



The Future of Patient Engagement: AI- Driven E-Health Solutions

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ABSTRACT

The healthcare industry is undergoing a significant transformation, driven by technological advancements and changing patient expectations. Artificial intelligence (AI) and e-health solutions offer a promising approach to enhancing patient engagement improving health outcomes, and reducing healthcare costs. This study explores the potential of patient engagement, the role of AI in e-health, and the impact of AI-driven e-health solutions on patient engagement. The findings of this study provide insights into the future of patient engagement and the potential of AI-driven e-health solutions to improve healthcare outcomes and create a more patient-centered, effective, and efficient healthcare systems.

Keywords: Transformation. Advancements, Healthcare, AI-driven, patient-centered

Introduction

Patient engagement is a critical component of effective healthcare, enabling patients to take a more active role in their healthcare, improving health outcomes, and reducing healthcare costs. However, traditional patient engagement strategies often fall short, failing to account for individual patient needs, preferences, and behaviours. The emergence of AI and e-health solutions offers a promising approach to enhancing patient engagement, providing personalized, effective, and efficient interactions. This study will be relevant to healthcare professionals, policymakers, and patients, and will contribute to the development of more effective and efficient healthcare delivery models.

Review of Literature

Dr. J.P. Gupta, Mr. R.K. Juyal (2020), the interest for wellbeing administrations is quick expanding because of populace development and rising local area wellbeing cognizance. Patients were accounted for to be disappointed with the drugs they were given. The creators reasoned that the wellsprings of patient despondency have been recognized, and that endeavours ought to be taken to resolve these issues.

FigenYesilada and Ebru Direktor (2020), contrasted public and private medical clinics with investigate medical care administration quality. The creators reasoned that shoppers anticipate current looking hardware and outwardly engaging actual officers from remarkable emergency clinics, however that these issues don't add to their degree of fulfilment with regards to public emergency clinics. At the point when private emergency clinics are inspected, in any case, they add to their level of fulfilment.



Mohd salami Ibrahim, (2022) he said about this study is to understand how digital health may improve healthcare quality, patient safety, equity of care. It has shifted the paradigm of quality medical care. Empowered by the industrial revolution digital health invigorates applications of digital technology that changes the landscape of conventional medical practice. As a result, there is an increasing interest to capitalize digital health to improve the quality of healthcare.

Objectives

- To examine the current state of patient engagement in healthcare.
- To explore the role of AI in e-health solutions.
- To investigate the impact of AI-driven e-health solutions on patient engagement.
- To identify the benefits and challenges of implementing AI-driven e-health solutions in healthcare.

Scope

The scope of this study is to investigate the potential of AI-driven e-health solutions to enhance patient engagement and improve health outcomes. The study will focus on healthcare organizations and patients in urban and rural areas. It includes Chabot's and virtual assistants, predictive analytics and personalized medicine, telehealth and remote patient monitoring.

Statement of the Problem

The healthcare industry is facing significant challenges in providing high-quality, patient-centered care. One of the major challenges is the lack of effective patient engagement strategies, leading to poor health outcomes, reduced patient satisfaction, and increased healthcare costs. However, traditional patient engagement strategies often fall short, failing to account for individual patient needs, preferences, and behaviours.

Research Questions

1. How effective do you think AI-driven e-health solutions are in enhancing patient engagement?
2. What AI-driven e-health solutions have you used or implemented in your practice?
3. What are the biggest challenges you face in implementing AI-driven e-health solutions?

Research Methodology

Research Design: Mixed methods approach; Quantitative and Qualitative methods are taken for the study. The data collected for the study includes both primary and secondary data. The primary data is collected through questionnaire. Apart from this information secondary sources are collected from the articles, journals, etc.

Sample Design: A sample of 100 respondents were taken, who are patients in super-speciality hospitals in Coimbatore district. Then respondents for the study were taken as random.

Data Interpretation and Analysis:

Gender wise patients:

“The gender distribution in research can vary significantly across different fields and disciplines. Generally, there has been increased awareness and efforts to address gender imbalances in research participation and leadership roles. Gender is categorized as male and female patients for the study.

Table 1: Gender wise Respondents

Gender	No. of Respondents	Percentage
Male	45	45
Female	55	55
Total	100	100

From the above table, a sample unit comprises 45% respondents are male category followed by 55% of the respondents are from female category. It is inferred analysis that male patients are less when compared to female patients.

Table 2: AI-driven E-health solution

Solution	Total score%	Rank
Chabot's	8	4
Virtual assistance	29	2
Predictive analytics	52	1
Personalized medicine	11	3

Above table clearly predicts the score and rank list of various digital healthcare services or AI-driven e-health solution. The total score of Predictive analytics is 52% with 1st rank, then Virtual assistance scored 29% and got 2nd rank, then Personalized medicine has scored with 11% then got a 3rd rank, then finally Chabot's scored 8% with rank of 4th.

Findings

- AI-driven e-health solutions have the potential to transform patient engagement, providing personalized, effective, and efficient interactions.
- The use of AI in e-health solutions can improve patient engagement, health outcomes, and patients' satisfaction.
- The implementation of AI-driven e-health solutions can reduce healthcare costs, improve patient safety, and enhance the overall patient experience.
- However, the adoption of AI-driven e-health solutions also poses challenges, including data privacy concerns, technical issues, and resistance to change.

Suggestions

- Healthcare organizations should invest in AI-driven e-health solutions to enhance patient engagement and improve health outcomes.
- Policymakers should develop and implement policies and regulations that support the adoption of AI-driven e-health solutions.



- Healthcare professionals should receive training and education on the effective use of AI-driven e-health solutions.
- Patient should be educated and empowered to take an active role in their healthcare, using AI-driven e-health solutions to improve their health outcomes.

Conclusion

The findings of this study demonstrate the potential of AI-driven e-health solutions to transform patient engagement, improving health outcomes, patient satisfaction, and reducing healthcare costs. However, the adoption of AI-driven e-health solutions also poses challenges, requiring careful consideration and planning. As the healthcare industry continues to evolve, it is essential that healthcare organisations, policymakers, healthcare professionals, and patients work together to harness the potential of AI-driven e-health solutions and create a more patient-centered, effective, and efficient healthcare system.

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