

A blue stethoscope is the central focus, resting on a white surface. The background is a blurred hospital hallway with white walls and doors. A blue semi-transparent box is overlaid on the right side of the image, containing the title and author information.

A connected healthcare via CRM approach: Physicians' perspective

Solmaz Massah, Behzad Karimzad Sharifi
eHealth Center – Rental Hospital of Tabriz

The Challenge of Reactive, Disconnected Healthcare

Clinic Patients are confused by disconnected processes across organizations.






Connected Healthcare

A health CRM approach and ongoing relationships between clinicians and patients:

- Can increase the focus on prevention and help improve overall health.
- Patient care that crosses departments or organizations can be better coordinated.
- Patient satisfaction and well-being can increase.
- Patient interaction processes can be analyzed and streamlined to better meet patient needs and increase efficiency.
- Convenient reminders can help automate follow-up activities and reduce administrative tasks.

Why are small clinics important?



Most of the hospitals are public or governmental

Physicians tend to have private offices

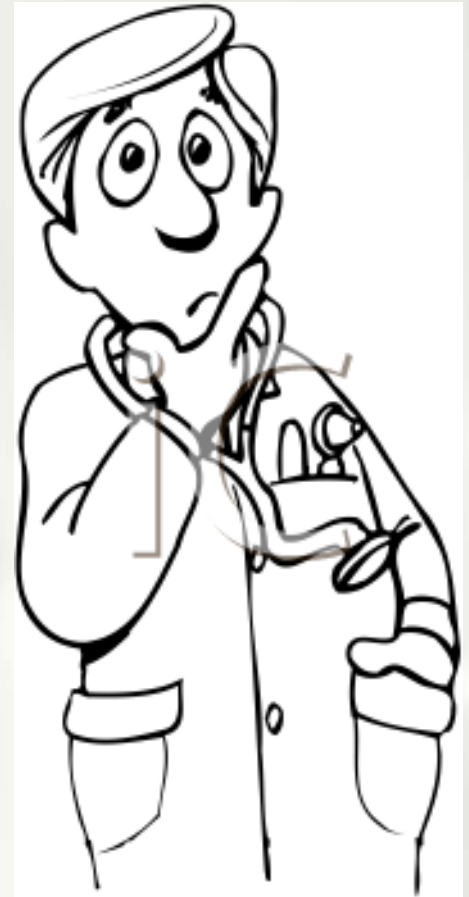
Patients prefer to see the doctor in his/her office

To change healthcare culture in Iran and define continuity of care as a part of the natural patient-doctor relationship with less dependency to legal and governmental rules, we could start with Small Clinics.

What are the doctors' opinions regarding connected healthcare?



what do doctors worry about?



Data Collecting via Interview

Exploratory

In Depth

Sample
Selecting

Young

Old

Male

Female

Famous

Unknown

Specialist

General doctor

Downtown

Suburb



1- Continuing care, Follow-up Care

- If we could implement a follow up system in a proper way, it will be useful and effective
- It depends on type of disease and specialty of the doctor and could be more or less effective
- Despite effectiveness of such system, it is not possible to implement it in Iranian health system



2- Virtual Circle of Cooperating Physicians

- Successful implementing of virtual circle of physicians completely depends on mutual trust between patients and doctors
- Existence of laboratories, pharmacies, radiology centers and ... in virtual circle of cooperating doctors will be more effective in information and results exchange.
- Some believe that such circles are useful and effective but others have opposite opinion. However everybody believes that implementing such system is difficult!



3- Access, Communication, Time

- For increasing access to the physicians we need culture making for patients to use such facilities.
- 50% of a successful treatment depends on a good relationship between doctors and patients.
- Using such systems is very time-consuming for the doctors and they prefer to reject them.



4- Economy, fees

- Health economy in small clinics scale has many challenges.
- Fees are low and distribution of fee between several specialties is disproportionate.
- Implementing such systems imposes additional costs.



5- Culture, Reliability, Expectations

- Every change in doctor-patient relationship without culture making for patients is impossible
- Without mutual trust between doctor and patients such activities are seen as profit-seeking.
- This is not acceptable that a patient pays a low amount of money and expects that he/she could receive several services.



6- Staff

- Staff of the clinic as the doctor's assistant(s) could play an important role in creation of a proper relationship between doctor and patient.
- In hiring process of staff for clinics, their ability to use ICT facilities is not considered.
- In a follow up system, doctor's assistant(s) could be in touch with patients to transfer important cases to the physician.



7- Government, Health System, Insurance

- Follow up care systems should be started by governmental healthcare organizations.
- The government should not interfere to determine limited fees for healthcare services.
- Insurance organizations don't cover considerable part of health services.



Conclusion

- Doctors worry about their **Reputation**
- Doctors worry about **patients' expectations** being increased
- Doctors worry about **economic effects** of such systems
- **ICT skills** of Doctors should be improved.

