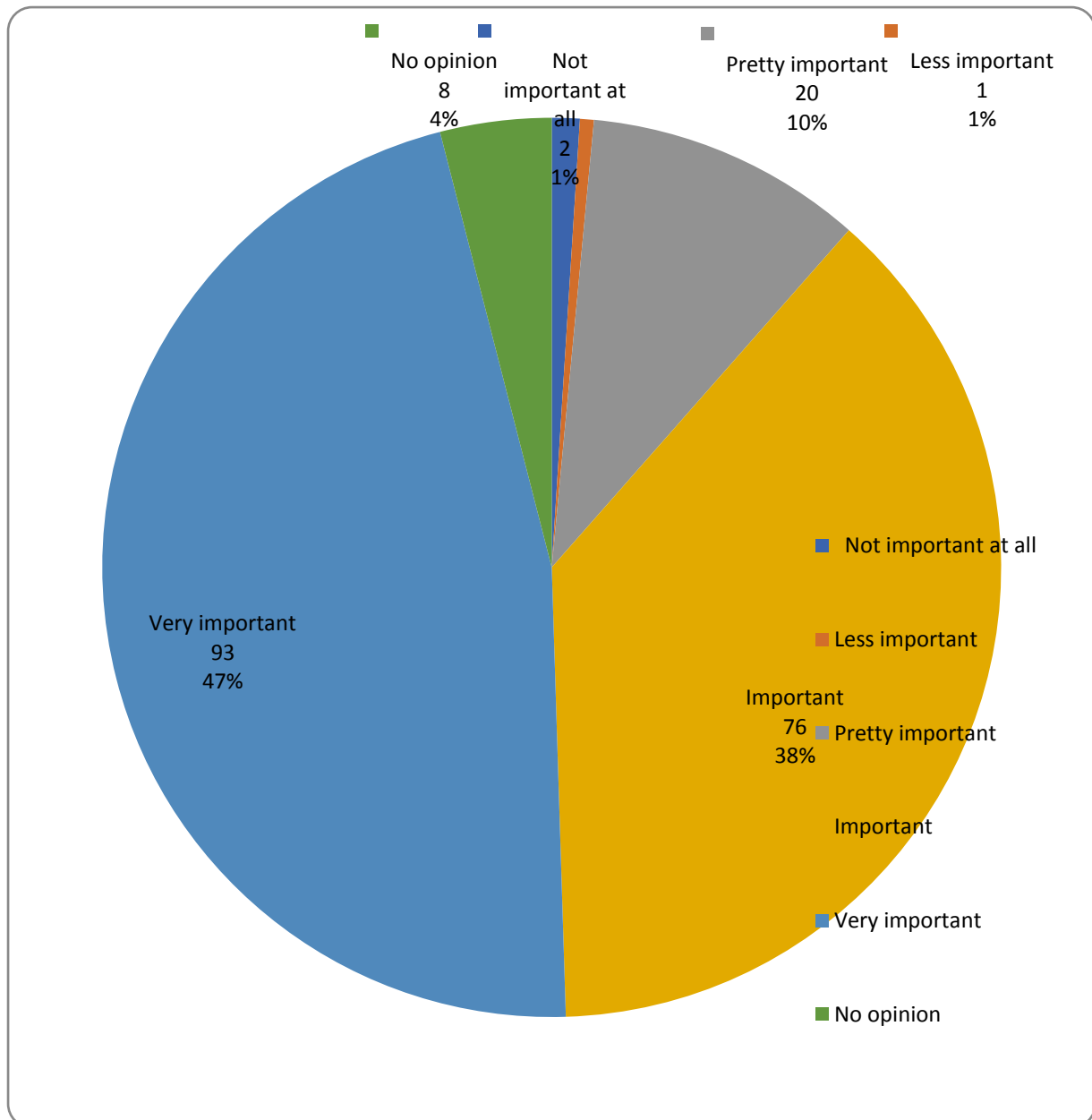
Analysis

Functionality is perceived as very important, by a majority of the respondents (47%) and 38% perceived it as important. this helps health sector to make a good impact.

Q. Do you think this is important, proper marketing channel for sell their health care services?
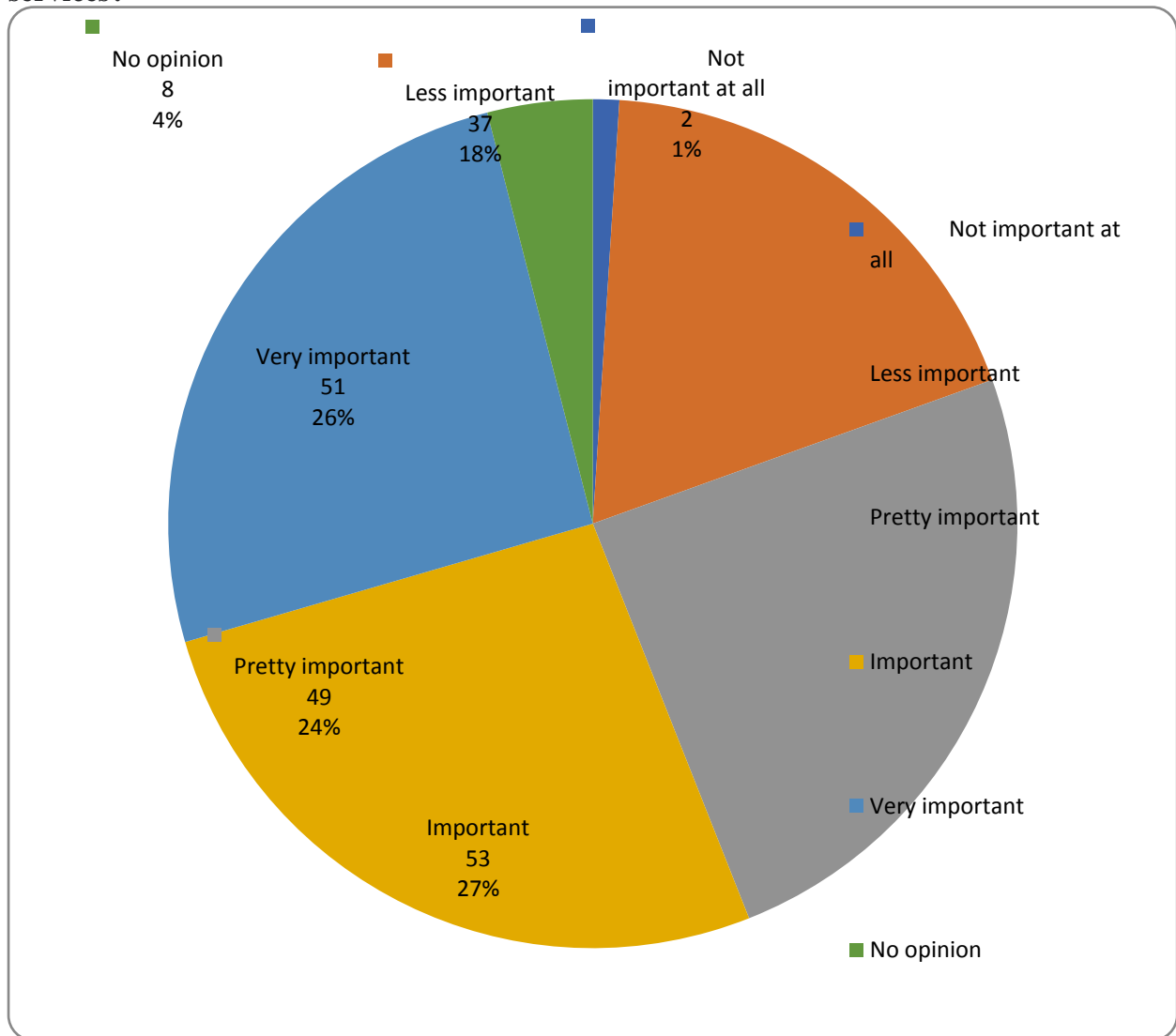
Analysis

As in table about the proper marketing channel, the answers are more evenly dispersed between the alternatives. The percentages for the alternatives pretty important, important and very important, are almost the same for all three.

Q. Are you agree that online shopping allows patients to purchase their desired items like wheel chairs conveniently on their door-step.
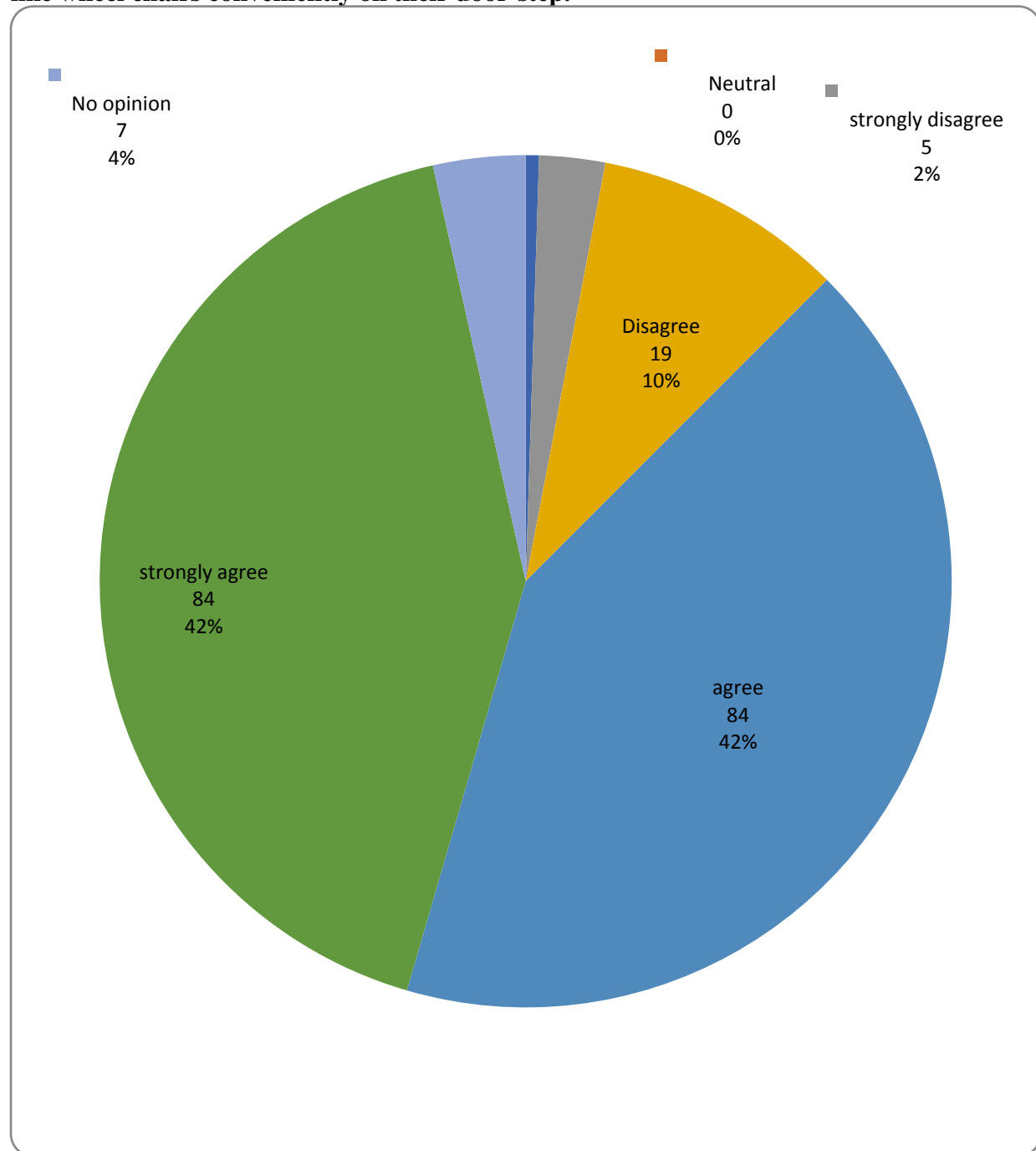
Analysis

The same amount of respondents, 42%, has answered "Strongly agree" and "Agree". It is

important for most of the respondents to feel convenient with using the Internet and new

technology, meaning feeling control.

Q. Do you think it is important to give good price and offer also to attract patient to use online services?
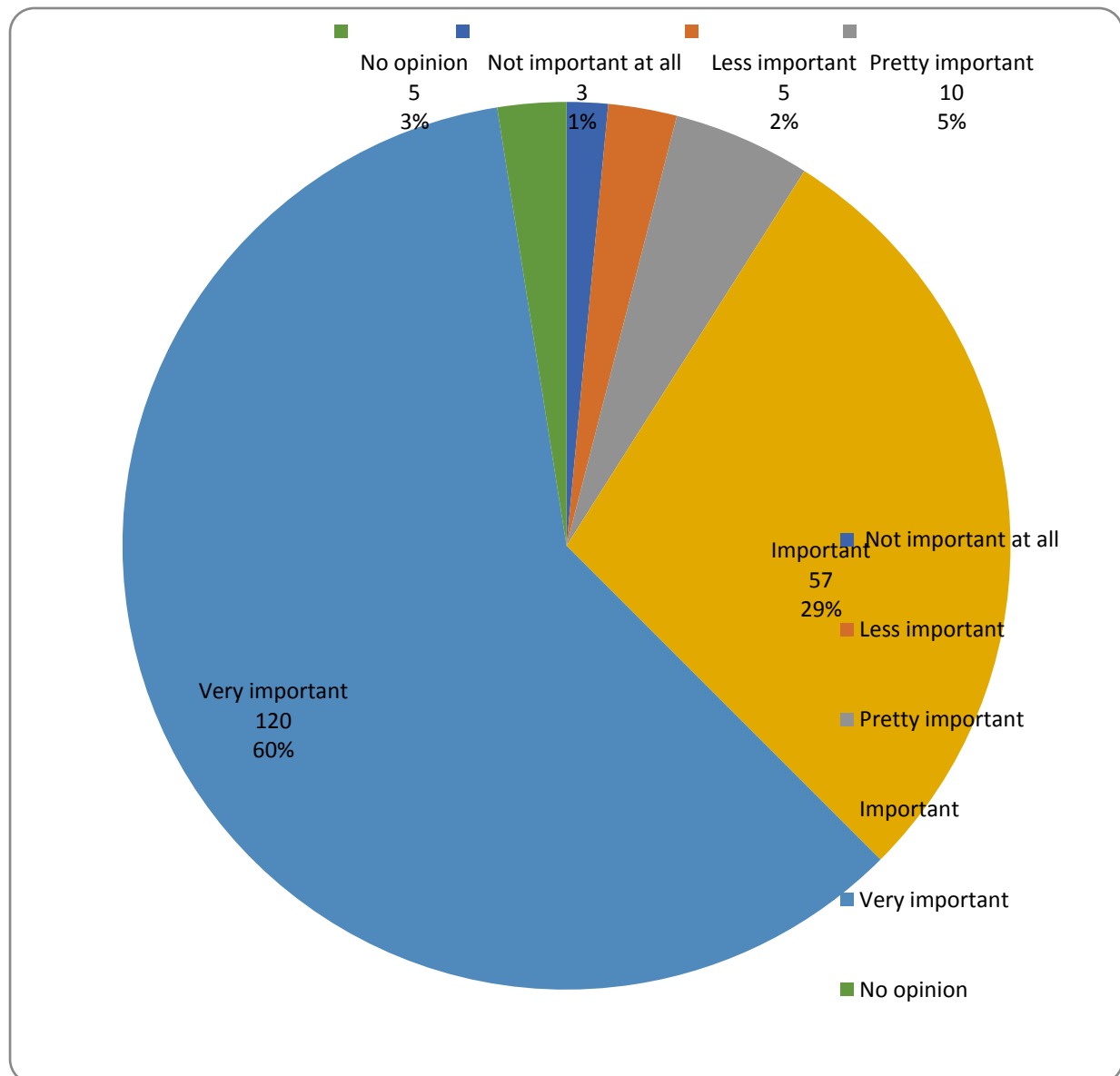
Analysis

Here a great majority of the respondents, 60%, answered that the price and offer was a very important factor.

5.3 Discussion about the results of the survey

We have now reviewed the respondents' answers on questions, on how important different sub factors were for them to feel trust to purchase online products. This question enables us to see if there are any differences in how important the different factors are perceived to be. We were able to distinguish some factors that the respondents perceived as more important. As mentioned in the introduction chapter, security and privacy issues are often seen as barriers to shopping online. We can see from the results in our survey that the sub factors under security as well as under privacy, gained high percentage of responses on the

alternative "Very important". This shows that security and privacy are factors that are of great importance for the consumers to feel trust, to purchase online. The sub factor secure and reliable payment systems received the highest percentage, of all the sub factors, on the alternative "Very important. As many as 90% of the respondents perceived this sub factor to be very important. As we have mentioned in thetheory, it is important for the consumers to feel secure about not being exposed to fraud or that the money disappears due to technical problems. So, safety is a major concern for many consumers. Other factors that gained high percentages, above 50%, on the alternative "Very important" were the sub factors under guarantees, customer service and price. To conclude, many consumers think it is important that the Internet vendor provides information about standard terms. It is also important for them to get a confirmation on their order and purchase.

Furthermore, it is important that the Internet vendor provides good customer service, by offering the customers help and support online. The price was also perceived as very important. This might show, as we mentioned before in the theoretical chapter under comments, that the price influence the decision whether to take the step to purchase online. Consumers might feel more trust to purchase online if the price of the product or service is low. The sub factor functionality was also perceived as important. The sub factor under information and the sub factor website design were not perceived as so important for the consumers to feel trust. After reviewing the literature we found that information was mentioned as an important factor for establishing trust. However, this factor did not receive so many answers on very important in our study. As mentioned earlier in the theoretical chapter, Hansen claims that the average online buyer does not pay so much attention to the brand. It is more important how the website looks and works. Our study differed somewhat from what Hansen claims. In our study the brand was perceived to be more important than how the website looks, which is the opposite from what Hansen says. However, functionality, meaning how the website works, was perceived as more important than the brand.

The level of trust needed to take the step and engage in online transactions is different for each individual. As we mentioned earlier in this chapter, we included gender, age and respondents' purchase behavior in our survey to examine whether there are any differences in how the respondents perceive the importance of the factors depending on these variables. From the data we collected, we also calculated the mean values for how the respondents had answered on each sub factor depending on gender (see Appendix 3, Table of the mean values). The higher the mean value for a sub factor, the more important the factor was perceived to be. The mean value for male and female answers were quite similar, but when it comes to privacy we noticed that females perceive this factor as somewhat more important than males. This, can indicate that females are a bit more concerned about providing personal information, without knowing how it is handled.

As we mentioned above, we also included age in our survey to examine whether there are any differences in how people of different ages perceive the importance of the factors. When we looked at the mean values for the respondents' answers on the different subfactors according to the age groups (see Appendix 4, Table of the mean values), we found that overall the mean values in the age group 18-29 were the lowest.

One reason for the lower means values can be that younger people are more familiar with using the Internet and also shopping online.

The fact that they are familiar with the online environment make them more secure and perhaps therefore, do not value the importance of the trust factors as high as someone with limited or no experience of the online environment. When examining the mean values further, we saw a tendency that the mean value for each subfactor gradually increased from the age group 30-39 to 40-49 and so on. The respondents in the age group 60 and over received the highest mean values on each subfactor. It is possible to assume, that since the respondents in this age group seemed very reluctant and insecure towards using the Internet and purchasing online, they value the importance of each factor higher than the other age groups. This might also indicate that they are very insecure about using new technologies.

The consumer's perceptions of shopping convenience mirror his or her attitude towards online shopping. This can be measured by the extent to which the Internet is accepted by the consumer as a new shopping place and how useful it is. The results of our study show that a majority of the respondents have a positive attitude towards using the Internet as a shopping means.

As mentioned under question 3, the fact that 59% of the respondents were in the ages 18 to 39 may have influenced the result on this question. As mentioned earlier, the consumer's trust in an Internet vendor may be influenced by the consumer's past online experiences, since knowledge and experience can lead to an increased view of an Internet vendor's trustworthiness.

This influenced us to ask a question that would give us an idea about the respondents' online experience, since this might affect their perception of the importance of the selected trust establishing factors. Our study revealed that those respondents, who have never shopped online, got relatively high mean values on several subfactors (see Appendix 5, Table of the mean values). This perhaps, since they are more concerned and have higher expectations on what is needed to make them feel trust to purchase online. The subfactors under security and privacy were perceived as most important for these respondents to feel trust, to purchase online. Another group that received high mean values was the respondents that shopped more than 2 times a month. This surprised us a little, since we thought that due to the fact that they are more experienced, they would not value the importance of the different subfactors as high as they did. We thought that the respondents that shop 1-2 times a year would perceive the factors to be more important than more experienced shoppers did. The fact that the respondents that shopped more than 2 times a month received high mean values, somewhat contradicts, which we mentioned earlier. According to them knowledge and/or experience can lead to an increased assessment of an Internet vendor's trustworthiness.

To conclude, our purpose with the survey was not to build any new theory or model, but to get a better understanding of how consumers perceive the importance of specific factors, for them to feel trust to purchase online. With this chapter, we have answered our second research question.

Chapter 5. Conclusion

Health care is an open entry in most countries policy agenda. Over the years it has become one of the most largest and dynamic industries, in terms of job creation, innovation and expenditure. There have been impressive achievements in improving health quality of populations, life expectancy and universal convergence. There remains however recurrent concerns regarding the adequacy of resources and the way they are currently used. The challenges of rapid technological change, growing patient expectations and ageing populations, reinforced the need for improvement. Waves of technology incorporation and scientific discovers, have driven the sector from reliance on direct communication and physician experience, to a higher reliance on technology and community information. With Telemedicine an important step was taken, pushing the sector in the direction of more decentralized and patient oriented, care services.

Providers gained access to larger market; patients could obtain local treatment, advice or other form of care, without expensive and time demanding trips to specialized centers, etc. New players entered the market and older players had to readjust. Still, health care was most of all a reactive activity, problem oriented and concerned with treating disease. Internet introduction, although expected, has been much slower that among other industries. Beyond technology concerns and unclear/in-existent legislation, induced demand concerns as well as third parts financing mechanisms are pointed as reasons for Internet slow adoption. Nevertheless, this new web-enabled environment has taken health care from local areas, where Telemedicine left it, literally in to the patient home, and more recently with the M-Internet, to wherever the patient might be and whenever he need it. Pushing medicine practice in to a information supported, patient-centered and just-in time global market activity. Slowly, and sometimes wrongly, the explosion of online health information promoted consumers' empowerment, pushing health practice from treatment to prevention. The growing power of the e-health consumer allow him to overcome technology pull, and to begin himself to push the market, benefiting from the lobby power of Internet communities. Still, although growing fast, Internet users remain a part of the all formed by world health consumers. And their empowerment increases even more the gap between them and the undeserved, info-excluded population

E-commerce comprises business processes, technology, and collaboration among stakeholders. In the healthcare field, e-commerce has the potential for laying the foundation for efficient and effective transactions between employers, payers, providers, and patients at low cost.

In the short term, e-commerce will probably affect the way the orders are processed; in the long term, it will probably affect what will be ordered. For instance, the need to receive invoices in paper form and then manually rekey them in an accounts payable system could be eliminated; or the underlying business process could be made to function more efficiently by eliminating the need to hold excess inventory.

Real-time information provides status reports such as hospital utilization, treatment tracking, and revisions of information being exchanged.

5.1 Findings

- E-commerce healthcare prospect has been increasing in all over the world because of growing internet diffusion of internet and mobile apps
- E-commerce has much to offer to the world and to the healthcare community in particular.

- The ability to lower costs, improve quality, and create access to services and information for all the consumers of care needs to be tested.

- There are nagging concerns about security, patient confidentiality, and technology expenditures, especially considering that the primary user interface is a browser.

- E-Commerce and automation is the rising wave of expansion of technology in the healthcare sector. It is due to the big increasing mania in the online retailing.

- Online shopping allows patients to purchase their desired items like wheel chairs conveniently get on their door-step.

- Using E-Commerce the websites of healthcare stores ensures the replacement of defective products through their replacement and refund policies.

5.2 Recommendations

New Technologies for Healthcare is E-CommerceExpert Systems. Expert systems are computer programs that mimic the behavior of experts. The most prominent uses of expert systems are solving diagnosis, interpretation, and prescription-type problems. Although the healthcare field has not been a total stranger to using expert systems, the extent of usage has been limited, given the multitude of problems that could be addressed by expert systems

Wireless Technology- Wireless technology can help the healthcare industry by making the network accessible to all employees for either sending or receiving information, independent of location

Convergence- Convergence allows the integration of voice, video, and data into one network, making total interaction possible between geographically separated entities. The key requirement for convergence is a large bandwidth.

5.4 Managerial Implication of the study

Managers should be cautiously optimistic about healthcare e-commerce. They should recognize that positioning the supply chain for e-commerce is a long- term, industrywide transformation initiative that may potentially enable the healthcare industry to implement new services faster, leverage its investments in health information networks, and reduce the cost of patient care. The change will mean freedom from the old way of doing business. It may be uncomfortable, for instance, to move away from the rolodexes and highly per- sonalized approaches to the Web. There will probably be no miraculous, instan-

taneous transitions. However, with proper IT infrastructure and implementation, e-commerce should allow new products to be offered quickly and flexibly, sim- plify and reduce the cost of administering business, and provide timely, readily available information across the supply chain to better enable process improve-

ments and efficiencies. For those who are novices to technology or who are oth-erwise skeptical, leasing IT services for e-commerce for the short term may be a viable option. As with any information systems project, ongoing assessment will be needed to determine existing capabilities and projections for the future, including implementation plans that guide and measure progress Managers should be cautiously optimistic about healthcare e-commerce. They should recognize that positioning the supply chain for e-commerce is a long- term, industrywide transformation initiative that may potentially enable the

healthcare industry to implement new services faster, leverage its investments in health information networks, and reduce the cost of patient care Managers should be cautiously optimistic about healthcare e-commerce. They should recognize that positioning the supply chain for e-commerce is a long-term, industry wide transformation initiative that may potentially enable the healthcare industry to implement new services faster, leverage its investments in health information networks, and reduce the cost of patient care. The change will mean freedom from the old way of doing business. It may be uncomfortable, for instance, to move away from the rolodexes and highly personalized approaches to the Web. There will probably be no miraculous, instantaneous transitions. However, with proper IT infrastructure and implementation, e-commerce should allow new products to be offered quickly and flexibly, simplify and reduce the cost of administering business, and provide timely, readily available information across the supply chain to better enable process improvements and efficiencies. For

those who are novices to technology or who are otherwise skeptical, leasing IT services for e-commerce for the short term may be a viable option. As with any information systems project, ongoing assessment will be needed to determine existing capabilities and projections for the future, including implementation plans that guide and measure progress.

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Annexure
▪ **Weekly report to be attached**

<u>Questionnaire</u>
A Study On E-Commerce Health Care Services And Their Role On Health Sector

➢ Name
➢ E-mail
➢ Gender

Q. Age
- Below 20
- 20-30
- 30-40
- 40-50
- Above 50

Q. How would you rate the progress in E-commerce Health care sector? *
➢ poor
➢ slow
➢ moderate
➢ good

Q. What are your views on the schemes provided by E-commerce? *
➢ BELOW AVERAGE
➢ AVERAGE
➢ VERY GOOD
➢ EXCELLENT

Q. Is E-commerce easily providing services to Health care industry? *
➢ YES
➢ NO

Q. What is your opinion about E-commerce health care sector contribution for growth of economy? *
➢ Highly satisfy
➢ moderate satisfy
➢ satisfy
➢ not satisfy

Q. Are you satisfiedfrom the servicesprovided by E-commerce platform to change the traditional way of health sector? *
➢ Highly satisfy
➢ moderate satisfy
➢ satisfy
➢ not satisfy

Q. Are you aware about the services provided by Health care sector on E-commerce platform? *
➢ yes
➢ no

Q. What is your opinion about why modern waycan't move to traditional way?

Your answer

Q. Have you avail any facility provided by the E-commerce platform? *
➢ yes
➢ no

Q. Is E-commerce health care sector providing sufficient facilities?
➢ strongly agree
➢ moderate agree
➢ agree
➢ disagree

Q. What is your opinion about E-commerce health care sector contribution to improve

   facilities?
➢ strongly agree
➢ agree
➢ disagree

Q. You get sufficient facilities on one time platform?
➢ strongly agree
➢ agree
➢ disagree

Q. Did you get proper training?
➢ Yes
➢ No

Q. Do you see proper marketing channel for sell their services?
➢ strongly agree
➢ agree
➢ disagree

Q. What are the problems associated to E-commerce health care sector?

Your answer

Submit