

# Digitally Connected to my Patient

February 2019 • Volume-3



## EDITORS

• Dr. Vinita Gaikwad • Dr. Mukesh Gupta

## ABOUT TIMSCDR

The Thakur Educational Group comprises of three Trusts namely Thakur Educational Trust (Regd.), Zagdu Singh Charitable Trust (Regd.) and Zagdu Singh Educational Trust (Regd.) managed by the Thakur family and runs 16 Institutes located in Kandivali, western suburb of Mumbai.

TIMSCDR (Thakur Institute of Management Studies, Career Development and Research) is dynamic institute striving to provide quality higher education. The institute is an ISO 9001:2015 certified providing three years MCA (Master of Computer Application) course. All possible ways of acquiring academic insight and undertaking appropriate academic initiatives are explored at the institute. TIMSCDR also has an ISTE (Indian Society of Technical Education) chapter.

TIMSCDR is organizing International Conference ICAIM-2018 which serves as a platform for gathering all academicians, industrialist, researchers and professionals in the disciplines of Information Technology, Medicine and Industry.

## ABOUT AMC

The Association of Medical Consultants (AMC) was established in 1972 by a small group of energetic active and concerned medical consultants from distant suburbs who often assembled and animatedly discussed their common problems. Over the years, the immense need rose for an organisation of this nature and the Association grew rapidly. It is now one of the fastest growing Associations of Specialist Doctors in Mumbai and boasts of a membership strength of more than 9000 Medical Consultants. AMC represents Consultants practicing at corporate and non corporate Tertiary care referral Hospitals (both Government and Private) and individual Consultants practicing through their own consulting rooms, Clinics & Nursing Homes spread across Greater Mumbai, Navi Mumbai and Thane districts. It is recognized as a frontline Medical Organization and is an important opinion making body which addresses vital public health and professional issues facing the medical profession in general and medical consultants in particular. AMC has effectively brought together consultants of various disciplines on one platform and aims to highlight and offer solutions to all the important day to day problems faced by consultants.

## ABOUT MACCIA

Maharashtra Chamber of Commerce, Industry & Agriculture (MACCIA) is the Apex Chamber of the State. The Chamber plays a pivotal role in supplementing and augmenting the efforts of Government for the economic development of the State and advancement of its people. With more than 3500 direct Members, comprising of large, medium and Small-Scale Industries, Traders, Agriculturist and Professionals, MACCIA is the only Chamber in Maharashtra, which has deep-roots in all the 35 Districts encompassing 35 Talukas of Maharashtra. In addition over 800 Local Trade and Industry Associations and professional bodies having collective membership of over 700,000 business organizations from all over the State are affiliated to the Chamber and thus it virtually functions as the State's Apex Chamber.



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# Forward



**Dr. Vipin Checker**  
President – AMC

Use of Social Media in our day to day lives has become indispensable. Our patients today represent a sophisticated category of customer, loaded with information regarding their health issues along with an advance treatment plan even before they hit the Doctors clinic. This is possible because they are well equipped with easily available Information Technology tools like Google, Instagram, YouTube, etc. Doctors too must well aware about the use of Social Media tools so that their patients (customers) are always satisfied not only with the treatment plan but also the way it is been communicated to them.

AMC has been proactively involved in training their Doctors in the use of the latest trends in Information Technology. DIGITALLY CONNECTED TO MY PATIENT is third in a row IT Training program in association with TIMSCDR.

I wish the Doctors from AMC attending this unique training program the very best. The training provided by the team of TIMSCDR Professors will surely enrich the IT knowledge of the participants of the workshop so as to make best use of Social Media during their daily practice.





# Preface



**Dr. Mukesh Gupta**  
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**Dr. Vinita Gaikwad**  
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**A**n Apple a Day keeps the Doctor Away - is true as long as we take good care of our health by following proper eating habit and regular exercises. However, we do land up at the Doctors clinic irrespective of our healthy habit efforts.

Every patient is eager to know What, How, Why and What Next with respect to their health issues. With limited knowledge acquired by the means of Social Media Tools, the Patient looks forward to a Healthy conversation with the Doctor during their clinic visits. Most of the times, during the conversation, trying to prove to the Doctor that they already know what would be the prospective treatment plan and are excitedly waiting for the Doctor to approve it. After getting the authentic treatment plan, they are further eager for follow-up visits till they are not completely well. Being connected to our Patients and communicating with them is important in today's world.

In such times when the Patients are self acclaimed Doctors and are keen on communicating with their Doctors, use of Social Media Tools plays a prominent role. Every Doctor should include in their daily practice, the use of Social Media Tools to well communicated with their Patients.

Digitally Connected to My Patient explains the application of simple Social Media Tools by Doctors, which are also used by Patients, to make sure that they remain connected and well communicated with their Patients.



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# Omnichannel Communication: Seamless Communication with your Patient

In an increasingly digital world, healthcare providers too, like other businesses have to strive to keep their customers i.e. patients engaged online. Omni-channel communication refers to the significant shift toward more personalized, one-to-one communication through the multiple channels and devices that an individual might use — both online and offline. The customer can transition from shopping online on a desktop or mobile device, to the phone, or a brick-and-mortar store, and the experience will be seamless. To adopt omnichannel communications, doctors need to deliver the same experience by aligning their messaging, objectives, and design across each channel and device across every brand touch-points and platform. So this means consistent messaging and branding across channels, including mobile apps, social media accounts, website and print. This allows patients to migrate from channel to channel in a consistent and seamless way. Another advantage of omnichannel communication is that you are able to connect with the patient through a medium in which your patient is comfortable and provide a personalized experience to your patient. It also helps in improving patient outreach, quality customer service and support, reducing patient wait time.

# Google My Business

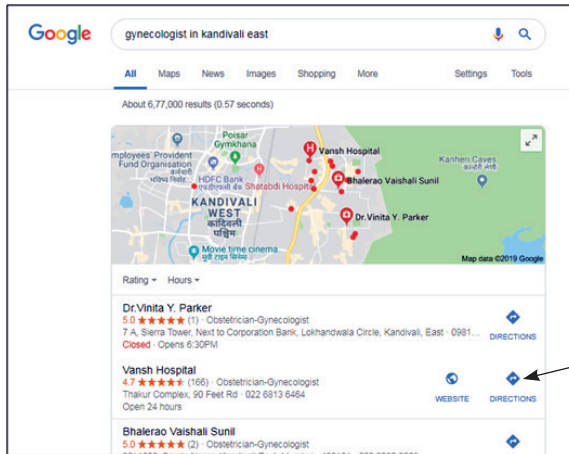
## What is Google My Business?

Google My Business is a free tool offered by Google that helps small businesses create and manage their Google listings on Google owned properties such as Google Search, Google Maps and the Google+ social network. It helps business attract new customers and share information and interact with them.

## Why Google My Business for Doctors?

Google My Business makes it easy for patients to find you! When a patient makes any health related search on Google, Google gives preference to health care providers located closest to the searcher’s physical location. So if a patient searches on “Doctors in Kandivali”, based on the data provided by doctors in a verified Google My Business profile, Google displays 3 most relevant search results on the basis of proximity of doctor’s hospital/ clinic to the patient’s search location.

This means if a patient types into Google and you have a Google My Business account, your practice has an opportunity to appear as a top listing.



## How to list with Google My Business?

Steps to list your business on Google:

- a. Sign-up on Google My Business and create a new listing.
- b. Enter your business name and address in the search box. Select a listing amongst the suggested matches and provide the necessary information.
- c. Verify your business: Google verifies your business location by sending you a postcard with a verification PIN within 1-2 weeks.
- d. Complete verification by submitting verification PIN online.

## Local SEO and Google local 3-pack

Local Google search results are determined based on relevance, distance, and prominence. As stated earlier, when a patient searches for a medical provider on Google, instead of showing doctors nationwide, Google uses the patient's location to display top three Google My Business profiles of doctors near the patient in the form of a map indicating clinic/ hospital location alongwith theirbasic information (name, address, phone, website, directions). This is known as Google's "3-pack".

Google My Business is important for local SEO. There is no way to pay or request a better ranking in Google local search results. Hence it is important to have your Google My Business profile created and make sure it is complete, concise and consistent. Given below are few pointers to make your profile impactful.

### 1. Add A Consistent NAP

It's important to have a consistent name, address, and phone number (NAP) on your Google My Business page as well as on your website and around other social media on web. Google checks each citation of your NAP around the web, and if there are inconsistencies, your search ranking becomes low.

### 2. Add A Consistent URL

You should list URL of your website, rather than that of a social media page. Using a consistent URL is just as important as a consistent NAP. Google crawls your web page and all mentions of your practice on the web. If it finds what it views as inaccuracies—mismatched URLs, multiple phone numbers, or different practice names – it won't place you in the local pack.

### 3. Claim Your Business

Complete your verification process to get in the list of verified businesses.

### 4. Complete your profile

Complete every part of your profile. Avoid leaving any blanks when you fill out your information.

### 5. Add Photos

To personalize your profile page, add either your picture or your practice's logo, or any other relevant image.

### 6. Add Videos

To add video to your Google My Business profile, simply navigate to the "Photos" tab from your GMB dashboard and then select "Video" from the top toolbar. This allows doctors to give prospective patients even better assurance to base their decisions.

## 7. Choose Your Categories

Categories help you appear in search results when a patient searches for something like “neonatal doctor.” Make sure your category is relevant.

## 8. Add Your Hours

Potential patients will find it helpful if you post updated hours on your Google My Business page. They’ll know what times they can call or visit.

## 9. Write A Concise About You Section

Include a few sentences about you and your practice on your page. Avoid keyword stuffing but articulate in a manner such Google and your patients can easily understand what you do.

# Website

## 1. Why Doctors should have their own website?

Your medical practice website is where you make a first impression on potential patients and connect with your existing patients. It’s an important part of growing your medical practice and helping your patients lead healthier lives. A website other serving as your face in the digital world also helps you outreach your patients and connect to them. Multiple purposes that a medical website serves -

- a. Many people use the Internet to find physicians.
- b. More and more people are searching for reliable online health care information. If you provide this information on your website, your patients know they can trust it, rather than relying on unreliable and irrelevant information.
- c. Well-informed patients improve physician-patient interaction.
- d. Reduces the amount of time your staff spends on the phone by providing basic information such as directions, scheduling instructions, answers to commonly asked questions, etc.
- e. Allows you to easily and quickly communicate with patients about new services and offerings.
- f. Enhances the patient experience by providing downloadable patient forms, online bill pay, patient portals, etc.

## 2. Must have features on website

A patient’s perspective should be taken into consideration while designing a medical website. All features that helps patients make informed decisions and manage their treatment in as convenient manner as possible should be included in the website. Some features desired in a medical website are mentioned below.



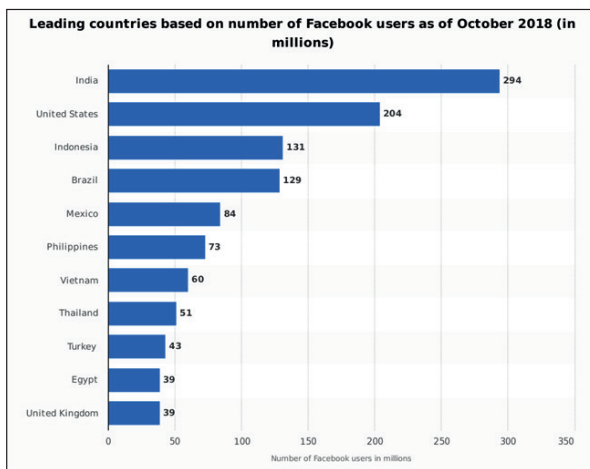
- a. Online Appointment Scheduling
- b. Contact and Location Information
- c. Opening hours
- d. Services and Specialties
- e. Doctor and Staff Directory with Credentials
- f. Patient Resources (patient forms available for download before the appointment, up-to-date accepted health insurances, payment options, and general instructions for new patients)
- g. Social Media Integration
- h. Patient Testimonials
- i. Patient Expectations and FAQ's
- j. Blog or News page

Finally, Google Analytics is a free product that tracks visitors to your website, and can tell you how many visitors came to your website from a site like Facebook or YouTube, or their demographic information etc. Use this information to further upgrade and enhance your website.

## Facebook

### 1. Why Facebook for Doctors?

Facebook is the most popular social network worldwide with India leading in the number of Facebook users.



**Fig.1: Leading countries based on number of Facebook users as of October 2018 (in millions) [Source <https://www.statista.com>]**

Furthermore, Mumbai has the highest Facebook user base in India with 3.7 million FB users. This makes Facebook a very attractive medium to connect with your patients as they spend substantial amount of their leisure time on it. In fact, more than 50% active Facebook users log in to their accounts every day. People are relying on Facebook for healthy living ideas, such as diet and exercise, to find health events, and to view health education videos from hospitals, or other healthcare providers.

## 2. How to use Facebook to connect to your patients?

We look at how you can use Facebook to connect with your patients to build strong, long-lasting relationships.

**Talk to existing and potential customers** – You can share relevant health information that is actually useful or interesting to other users. This increases your credibility and promotes your business by building long-term relationships with other users. For example, a healthcare provider could post tips for avoiding a disease, timing them according to when particular health issues arise (e.g. dengue in monsoon).

**Provide patient support post surgery** – Patients can post post surgery questions on your Facebook wall, and your staff can answer them there. This is often more efficient than staff answering phone calls and allows other patients to read common questions and answers without having to approach you individually.

**Encourage User-Generated Content** – You can ask your patients to share their experiences, reviews or stories on your Facebook page. (e.g. cancer survivor story) or you can make them participate in a poll. This causes a ripple effect, producing an even higher percentage of people seeking you out.

**Use variety in content** – Use all types of posts to engage with patients – share lists prepared by you (e.g. list of instructions for diabetic patients), photos (e.g. pre and post photos after a cosmetic surgery), videos (e.g. video on significance of MMR drive for kids), polls (e.g. take opinion of your patients).

**Facebook can steer traffic to your website** – You can include a link to your website on your Facebook page. Patients who come to your website from Facebook are likely to be more receptive than the average visitor, because they already know something about you and were motivated to click the website link.

**Use Facebook Live Video** – Facebook Live Video enables you to have a live and engaging conversation with your followers. You can even gauge how they like your live broadcast by watching their live reactions roll over the screen.

## YouTube

### 1. Why YouTube for Doctors?

According to a survey of 2,790 healthcare professionals conducted by AMN Healthcare, YouTube is the second most popular social site for networking among

physicians and allied healthcare professionals. Videos are useful for testimonials, hospital information, physician profiles, explaining benefits of a procedure or service and many other purposes. It is a way in which doctors can avoid repeating same contents to patients. The Doctors can create informative videos, such as disease and disorder guides, useful for patients and load them on YouTube. According to Google Think, approximately 1 in 8 patients use online video to research hospitals, health insurance, and health information.

Globally, YouTube is being used by major healthcare companies such as American Cancer Society, GE Healthcare, Novartis, Mayo Clinic etc. In India healthcare professionals and hospitals are yet to exploit this medium. Very few companies like Vicks India, Essilor India have their own YouTube channels and that too are majorly being used for their brand promotion rather than to create healthcare awareness.

## 2. How to use YouTube to connect to your patients?

**Targeted audience to your website** – A person who watches your videos is already interested in your information and wants to know more — before they arrive on your website.

**Builds trust** – Say, you show a patient about to have a surgery a video of the procedure. Patients has clarity on the procedure and is prepared for what will happen. This also builds trust in patient.

**Build your channel** – A YouTube channel is like a mini-website on YouTube where patients can see all your videos. Make sure all of your videos, including your channel trailer, align with your branding.

**Focus on the content** – Your brand should correspond to the type of content you produce. You'll want it to convey the essence of what viewers can expect to see now and in the future.

Finally, YouTube offers free tracking and analytics features built right into your account. Statistics like viewers per month, number of subscribers to your channel, and where viewers looked at your videos (desktop versus mobile), are calculated for you.

## To summarize :

1. Create your own website
2. Create your Google My Business profile
3. Choose and create your social media accounts
4. Interlink your website and social media accounts
5. Update regularly
6. Engage your patients on a regular basis
7. Track your results using Google Analytics



# Live Facebook Session: Live Engagements

## What is Facebook Live?

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going. Facebook has just made it easier for anyone with a smartphone to jump on the live streaming trend.

## Why Facebook Live for Doctors?

### Phoenix Children's Hospital

In August 2016, Phoenix Children's Hospital became the first children's hospital to Periscope a live surgery. They broadcasted a live pectus excavatum repair of a 13-year-old boy.

### OU Medicine Live

This hospital system in Oklahoma uses its live stream channel to broadcast its own talk show, "OU Medicine Chat." Each episode has a single topic, geared towards either other medical professionals or lay people, and range anywhere from ten minutes to half an hour.

## Mount Sinai Chamber Music Concert

Four Mount Sinai doctors, who often perform chamber music concerts for patients and staff recently broadcast one of their concerts live on Facebook via its Facebook Live app for patients.

## Royal London hospital live streams virtual reality surgery

In April 2016, the online surgical training site Medical Realities was the platform for live streaming a virtual reality surgery performed by Dr. Shafi Ahmed. Dr. Ahmed had previously used Google glasses to stream a surgery, so students and other medical professionals could see the procedure from his perspective.

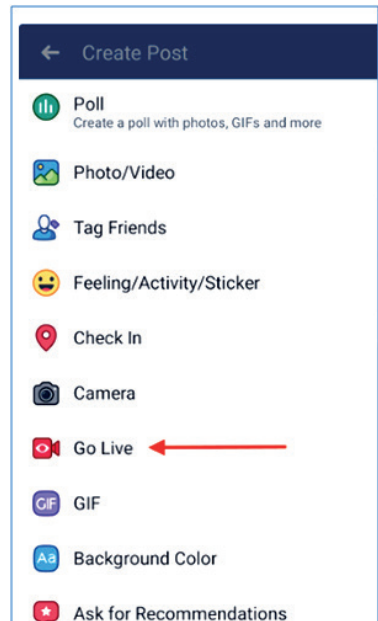
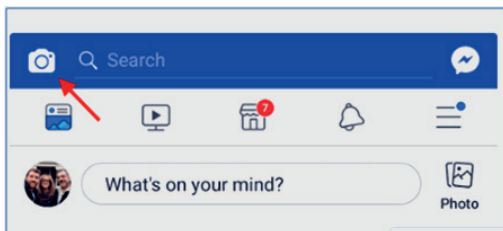
## Children’s Hospital of Wisconsin

This hospital describes its live video as a “key component of [their] social medial strategy.” They use it to let patients share their own stories, share some procedures and host a chat show, similar to the OU Medicine hospital system’s live stream channel.

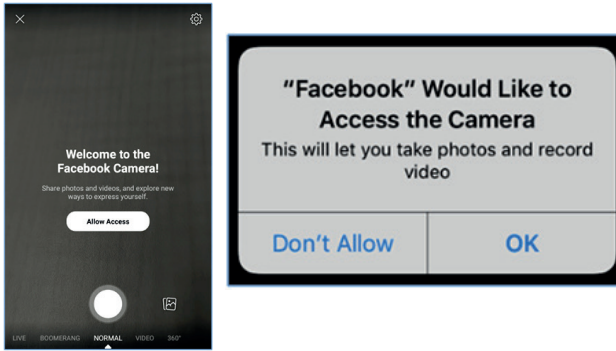
## Facebook Live using mobile device

The following steps will teach you how to go live on Facebook mobile:

1. Open Facebook Account
2. Tap the camera icon to the left of your search bar or Open up the status bar by tapping the text that reads “What’s on your mind?” Then, select the “Go Live” option from the menu, as shown below figures.



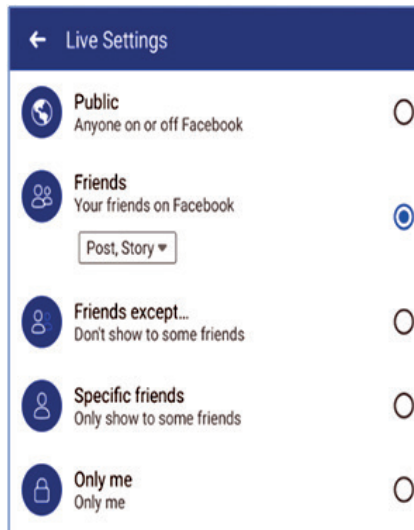
3. Give Facebook access to your camera and microphone when prompted. Once you permit Facebook to use your mobile camera, you'll be asked to permit use of your phone's camera content, as shown below.



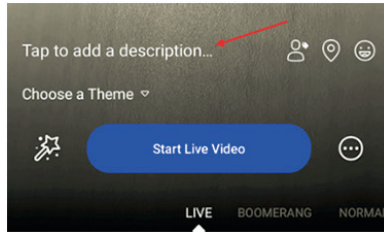
4. Switch to "Live" on the bottom of your camera screen.



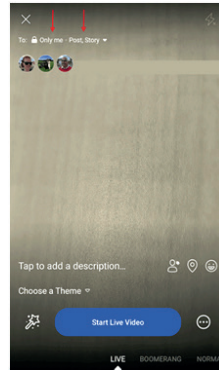
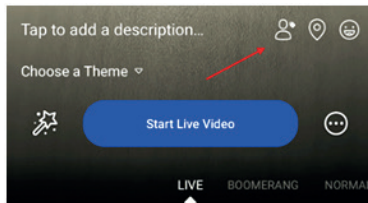
5. Choose your privacy and posting settings.



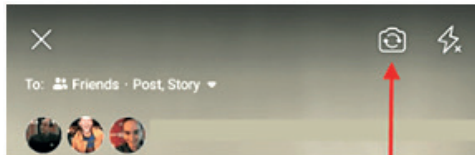
6. Write a compelling description.



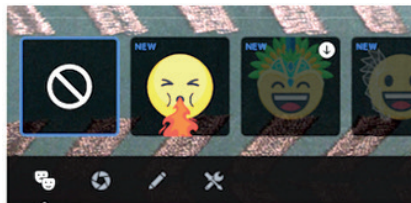
7. Tag friends, choose your location, or add an activity.



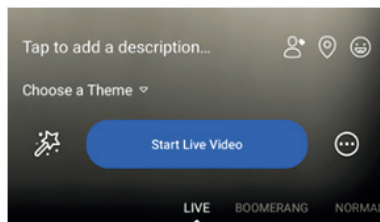
8. Set your camera's orientation.



9. Add lenses, filters, or writing and drawing to your video.



10. Click the blue "Start Live Video" button to start broadcasting.





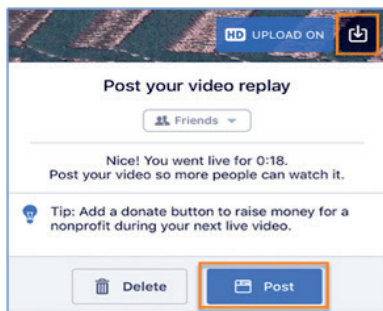
11. Interact with viewers and commenters.



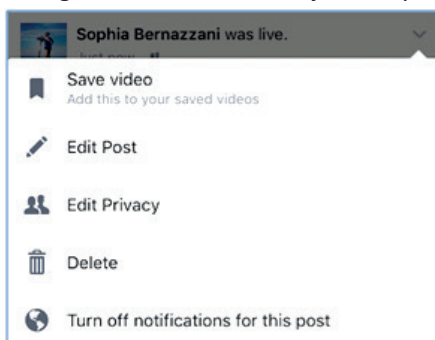
12. Click “Finish” to end the broadcast.

13. Post your reply and save the video to your camera roll.

Once you finish your broadcast, you’ll be met with a screen like the one I’ve screenshot below. If you want to post it, that will enable others to view your video once you’ve stopped broadcasting.



You can always go back to the post on your Timeline or Page and edit the description, change the privacy settings, or delete the video, just like you would any other post.

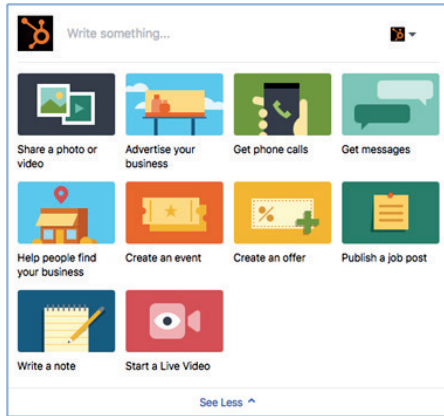


## Facebook Live using desktop

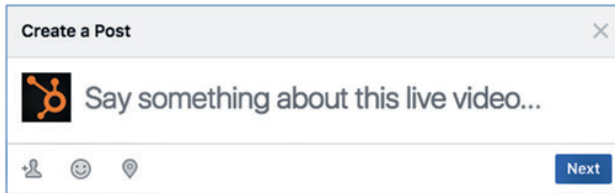
If you have Facebook Page for your brand, you can also broadcast live from a desktop computer. This isn't as spontaneous as broadcasting from a mobile device (and, obviously, isn't as mobile), but this could be a good option for filming more static broadcasts.

The following steps will teach you how to go live on Facebook mobile:

1. Go to your Page and tap the "Write something" box, as if you're writing a new post.



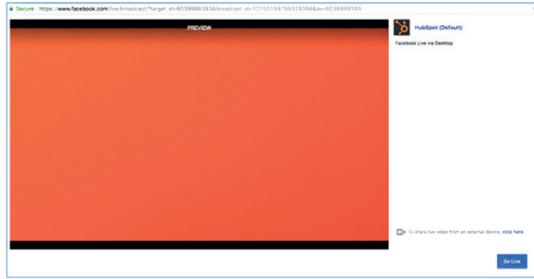
2. Write a compelling description of your video that will appear on your Page's Timeline and in the News Feed.



3. Give Facebook permission to use your computer's camera and microphone.

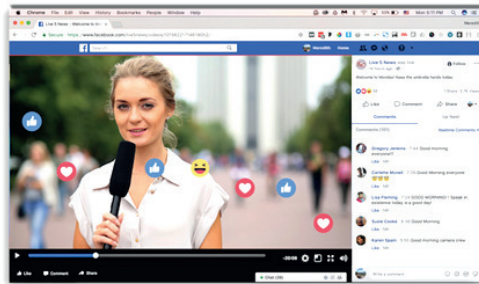


4. Check to make sure your description and video view are final before starting your broadcast.



5. Press “Go Live” to start your broadcast.

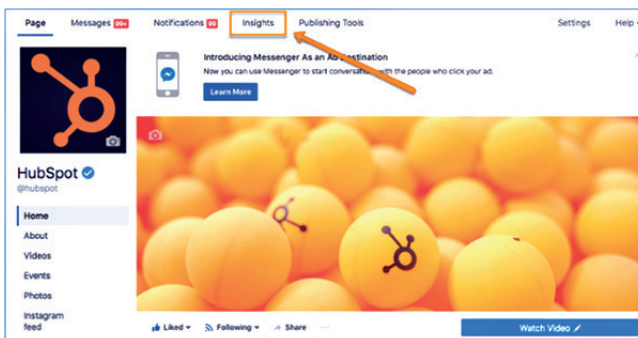
Facebook will give you a “3, 2, 1 ...” countdown before going live. Tap “Finish” when you’re ready to end the broadcast























6. The broadcast will appear in the News Feed and on your Page’s Timeline, where you can edit it by tapping the drop-down arrow in the upper-righthand corner.

## Analyze Your Live Video’s Performance

To get started analyzing your Facebook Live broadcasts, head to the “Insights” tab at the top of your brand’s Facebook Page:



From there, choose a video from that menu to check video library or top most viewed videos.

Top Videos		+ Video Library	
Most viewed videos on your Page watched for 3 seconds or more, for videos posted between Feb 13, 2017 and Mar 13, 2017.			
Published	Video	Targeting	Views
02/22/2017 8:00 am	 Look what we cooked up for you. Read every last morsel of 2016 in our Year In Review. <a href="http://hubs.ly/H06py680">http://hubs.ly/H06py680</a>		 
03/10/2017 9:02 am	 Let's stop pretending. AI might just take your job.		 
02/17/2017 9:04 am	 It's Random Acts of Kindness week, what are you doing to pay it forward? (Fact: even the little things matter.)		 
03/02/2017 8:50 am	 Tag a friend you think helps you feel healthier!		 
03/03/2017 8:15 am	 Have you ever noticed this?		 

## Things to do before going live

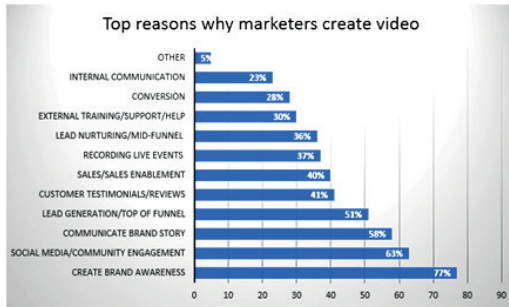
1. Do a practice video.
2. Do promote extensively.
3. Do have proper equipment to film the session.
4. Do minimize background noise.
5. Do ensure your spot has a strong broadband connection.
6. Do pick a spot with sufficient light.
7. Don't start a Live video right after you sent out a Facebook Post.
8. Do write a compelling description.
9. Don't just restrict yourself to a sit-in live video.
10. Do create an outline beforehand.
11. Do broadcast when your audience is online. Even if it's 3 AM where you're at.
12. Do introduce your brand.
13. Do encourage questions in the comments section.
14. Do prepare for latecomers with a small, snappy introduction.
15. Do subtitle some of your broadcast in the comments section.
16. Do ask your audience to subscribe to your Notifications.
17. Don't conduct a live video with only graphics and no live element.

# Videos : A Big Online Trend

## Why use videos to connect to patients?

1. Videos are a prominent, eye-catching piece of information in any format that you use them either in website, landing page or social media – which will always encourage more clicks and browsing.
2. Videos can also be used to educate patients about different conditions. Condition-related videos educate patients on signs, symptoms, and ways to prevent complications. Healthcare organizations or Doctors can also create videos about special conditions or recent medical news.
3. Patients have access to more data, more statistics, more tools and more choices than ever before.
4. Video provides an opportunity to impress a patient and convince them to click the “Make an Appointment” button on your website.
5. Interviews with doctors, specialists and staff can be added to the visuals. Patients can watch these clips, see the specialist or doctor who will be performing the procedure and feel a connection with them.

6. Videos can help patients feel comfortable and confident in their decision to go with a specific hospital based on the insights. Following figure shows the top reasons why marketers create video:



**Fig. 1. Reasons for Videos Creation**

(Source: <https://inboundmd.com/video-marketing-for-doctors-dentists-healthcare-practices>)

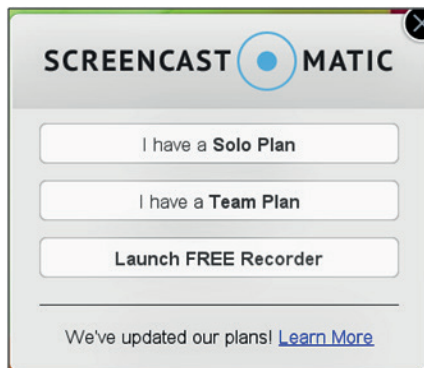
## Screen Casting Software

### Personal Computers/Laptops:

- (i)  **Screencast-O-matic:** Screencast-O-Matic makes it easy for to quickly create videos, manage content and share your ideas. Screencast-O-Matic is a screen casting and video editing software tool that can be launched directly from a browser or from free download utility. The software has been widely used in the education sector to support video creation for flipped classrooms, bi-directional student assessments, lecture capture and so on.

### Steps for screen recording:

1. Click on the ScreenCastOmatic, first frame appears as follows:



**Fig. 2: First Screen of ScreenCastO-Matic**

2. Click on Launch FREE Recorder. The other options are paid plans.



**Fig. 3: Sample Screen with ScreenCastO-Matic Application running**

3. Click on the red round button below **Rec** to record the screen activity. The default maximum time for the video is 15 minutes. You can set the **size** either to full screen, 480p, 720p or to active windows.
  4. You can record the audio also by connecting Headphone to the PC or laptop at the time of recording or screen casting.
  5. 'Webcam' Option can be used to view yourself through inbuilt or external camera. 'Both' option can show the screen as well the user who is recording the video.
  6. You can increase and decrease the volume level also.
- (ii) **Camstudio:** CamStudio is another software which is able to record all screen and audio activity on your computer and create industry standard AVI video files.

## **Mobiles:**

- i) **PowerDirector:** PowerDirector is the best video editor android app with powerful multiple track timeline video editing, free video effects, slow motion, reverse video & more. Steps involved to create video using PowerDirector are as follows:

### **Steps:**

1. Install the PowerDirector app from Google Play Store.
2. Tap the App to create the videos.

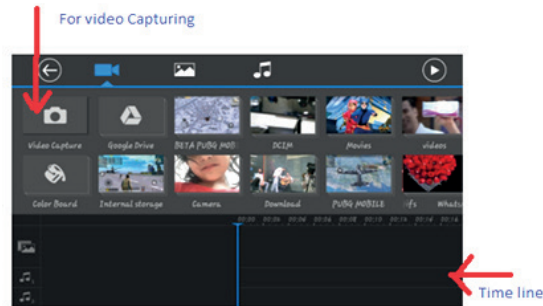
3. First screen appear with recent or previous videos and NEW PROJECT.



4. Once we click on the NEW PROJECT, it will ask for the name of project that you want to give.

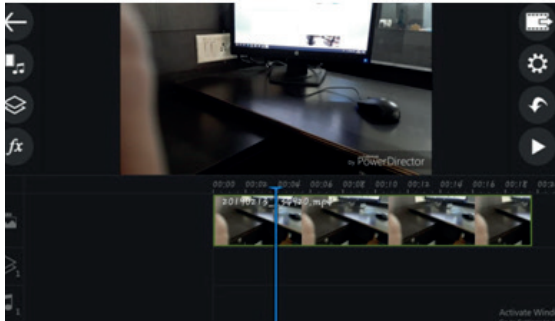


5. After giving the name to Project, following screen appears with Video Capture and for uploading available videos from existing drives of mobile. Below is the Timeline which is useful for editing.

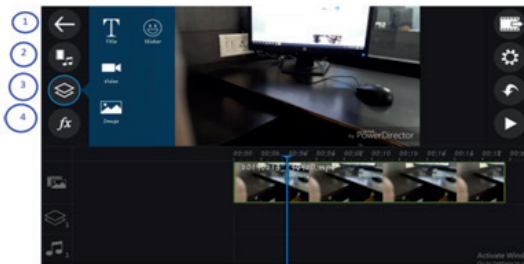




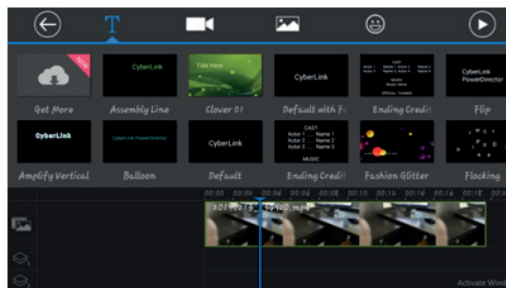
- Once you click on the Video Capture, Video gets recorded and timeline keeps on moving unless and until we stop the recording.



- Menu Icon available on Left screen of the tool has their own functionalities. First button will go to the previous screen, second button will add the music/Audio to the timeline, and Third button will provide adding text, capturing new video, adding icons and images facility.



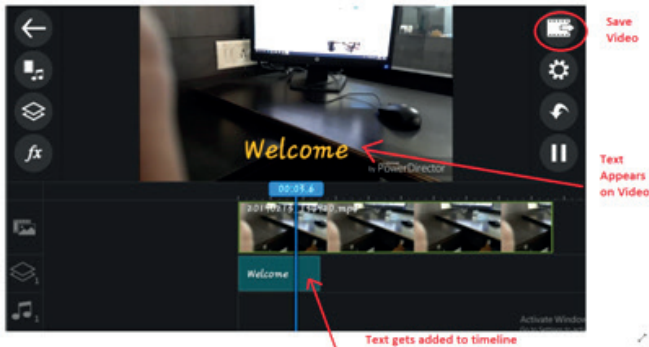
- If we select the third button in the previous screen and then icon with T symbol, following screen appears which allows you to add text with multiple options.



9. After choosing any option for adding text in the previous screen, following screen appears and here we can edit and add the text. Double tap the TITLE HERE and it will allow you to add contents.



10. Click Save button every time which appears on top right corner. And finally, you will see the text is appearing on the video.



## Website creation

Steps for creating website on Word press:

- 1 Browse to <https://wordpress.com>
- 2 Select “Get Started”
- 3 Start with a website
- 4 Choose theme (optional – we can skip also)
- 5 Give your desired site name (for eg.timscdrwordpress) and select free link below.
- 6 Select first option i.e. Start with free
- 7 Provide your correct email address (preferably gmail Id) and choose desired password
- 8 You will see congratulations message and your subdomain name. (<http://timscdrwordpress.wordpress.com>)

9 Click on View my site

10 You will see your dashboard. Choose your theme and add/update your site pages Just click Save and Publish for any updates every time.

## Multimedia Principles

Mr. Richard E Mayer is the chief contributor behind Multimedia Principles. According to him, audience can learn easily from graphics and narration from graphics and text. It depends on how we best design video to achieve its objectives in a higher education and instructional materials. Following are the principles given by him:

- (i) **Coherent principle** – Keeping the presentation simple and focused
- (ii) **Contiguity Principle** - Text and Graphics can be incorporated. Text should be placed below the graphics or at the top. Voice should be synchronized with video content
- (iii) **Segmenting Principle** – Complicated parts can be break down to manageable segments or shorter sequence of videos



# What's Next

## Artificial Intelligence

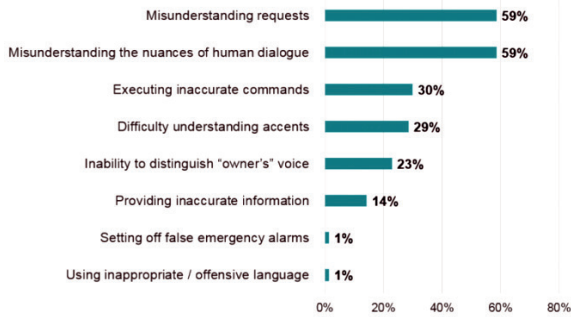
AI may play doctor in future. Depending on variables such as age, gender, location, time and year, the AI personalizes its questions for each case. The expensive medical map and patient profile help the AI to determine the probability that these symptoms signals to specific condition. Once an informal diagnosis is made, the system pulls data from the National Health Service to offer suggestions and helps patients connect with physicians.

## Chatbots

A chatbot is a program or an AI which conducts a talk via auditory or textual methods.



**Fig.1: Chatbots in Organizations** (Source: <https://healthitanalytics.com>)



**Fig. 2: Errors Organizations have encountered while using chatbots**  
 (Source: <https://healthitanalytics.com>)

One of the promising Chatbot in the health industry is Babylon Health. It was founded in 2013 and offers AI consultation based on personal medical history and some common medical knowledge. Also, it offers live video consultation with a real doctor whenever patient needs it. Two cases in this Chabot: In first case, users report the symptoms of their illness to the app, which checks them against a database of diseases using speech recognition, and then offers an appropriate course of action. In the second case, which already goes beyond the usual service of a chatbot, doctors listen and look carefully to diagnose the patient and then write prescriptions or refer to a specialist if required.



**Fig. 3: Babylon Health Chatbot**  
 (Source: <https://medicalfuturist.com>)

## Augmented Reality

Latest technologies simplified the medical and healthcare industry to safety and more efficiency. Augmented Reality is something which overlays images or data onto real objects and has the potential to enhance healthcare industry. It interacts with physical world and provides digital data which helps the people to take decision more efficiently and quickly. It has the potential to change the lives of doctors, patients and other stakeholders related to healthcare too. AR has already made a significant enhancement in the medical areas like surgery, diagnostics, education for doctors etc. One of the important inventions is 'AccuVein', which uses AR to deal with negative statistics of finding the veins during injecting the elder patients even in some cases children also. Statistics reveal 40% of intravenous injection fails for the first time. It's a handheld scanner projects on the skin and shows patients veins.



**Fig.4:AccuVein**

(Source:<https://thinkmobiles.com>,<https://www.accuvein.com>)









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