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CHANGING CONSUMER PREFERENCE IN THE DIRECTION OF HEALTH CARE SERVICES: THE COVID -19 IMPACT

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Abstract

The COVID-19 pandemic ended in a countrywide lockdown in India from middle of the night on 25 March 2020, with conditional rest through stages and zones from 20 April. This research work is based on the changed preferences of consumers pre and post covid 19. We evaluated the effect of the lockdown in phrases of healthcare provisions, expectations of consumers in general , intellectual fitness and social health inside a multicentre cross-sectional observe in India

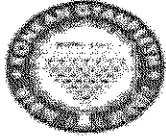
Keywords: Healthcare, COVID-19, challenges, preferences society, India.

Introduction

COVID 19 has been exceptional in its ramifications, bringing the sector to nearly a grinding halt in its wake. As a result, the sector is being visible as waking as much as an increasing number of virtual, contactless and digital manner of functioning. The healthcare enterprise has additionally needed to adapt itself to reply to the want of the hour. It has needed to tools as much as offer care to COVID /non- COVID sufferers even as prioritizing the protection of its frontline people beneathneath very arduous environments. On the opposite hand, it's miles dealing with the headwinds of converting client choices which it cant ignore. Consumers are showing a considerable shift of their fitness care searching for conduct. Secondly, respondents displayed a clean desire to avail healthcare offerings at domestic throughout the healthcare continuum – consultation, diagnostics, in-affected person care, transport of medicines. Introduction All most important healthcare gamers swiftly set-up and/or improved their telemedicine abilities in the course of COVID-19 lock-down segment thru partnership with numerous start-ups/ generation companies. Many kingdom Hospitals structures additionally evolved and commenced imparting telemedicine offerings. Virtual consults are anticipated to preserve even in a put up COVID world, pushed through growing desire for greater handy time saving methods, as indicated through seventy seven consistent with cent of customers surveyed. According to a few enterprise professionals tele-consults may also represent upto 30% of OPD consults put up lockdown despite the fact that digital consults are anticipated to supplement in-individual seek advice from and now no longer act alternatively withinside the lengthy run. Consumer receptiveness closer to at-domestic put up-method care additionally seems to have increased. Home care has acquired a fillip in the course of COVID 19 with numerous hospitals beginning their personal domestic healthcare carrier or tying up with mounted domestic healthcare gamers for persevering with care past the 4 partitions of the hospital.

Role of Hospitals in Health Care during covid 19

The Hospitals centres uses device includes centres run through the crucial and kingdom authorities. These public centres offer unfastened or sponsored costs to decrease earnings households in rural and concrete areas. The Constitution of India divides fitness-associated duties among the crucial and



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CERTIFICATE

This is to certify that

Dr Prashant H Bhagat of Chetana's Hazarimal Somani College of Commerce and Economics

has participated and presented paper titled

Changing consumer preference in the direction of health care services: The covid -19 impact

in One Day International E-Conference organized by Department of Commerce & Department of
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"Service Sector : Challenges, Prospects during & Post Covid -19 Pandemic"
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Prof. V. S. Indulkar
(Conference Convener)

Prof. Dr. A.R. Chavan
(IQAC Co-ordinator)

Prof. Dr. Baliram N. Gaikwad
(Principal)



CERTIFICATE OF PUBLICATION

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Authored By

Dr Prashant H Bhagat

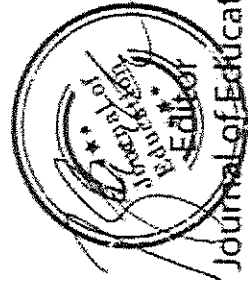
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