

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 38

“Master Class Episode 38”
Topic: - Technology to enable access to healthcare services- e-Pharmacy, e-Diagnostics and e-Consultation
Date: 29 th September 2021 from 04.00 PM to 05:00 PM
Venue: - IIHMR University, Jaipur
Speaker: - Dr. Varun Gupta, Senior VP (Medical Affairs, Public Policy and Corporate Health Wellness, at TATA 1 MG, Gurgaon)
Number of participants: - 77
Introduction: - This session featured: Dr. Varun Gupta, Senior VP (Medical Affairs, Public Policy and Corporate Health Wellness, at TATA 1 MG, Gurgaon), India. The event was moderated by Dr. Saurabh Kumar Banerjee, Dean - SPM, IIHMR University, Jaipur and the Student coordinator is Dr. Gunjan Shrivastava, MBA PM Batch 12.
<p>Objective:</p> <p>The objective of this session is to explore how digital technologies are revolutionizing healthcare delivery by improving accessibility, affordability, and efficiency through electronic platforms.</p>
<p>Salient Novel Points Covered:</p> <p>Decentralization of Healthcare Delivery</p> <ul style="list-style-type: none"> • Technology enables patients to access healthcare services from home, reducing the need to travel, especially for those in rural or remote areas. • Decentralized platforms allow health access beyond traditional brick-and-mortar systems. <p>Integrated Digital Health Ecosystems</p> <ul style="list-style-type: none"> • Seamless integration of e-Pharmacy, e-Diagnostics, and e-Consultation provides end-to-end healthcare on a single platform. • Patients can receive consultations, order diagnostic tests, and get prescriptions filled without leaving their homes. <p>Real-Time and On-Demand Healthcare Access</p> <ul style="list-style-type: none"> • Teleconsultations and online diagnostics booking systems offer real-time access to doctors and lab services 24/7. • Urgent care becomes accessible to a larger population, reducing dependency on overloaded physical infrastructure. <p>AI and Automation in Clinical Services</p> <ul style="list-style-type: none"> • AI-powered diagnostic algorithms, chatbot-based triaging, and automated prescription fulfillment are enhancing speed and accuracy. • Predictive analytics helps in early diagnosis and personalized care delivery.

Role: Role of Technology to Enable Access to Healthcare Services: e-Pharmacy, e-Diagnostics, and e-Consultation

Bridging the Healthcare Access Gap

- Technology acts as a crucial enabler for reaching underserved populations in rural, remote, and economically weaker regions where physical healthcare infrastructure is limited.

Enhancing Convenience and Continuity of Care

- Patients can consult doctors, order medicines, and book diagnostic tests without visiting multiple facilities, ensuring continuity and comfort in healthcare journeys.

Empowering Patient-Centric Care

- Digital platforms empower individuals to make informed healthcare decisions by offering easy access to medical history, prescriptions, and diagnostic reports.

Reducing Healthcare Costs and Wait Times

- e-Consultation and remote diagnostics reduce the need for in-person visits and associated expenses, making care more cost-effective and time-efficient for both providers and patients.

Challenges and Opportunities:

Challenges:

1. Digital Divide and Connectivity Gaps

- Limited internet access, especially in rural and low-income areas, hampers the reach and effectiveness of digital healthcare platforms.

2. Lack of Digital Literacy

- Many patients, especially the elderly and marginalized, may struggle with using apps, websites, or telehealth platforms.

3. Data Privacy and Cybersecurity Risks

- Handling sensitive health data comes with risks of breaches, unauthorized access, and ethical concerns regarding patient confidentiality.

4. Regulatory and Legal Ambiguities

- e-Pharmacies, online consultations, and diagnostic platforms often face unclear or evolving regulations, impacting licensing, practice norms, and standardization.

Opportunities:

1. Scalable Healthcare Access

- Technology can reach millions simultaneously, making it a powerful tool for scaling healthcare delivery in both urban and rural settings.

2. 24/7 Availability and Convenience

- Round-the-clock services through e-Consultation and e-Pharmacy improve patient satisfaction and reduce the burden on emergency and outpatient services.

3. Empowering Preventive and Proactive Healthcare

- Easy access to diagnostics and virtual consultations supports early detection and timely intervention, reducing long-term disease burdens.

4. Cost-Efficiency for Both Providers and Patients

- Reduced overheads, fewer hospital visits, and efficient resource allocation lead to cost savings across the healthcare value chain.

Q &A and Interactive Discussion:

An interactive session on Technology to enable access to healthcare services- e-Pharmacy, e-Diagnostics and e-Consultation was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

Wider Adoption of AI-Powered Virtual Healthcare
Expansion into Tier II, Tier III Cities, and Rural India
Unified Health Ecosystems and Interoperability
Integration with Wearables and IoT Devices

IIHMR UNIVERSITY

Master Class
Episode 38

Technology to enable access to healthcare services- e-Pharmacy, e-Diagnostics and e-Consultation

📅 Wednesday, Sep 29, 2021
🕒 04:00 PM - 05:00 PM (INDIA) 🇮🇳

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(Medical Affairs, Public Policy & Corporate Health and Wellness),
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STUDENT COORDINATOR
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