PERCEPTION OF POTENTIAL PATIENTS AND DOCTORS AGAINST DOCTORS BASED ONLINE CONSULTING SERVICES

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ABSTRACT

Health is one of the primary need of human beings. In the midst of rapid technological developments, doctors need to improve their service by using technology innovation. One of the innovation can be use is online medical consultation. Perception of the prospective patient and doctors is important in choosing this kind of service. In this research, writer found that prospective doctors perception to online medical consultation is good but this technology can not replace face to face physician service, however this can be used as complementary of physician service such as online booking or for follow-up. Prospective patient perception to online medical consultation is good if this service given by trustworthy agents.

Keywords: Online medical consultation, patient and doctor perception, telemedicine, doctor-patient communication.

INTRODUCTION

Technological developments become more complex day by day and internet users is also increasing everyday. According to Kemenkominfo (2015), explained that there were 82 million people using internet everyday in Indonesia. Internet usage is mostly for sending and receiving emails, social media, search for the latest news, looking information about goods or services, internet banking, for buying and selling goods or services, recruiting worker, video conferencing, etc. (Harian TI, 2013).

Doctors is one of the noble jobs that can provide health services for the society. When the body and the soul are healthy, people can work well. To provide better health services, doctors should not be outdated, especially in the use of technology. Considering the number of doctors who are not much, 171,595 doctors (Konsil Kedokteran Indonesia, April 2016), and the number of people in Indonesia are 237,641,326 people (Badan Pusat Statistik, 2010), doctors need to utilize the online system to help provide services to the society without reducing standard of medical services. There are several webs and applications that have been trying to bring this doctor-patient relationship closer. Some of them are [www.konsula.com](http://www.konsula.com) and [www.klikdokter.com](http://www.klikdokter.com). According to Gidwani et al. (2012), the use of information technology for diagnose, therapy and monitoring patient condition is referred to as telemedicine.

Online Medical Consultation (OMC) is a term used by Al-Mahdi, et al. (2015), to refer long distance medical consultation services. OMC is part of telemedicine which is a long-distance telecommunication consultation that is generally for diagnostic and treatment purpose. OMC makes the patient does not have to leave their home or places of work, sit in traffic then sit in the waiting room with other patient perhaps catch or cause infection meantime, and then go back home or where they came from. Few publication at US, according to Al-Mahdi et al. (2015), reported that e-Visits were very applicable with high satisfied levels on patient. Internet based video consultation also has been practiced in Australia in the field of psychiatry, emergency care and pediatrics.