

EHMA 2024

Shaping and managing
innovative health ecosystems

Evaluation of Perceptions and Attitudes of Doctors towards Telemedicine

Nino Mikava, MD, MBA, PhD, HEMACO – Healthcare Management Consulting;
Business and Technology University

5 – 7 June 2024 – Bucharest, Romania

Politehnica University of Bucharest, Bucharest, Romania

#EHMA2024

Objective of the Research

The purpose of this study was to evaluate attitudes and perceptions of doctors towards telemedicine in Georgia and reveal challenges and barriers

The main question of the conducted research was - how acceptable telemedicine is for the doctors providing this service?

Methodology

Mixed-research methods has been applied:

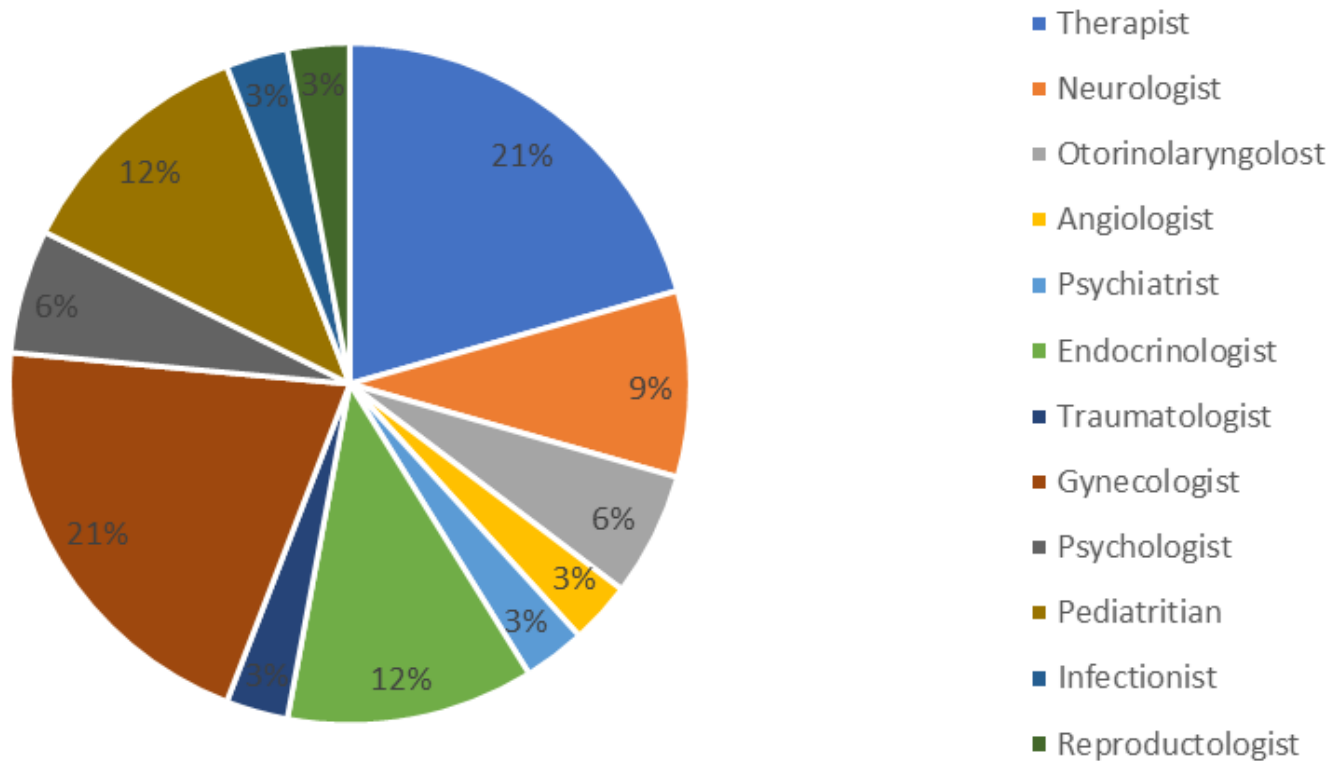
- Initially qualitative research, focus group discussions were conducted with doctors and specialists providing telemedicine consultations to patients. Three FGDs were held. Convenience sampling was utilized for selecting participants. Respondents for FGDs were doctors from various specialties contracted by telemedicine clinics who had experience of virtual consultations. Respondents were from different specialties – endocrinologists, therapists, pediatricians, psychologists, cardiologists, dermatologists, neurologists, pulmonologists and gastroenterologists
- At the second stage, quantitative research- survey of doctors was performed. Telemedicine provider doctors were surveyed using online structured questionnaire. Recommended sample size (at 95% confidence level and 5% margin of error) was 100 doctors, since approximate number of doctors providing telemedicine services in Georgia is 1,200. Overall, 150 respondents filled out questionnaire and 142 were counted as valid for research purposes and analyzed.

Main Findings of the Research

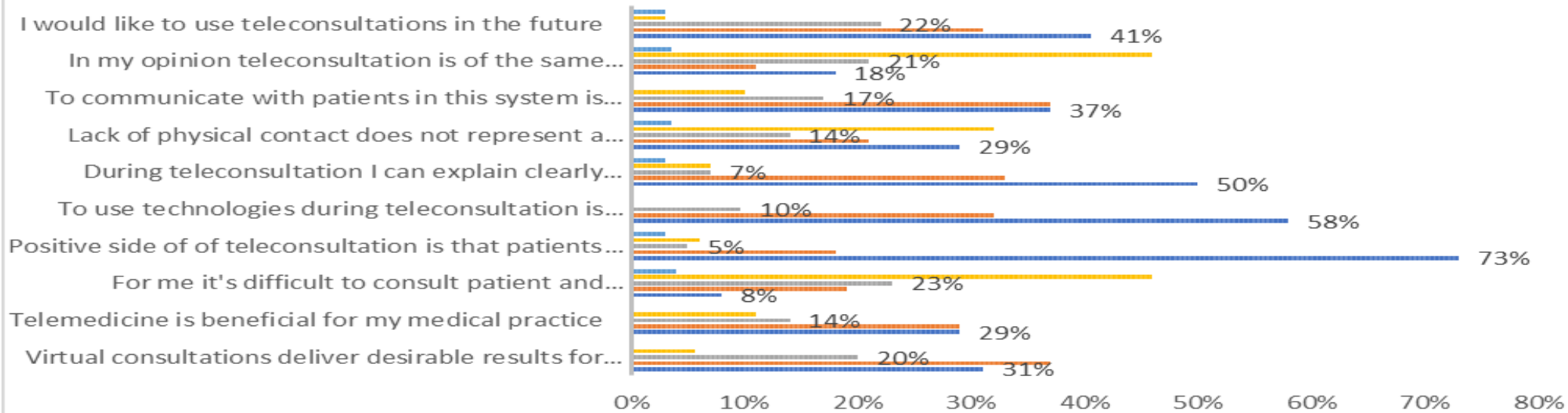
- 150 telemedicine provider doctors participated in survey. Among them 142 questionnaires were counted as valid. Among the respondents 80% were males and 20% female
- To illustrate age distribution of respondents – 35% were in the 26-40 years' age range, 35% in 41-55 and 30% in 56-70 years' range
- Regarding expertise in telemedicine services, 84% of respondents indicated having 2 years' experience in this direction, 15% had less than 1.5 years' experience and 1% - more than 2 years
- Among respondents – 21% were therapists, 21% gynecologists, 12% endocrinologists, 12% pediatricians, 9% neurologists etc.

Main Findings of the Research

Distribution by specialties

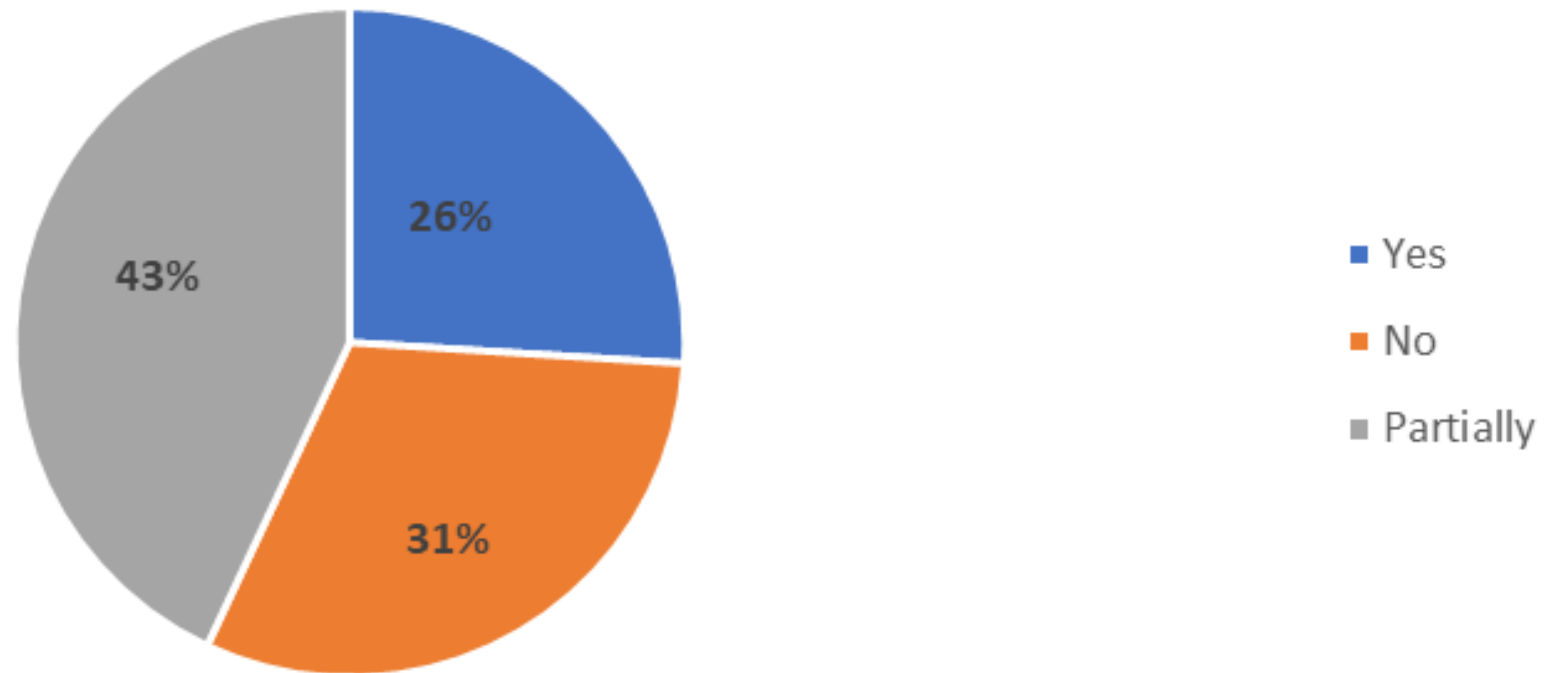


ATTITUDES TOWARDS IMPORTANT ISSUES



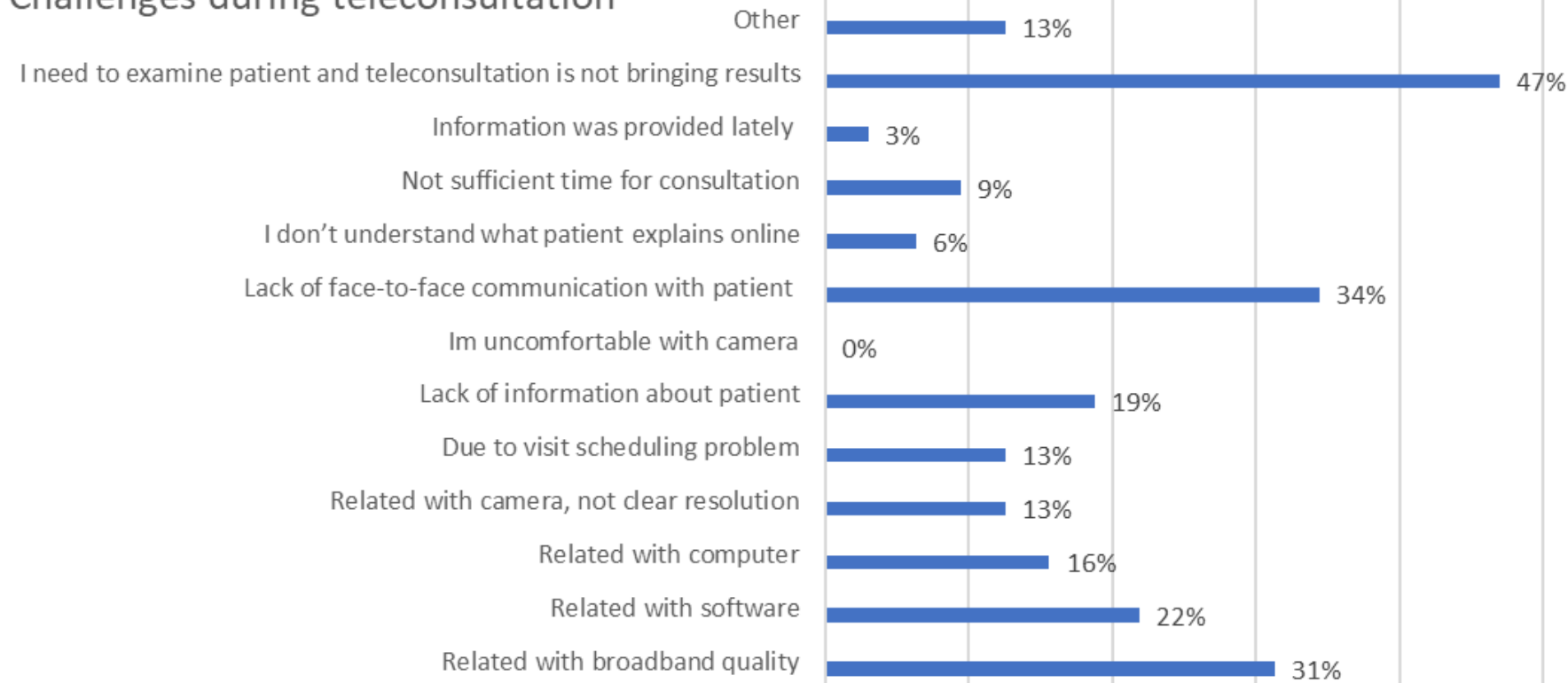
	Virtual consultations deliver desirable results for my patients	Telemedicine is beneficial for my medical practice	For me it's difficult to consult patient and simultaneously fill out medical record	Positive side of of teleconsultation is that patients don't need to travel from rural areas	To use technologies during teleconsultation is simple for me	During teleconsultation I can explain clearly information/diagnoses to patients	Lack of physical contact does not represent a problem during teleconsultations	To communicate with patients in this system is comfortable for me	In my opinion teleconsultation is of the same quality as face-to-face consultation	I would like to use teleconsultations in the future
strongly disagree			4%	3%		3%	4%		4%	3%
disagree	6%	11%	46%	6%		7%	32%	10%	46%	3%
neutral	20%	14%	23%	5%	10%	7%	14%	17%	21%	22%
agree	37%	29%	19%	18%	32%	33%	21%	37%	11%	31%
strongly agree	31%	29%	8%	73%	58%	50%	29%	37%	18%	41%

Do you experience fear for the treatment outcomes while managing patient distantly?

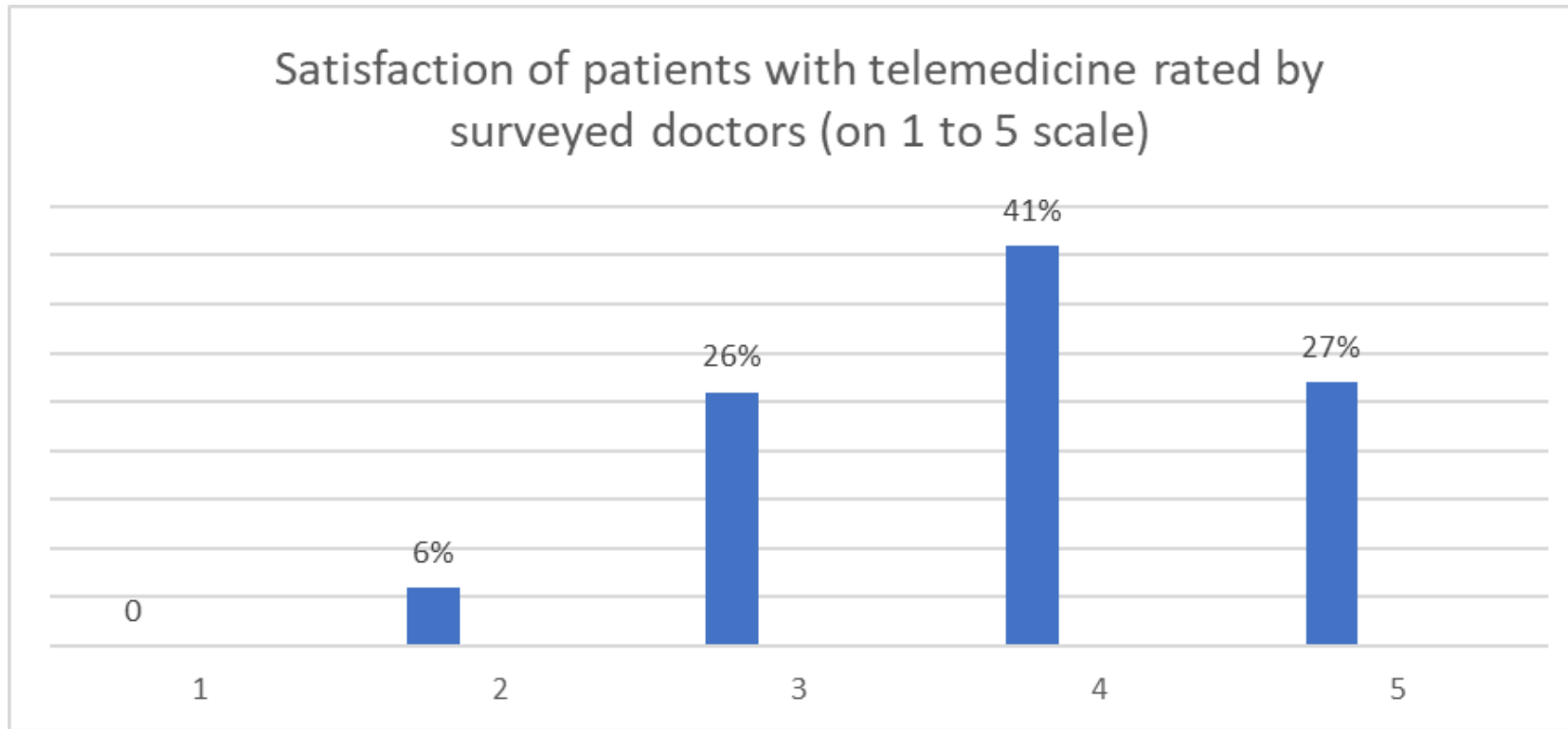


Main Findings of the Research

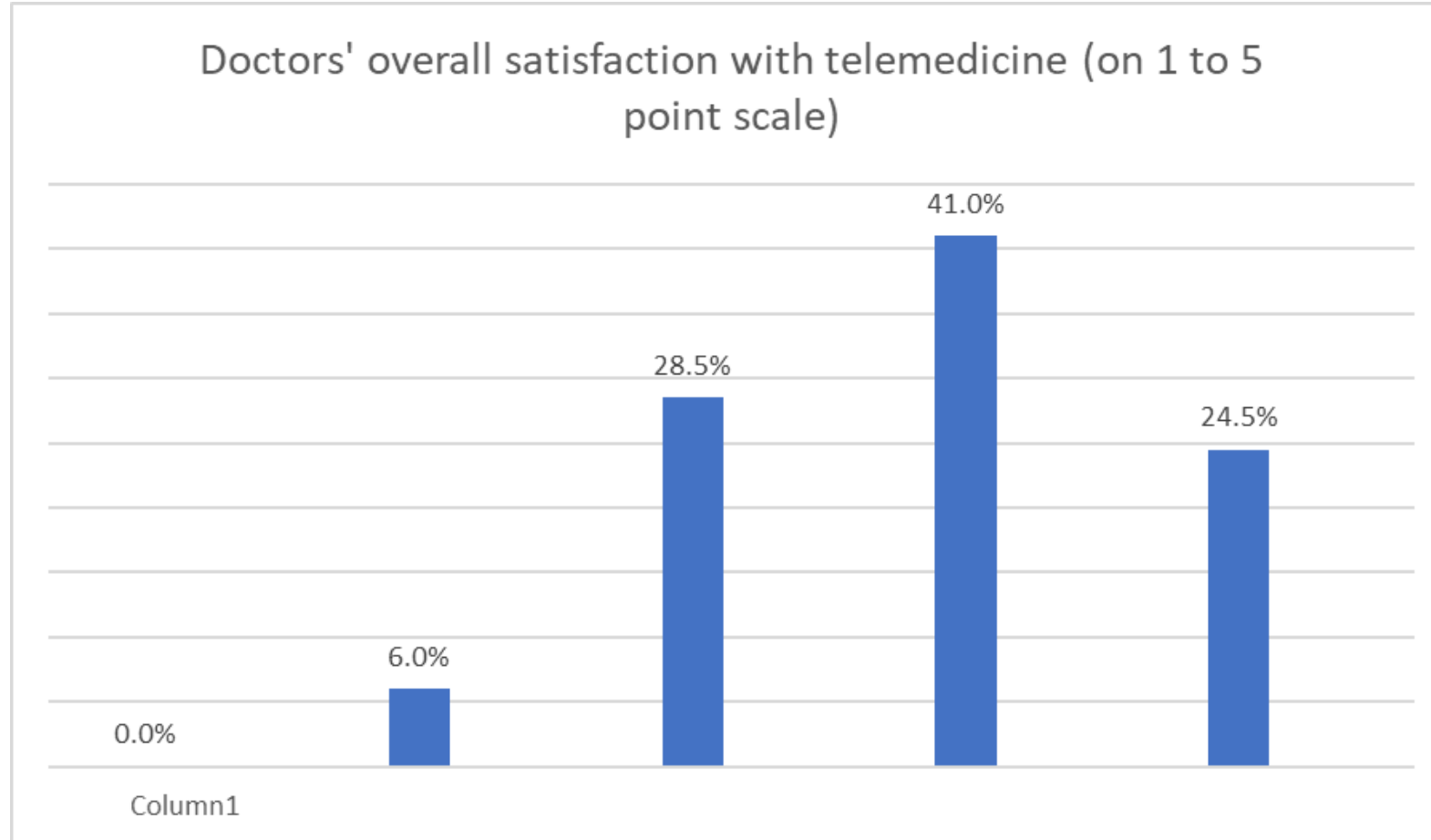
Challenges during teleconsultation



Main Findings of the Research



Main Findings of the Research



Conclusions and Recommendations

- Skepticism and lack of confidence among doctors providing telemedicine services in Georgia
- A lack of qualification and specific skills for teleconsultations. Lack of awareness and knowledge concerning specific characteristics and requirements of online consultations in doctors providing telemedicine services.
- Lack of possession of skills, for instance how to instruct patients for self-examination or how to collect more information during teleconsultations was also apparent.

Conclusions and Recommendations

- It is highly recommended to conduct trainings for doctors, to increase their awareness about areas of successful utilization of telemedicine, its benefits and specific characteristics
- Increased qualification of doctors will increase their confidence, which in turn will be reflected on patients and accordingly increase trust towards telemedicine.

Follow up of the research

- **Trial training for the surveyed telemedicine provider doctors**
- **How doctors' attitudes and perceptions have changed after trainings?**



EHMA 2024

Shaping and managing
innovative health ecosystems

Thank you

Nino Mikava – HEMACO; Business and Technology University of Georgia

Email: nino.mikava@btu.edu.ge

Mob: +995 577 220 820