Successes and Failures in Telehealth

SRI LANKAN HEALTH INFORMATION-SEEKING BEHAVIOR AMONG SUWÁSARIYA (HEALTH NET) USERS

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JUSTIFICATION

Understanding the need for the government to have an official web site providing health educational information, “Health Net” (http://www.suwasariya.gov.lk) was launched in November 2011.

Identifying the changing pattern of information by people will help to transform health and medicine through discovery by closing the gap between need and delivery.

OBJECTIVE

To identify the changing pattern of health information seeking behaviour of Sri Lankans and the nature of the health care information sought by them via “Health Net” (Suwasariya web site http://www.suwasariya.gov.lk) and it’s telephone hotline.

METHODOLOGY

ICT related features of information seekers who visited the Suwasariya web site were analysed using the Joomla back end structure.

Characteristics of health information seekers who accessed Suwasariya by SMS, email, Skype or Telephone hotline in first 6 months of 2012, 2013 and 2014 were compared.
Contact us 0710 107 107
24 hour Health Guidance & Advisory Hotline

Web site visits in first six months of 2012, 2013 & 2014

Information seeking pattern in first six months of 2012, 2013 & 2014

Seeking Health services information in first six months of 2012, 2013 & 2014

Gender changing pattern in first six months of 2012, 2013 & 2014

Information seeking age group in first six months of 2012, 2013 & 2014
CONCLUSION

- Increasing number of individuals are using the electronic media in Sri Lanka to meet their health information needs irrespective of gender and age.
- Information seekers rely on health professionals for information via telehealth specially for diseases with stigma as well as when confidentiality and privacy is needed.
- Suwasariya is in line with Post-2015 Global agenda on Sustainable Developmental Goals (SDGs) bridging the gap between urban & rural communities.

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