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RESEARCH ARTICLE

PUBLIC AND MEDIA OPINION ABOUT A PHYSICIAN IN INDIA: A STATICAL ANALYSIS

*Dr. Karan J. Yagnik

Research Trainee, Mayo Clinic (MN) USA

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ABSTRACT

Background: Hindustan times survey report published on Aug 20, 2019, titled, "Most of the Indian patients don't trust hospitals. Theme of the doctor's day celebration by IMA was zero tolerance to violence against the doctors and clinical establishment "This shows how serious problem is! **Materials and Methods:** This analysis is conducted by analysing rating sites, WhatsApp, Facebook, Twitter, Instagram and blogs' comments. T.V. news and comments, Newspaper news and comments, Newspaper news and commitments as well as UTube talks, we analysis all comment into major group. Effect of positive and negative comments and talks, rumours, doubts wrong or misinformation have been studied and suggestions have been done important points and recommendations are included. **Results:** Every profession has their own self respect. One of the most hardworking and intelligent profession, A physician social status and respect decreases tremendously. The media doesn't reflect 100% reality as like other news but people of India relives that there must be strong resistance against it. **Conclusions:** A better and more effective approach to limit the influence of negative comments or rumours on social media against physician needs legal as well as media platforms help. More effective campaign like "share joy, Not Rumours" must be launched to prevent take news.

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INTRODUCTION

In old days, the doctor-patient relationship was sacrosanct. Major news papers have separate health and sections and associated team. T.V. channels have separate shows for health and medicine. Similarly for internet publishing and blogs. On other hand, according to a recent survey 62.7% of the patients consider online reviews as important factor when selecting doctor or hospital. Hindustan times survey report published on Aug 20, 2019, 60% of Indian patients don't trust hospital and 70% of patients don't trust private doctors. Indian patients strongly believe they did not act in their best interest. As a doctor, would not your doctor kids to become doctor? Many doctors have answered this negatively. As a doctor we are charged with saving lives. We can start by saving our children's lives by preventing them from taking up this thankless field.

A Statistical Analysis: India has the most amounts of Facebook users in the world. Facebook has the most ads and highest CTR (click through rate) As the most-used social media platform in the world.

Its effect on social environment is most. Doctors may use it to improve social image with positive remark posts. For a physician posting a single negative comment on their Facebook profiles may harm their credibility according to study.

- J Second most users in India are of WhatsApp. This is one of the most effective social media because it can transfer document as well as videos and because it is quite user friendly, it spreads all messages very quickly.
- J Videos are most effective, behaviour of Medical staff and doctors, patient's statement, sabotage at hospital and other news against hospital or physician spread including misinformation's or rumours, at same time medical negligence or unavailability.
- J As on date, number of social media users are in following order. 1. Facebook, 2. WhatsApp 3. Google + 4. Twitter, 5. LinkedIn, 6. Instagram, 7. We chat 8. Pinterest. 9. Tumblr 10. snap chat.
- o These are effective social media having lots of communication and information which may or may not be authentic.
- J 265 million users of YouTube in India. Which is highest in the world. If you search for comments against doctor / physician, you will have pages and pages. Most of them are uploaded by healthcare professional or relative of the patients.

*Corresponding author: Dr. Karan J. Yagnik
Research Trainee, Mayo clinic (MN) USA

Table 1. Most Common Allegation

Sr.	Allegation	Solution
1	Doctors are money minded.	Do not suggest any particular lab or radiological centre. Do not refer to any particular name for super speciality. Clarify total expense
2	Doctors have commission at medical stores or at pharmacy.	Do not suggest any medical stores.
3	Doctor have not time to explain the things.	Allow patients to ask questions. Explain thing in their language.
4	There is a long queue at hospital	Call patients by appointment. Stick to time schedule.
5	If patient have medi claim, Doctor changes high.	Do not ask about medi claim at first visit. Clarify expense will be same.
6	Doctor prescribe unnecessary test .	Explain why all the test are necessary.
7	Hospitals are without facility. Even though they charge.	Charge only for the facility that has been provided.
8	No Knowledge of medicine	Do not use internet information. Explain disease and plan of treatment.

-) This creates very bad impression of physician. At same time, there are some good informative and knowledgeable videos.
-) When a patient is looking for doctors in a particular locality or for a particular specialisation in modern days, it starts with searching on internet. But such site may have their own interest.
-) As a doctor, do not send your patients to any platform to book an appointment. Use separate providers for practice management.
-) Print media publishes news against doctor almost every week. They are now frequently bearing tags such as “Dr. Death” and “Dacoit Doctor” brutally assaulting doctors and criticising the medical profession, if doctor is proved innocent by law, career of doctor stands finished by such ruthless journalism.
-) Indian T.V. is most effective medium of news or information programs. There are more than 900 T.V. channels in India. They are the satellite highest revenue generator. T.V. serial like. “Sanjivani.” Dill Mill gayye.” Savitri Devi college and Hospital.” “Kutch to Hog Kahenge”, Ayushman” and “Ek Nayi Ummeed-Roshni are good medical dramas in Hindi. But that does ‘not shows real life of the doctor and medical staff.

Also there were lost of reports against doctor without sufficient medical background. If plays vital role in building up doctor’s social prestige.

Very dangerous and funny allegation

-) Patient’s organ has been theft by the hospital and /or Doctor.

-) Doctor kills patients by injecting passion to patient.
-) Doctor are characterless and have malafide intension.
-) Asking for money without providing treatment.
-) Doctor blackmails patient by wrong diagnosis.
-) Doctors have declare dead while patient was not.
-) Without informing, patient or their relative, Hospital or their relative, Hospital or Doctor shifted to Covid -19 Hospitals.

Suggestion

Allegation for which doctor are not responsible

-) Medical tests at Government hospital are not reliable.
-) Only VIP and VVIP patients are treated seriously at Government hospital.
-) Quality of the drugs is provided by the hospital, is not good.
-) Privet and corporate hospital charges are too high.
-) Medical students spend lots of money private institute.
-) Government hospital is lack of staff.
-) Number at people who find their health care providers from online reviews is increasing.

DISCUSSION

Stop believing and getting enraged against every news of “Medical misbehaviour” Most of them have not been proved and some of them is against medical basics. Organized service providers must have prompt response team for social media post. Do not target doctor, because doctor is in India, because of spoiled social prestige or negative image. I like other profession, even a physician can take help of marketing or image building specialist or as a group.

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