

**STRATEGIES TO BUILD SUCCESSFUL
MOBILE BASED SERVICES FOR HEALTH
CARE DELIVERY: AN INNOVATIVE
THINKING OF YOUNG PROFESSIONALS**

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INTRODUCTION

The widespread embrace of mobile technologies globally has left many business managers contemplating how to strategically position their firms to leverage this trend. The push for mobility stands as a significant element of today's business technology agenda for most companies. According to Accenture's CIO Mobility Survey, a substantial majority (67 percent) of CIOs and other IT professionals are of the opinion that mobility will influence their businesses as significantly as or even more than the Internet did in the 1990s [1]. The utilization of mobile technology enables companies to achieve an unparalleled level of connectivity among employees, vendors, and/or customers. Real-time communication with the office holds significance in delivering business advantages, including the efficient utilization of staff time, enhanced customer service, and a broader range of products and services offered. Mobile technologies harbor vast potential for driving positive changes in healthy behavior, enhancing the doctor-patient relationship, and revolutionizing the global delivery of healthcare. [2]. The surge in mobile applications has generated an increased need for healthcare apps and has the potential to streamline the complete workflows within hospitals. In the United States, the substantial spending on health places the domestic healthcare industry among the top five or six largest economies globally. The considerable size of the healthcare market indicates a significant opportunity for mobile applications and tailor-made, purpose-built devices [3].

RESEARCH OBJECTIVES

1. To assess the significance of the research in the context of formulating efficient strategies for mHealth.
2. To investigate the perspectives of future managers regarding the utilization of mobile applications in their professional environment.
3. To examine the perceptions of upcoming managers about the incorporation of mobile applications into their workplace.

4. To explore the necessity of mobile applications as perceived by future managers for enhancing service delivery.

RESEARCH METHODOLOGY

This research employed a descriptive approach, utilizing a blend of qualitative and quantitative methods to gather primary data via Email and Facebook. The target population comprised young healthcare management professionals, encompassing graduates and students specializing in healthcare/hospital management from leading institutions in India. A total of 750 participants were chosen for the study using a non-probability purposive sampling technique.

RESULTS & DISCUSSION

The study reported a low response rate, with only 21% of the participants submitting their responses. Over 50% of the respondents fell within the 25-30 age group. Among the respondents, 89% possessed smartphones with email and navigation capabilities, while only 1% had basic mobile phones limited to call and SMS functions. Two-thirds of the participants rated the questionnaire as Rank 3 or higher on a scale of one to five, where Rank 5 indicates the highest quality questionnaire. A majority (62%) preferred using laptops for managing services in their organizations, with only 13% expressing a willingness to use smartphones for this purpose. Regarding communication media within their organizations, 83% of respondents utilized emails. In terms of technology preferences, 87% of senior managers were willing to work with tablets/mobiles while generating real-time reports. Real-time blood group availability was considered a compulsory requirement for effective mobile technology by respondents. To enhance operational efficiency, 42% deemed real-time tracking of doctors and patients as a mandatory requirement.

CONCLUSION

In the current age of mobility, smartphones present a significant opportunity to revolutionize the way healthcare is provided. Shifting towards electronic mobile systems for delivering services can result in

cost savings, enhanced accessibility, and improved levels of quality.

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