

PERCEPTION AND AWARENESS OF TELEMEDICINE SERVICES AMONG RURAL HOUSEHOLDS IN WEST BENGAL

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Telemedicine is capable of improving healthcare access in rural areas, however, there is still very little use of it in West Bengal. A cross-sectional survey was carried out among 386 rural households to understand the link between awareness and perception of telemedicine. The data was collected through a structured questionnaire in Bengali. Besides descriptive analysis, chi-square test and Welch's t-test were conducted. The results revealed that 59.8% of the respondents knew about telemedicine. The knowledge of telemedicine was closely related to positive perception ($\chi^2 = 149.66$, $p < 0.001$, $V = 0.62$). Respondents who were familiar with telemedicine gave notably higher perception scores than those who were not aware ($t = 15.94$, $p < 0.001$, $d = 1.80$). The results emphasize the role of awareness in the adoption of telemedicine.
