

Applying Technology Acceptance Model (TAM) on Primary Healthcare Physicians' intentions towards Telehealth usage: Evidence from Pakistan during Covid-19 Pandemic

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Abstract:

During Pandemic situations like Covid-19, not only the life of patients is important but also the Primary healthcare physicians (PHPs). Face-to-Face interactions between PHPs and patients are unsafe. Till December 2020, a total of 128 casualties of PHPs have been reported in Pakistan whereas more than 3000 PHPs are in isolation due to COVID-19 Positive. This indicates the dire need to use IT based interaction tool such as Telehealth. This research aims to investigate antecedents of PHPs intentions to adopt telehealth using technology acceptance model (TAM). In addition moderating role of PHPs personal initiatives and characteristics was tested. Using convenience sampling, data from 380 primary healthcare physicians was collected and analyzed using SMART PLS software. Results indicate that PHPs' perceived ease of use, perceived usefulness, and attitude towards using Telehealth have positive and significant impact on their intention to use telehealth. Both Perceived usefulness as well as attitude towards using telehealth partially mediates relationships between PEOU & attitude and PU & Intention to use respectively. Moreover, PHPs personal initiatives and characteristics moderated the relationship between PU & Attitude. This research shows that PHPs have positive intentions to use telehealth which may ultimately mitigate the COVID-19 risks against the traditional Face-to-Face interactions between PHPs and patients. Use of telehealth will provide technological growth in Pharmaceutical. Government should increase the use of telehealth by providing training to the Physicians through IT professionals and spread awareness of its use among general public.

Key Words:

TECHNOLOGY ACCEPTANCE MODEL (TAM), TELEHEALTH, PRIMARY HEALTHCARE PHYSICIANS (PHPs), COVID-19

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