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- (Allah) Most Gracious! It is He Who has taught the Qur'an. He has created man. He has taught him speech (and intelligence).

Title

***Perception of Patients
Visiting Clinics/Hospitals
in
Clifton/Defence Karachi
Regarding
Concept of Electronic
Pharmacy***





Agenda

- 1) Introduction
- 2) Objectives
- 3) Hypothesis
- 4) Methodology
- 5) Result
- 6) Conclusion
- 7) Suggestion

1) Introduction

- **Electronic Pharmacy (E-Pharmacy)**
- **Also known as**
 - Online Pharmacy**
 - Online Medical Store**
- **Basically the same principle as telephone shopping**
- **Access by your computer and through internet, by clicking on the specific website**

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- **Electronic pharmacy allow patients to purchase medicine without having to go to the drug store. These sites give them direct access to information about the drugs, all prescribing and dispensing will be at the sole discretion of the physicians and pharmacists.**
 - **It gives medical services and treatment safely and efficiently.**
 - **Is really true in our setting ?**
- 

Benefits

- **Convenience**
- **A 24 hour a day, 7 days a week, 365 days virtual online medical store**
- **No waiting for the doctors**
- **Products / services at easy price comparisons**
- **Fuel and time saving**
- **Online video conferencing**
- **Voice Chat**

2) Objective

1. To determine the proportion of people familiar with the term of Electronic pharmacy, visiting Clinics/Hospitals in Defence and Clifton areas of Karachi.
2. To determine the interest or intend to use electronic pharmacy among people visiting Clinics/Hospitals in Defence and Clifton areas of Karachi.
3. To find out public perceptions about E – Pharmacy from patients visiting Clinics/Hospitals in Clifton and Defence areas of Karachi.

3) Hypothesis

- **The patients visiting clinics/hospitals of Defence and Clifton areas of Karachi are interested in utilizing Electronic Pharmacy concept.**
- **The Sex, Occupation, Marital status, and Education level play an important role in the interest and utilization of Electronic pharmacy in patients visiting clinics/hospitals of Defence and Clifton areas of Karachi.**

4) Methodology

- **Study Design:** cross sectional study
- **Study Setting:** clinics/hospitals of Defence and Clifton areas of Karachi
- **Inclusion / Exclusion criteria:** The patients visiting Clinics/hospitals *not the patients, visiting hospitals and who did not participated*
- **Sampling strategy:** Convenient sampling
- **Sample selection:** Patients from the OPD's
- **Sample size:** 100 patients (20 from each clinic/hospital)
- **Duration:** 3 month
- **Data collection instrument:** A semi-structured questionnaire
- **Data Collection procedure:** Face to face interviews were conducted. One person was asking the Questions and other person was noting down.
- **Data Management:** Excel 2003
- **Statistical Analysis:** SPSS version 10.0

5) Result:

Age

Gender

Occupation

Education

Marital Status

Internet Use

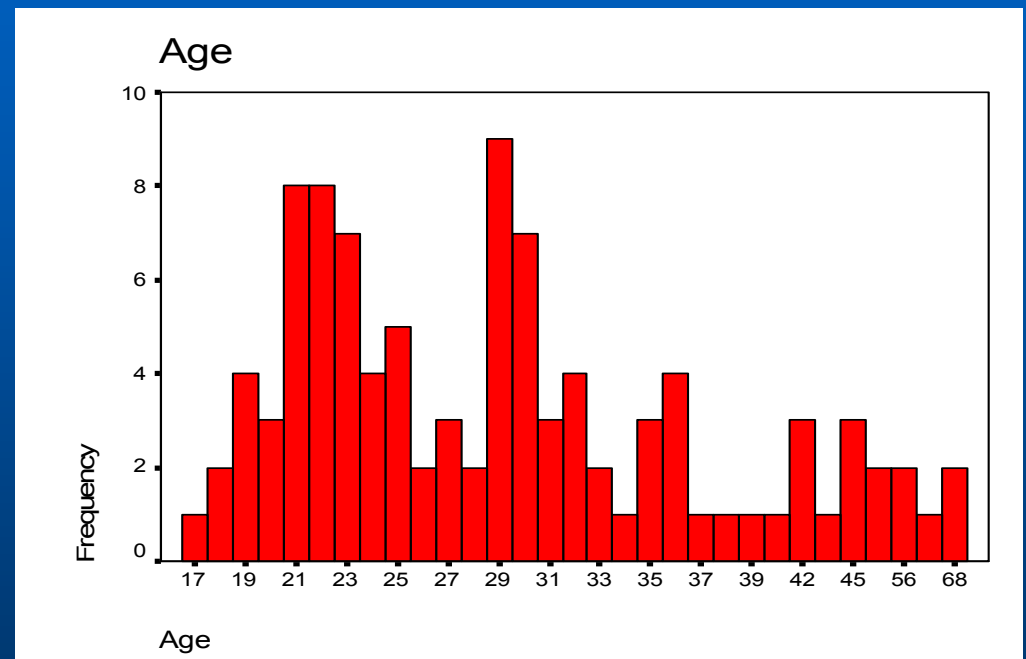
People Awareness E-Pharmacy

People Interest E-Pharmacy

People Perception E-Pharmacy

Age:

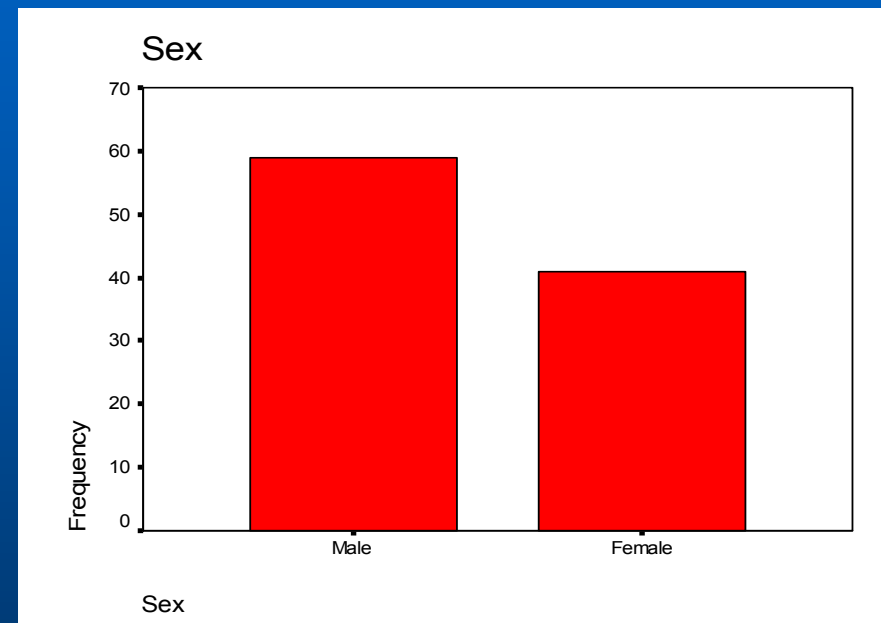
- variable varied from 17 and 68 years
Mean 24 years



Gender:

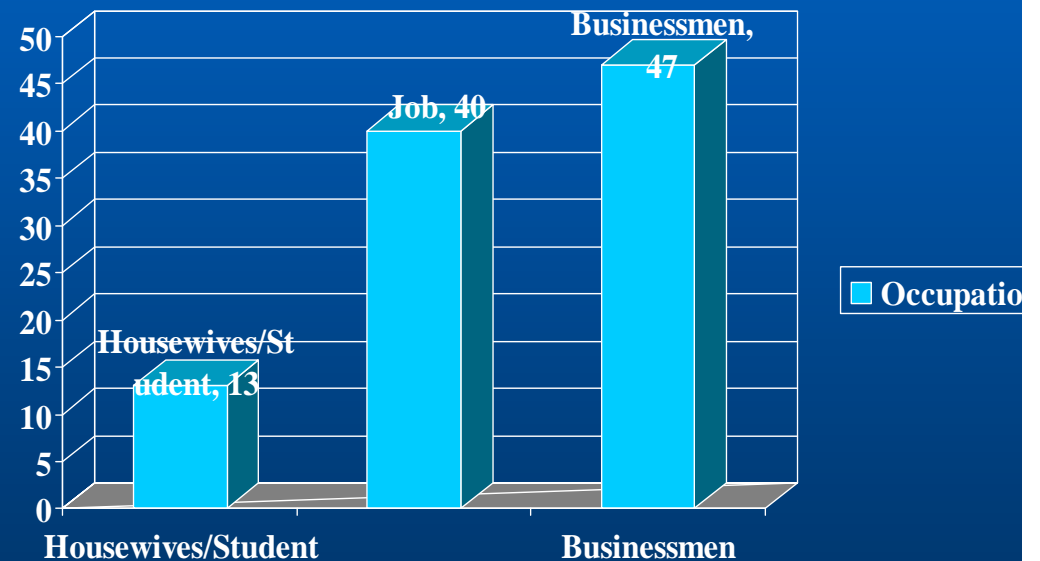
1.

Male 59%
Female 41%



Occupation

- Businessmen
47%
Job 40%
Housewives/
Student 13%



Education:

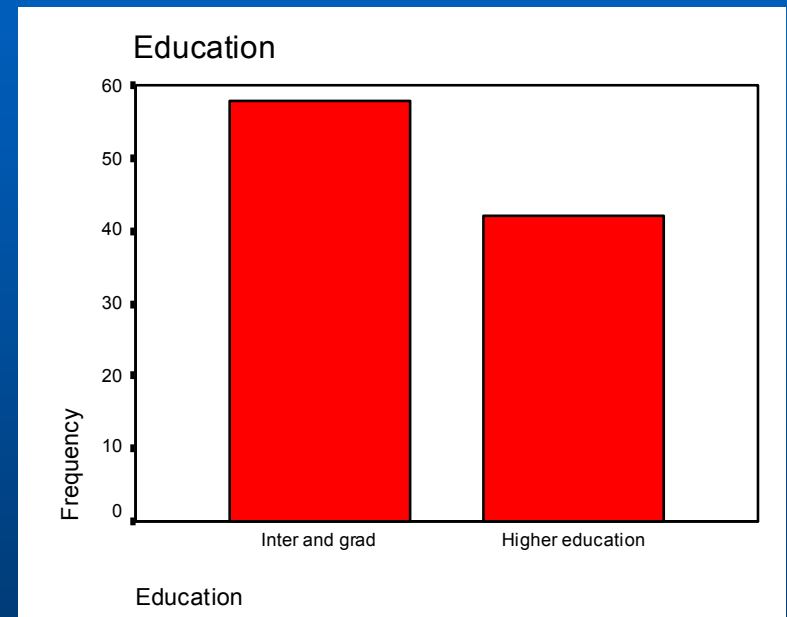
1.

Inter & graduate

58 %

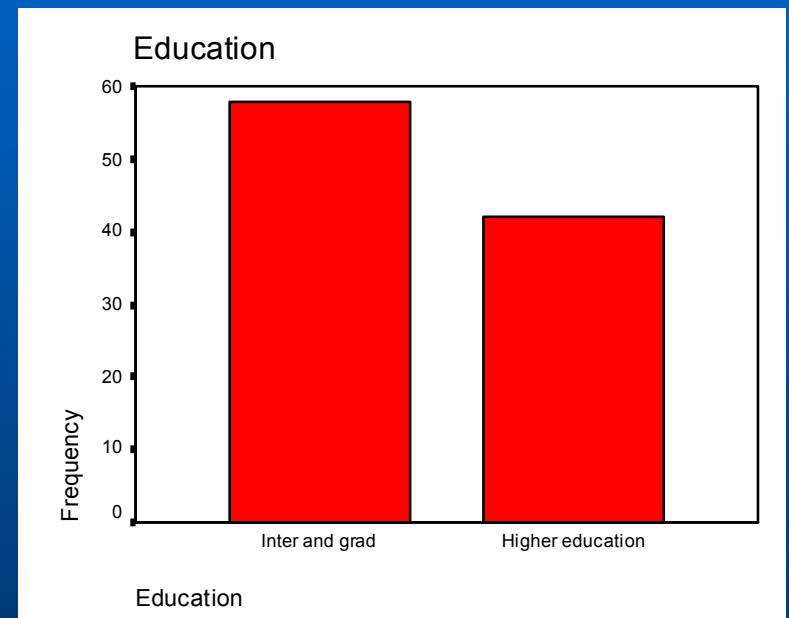
Above graduate

42 %



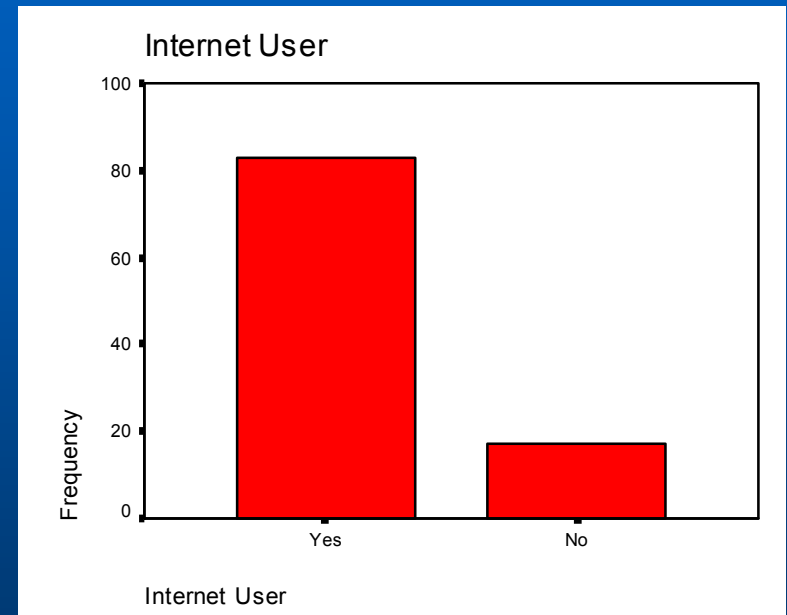
Marital Status:

- Single 44 %
Married 56 %



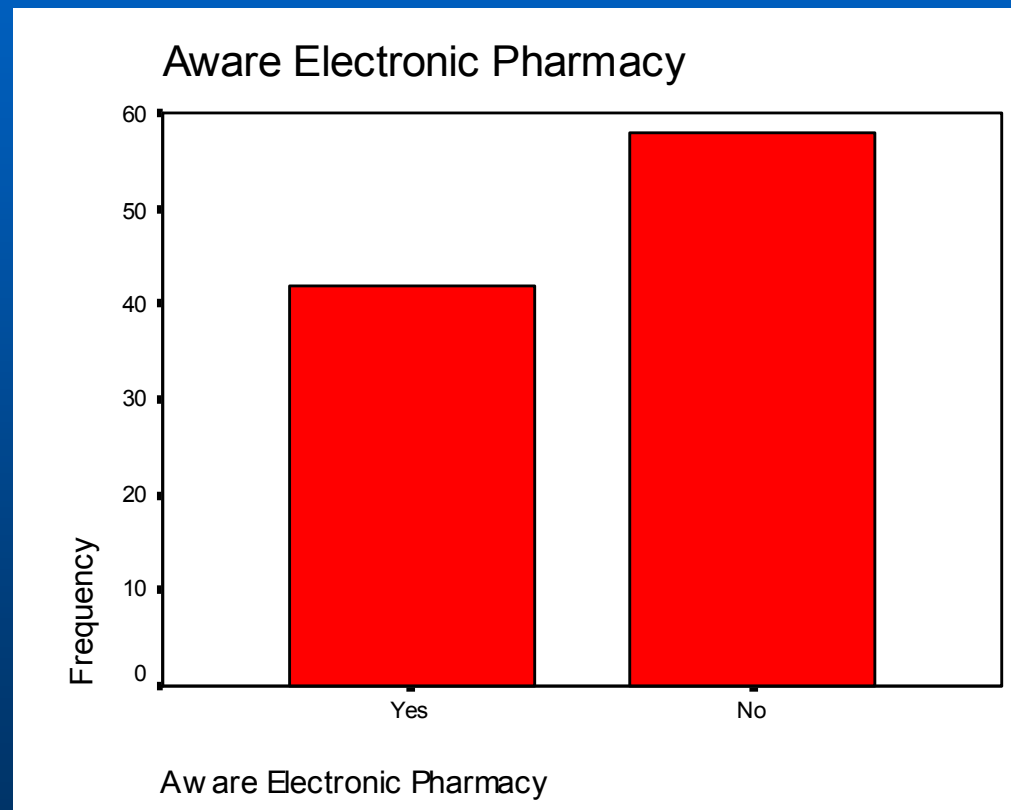
Internet User:

- Most Prominent
Yes 83 %
No 17 %



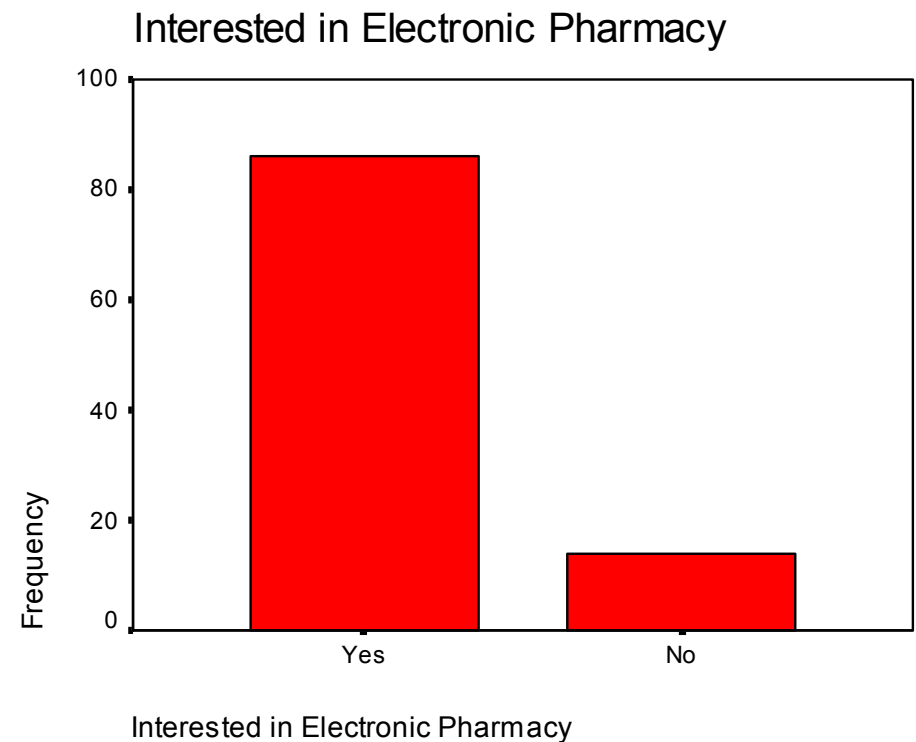
People Aware Electronic Pharmacy

- 42% (42) person say “Yes”
- 58% (58) say “No”



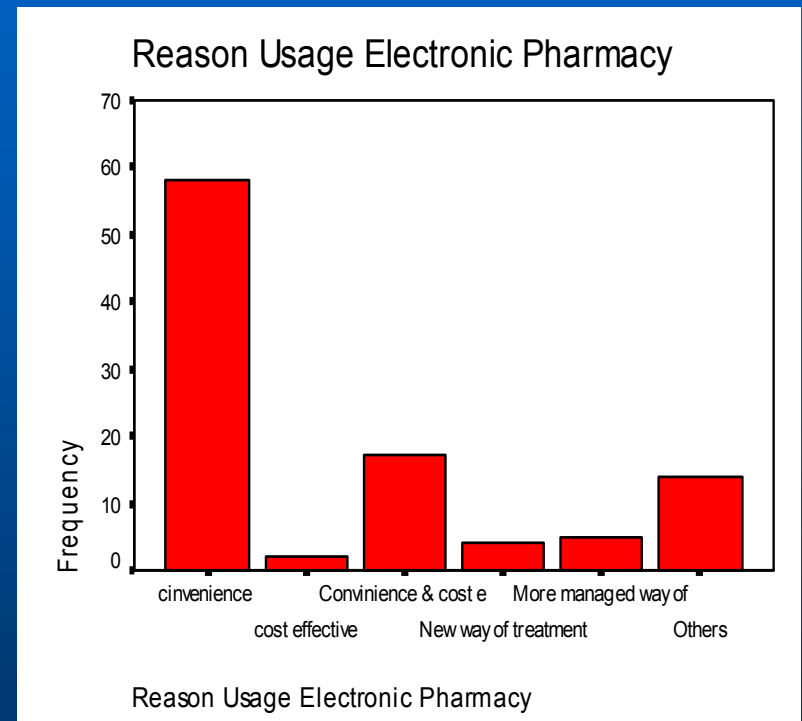
People Interest Electronic Pharmacy

- 86% (86) person say “Yes”
- 14% (14) say “No”



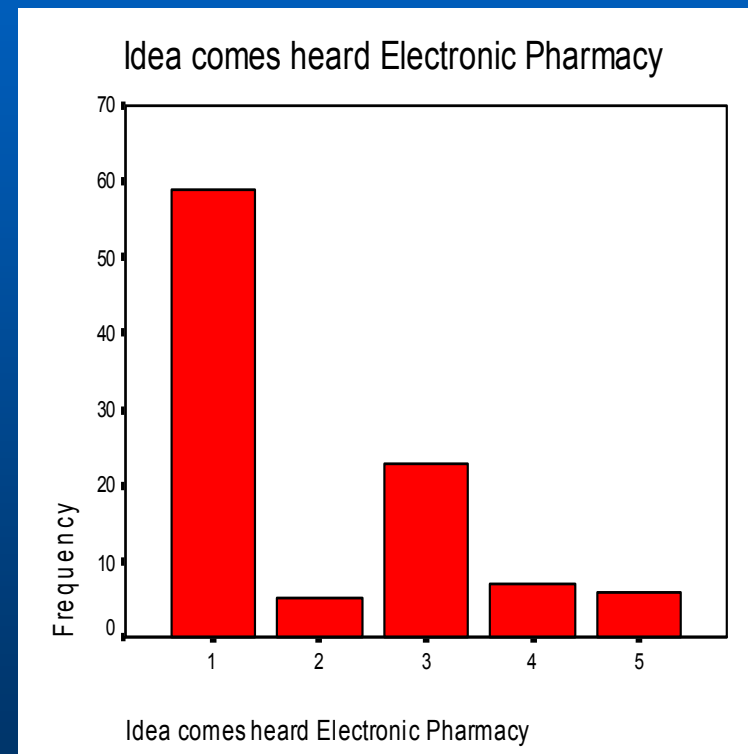
Reason Usage of Electronic Pharmacy

1. Convenience 58%
2. Cost effective 2%
3. Convenience & Cost effective 17%
4. New way of treatment 4%
5. More Managed way 5%
6. Others 14%



People Perception about Electronic Pharmacy

- Online medical Store 59%
- Online Consultancy 5%
- Online consultancy and medicine 23%
- A website providing health tips 7 %
- A company website 6 %



Conclusion

- **Generally 83% internet user**
- **and 86% were interested in Electronic Pharmacy due to convenience**
- **Males were more interested than females in online shopping, although international studies reported that females were more interested in online shopping .**
- **Inter and graduates were more interested, similarly married people showed interest and the businessmen were more interested in E-Pharmacy.**

Conclusion

- The majority (60%) of the patients visiting clinics/hospitals of the Defence and Clifton areas of Karachi were aware of the term of Electronic pharmacy.
- The patients perceive by listening “Electronic Pharmacy”, 60% patients perceive as an Online Medical store and 20% perceive as Online Consultancy and Medicine, which is very relevant

Conclusion

- **Computer education and internet is not that common in Pakistan, along with the inadequate supply of electricity, still people interested in E-Pharmacy. It is also eye opener to see that very small percentage is not interested in E-Pharmacy. Moreover even those who did not have internet wanted to take benefit from this system.**

Suggestion

- **The demand for E-Pharmacy is there.**
- **More studies on different population required to ascertain it.**
- **The infrastructure to setup such services will need time , resources and energy**
- **Pilot study could be done at small scale..**

The future As the Researcher Perceive

- **Video Conferencing**
- **Voice Chatting**
- **Customize devices for Known Chronic Diseases (Hypertension, Heart Diseases, Diabetes and so on..)**

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**THANK
YOU
VERY
MUCH**