Medicine Ouest

# THE ROLE OF DIGITAL IN HEALTHCARE: PATIENTS' POINT OF VIEW

**1360** respondents, nationally representative urban sample

53% 47%

**18-65** y.o.
55% < 45 y.o.

66% UNIVERSITY OR HIGHER

27% HIGHER SOCIAL CLASS OR LOWER

7% RURAL NEIGHBORHOOD

21% < 2000 LEI

41% 2001 - 4000 LEI

38% > 4000 LEI

## Chronic patients

24% < 45 Y.O.

35% ALL RESPONDENTS

50% ≥ 45 Y.O.

## Care givers

24% ALL RESPONDENTS

61% ROMANIANS

39%

21%

12%

8%

39%

FOR ELDERLY FAMILY MEMBERS

CHILDREN 12 Y.O.

GENDER

TEENS BETWEEN 13 - 18 Y.O.

OTHER PEOPLE

NOBODY

## USE OF TECHNOLOGY IN HEALTHCARE

### Do Romanians use technology in healthcare?

70% ALL RESPONDENTS

77% GENDER

76% AGE

11% FAMILY OR FRIENDS RECOMMENDATION

15% HOW TO FIND TOPIC

15% DOCTOR'S RECOMMENDATION

67% OWN INITIATIVE

### Why do Romanians use technology in healthcare?

58% MORE CONTROL

44% LESS STRESS

42% COMMUNICATION WITH DOCTORS

34% DISEASE MANAGEMENT

45% OTHER

### For what did they use technology in healthcare in the past year?

50% 54% 56%

**Research**

30% 38% 41%

**Logistics**

29% 34% 33%

**Monitoring**

23% 29% 29%

**Connecting**

Romanians research information about healthcare mostly from sources with potentially misleading content and possible negative impact upon their health: **forums and blogs**.

**50%** of Romanians use technology for RESEARCH

**74%** General forums (e.g. drugscorpio.com)

**69%** Specialized online platforms (e.g. cmd.ro)

**37%** Social media groups

**32%** Blogs (e.g. boalaidea.ro)

**31%** Chat with friends on social media

Romanians use technology to organize their healthcare, including finding the appropriate doctors and clinics.

**63%** SEARCHING FOR A DOCTOR (E.G. ANTIBIOTICS)

**35%** LOGISTICS (REMINDERS, APPOINTMENTS)

**46%** CLINICS WEBSITES

**30%** CLINICS APPS (E.G. ONLINE APPOINTMENT, REPORTS, DOCTOR'S REVIEWS)

**30%** REMINDERS FOR MEDICATION

Wearables and apps that **monitor physical activity** and other **health indicators** are most used by Romanians.

36% USERS — SMART WEARABLES

40% USERS

30% SMART DEVICES FOR MEASURING BLOOD PRESSURE

35% CLINICS WEBSITES

20% SENSOR FOR MONITORING GLUCOSE

25% APPS

35% APPS FOR MONITORING PHYSICAL ACTIVITY

27% USERS

20% APPS FOR MONITORING NUTRITION

14% USERS

16% SMART THERMOMETER

23% SMART SCALE

17% APPS FOR MONITORING SLEEP

34% APPS FOR MONITORING HEALTH INDICATORS

### Do Romanians ask for medical advice online? From whom?

**23%** of respondents ask for medical advice online

52% PATIENTS

56% DOCTORS ON SOCIAL PLATFORMS

44% PATIENTS ON ONLINE PLATFORMS (SUPPORT GROUPS)

49% OTHER

24% I DON'T ASK FOR MEDICAL INFO ONLINE

19% OTHER

30% USERS

FRIENDS / FRIENDS ON SOCIAL MEDIA

**23%** of patients are connected with other patients with same disease - **How?**

42% ON MOBILE PHONE

36% ON FORUMS

33% ON FACEBOOK

32% THROUGH E-MAIL

32% ON SPECIALIZING PLATFORMS

17% ON BLOGS

15% ON WHATSAPP

14% ON THE SUPPORT GROUPS

## Connecting with the doctor through technology

83% 46% 13% 12% 10% 10% 10%

80% 38% 15% 10% 10% 10% 10%

75% 34% 21% 12% 8% 8% 8%

OTHER

21% 12% 10% 10% 10% 10% 10%

## Open to virtual medical consultations? What kind?

89% ADDITIONAL INFORMATION, INFORMATION, SUPPORTING

87% MEDICAL INFORMATION INTERPRETATION

74% MONITOR DISEASE PROGRESSION

72% PRESCRIBE TREATMENT

44% DIAGNOSE

Romanians understand both the current benefits and limitations of virtual medical consultations

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Initiative GOLIN

WELLENKLUME PARIS

PROFERO WELLNESS

Infographic by Global Solutions