Overcoming Hurdles In The Growth Of Telemedicine

The advent of telemedicine in the health care industry has been a recent phenomenon. Despite this, in a very short period of time, it has proven to be a revolutionary concept which has been adopted by several institutes and health bodies worldwide. Many health care institutes have benefited by this advanced technology. Using telemedicine, the remote patients have begun getting quality treatments. Recent advancements in telemedicine technology has made this concept practically acceptable As an example, earlier the maximum resolution of digital cameras was limited to less than 2 mega pixels. Eight mega pixels digital cameras are now readily available at affordable costs. The physicians no longer have to compromise with the quality of images for diagnosis which would have otherwise restricted them to rely on traditional means of diagnosis. Similarly, the increase in network bandwidth has facilitated the sharing of digital data across various places with relative ease. A physician can perform the tasks with the same impact as he has been doing so with conventional means. This being said, though the awareness has increased in last couple of years, it still hasn't gained widespread presence in healthcare systems. Everybody in the healthcare field is anxious to know the reason why?

Despite its promising potential –

- **Why hasn't telemedicine penetrated further into the healthcare system?**
- **What prevents medical practitioners from grabbing the potential of telemedicine?**

Based on our market research, there are several reasons. The most important of them are:

1. As an industry, we have done a poor job of not offering the true glimpse of telemedicine system to medical practitioners and convincing them to use it for improving their efficiency and reach.

2. The growth of telemedicine has been hampered by high setup costs and complex technology.

3. The available telemedicine systems in the market are very costly because the cost has been ballooned by overheads associated with acquisition, installation and operation.

At Medisoft we have recognized that a physician believes -

- **Telemedicine is a complex technology and requires specialized knowledge.**

- **Telemedicine requires lot of funds and human resources to run the project.**

Medisoft has taken up the challenge to change the above perceptions by eliminating the complexity surrounding telemedicine. As per Medisoft, the following are the parameters which can help you accomplish this goal:

- In any telemedicine system, the software is the only specialized component. The other entities such as computer, medical equipments and peripherals, communication equipments, will be convenient and cost effective if procured locally. Telemedicine must also support generalized equipments such as a standard scanner, web camera, digital camera, medical equipments etc. One should not require specialized hardware with the telemedicine system.

- The software must be easy to use. It must proactively guide users to navigate within its functionality. The vendor must provide glimpses of the software to win confidence of prospective users. This can be done by offering demo versions to the users for a limited period of time. Additionally, user should ask for demonstration version to vendor and try to handle the system independently.

- The software should be easy to install such that even a user with basic computer knowledge can install the telemedicine system independently. This will save a lot in financial terms and also encourage the user to use it.