

THE INFLUENCE OF DIGITAL HEALTH TOOLS ON PATIENT EXPERIENCE: AN EMPIRICAL STUDY OF HOSPITALS IN KOLKATA

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In recent times, hospitals in India have increasingly embraced digital technologies to improve patient-focused care and service quality. Managing patient experience (PEM) has become a vital component of hospital performance, affecting patient satisfaction, loyalty, and trust. This study empirically explores the impact of digital health tools on patient experience in Indian hospitals. It investigates key digital touchpoints, such as online appointment systems, electronic medical records, teleconsultation, and digital payment platforms, using primary data gathered from hospital patients. The results show that the successful implementation of digital services greatly enhances communication, shortens wait times, and boosts patient satisfaction levels. The research offers valuable insights for hospital administrators aiming to enhance patient experience through digital transformation.
