

EHMA 2024

Shaping and managing
innovative health ecosystems

Online presence of family doctors and institutions in primary healthcare

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Politehnica University of Bucharest, Bucharest, Romania

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Key points

- Online presence
- (1) Primary healthcare managers: communication and resources
- (2) Family doctors: online presence and infodemics
- (3) Doctors' professional use of social media
- Conclusions

Online presence in healthcare

Personal and institutional image

Internal and external communication:

- Connecting with consumers
- Promoting the institution's image
- Conveying important health messages



Primary Healthcare — influences the image of the Healthcare system

(1) PRIMARY HEALTHCARE MANAGERS

Managing the image of PH institutions

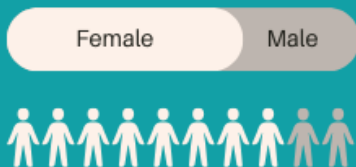
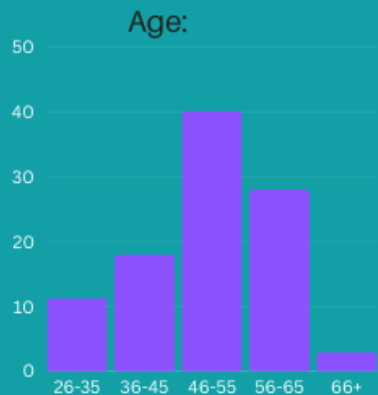
Respondents:

396

(2021-2022)



Public sector



(2) FAMILY DOCTORS: ONLINE PRESENCE AND INFODEMICS

KAP on infodemics

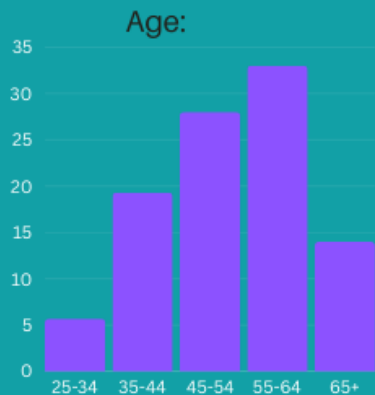
Respondents:

331

(2022-2023)



Urban area



(3) DOCTORS' PROFESSIONAL USE OF SOCIAL MEDIA

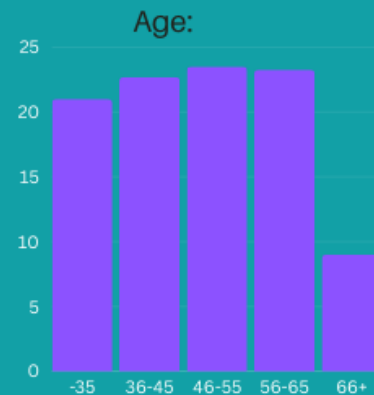
Respondents:

988

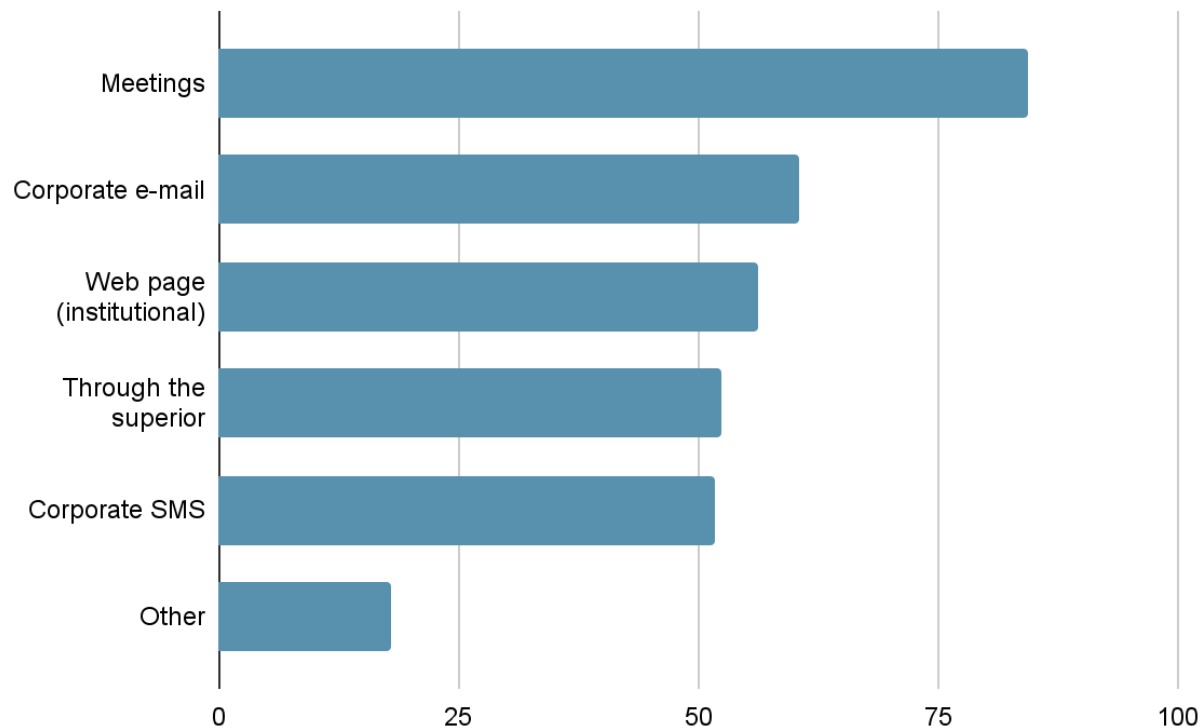
(2022-2023)



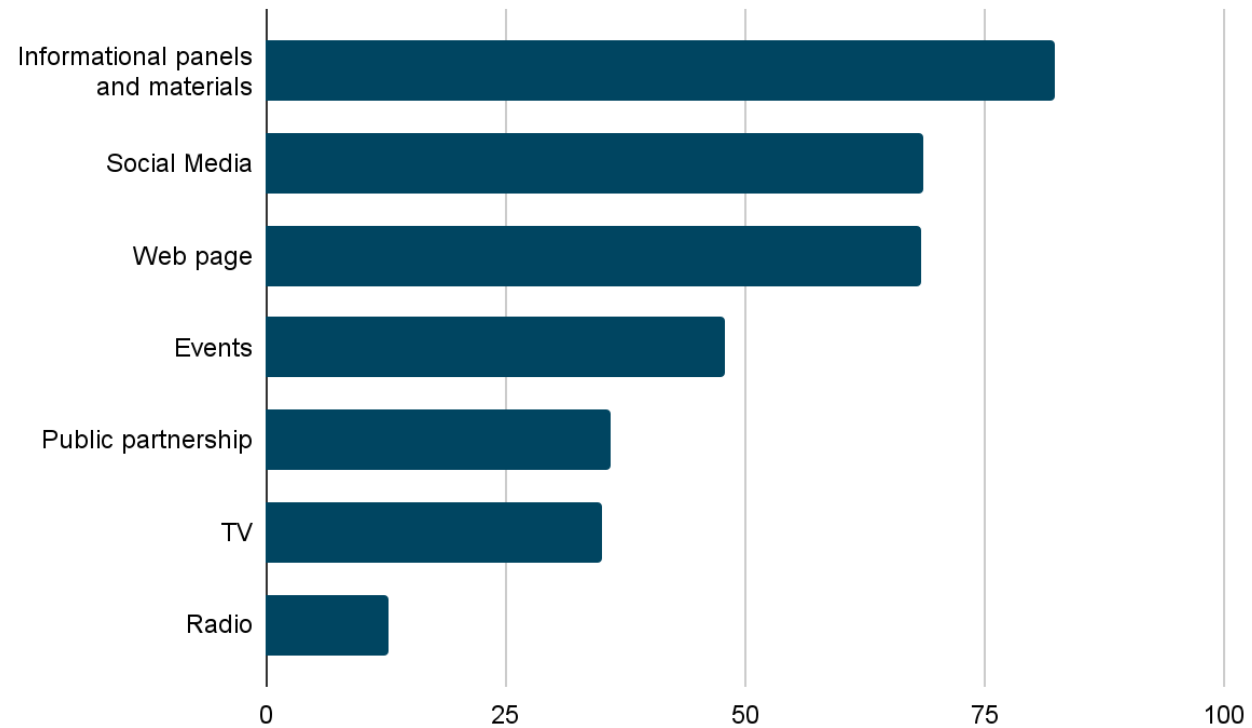
Urban area



1. Primary healthcare managers: communication

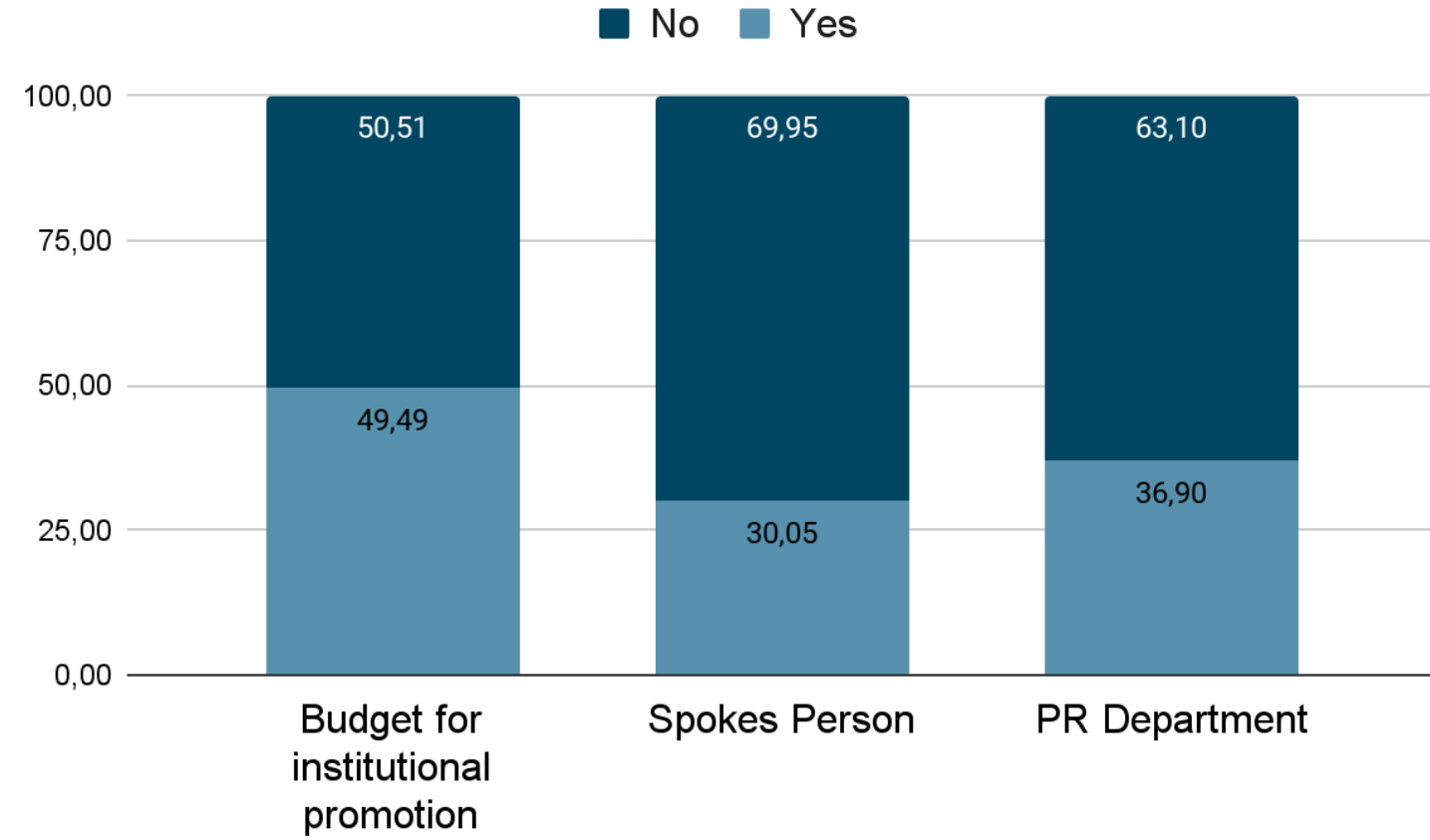


Internal

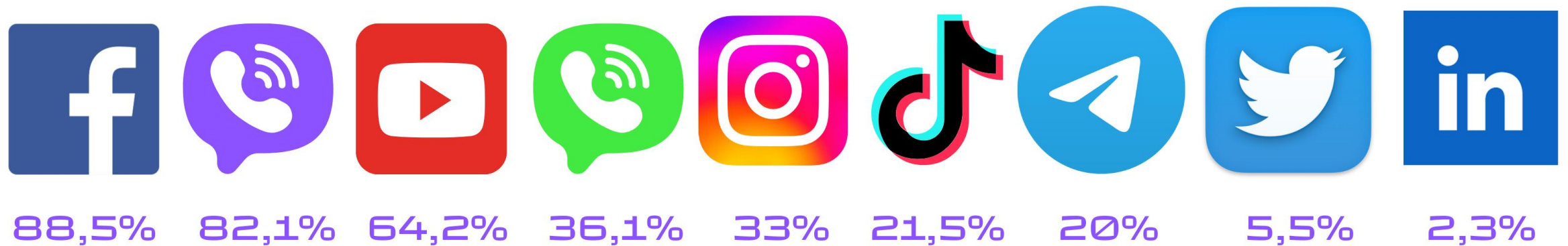


External

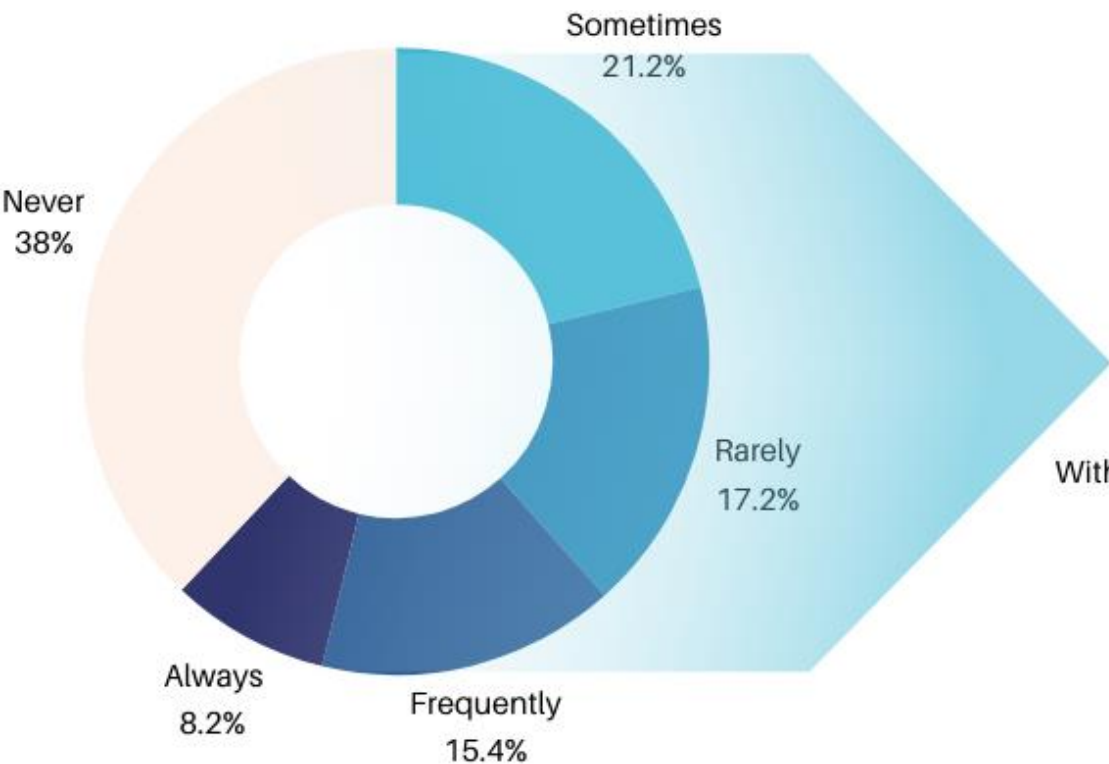
1. Primary healthcare managers: resource



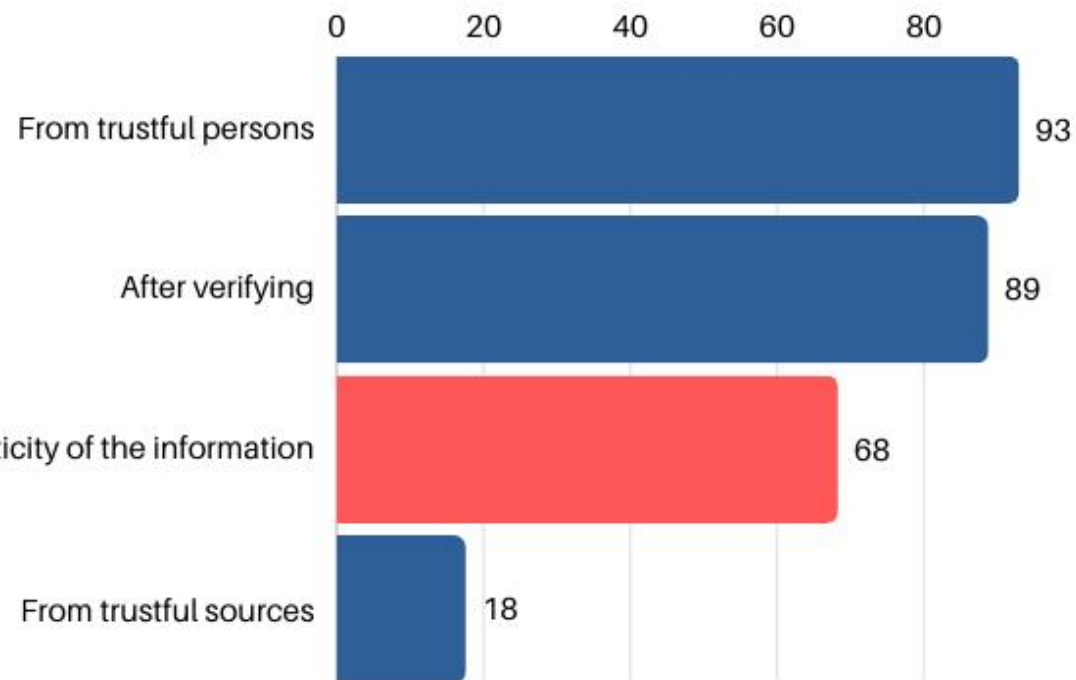
2. Family doctors: online presence



2. Family doctors and infodemics



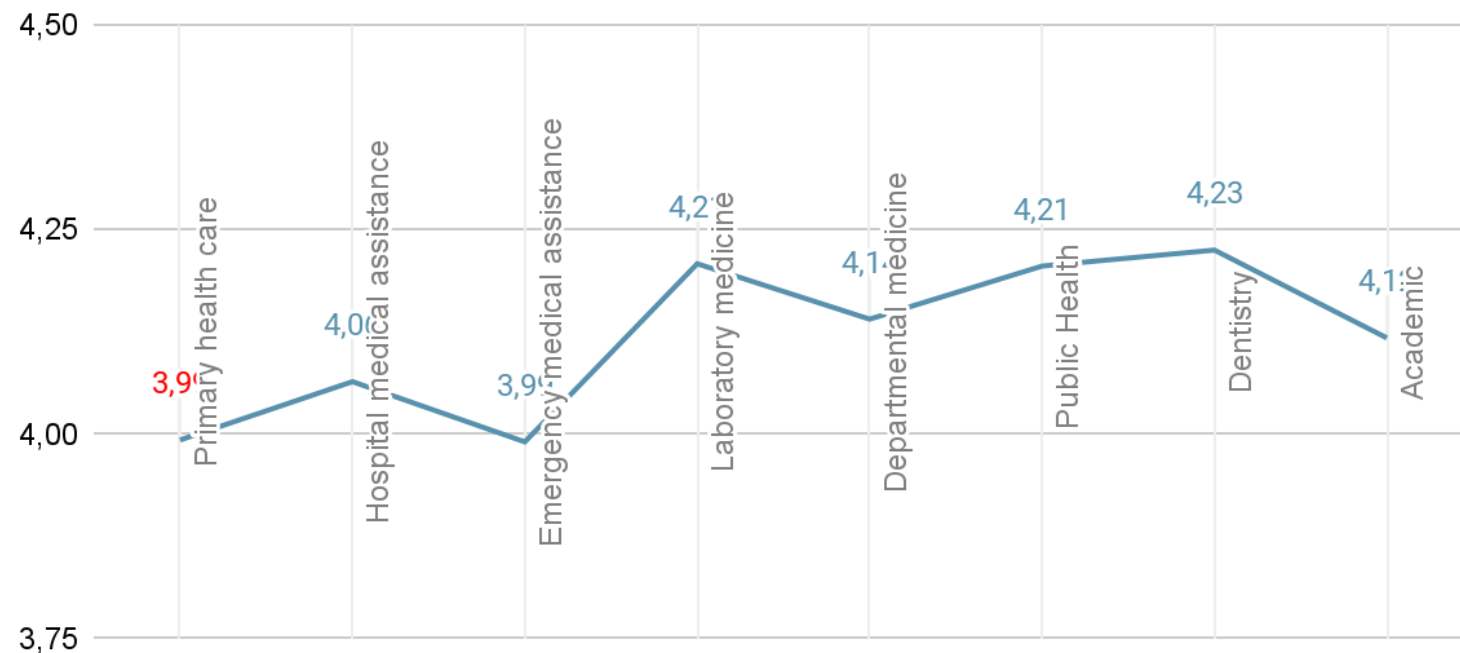
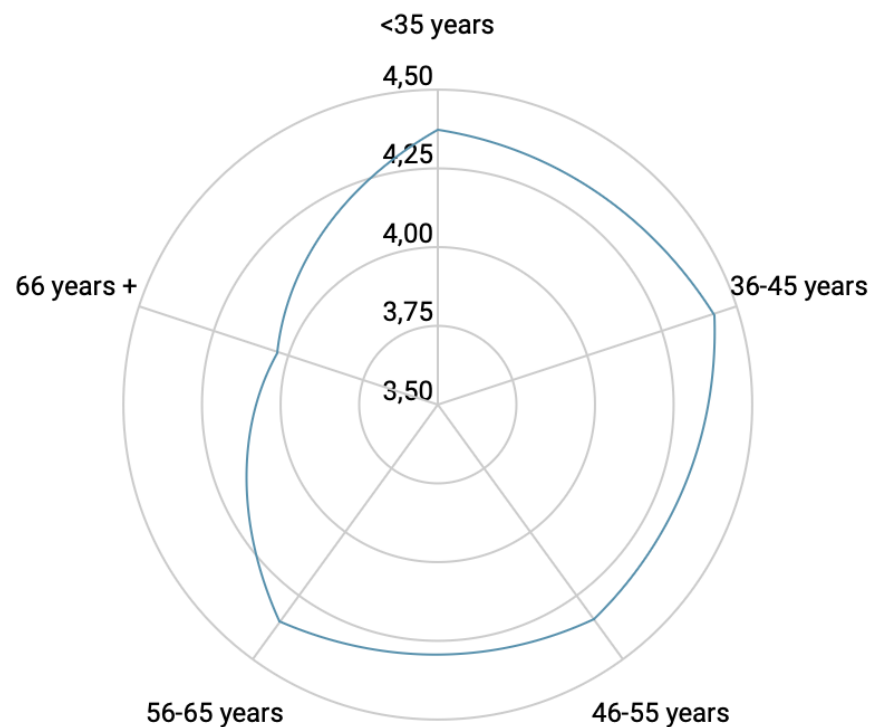
Without checking the authenticity of the information



Sharing Covid-19 info on

SM

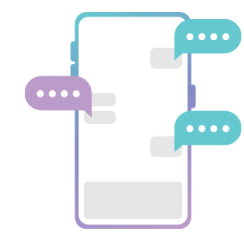
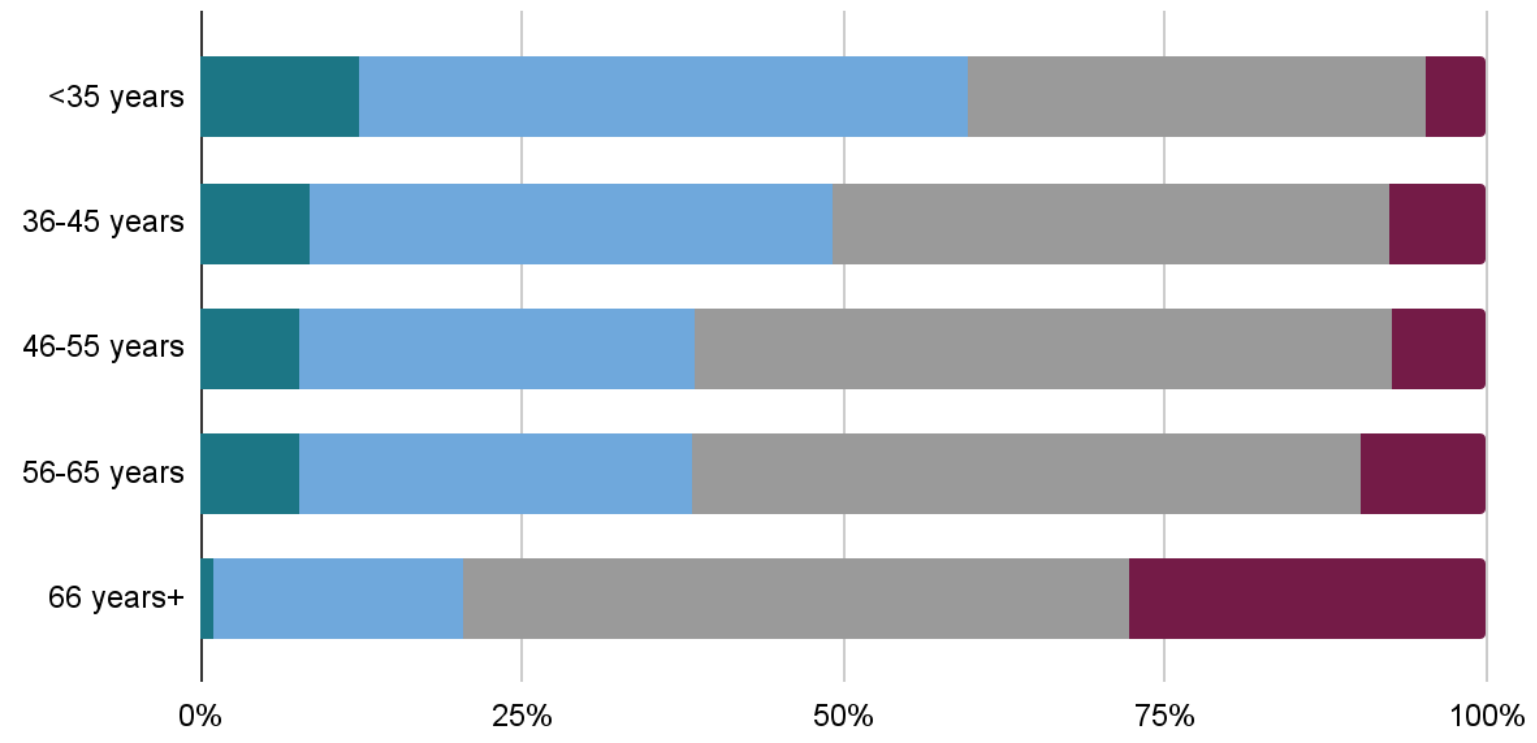
3. Doctors' professional use of social media



*Efficiency of SM in
healthcare*

3. Doctors' professional use of social

■ Active users who create content frequently ■ Active users who rarely create content
■ Passive users ■ Do not use SM at all

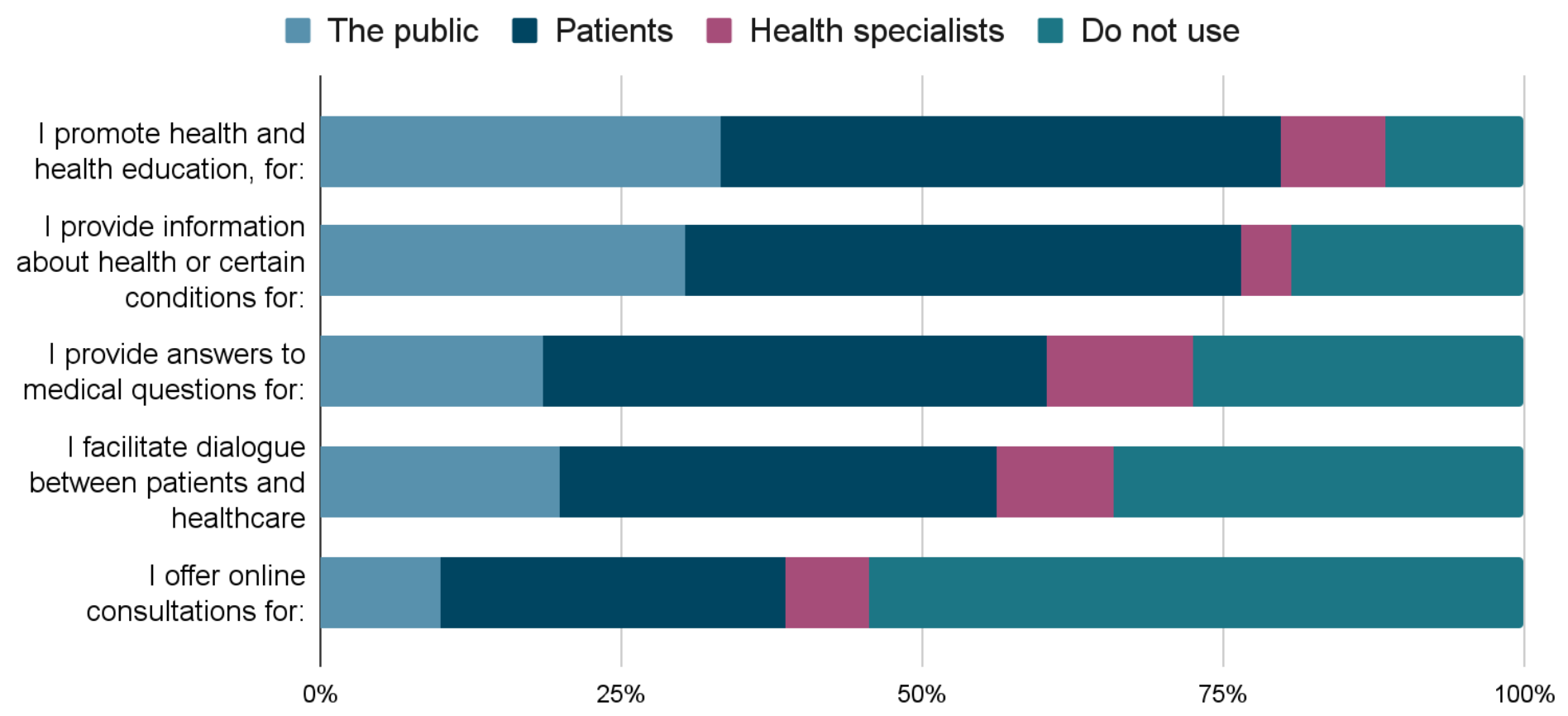


35,1%

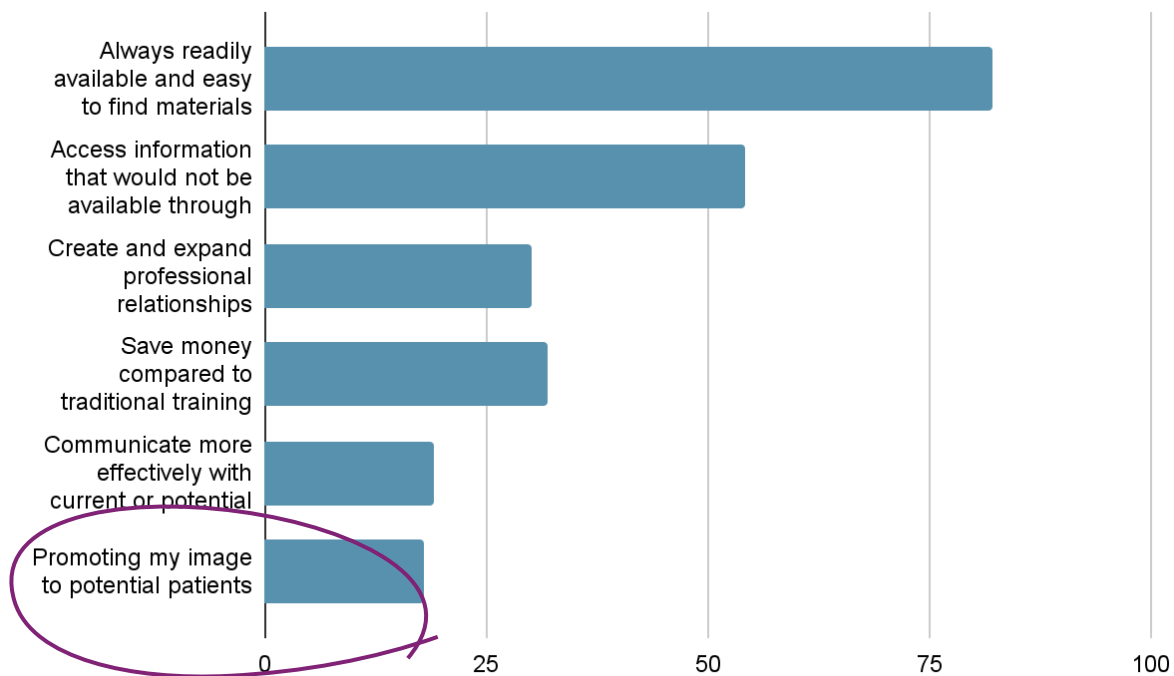


9,6%

3. Doctors' professional use of social media

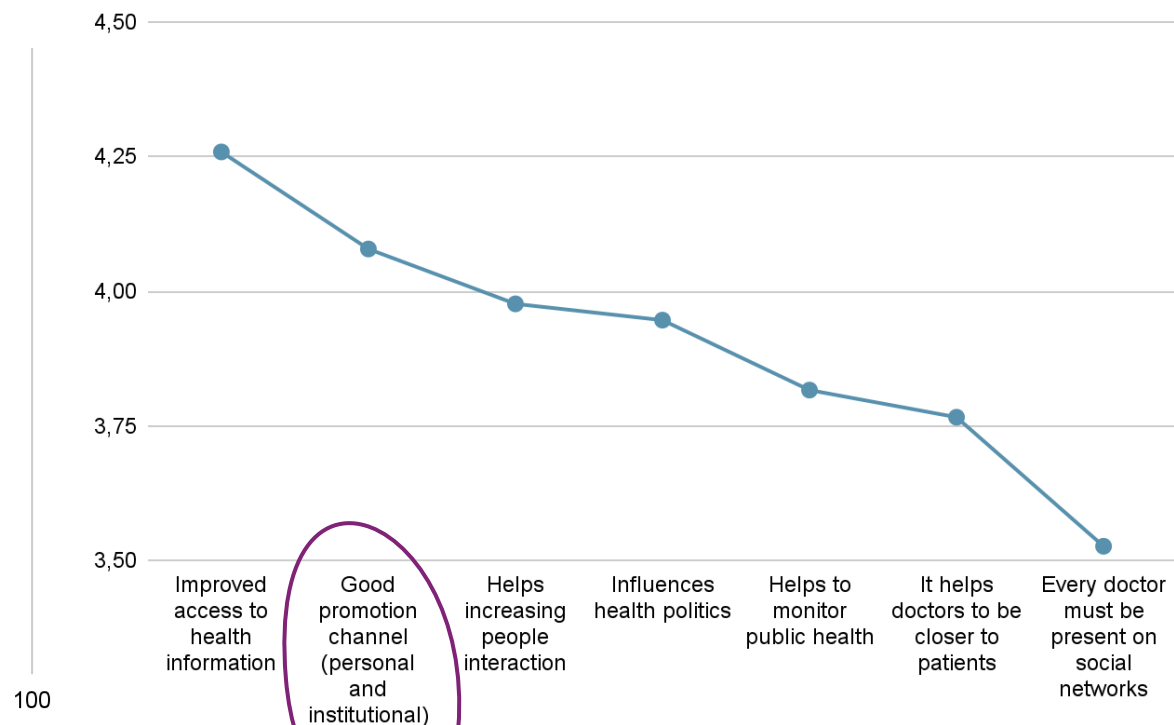


3. Doctors' professional use of social media



Advantages of

SM



Attitudes regarding

SM

Conclusions

- Primary healthcare managers acknowledge the widespread use of online tools
- A lack of marketing capabilities in the sector
- Family doctors face challenges in correctly disseminating health information
- FD attach little importance to the online promotion of personal and institutional images
- The elderly and those in rural areas manifest increased reluctance toward online presence

There are opportunities for increasing the online presence of family doctors



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Thank you

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