"The Promotion of Telemedicine techniques in health sector of Pakistan."



By:

Abubakr Inayat	01-120092-002
Azhar Ali	01-120092-014
Rana Muhammad Umer	01-120092-047
Muhammad Bilal	01-220092-023

Supervisor:

Nusrat Huma

A research project submitted in partial fulfillment of the requirement for the degree of MBA

Department of Management Sciences (GS)

Bahria Institute of Management and Computer Sciences

Bahria University Islamabad

2012.

ACKNOWLEDGEMENTS

First we are thankful to almighty Allah for providing us with His Mercy and Grace and giving us the strength to complete this immense task.

We would like to express our deepest gratitude and appreciation to our supervisor, Ms. Nusrat Huma for providing us with her constant help and assistance throughout the different phases of this project. Without her support and valuable time, we could not have completed it

We are thankful to people who filled the questionnaires; for their time and for sharing honest feedback.

And lastly, we would thank our parents, family and friends for their undying support, faith and encouragement all these years.

ABSTRACT

The research has been compiled to assist the people of rural regions of the country and to see where they can get medical attention without the need of visiting doctors in larger cities. The research involves the feasibility of the service in the rural area and encircles the marketability of the service itself to the masses which are in need of such a service.

The issues of the current scenario are that the larger proportion of the population is deprived of the medical facility and this has rendered the population in the region somewhat characterized as a plague struck populace. There is always a need of health care in every society and the most prone people to diseases are the women and children.

The data was collected in different regions, and has been stratified in order to keep the regions clear of one another. As the responses were very similar in all regions, it called for the compilation of the data as one single unit so that the analysis of the data could be made easier. The people responded to such a service favorably and have a much trusty behavior towards such facility provided that it is incorporated in the country to facilitate the people that comprise our agricultural workforce or people who make a living through cattle herding, and other activities which are not feasible in urban areas.

The current technological licensing as issued by PTA is much regarded in the success of this project since it would have been impossible to cover a large area and connect them together without the relative equipment which is necessary to carry out the respective health services as desired.

Table of Contents

I chapter. Introduction	ritor:	BOOKIIIAIK	1100	derined.
1.1 Introduction to the Research . ${f E}$	Error!	Bookmark	not	defined.
1.2 Background to the Problem ${f E}$	Error!	Bookmark	not	defined.
1.2.1 Problem Statement E	Error!	Bookmark	not	defined.
1.2.2 Research Question E	Error!	Bookmark	not	defined.
1.3 Research Hypotheses E	Error!	Bookmark	not	defined.
1.4 Research Objectives E	Error!	Bookmark	not	defined.
1.5 Significance of the Research . ${f E}$	Error!	Bookmark	not	defined.
1.5.1 Project Audience E	Error!	Bookmark	not	defined.
1.6 Aims and Motivation E	Error!	Bookmark	not	defined.
1.7 Scope and Limitation E	Error!	Bookmark	not	defined.
1.8 Chapter Conclusion E	Error!	Bookmark	not	defined.
2 Chapter: Contemporary Research (Lit	teratu	re review)	. Error!
2.1 Telenursing E	Error!	Bookmark	not	defined.
2.2 Telepharmacy E	Error!	Bookmark	not	defined.
2.3 Telerehabilitation E	Error!	Bookmark	not	defined.
2.4 Teletrauma E	Error!	Bookmark	not	defined.
2.4.1 Telemedicine for Trauma Triag defined.	ge	. Error!	Book	mark not
2.4.2 Telemedicine for Intensive Ca Bookmark not defined.	are Uni	it Rounds		. Error!
2.4.3 Telemedicine for Trauma Educa defined.	ation .	. Error!	Book	mark not
2.4.4 Telemedicine in the Trauma Op Bookmark not defined.	peratir	ng Room .		. Error!
2.5 Telemedicine operations in Pakis defined.	stan: .	. Error!	Book	mark not
2.6 Promotion E	Error!	Bookmark	not	defined.
2.6.1 Advertising E	Error!	Bookmark	not	defined.

2.6.2 Personal Selling Error!	Bookmark	not defined.
2.6.3 Sales Promotion Error!	Bookmark	not defined.
2.6.4 Publicity Error!	Bookmark	not defined.
2.7 Definition of Advertising Error!	Bookmark	not defined.
2.8 Definition of Promotion Error!	Bookmark	not defined.
2.9 Definition of Marketing Error!	Bookmark	not defined.
2.10 Definition of Public relations defined.	Error!	Bookmark not
2.11 Definition of Publicity Error!	Bookmark	not defined.
3 Chapter: Research Methodology Error!	Bookmark	not defined.
3.1 Methodology Introduction Error!	Bookmark	not defined.
3.2 Types of Research Methods Error!	Bookmark	not defined.
3.2.1 Quantitative Methods of Research . defined.	Error!	Bookmark not
3.2.2 Qualitative Methods of Research defined.	Error!	Bookmark not
3.2.3 Selected Research Methodology defined.	Error!	Bookmark not
3.3 Sampling Technique Error!	Bookmark	not defined.
3.4 Data collection Method Error!	Bookmark	not defined.
3.5 Chapter Conclusion Error!	Bookmark	not defined.
4 Chapter: Industry overview and Analysis defined.	Error!	Bookmark not
4.1 Health Industry Error!	Bookmark	not defined.
4.2 Health Care Facilites in Pakistan defined.	Error!	Bookmark not
4.3 SWOT Analysis Error!	Bookmark	not defined.
4.3.1 Strengths Error!	Bookmark	not defined.
4.3.2 Weakness Error!	Bookmark	not defined.
4.3.3 Opportunities Error!	Bookmark	not defined.
4.3.4 Threats Error!	Bookmark	not defined.
5 Chapter: Findings and Discussion Error!	Bookmark	not defined.
5.1 Chapter Introduction Error!	Bookmark	not defined.

5.2 Success and Failure of the Project Error! Bookmark not defined. 5.2.1 Target Market Error! Bookmark not defined. 5.2.2 Assessments and Plan Error! Bookmark not defined. 5.2.3 Flexibility towards traditions Error! Bookmark not defined. 5.2.4 Failure Identification Error! Bookmark not defined. 5.2.5 Root cause analysis to Failure Error! Bookmark not defined. 5.3 Research Findings Error! Bookmark not defined. 5.4 Construction and Promotion of a Health System online Error! Bookmark not defined. 5.5 Chapter Conclusion Error! Bookmark not defined. Chapter: Research Conclusion and Recommendations Error! Bookmark not defined. 6.1 Conclusion of the Research ... Error! Bookmark not defined. 6.2 Hypotheses Results Error! Bookmark not defined. 6.3 Limitations as Research progressed Error! Bookmark not defined. 6.4 Social Element in the possible Success Error! Bookmark not defined. 6.5 Future research areas Error! Bookmark not defined. 6.6 Critique on own Research Error! Bookmark not defined. 6.7 Recommendations Error! Bookmark not defined. Bibliography Error! Bookmark not defined. Appendix Error! Bookmark not defined.

List of Tables and Graphs

T	~ 1-	m - 1 1 ' - '	F 1 F
_	_		5-1Error! Bookmark not defined.
=	-		5-2Error! Bookmark not defined.
			5-3Error! Bookmark not defined.
			5-4Error! Bookmark not defined.
Response	Graph	Telemedicine	5-5Error! Bookmark not defined.
Response	Graph	Telemedicine	5-6Error! Bookmark not defined.
Response	Graph	Telemedicine	5-7Error! Bookmark not defined.
-	_		5-8Error! Bookmark not defined.
Response	Graph	Telemedicine	5-9Error! Bookmark not defined.
Response	Graph	Telemedicine	5-10Error! Bookmark not defined.
Response	Graph	Telemedicine	5-11Error! Bookmark not defined.
Response	Graph	Telemedicine	5-12Error! Bookmark not defined.
Response	Graph	Telemedicine	5-13Error! Bookmark not defined.
Response	Graph	Telemedicine	5-14Error! Bookmark not defined.
Response	Graph	Telemedicine	5-15Error! Bookmark not defined.
Response	Table	Telemedicine	5-1Error! Bookmark not defined.
_			5-1Error! Bookmark not defined. 5-2Error! Bookmark not defined.
Response	Table	Telemedicine	
Response Response	Table Table	Telemedicine Telemedicine	5-2Error! Bookmark not defined.
Response Response	Table Table Table	Telemedicine Telemedicine Telemedicine	5-2 Error! Bookmark not defined. 5-3 Error! Bookmark not defined.
Response Response Response	Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine	5-2Error! Bookmark not defined. 5-3Error! Bookmark not defined. 5-4Error! Bookmark not defined.
Response Response Response Response	Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine	 5-2 Error! Bookmark not defined. 5-3 Error! Bookmark not defined. 5-4 Error! Bookmark not defined. 5-5 Error! Bookmark not defined.
Response Response Response Response Response	Table Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine	 5-2 Error! Bookmark not defined. 5-3 Error! Bookmark not defined. 5-4 Error! Bookmark not defined. 5-5 Error! Bookmark not defined. 5-6 Error! Bookmark not defined.
Response Response Response Response Response Response Response	Table Table Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine	 5-2. Error! Bookmark not defined. 5-3. Error! Bookmark not defined. 5-4. Error! Bookmark not defined. 5-5. Error! Bookmark not defined. 5-6. Error! Bookmark not defined. 5-7. Error! Bookmark not defined.
Response Response Response Response Response Response Response Response	Table Table Table Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine	 5-2. Error! Bookmark not defined. 5-3. Error! Bookmark not defined. 5-4. Error! Bookmark not defined. 5-5. Error! Bookmark not defined. 5-6. Error! Bookmark not defined. 5-7. Error! Bookmark not defined. 5-8. Error! Bookmark not defined.
Response Response Response Response Response Response Response Response Response	Table Table Table Table Table Table Table Table	Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine Telemedicine	5-2Error! Bookmark not defined.5-3Error! Bookmark not defined.5-4Error! Bookmark not defined.5-5Error! Bookmark not defined.5-6Error! Bookmark not defined.5-7Error! Bookmark not defined.5-8Error! Bookmark not defined.5-9Error! Bookmark not defined.
Response	Table Table Table Table Table Table Table Table Table	Telemedicine	5-2Error! Bookmark not defined.5-3Error! Bookmark not defined.5-4Error! Bookmark not defined.5-5Error! Bookmark not defined.5-6Error! Bookmark not defined.5-7Error! Bookmark not defined.5-8Error! Bookmark not defined.5-9Error! Bookmark not defined.5-10Error! Bookmark not defined.
Response	Table	Telemedicine	5-2. Error! Bookmark not defined. 5-3. Error! Bookmark not defined. 5-4. Error! Bookmark not defined. 5-5. Error! Bookmark not defined. 5-6. Error! Bookmark not defined. 5-7. Error! Bookmark not defined. 5-8. Error! Bookmark not defined. 5-9. Error! Bookmark not defined. 5-10. Error! Bookmark not defined. 5-11. Error! Bookmark not defined.
Response	Table	Telemedicine	5-2Error! Bookmark not defined.5-3Error! Bookmark not defined.5-4Error! Bookmark not defined.5-5Error! Bookmark not defined.5-6Error! Bookmark not defined.5-7Error! Bookmark not defined.5-8Error! Bookmark not defined.5-9Error! Bookmark not defined.5-10Error! Bookmark not defined.5-11Error! Bookmark not defined.5-12Error! Bookmark not defined.