



The Rise of EMR Web Portal in Trichy

KEYWORDS

Patient, Medical Data, Health, Web Portal.

Dr.N.S.SHIBU

Head, Department of Management Studies,
Bharathidasan University College, Perambalur

J.MARTIN LEONARD

Teaching Assistant, Indian Institute of Management -
Tiruchirappalli, Tamilnadu.

ABSTRACT

This article is about the challenges and opportunities while marketing an EMRWeb Portal in Trichy. The changing seasons of the medical world is not only by the medical research &advancements; it's also by the technical advancements and also the innovations of the medical machineries. In that way EMR [1] Web Portal [2] is a complete paperless storage of data, related to patients and medical history of their previous treatment process. Electronic Medical Record is a computerized medical record for a health-care organization to perform better compare with a traditional way. An Electronic Medical Record is a representation of patient's medical data; it contains the information regarding the clinical information, pathology, radiology in a digital form [3].Now days, it is practiced as cloud based system, It is designed to store an appropriate contains and re-presents the data of patient's medical condition at all times in any place. This EMR Web portal shows for an entire patient history to be viewed very legibly including the scanning videos & surgery videos. This single web portal delivers an effective medical data to examine the health changes of the patient. In that way this article discuss the practical difficulties while launching and it provides the benefits of the usage in the medical industry.

EMR WEB PORTAL - INTRODUCTION

Medicalrecords are commonly maintained by the paper based format; instead of paper based record now it's becoming digital format with the cloud based operating system. It's purely supported for the patient's medical treatment in a global level and this kind of practice is commonly followed by a large amount of hospitals in the whole world.

The majority of doctors in India still find their own way of a traditional format of paper storage however, the doctor needs to store a medical data by a paper format then they require a large storage of space. If it may be a digital format it's not necessary for a large place to store and get back, they can easily take back with the single storage including the video attachments of surgery and scanning report.

THE SIGNIFICANCE OF EMR WEB PORTAL

- » Cost & Space of storage media is the fundamental need of the paper based maintenance, this things are very less to compare the electronic storage media.
- » Paper records are stored in different locations, collating that to a single location for review& process for a health care by the provider is time consuming issue.
- » When paper-based records are required in multiple locations, in that case transporting cost, missing of data are may be happen. In that issue, digital records are carry the advantages of very safeness, duplication of data and transfer is also available.
- » Especially the United Stated of America's Government, Insurance companies and other large medical institutions are promoting the adoption of electronic medical records instead of the paper based medical records. Because physical medical records in USA are held for a minimum of seven years only.
- » The world's second population country of India requires a best method to save a medical record for the critical deceased patients; it is much more useful to serve the medical industry.

CHANGING SEASONS IN THE MEDICAL TECHNOLOGY WORLD

Medical technology companies are now focus about the delivering process of the products with cheaper, faster, more efficient patient care, now a day's medical industry to be better equipped to bring safe and effective medical devices to market more quickly and at a lower cost.

RESEARCH OBJECTIVE

- » To find out the places to be served with the EMR Web Portal
- » To demonstrate the necessity & benefits of EMR Portal to the hospital Doctors & administrators
- » To identify the practical challenges while launching
- » To refine & fulfill the areas to be improved
- » To find out the opportunities to launch

LITERATURE REVIEW

Simon, Jodi Lynn 2006, discusses about determine the structural and market characteristics that distinguish EMR adopter from non-adopter organizations. Finally, he concluded that hospitals or HMOs were more likely to have the financial and human resources necessary to overcome barriers to EMR adoption.

Hemant K. Bhargava, Abhay Mishra 2001, argues about the patient safety, health care quality and overall costs of care delivery, the effects of EMRs on physicians themselves have been understudied in the literature.

Brunt, Christopher S, Bowblis, John R 2014, discusses that smaller practices and physicians with lower incomes are less likely to adopt health IT systems and that adoption varies with the type of medical conditions the practice typically treats.

Virginia ilie 2005,His study builds to investigate physicians' responses to electronic medical records (EMR) in large health-care organizations. His thesis found that EMR usability characteristics such as system interface, "navigation," "search" and "speed" are major dimensions underlying physicians' perceptions of EMR complexity.

Davis, Michael W 1993, 'Reaping the benefits of electronic medicalrecord systems', Healthcare Financial Management, pg. 60 refers that it will improve the operating function in the medical record department and It has provided efficient data sharing and multiple data accessing facility.

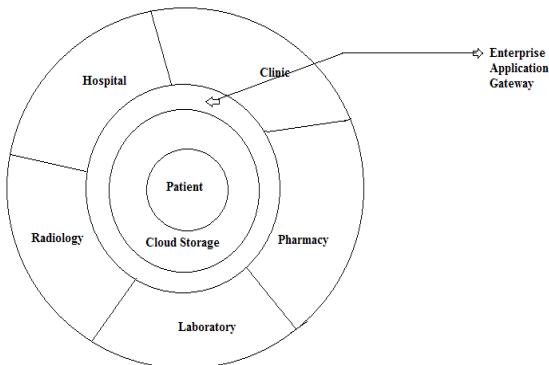
Business Wire2010,'Stanford Hospital & Clinics Awarded Stage 7 HIMSS Designation for Electronic Medical Record System,' explained the paperless environment represents a best practice example of how to implement a EMR environment in the total hospital atmosphere.

METHODOLOGY

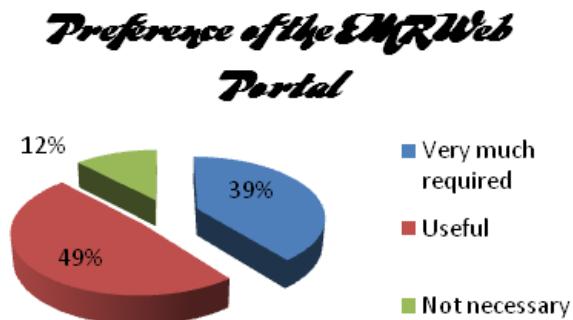
This qualitative research is conducted by the convenience sampling method of non-probability sampling because the sample units are selected and identified to cover the maximum population of the research place. The questionnaire distributed to the hospital administrators and doctors respectively by the interviewer and collected taken back for the research findings. The limited application is used for this qualitative research study. 66 Hospitals are covered for the data collection and this EMR concept is demonstrated to the 594 doctors by directly and indirectly. These hospitals are having a minimum of 20 to 200 average customer visitors per day.

FUNCTIONING MODEL OF THE EMR WEB PORTAL

The EMR Web Portal is mainly concentrate with patient centric. This cloud based software system completely supports the patient medical record maintenance in a digital form. This structure connects like a nerve with the other branches like hospital, clinic, pharmacy, radiology, and laboratory.



THE CLIENT'S PREFERENCE WITH EMR WEB PORTAL



- » 39% of the respondents feel that EMR Web Portal is very much required in the modern medical Industry.
- » 12% of the respondents feel that EMR Web Portal is not necessary in the routine medical journey.
- » 49% of the respondents feel that EMR Web Portal is more useful.

FINDINGS

- » 66 Hospital's refelation of this study shows that maintaining this kind of software solution is more beneficial in the health sector of Multi-Specialty Hospital, Specialty Hospital and General Clinics.
- » Among the 594 doctors in the Trichy city feels that this EMR software is a useful & essential invention in this advanced medical world.
- » Generally hospitals are used HMS Software, billing, Insta

Software for their routine survival only few major hospitals are use the EMR Web portal.

- » Especially This software is more users friendly in the medical laboratories like Hematology, Biochemistry, Gases, Chemistry, Micro biology, Virology, Serology, Toxicology, Blood banks and laboratories.
- » Basically hospitals follow the token system, Walk-ins, Telephones and Online respectively of 16, 11, 4, and 9.
- » The below average of the patient visitor are 30 persons and the highest average are 200 in this Trichy city.
- » This EMR Web Portal supports the scan centers especially in the area of CT, MRI, X-Ray, Scrotum, Echo and Eye related scanning centers.
- » This research shows that only 5 of the hospitals have own web sites.

THE CHALLENGES WHILE LAUNCHING THE EMR WEB PORTAL

Normally people has hesitated the new arrivals of the technology in the beginning stage because of the strangeness about the usage difficulties. Sometimes they are not interested to know about the usage functions and they have very less interest to read the user guidelines in these criteria, EMR Web Portal takes a major role of challenge to make the people to use the Portal in their routine duties. Initially the marketers will train the personnel to handle the things which are related in the medical field. The marketers will demonstrate the benefits to each and every hospital administrators, board members and managing directors. In that process huge time & effort will need to succeed. At the same time doctors hesitates this model due to the time constraint, because majority of the doctors likes to spend a few minutes with one patient in between the consulting hours. They also need time to handle the huge crowd of the patients visit per day. In these criteria they are not interested to update the details of the patient's medical history in the EMR Web Portal. They are not interested to appoint a new person to handle this issue.

THE OPPORTUNITIES OF EMR WEB PORTAL

- » This EMR Web Portal is more useful to storage a large size of customer's medial data to review and recollect for a medical treatment to the patients.
- » Previous medical history is easily collectable from any place and any time from the digital resource. It is showed by the date wise with the good clarity of written and video image to finalize the medical remedy.
- » There is no fear about the natural hazards like fire, flood and theft.
- » This cloud based system keeps a data with confidential and safe by locking of user's password.
- » This EMR WP provides a hassle free operating function produce an effective medical report and also the mean-time it save lots of time & energy.
- » All the files and references are much more helpful to the doctors to deliver the good medical service and their medial conferences and publications.
- » Hospital appointments, Payment details, Reminders, Lab reports, Medial prescriptions are systematically controlled by this EMR Web Portal. It is very much useful to the doctors.
- » Details of consulting appointments, Reminder about the next appointments, E- records of Medical treatment history, Scanning clips, and Surgery videos are maintained in the EMR Web Portal. It is very essential for the patients.

CONCLUSION

In the 19th century, Charles Babbage, father of computer has originated the concept of a programmable computer. He has conceptualized and invented the first mechanical computer. Just recollect that period of 19th century, the invention of useable electricity, steel, and petroleum products during the 19th century lead to a second industrial revolution (1865–1900), on that time all the people were not thinking about the computer's useful and necessity. But now just think about

the computer, without the computer we can't survive in the competitive business world. It is the major one in all organization; instead of man it does many things in a systematic way. Like this way EMR Web Portal also will be the essential and unavoidable one in the upcoming medical world. United States already knows about importance and essentials of the EMR Web Portal and follows now days.

REFERENCE

- » Simon, Jodi Lynn 2006, 'Electronic medical record adoption among physician organizations', University of California, Berkeley, ProQuest, UMI Dissertations Publishing. | » Brunt, Christopher Bowblis, John R 2014, 'Health IT adoption, productivity and quality in primary care', Applied Economics 46.15. | » Virginia ilie 2005, 'What do physicians want? Information Technology acceptance and Usage by healthcare professionals', UMI Microform, University of Central Florida, Orlando, Florida. | » Davis, Michael W1993, 'Reaping the benefits of electronic medical record systems', Healthcare Financial Management, pg. 60. | » Business Wire2010, 'Stanford Hospital & Clinics Awarded Stage 7 HIMSS Designation for Electronic Medical Record System'. | » www.wikipedia.com | » EMR & EHR related web pages & blogs. |