



## ROLE OF TECHNOLOGY IN HEALTH AWARENESS: AN OVERVIEW

**Soumitra Sarkar**

*Lecturer in Sociology (PTT), KabiSukantaMahavidyalaya, Bhadreswar, Angus, Hooghly, West Bengal, India.*

### **Abstract**

*In the present study I intend to show that technology brings a radical change in the field of health sector. Here I am wanted to showing how different types of modern technological equipment's provide us easy health care and accuracy. Health checkup to surgery somehow we are used to with the technology. I used different parameters to shown how technological gadgets changing the basic nature of health care system and procedure. Indeed those have the power to improve individual and public health, transforming the quality of health care and reducing the cost of health care services. It can give patients and citizens more control over their health and well-being.*

**Keyword: Technology, Internet, Gadgets Etc.**

### **Introduction**

Health is a primary concern for every people. If health is good then everything is fine. A person always tried to fit themselves and wants to enjoy healthy life. Technology and health are very much inter-connected to each other. Nowadays majority people of our society are conscious about their health and always they are trying to take care of their health. By the use of technological gadgets (viz. their cell phones, tablets and laptops etc.) people can easily conduct virtual visits to doctors, nurses and caregivers. They can also easily get information about medicine and symptoms of diseases by the use of online search engine such as Google through the Internet. New technologies provide people with primary care at home; it seems that there is further potential for getting more benefits by using relevant medical technologies. Indeed those have the power to improve individual and public health, transforming the quality of health care and reducing the cost of health care services. It can give patients and citizens more control over their health and well-being, reduce the administrative burdens for care professionals, and support the development of new medicines and treatments, for instance.

Modern societies are wrapped by the technology. Now making awareness among people about health is very easy. High quality medicines, modern medical equipment's, modern internet based communication, etc. are day by day improving and changing the nature and definition of health and awareness. People can easily checking their primary health oriented issues at their home by using electronic gadgets. Information about health, viz., such as blood pressure, body weight, calorie, body temperature etc. is getting available at their home by a click on the mouse. To give a specific example, by the use of 'Bremed Digital Blood Pressure Monitors' we can check our blood pressure anywhere. Technology is also aiding to take care of mental stress, anxiety, mental health and many other problems of health. Technology must play a central role for proposed health care reform to contain costs, improve access, and save lives.

### **Research Methodology**

To prepare this research I was depending on primary data as well as secondary data too. I did survey which was based on qualitative method. I used interview method and questionnaire as a tool. My sample size was 100 and I collected all those samples randomly. After pilot survey I prefer Burdwantown of Burdwandistrict for my survey area. It is one of the famous districts in West Bengal. Health facilities and health care centers in Burdwantown are growing very fast. I was collected data from different places of Burdwan town, such as Khosbagan, Station bazaar, Baburbag, Ullas, and Burdwan Hospital. I also send email to different people of Burdwan. Khosbagan is one of the famous places where more than thousands of doctors and pathological centers are present. Different types of people from different areas are going over there.

### **Health and technology**

Technology and health are very much associated to each other. Now days making awareness among health are very easy to provide. Technology helps people from different ways. People are using different tools to enable them to manage their own health conditions and/or care and support arrangements, getting information, advice, peer support etc. Every time people are becoming dependable on techno gadgets. From morning to night we are frequently associated with different technologies, among maximum of them are frequently associated with health. Here I used different parameters to showing that how technology and health are very much inter-connected to each other. Information technology has made significant contributions to our world, namely in the medical industry. With the increased use of electronic medical records (EMR), tele-health services, and mobile technologies like tablets and smart phones, physicians and patients are both seeing the benefits that these new medical technologies are bringing radical changes in different field of technology.



**A. Computer and mobile gadgets:** Now day's computers, mobiles are a part of life. Mobiles are an important source of communication. Not just communication it provide us many useful things. Through mobile people can easily communicate with doctors, knowing about their visiting hours, consult with doctors or experts about diseases, and also getting information about medicine too. Medical technology has evolved from introducing doctors to new equipment to use inside private practices and hospitals to connecting patients and doctors thousands of miles away through telecommunications. It is not uncommon in today's world for patients to hold video conferences with physicians to save time and money normally spent on traveling to another geographic location or send health information instantaneously to any specialist or doctor in the world.

With more and more hospitals and practices using medical technology like mobile devices on the job, physicians can now have access to any type of information they need – from drug information, research and studies, patient history or records, and more within mere seconds. And, with the ability to effortlessly carry these mobile devices around with them throughout the day, they are never far from the information they need. Websites from different hospitals, institutes and medical centers help people to getting information about different health problems and their available treatments. In-fact online has many websites, people can also ask their problems regarding health where they get answers from different experts. Respondents said that through they don't have sufficient contacts of doctors and medical centers or hospitals but to finding them those gadgets helps them very well. In Burdwan town 97% people are using their mobile phone to communicate with health centers, hospitals and doctors. They using their mobile phones to find out the location of doctors chambers and also it helps people to getting appointment with different doctors.

**B. Media and Health Care:** Since the last decade, media has playing a major role to promote awareness about health. The media — everything from television, radio, and film to games, advertising, and social media outlets like Facebook and Twitter — can have significant impacts on individual and population health. Exposure to media, especially among youth, may affect health behaviors such as substance use, sexual activity, and eating habits. In modern society media has comes into many different formats, including print media (like books, magazines, and newspapers).

Newspapers, magazines, news etc. provide people health tips, awareness among fitness and figure, provide information about new launch medicines and also their effects on human. Different types of diseases, how they spread and their effected areas as well as medicines which will solve those problems-- all those information we can achieve through media technology.

**1. Social Media:** Now social media is a basic part of life. 86% teenage spend maximum time with Facebook, whats app, YouTube and many other social applications. They tried to know how to create muscular body, how to loose extra fat, how to make slim as well as positive and negative qualities of foods and so many things. In my survey I had met many teenagers who are concern about their health, and tried to maintain to their fitness in regular basis.

Through social media people are checking health websites and blogs. It is very easy to them because they can easily tag, post and share valuable and useful websites, blogs and so many things. 70% people said that when they are spending time to checking Facebook then so many health tips, about new medicines they are getting easily due to tag and liking many health pages. People of Burdwan area basically who are flexible in social media they are easily aware about health related issues and information's which they are getting from Facebook and other social medium.

**2. Television:** Among all technological portion television plays important role. Now many television channels telecast different health related programs and advertisement. Many programs provide information about nutritional diet, healthy foods, yoga, fitness exercise, and many more things. Common awareness advertisement about health is "cigarettes smoking causes cancer", through movies, serials, advertisements television inform us about the effects of cigarette smoking. Through news channels we are getting updated about different diseases, newly emerged medicines, hospitals, facilities and so many things. Health insurances are necessary for everyone; through television we are aware about those things. Because due to heavy health related costs it is very difficult to common people to taking care about their health problems. At the time of survey I had seen people of middle age are very much calculative about daily health checkup cost, doctors' fees, and costs of medicines. By the use of technology they manage all those things.

**C. Medical Equipment Technology:** Medical technology is a broad field where innovation plays a crucial role in sustaining health. Areas like biotechnology, pharmaceuticals, information technology, modern medical devices and equipment, and more have all made significant contributions to improving the health of people all around the world. In the healthcare industry, the dependence on medical technology cannot be overstated, and as a result of the development of these brilliant innovations, healthcare practitioners can continue to find ways to improve their practice – from better diagnosis, surgical procedures, and improved patient care.



**1. Health measure tools and gadgets:** Nowadays so many gadgets are invented through which we can measure our health issues at own home. Blood pressure, rate of pulse, body weight, level of nutrition etc. we can measure all those things through electronic gadgets at our own home. From “small” innovations like adhesive bandages and ankle braces, to larger, more complex technologies like MRI machines, artificial organs, and robotic prosthetic limbs, technology has undoubtedly made an incredible impact on medicine. “Accu-Chek Diabetes Care” is a blood sugar meters, lancing devices, insulin pumps, and diabetes testing supplies to help people to manage their blood sugar levels. “Fit-bit” accurately tracks all-day stats like steps taken, distance travelled, calories burned, stairs climbed, and active minutes. “Omron HN-286 Digital Weight Scale” through we can measure our weights. In my survey I have noticed that 14% people use health measure tools and gadgets at their home.

Now days so many health care gadgets and mobile applications we can find easily in the market and virtual mobile stores. Those type of gadgets making conscious-ness about health constantly in our society.

People are very much concern about their health and they do maintain checkup their health regular basis. And now every hospital tried to maintain the records of their all patients, this process is called ‘Electronic Medical Records’. An electronic medical record is a digital and portable version of the current paper file system that would be accessible to all doctors. That means whenever you see a new physician, you could stop filling out endless paper forms, as your doctor could access everything about you on the computer. Improving quality of life is one of the main benefits of integrating new innovations into medicine. Medical technologies like minimally-invasive surgeries, better monitoring systems, and more comfortable scanning equipment are allowing patients to spend less time in recovery and more time enjoying a healthy life.

### Conclusion

It is very easy to conclude that technology and health are very much associated to each other. In my survey 99% people said that they are frequently associated to health related issues. Young people; through mobiles and tablets regularly checking up list of healthy foods for their good skin, tips for slim figure, suggestions for losing their fat and so many things. On the other hand those people who cannot use internet and mobile application frequently they through call and messages tried to maintain the contacts with doctors and health centers. People are buying health gadgets through which they can measure their routine health checkup at their home. All those things are very easy to us to getting by the technological development. Highly specified and newly invented technology in medical science provides people so many facilities and accuracy in the health care section. Medical scientists and physicians are constantly conducting research and testing new procedures to help prevent, diagnose, and cure diseases as well as developing new drugs and medicines that can lessen symptoms or treat ailments.

Through the use of technology in medical research, scientists have been able to examine diseases on a cellular level and produce antibodies against them. These vaccines against life-threatening diseases like malaria, polio, MMR, and more prevent the spread of disease and save thousands of lives all around the globe. In fact, the World Health Organization estimates that vaccines save about 3 million lives per year, and prevent millions of others from contracting deadly viruses and diseases.

Technological innovations in the healthcare industry continue to provide physicians with new ways to improve the quality of care delivered to their patients and improve the state of global healthcare. Through technology’s integration with areas like disease prevention, surgical procedures, better access to information, and medical telecommunications, the medical industry and patients around the world continue to benefit.

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