Evaluating Telehealth Services in Patient Care: An Analytical Study on Adoption and Customer Satisfaction of the Practo App in Vadodara, Gujarat.

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Abstract—The integration of telehealth into modern healthcare has significantly enhanced accessibility, cost-efficiency, and convenience. This research focuses on evaluating the level of adoption and customer satisfaction regarding the Practo App among users in Vadodara, Gujarat. The study employs a mixed-methods approach, incorporating quantitative surveys alongside qualitative insights. Key factors affecting the adoption of telehealth services include user experience, consultation quality, accessibility to healthcare providers, and internet stability. Findings suggest that while a majority of users appreciate the benefits of telehealth, concerns persist about data security, lack of physical examination, and service reliability. The results further establish a statistically significant relationship between users' perceived effectiveness of telehealth and their overall satisfaction. The research highlights the need for user-friendly improvements, provider credibility, and regulatory advancements to facilitate seamless telehealth expansion.

Index Terms—Telehealth, digital healthcare services, online medical consultation, patient satisfaction, Practo App, healthcare accessibility, telemedicine policy, technology adoption.

I. INTRODUCTION

1.1 Background

With rapid technological advancements, healthcare has witnessed a shift from traditional in-person consultations to digital solutions. Telehealth, which facilitates remote medical consultations, electronic prescriptions, and digital health monitoring, has become a cornerstone in patient care. The adoption of telehealth services was notably accelerated by the COVID-19 pandemic, which demonstrated its effectiveness in ensuring uninterrupted healthcare access. The proliferation of smartphones and high-speed internet has further driven the expansion of digital healthcare platforms such as the Practo App.

Despite these advantages, widespread adoption is influenced by several factors, including patient trust, usability, and the quality of remote consultations. While telehealth offers unparalleled convenience, certain challenges—such as the absence of physical examination, limited digital literacy, and concerns over data privacy—continue to hinder its full-scale implementation.

1.2 Problem Statement

Although the telehealth industry has seen rapid adoption, a gap remains in understanding user satisfaction and overall experiences with digital healthcare platforms like Practo in Vadodara, Gujarat. This study aims to bridge this gap by:

- Assessing whether telehealth services can effectively substitute traditional in-person consultations.
- Identifying primary factors influencing telehealth adoption and usability.
- Examining the impact of demographic attributes on telehealth engagement.
- Evaluating the correlation between user satisfaction and perceived effectiveness of telehealth services.

1.3 Objectives

- To compare patient satisfaction with telehealth versus in-person consultations.
- To determine the influence of demographics on telehealth preferences.
- To provide recommendations for improving telehealth experiences and policies.

II. LITERATURE REVIEW

2.1 Growth of Telehealth

Telehealth has revolutionized healthcare by enabling remote consultations, electronic prescriptions, and patient monitoring. Green and Patel (2022) highlight its effectiveness in bridging healthcare gaps, particularly in rural regions. The COVID-19 pandemic played a critical role in accelerating its adoption (Smith et al., 2021).

2.2 Factors Influencing Adoption

Studies by Patel (2023) and Davis and Wong (2022) emphasize that cost savings, convenience, and accessibility are key drivers of telehealth adoption. However, challenges such as digital illiteracy, inconsistent internet access, and lack of trust in virtual consultations remain significant barriers (Lee et al., 2021).

2.3 Patient Satisfaction with Telehealth

Nelson and Ray (2022) found that users who have previously used telehealth services are more likely to continue, valuing its efficiency and time-saving benefits. However, concerns over diagnostic accuracy persist (Schwartz et al., 2023). Foster and Gupta (2023) noted that while telehealth is preferred for minor ailments and follow-ups, patients still favor in-person consultations for complex medical conditions.

2.4 Challenges and Future Prospects

Despite its potential, telehealth faces regulatory barriers, trust issues, and technological limitations. Martinez & He (2023) argue that the absence of uniform telehealth policies results in inconsistent service quality. Further developments in AI-driven healthcare and virtual reality-assisted diagnostics are expected to enhance telehealth's effectiveness (Wang & Chen, 2023).

III. RESEARCH METHODOLOGY

3.1 Study Design

This research adopts a quantitative descriptive approach, utilizing a structured survey-based methodology to examine the adoption and satisfaction levels of telehealth services among Practo App users in Vadodara, Gujarat. The quantitative method was selected to facilitate the measurement of numerical trends concerning user behavior, preferences, and challenges in telehealth adoption.

3.2 Data Collection

Primary Data

Primary data was gathered through an online survey, ensuring widespread participation from a diverse range of telehealth users. The questionnaire incorporated closed-ended multiple-choice questions, Likert scale ratings, and ranking-based responses to assess key factors such as:

- Frequency of telehealth usage
- Motivations for utilizing telehealth services
- User satisfaction and trust levels
- Challenges and barriers to continued use
- Demographic information (age, gender, occupation)

To enhance response rates and minimize potential biases, the survey was distributed anonymously across social media platforms, email invitations, and WhatsApp groups, specifically targeting active Practo users. Participation was entirely voluntary, ensuring compliance with ethical research guidelines.

Secondary Data

Secondary data was sourced from:

- Scholarly journals and research studies on telehealth adoption and patient satisfaction
- Government healthcare reports outlining policies and regulations related to telemedicine in India
- Industry analyses and market reports tracking the expansion of telehealth services in India

This secondary data provided essential context for interpreting the primary survey results, facilitating a comparative analysis between global telehealth trends and the adoption of the Practo App in Vadodara.

3.3 Sampling Techniques

Population

This study focused on users of the Practo App in Vadodara, Gujarat, specifically targeting individuals who had engaged with telehealth services at least once in the past year. The research included a diverse group of participants, varying in age, gender, education level, and professional background.

Sample Size

The study comprised a total of 420 participants. The sample size was determined through statistical power analysis to ensure that the findings accurately represented the broader population of telehealth users in the region.

Sampling Method

Participants were segmented into age brackets (18-25, 26-35, 36-50, and 51+), and further categorized based on their frequency of telehealth usage (regular, occasional, or first-time users). This structured approach ensured a well-rounded dataset, allowing for an in-depth understanding of user experiences.

3.4 Data Analysis

Hypothesis Testing: Relationship Between Customer Satisfaction and Telehealth Adaptation

Chi-Square Test Outcomes:

- Null Hypothesis (H_0): There is no significant association between the belief that telehealth can replace traditional consultations and satisfaction with the Practo App.
- Alternative Hypothesis (H_1): Users who believe telehealth can serve as a substitute for in-person consultations and higher satisfaction with the Practo App.

Satisfaction Level	Strongly Agree	Neutral	Disagree	Total
High Satisfaction	40	15	9	64
Moderate Satisfaction	120	60	24	204
Low Satisfaction	70	50	32	152
Total Respondents	230	125	65	420

p-value: 0.045 (less than 0.05)

Interpretation:

Since the p-value is below 0.05, we reject the null hypothesis. This finding suggests a statistically significant relationship between users' belief in telehealth as a viable alternative to in-person consultations and their level of satisfaction with the Practo App.

Comparing Customer Satisfaction Among Regular vs. Occasional Telehealth Users

This test determines whether individuals who use telehealth services regularly exhibit different satisfaction levels compared to those who use them only occasionally.

User Category	Average Satisfaction Score	Variance	Sample Size (n)
Regular Users	4.1	0.45	118
Occasional Users	3.6	0.62	157

- t-Statistic: 3.241
- Degrees of Freedom (df): 209
- p-Value (Two-Tailed Test): 0.0015
- Critical t-Value (Two-Tailed, $\alpha = 0.05$): 1.971

Interpretation:

Since the p-value is below 0.05, we reject the null hypothesis. This indicates that regular telehealth users report significantly higher satisfaction levels compared to occasional users, implying that familiarity and frequent use contribute to greater user confidence in telehealth services.

t-Test for Perceived Effectiveness of Telehealth vs. In-Person Consultations

To further analyze user perception, we compared satisfaction levels between those who consider telehealth equally effective as in-person consultations and those who believe it is only useful for minor concerns.

Group	Average Satisfaction Score	Variance	Sample Size (n)
Believes Telehealth = In-Person	4.0	0.50	152
Believes Telehealth = Limited Use	3.4	0.72	193

- t-Statistic: 4.012
- Degrees of Freedom (df): 280
- p-Value (Two-Tailed Test): 0.0001
- Critical t-Value (Two-Tailed, $\alpha = 0.05$): 1.969

Interpretation:

Since $p < 0.05$, the null hypothesis is rejected. This confirms that users who perceive telehealth as an effective alternative to in-person care report

significantly higher satisfaction levels compared to those who see it as a limited service.

IV. RESULTS AND DISCUSSION

Key Findings
The study explored the adoption of telehealth services and customer satisfaction with the Practo App. The analysis showed that a majority of respondents (65.5%) have used telehealth services, either regularly or occasionally. However, some users still prefer in-person consultations, indicating that telehealth may not be a full replacement for traditional healthcare but rather a complementary option.

Satisfaction and Perception of Telehealth
The t-test results revealed that frequent telehealth users tend to be more satisfied with the service compared to those who use it only occasionally. This suggests that the more familiar people become with telehealth, the more they trust and appreciate its benefits. Additionally, users who believe telehealth can fully replace in-person consultations report significantly higher satisfaction levels than those who see it as suitable only for minor or follow-up visits.

Reasons for Using Telehealth
The most common reasons for choosing telehealth included:

- Cost-effectiveness (31.7%) – Many users found telehealth to be a more affordable alternative to in-person visits.
- Convenience (18.8%) – Being able to consult a doctor from home was a key factor.
- Avoidig travel time and expenses (21.4%) – Telehealth saved users time and effort.
- Emergency situations (16.2%) – Some users turned to telehealth when they needed quick medical advice.

Challenges Faced by Users
- Despite the benefits, users highlighted a few challenges that affected their experience:
  Poor internet connectivity (26.4%) – A major issue, especially in rural areas.
- Difficulty explaining symptoms online (21.3%) – Some patients felt that text or video consultations lacked the depth of in-person visits.

- Lack of physical examination (19.8%) – Many users still prefer face-to-face interactions for a more thorough check-up.
- Privacy concerns (16.1%) – Some respondents worried about the security of their health information.

The Future of Telehealth
One of the most promising findings was that 80.5% of respondents believe that telehealth services should receive more investment from the government and private healthcare providers. This shows that people see the value in telehealth but want improvements in accessibility, reliability, and security.

V. CONCLUSION

The study highlights the growing acceptance of telehealth services, particularly for minor consultations and follow-ups. While cost-effectiveness, convenience, and accessibility are key drivers of adoption, challenges such as internet connectivity, lack of physical examination, and privacy concerns still hinder wider use.

Findings indicate that frequent telehealth users report higher satisfaction, and those who believe telehealth can fully replace in-person visits tend to have a more positive experience. However, many users still see telehealth as a complementary service rather than a complete substitute for traditional healthcare.

To enhance telehealth adoption, investments in technology infrastructure, provider availability, and data security are essential. With ongoing improvements, telehealth can become an even more reliable and trusted healthcare solution for the future.

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