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## Original Research Article

## Impact of digitalisation on medical sector employees

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## ABSTRACT

The present era is known as digitalisation era. There are various sectors in which digitalisation has impacted and has also increased the performance of employees as well as employers' capacity and satisfaction. It is also important to explain the way, tools and techniques to understand and implement these technological challenges at their workplace. This technological change also shifting their employees from one phase of learning to second phase of learning. During the pandemic period, each saw increase in work from home opportunities this was because people could not go out for work when lockdown was declared. Work from home was possible because of digital presence across the country and various apps like Microsoft Teams, google duo, zoom etc. We were also not able to go to colleges, schools, coaching centers for studying then also due to digitally powerful base we were able to cope up with our studies. People were able to order food, grocery, clothes, and stuffs at their doorsteps using various shopping apps.

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## 1. Introduction

Digitalization refers to usage of digital tech like online platforms to run business and provide services to customers. For example, earlier each human being is used to pay cash but now they are paying their payments using various digital payment methods like Paytm, Credit cards, and other UPI apps. In simple terms, is conversion of information into digitalized form. It is a process of transitioning to a business model by utilizing digital technologies to modify a business model and provide with new revenue and value producing opportunities. The goal of digitalization is to enable automation, improve data quality, and collect and arrange all this information so that improved technology, such as better and smarter software, may be applied.

## 2. Digitalization in Medical Sector

Digitalization in medical sector, or digital health refers to integration of medical facilities with IT application or technology. Digitalization in medical sector has so much potential that it will leave no health care area untouched. It will enable the medical sector to improve its efficiency, medical quality, and supervision of patients, whether the patient has taken the prescribed medication using a smartphone, as well as monitor vital data (pulse, blood pressure, oxygen saturation). This digital health market has revolutionized the role and interaction between doctors and patients, as well as health insurance business models and organizational forms of medical care. The adoption of an early warning system for heart patients following the implantation of a pacemaker or defibrillator demonstrates this.

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### 3. Evolution of Medical Sector

Ayurveda has survived for ages in the ancient times of India and it has been widely practiced since then till today and it can also be stated as a proof of the knowledge our ancestors possessed about medical sector. In 10th century AD, there was an inundation of physicians or hakims in India as it saw foreign invasions. Although the Portuguese introduced modern medicine, the British and French were the first to build hospitals. Allopathy and other medical streams received organized training in the 19th century. The Indian healthcare industry has progressed considerably. When the British ruled, they established dispensaries at district level for army personnel. And when India gained independence, there were a smaller number of hospitals available and it was evident that much more was needed to be done, beginning with providing healthcare to all citizens. Earlier, the health sector was not prioritized and was assigned with a small budget. Eventually, the establishment of a distinct health survey and planning committee, as well as the implementation of a five-year plan, yielded significant outcomes in terms of epidemic eradication and control. With these efforts, the health infrastructure improved, and criteria such as the number of doctors per 1000 people, the number of hospital beds per 10,000 people, the number of medical colleges, hospitals, and clinics all improved slowly but steadily. Later, the government accepted homeopathy, Ayurveda, Naturopathy, Yoga, Siddha, and Unani as valid alternative medical approaches. And in 2020, National Digital Health Mission was introduced, which is emphasizing on digitalization of medical sector or services that are to be provided.

### 4. Innovative Digitalization in Medical Sector

Followings are the main innovative technology is widely using in the medical sector:

1. *Wearable and IoT devices:* It can keep a track of patient's every movement such as breathe pattern, heart rate, calorie intake, time span of exercise. This helps caregivers to get a clear picture of patient's status and modify them accordingly. For instance, wearable devices can detect and notify doctors about patient's unusual electrocardiography pattern which eventually lesson down the risk of more complicated ailments. Devices such as health sensors and trackers are being used combining it with internet of things. It enables the patient to view their data on their devices. They have enabled the systematic advancement of personalized healthcare and will continue to be a major tool.
2. *Telehealth:* Tele health has been evolving since last few years. At the time of emergency, can treat a number of patients at a distance. Doctors can follow up with patients which reduces strain of last-minute appointment. Tele health is bringing to virtual health

care. Telehealth refers to the use of digital information and communication technology, such as computers and mobile devices, to access and manage health care services from afar. These could be technologies that you use at home or that your doctor employs to help improve or supplement health-care services. Some of the Best telemedicine software of 2022Mend, Doxy.me, AMC Health, swyMed, Teladoc.

3. *Augmented reality or Virtual reality:* Virtual and augmented reality seems to emerge right out of a science fiction novel with a purpose to help people with motor deficiencies. It has enormous potential to improve telehealth in the healthcare industry in 2022 by putting patients in the need of physical therapy and simulated environment. Therapist can gather more data to create better care plans for the patients with cognitive impairment. AR has also helped in making information available in 3D space in a doctor or surgeon's vision. Students can perform procedures to overlays and doctors can swiftly compare data to make diagnosis. The future of augmented reality depends strongly on its use in the healthcare industry in 2022.
4. *Genomics and gene editing:* It is a phenomenon that allows experts to manipulate rates that are inherited by new living cells. These traits of phenotypes determine the cell survival factor by influencing this phenotype through several techniques. Scientists advance in treatments to some deadly diseases including Duchene muscular dystrophy, heart disease and cancer.
5. *Big data and 5G:* Big data in healthcare refers to vast amounts of data generated by the adoption of digital technology that collect patient records and aid in the management of hospital performance, which would otherwise be too large and complex for traditional technologies to manage. Big data is going to change how healthcare providers collect data and the way doctors and patients communicate.
6. *Chat bots:* Chat bots are going to revolutionize the clinical processes and the business providing practical as well as clear measures for modifying and monitoring patients. Simple questions concerning the patient's name, address, symptoms, current doctor, and insurance information can be used to extract information from chat bots. Chat bots then save this data in the medical facility's system to help with patient registration, symptom tracking, doctor-patient communication, and medical record keeping.
7. *Telemedicine:* Telemedicine refers to the use of technology in medicine to provide care to patients who are located far away. A physician in one area utilizes a telecommunications network to provide care to a patient in another location. It can provide better access to all health care services, drive efficiency and revenue and lower health care costs.

8. *Cloud computing*: It will allow to store high volume of data for healthcare organizations at a lower cost. Cloud computing is the technique of storing, managing, and processing healthcare-related data on remote computers that can be accessed via the internet.

## 5. Role of Digitalisation in Satisfaction of Employees

Embracing the digital workplace is no longer a luxury. Instead, it is necessary not only to keep the staff happy, but also to attract the talent of the younger generation. In fact, it should be considered the evolution of the workplace. While making a change (which includes all the technologies, systems, and processes used by employees in most offices) may seem like a huge jump for most managers, it may be more natural than some might expect. Traditional techniques and methods used to achieve job satisfaction, such as Maslow's Hierarchy of Needs' Hierarchy of Needs, do not need to be excluded. Instead, they need to be redesigned to include digital to improve job knowledge. New HR technologies - from large HR and core business applications to emails, business communication platform, smart instruments and sites, and instant messaging - allow employees to engage, when and where, improve their knowledge and stay they were happy. For example, according to Deloitte, using online communication platforms that allow for information sharing across groups, businesses can generate 7% more productivity, while those using such internal communication tools often see a 20% increase in employee satisfaction. At the same time, advances in HR tech, such as robotic press automation, could cover the entire life cycle of employees - from hiring and retiring to leaving the company. It may sound absurd, but by embracing digital innovation - especially in HR - companies can improve human communication within the organization by building a healthy office culture and building strong staff relationships and loyalty. Just ask your staff: MIT Sloan Management Review reports that 80% of employees everywhere choose to work for digital leaders.<sup>1</sup>

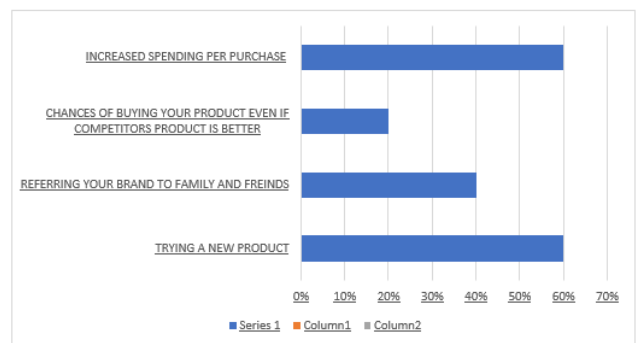
With the digital age comes an amazingly fast business environment. This is true not only of the organizations themselves, but also of the larger business environment: More than half of Fortune 500 companies have been acquired, terminated, or undermined by digital disruption. Not surprisingly, given the tremendous and growing impact of digital production, keeping employees motivated is a key factor in business success. It should be noted that for most employees - as well as managers and supervisors - the "digital" workplace is built on more than just the tools and technologies available. According to a joint annual C-suite survey conducted by MIT and Deloitte, a crucial factor for employers who are ready to use digital trends is to provide resources and opportunities for employees to develop digital technologies and skills. The report found that employees

in companies that fail to provide these opportunities are more likely to leave five times a year.<sup>2</sup> Indeed, as digital transformation affects every aspect of the way we work, HR leaders need to make sure they are ready to be the cause of this change. They must be diligent in redesigning their HR organization's strategy - especially by utilizing all the benefits of innovative technologies - in order to bring the HR performance model into the digital future.<sup>3</sup>

### 5.1. How digital transformation has lead to a change in customer satisfaction

Digital transformation is all about integrating the digital technology in different and all areas of business which results into fundamental change in operations of the business and the value it delivers to its customers.

Digital technology has also changed the consumer's habits. Mobile devices, applications, machine learning, automation and much more allow customers to get what they want as soon as they need it. In addition, this new digital technology has led to a change in customer expectations, which has led to a new modern consumer.<sup>3-5</sup> Today's consumers are always connected, born in the app, and know what they can do with technology. Because of the opportunities arising from the use of modern technology, customers often measure organizations with their digital customer knowledge first.

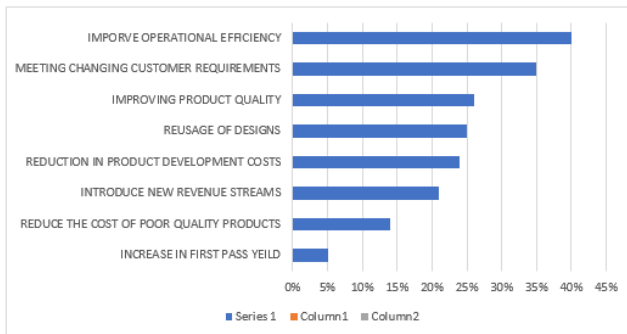


Source: Data collection source. ([www.google.com](http://www.google.com))

Fig. 1: Benefits of customer satisfaction and engagement.

## 6. Conclusion

The innovation and digital health are the future of each sector. New opportunities and breakthroughs, along with appropriate regulation and enhanced the efficiency and performance, can help the healthcare industry deliver on the promise of digital health more empowered individuals who have access to better treatment and experience better outcomes at a reduced cost. While there are still some barriers to providers adopting digital health technologies widely, the pandemic has demonstrated that with more regulatory flexibility, innovation can coexist with privacy



Source: Data collection source. (www.google.com)

**Fig. 2:** Benefits of adoption of digital models for various companies.

and security, and digital health can help providers provide more personalized care, increase patient engagement, and achieve better health outcomes. For this, many organisations are using robotic process automation in managing their customer and operating activities at their workplace to motivate and improve the efficiency and capacity of their employee's so they may atleast manage their work life balance and give bet to their organisation.

## 7. Source of Funding

None.

## 8. Conflict of Interest

None.

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