

A Study on Usage of Vaccination Alerts by Hospitals with Respect to MedeG

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Abstract: *In order to prevent the childhood diseases, the immunization vaccines are an excellent way to protect from those diseases. Now a day's, most of the couples are busy with their works. Parents may forget to give immunization vaccines to their child. In this situation immunization alerts will reminds the parents about the vaccinations schedules. In market some of the immunization alert software's are available like Docon, VaxiBuddy and MedeG, Which are using by some hospitals. The present study aims to know the usage of vaccination alerts on selected hospitals in Hyderabad.*

Keywords: Immunization, Hospitals, Vaccinations and Diseases

1. Introduction

In 2018, 116 million children were immunized against diphtheria, tetanus and pertussis (DTP) yet millions of children are still not reached by potentially life-saving vaccines. Vaccinations are an excellent way to protect child against many childhood diseases like Rota virus, Rubella, pertussis and etc. The term vaccination comes from the Latin word VACCA. Vaccination is to help the immune system develop protection from a disease. Vaccination is a proven and one of the most cost effective child survival interventions. All countries in the world have an immunization programme to deliver selected vaccines to the targeted beneficiaries, specially focusing on pregnant women, infants and children, who are at a high risk of diseases preventable by vaccines. In order to eradicate childhood diseases there are no. of vaccination alert software products available in the market.

1.1 Need

Every year, five lakh children die in India due to vaccine preventable diseases and another 89 lakh remain at risk due to no immunization. In rural areas parents may forgot to give vaccines to their children. Immunizations alerts by hospitals can save child's life. Vaccination is very safe and effective. Immunization alerts by hospitals protects future generation. The present study aims to understand the alternative options of vaccination alerts available in Hyderabad.

1.2 Objectives

- 1) To study the usage of vaccination alerts by hospitals
- 2) To study the alternative options for vaccination alerts of MEDE G

1.3 Limitations

- 1) The study was conducted on limited no. of hospitals in Hyderabad.
- 2) The study was limited only Multi-specialty and Maternity Hospitals.

2. Literature Review

- 1) Abbas (2011) in his study presents a model for children vaccination reminder using short message service (SMS). The model consists of data flow in reminding parents of their children vaccination schedule. Existing practice on vaccination schedule is via written appointment. The proposed model was evaluated by allowing selected respondents to use to the developed prototype. Results show that respondents do agree on the benefit of having reminder send via SMS. In addition, all of the respondents feel that the proposed system is useful.
- 2) Jarrett et al (2015) in their study has reviewed the potential effectiveness of strategies to respond to issues of vaccine hesitancy that have been implemented and evaluated across diverse global contexts. They observed that that multi component and dialogue-based interventions were most effective.

3. Methodology

- Primary data was collected through personal interaction with doctors and other Gynecology departments.
- Secondary data was collected from the journals, websites and articles.
- Sample of 60 respondents was chosen for the study.

Company profile:

GRADIEN TECH

GRADIEN TECH provides immunization services through their product called MEDE G and also providing services from another product called PREG G.

Keeping track of child vaccination requirements is an important aspect in the delivery of ongoing child care. Keep our child protected and safe with our vaccination reminders. It aims to prevent 5, 00,000 child deaths and disability by 2020 through mobile SMS alerts. Alerts based on child age, vaccination history, time since previous vaccination and risk factors for streamline care. This is especially helpful to ensure child to complete all doses in a vaccination schedule.

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Data analysis:

Data was collected and done analysis based on the hospitals visited. Data analysis is done for 60 Hospitals.

Table 1: No. of hospitals using immunization alerts

S.No.	Usages	No. of Hospitals using	Percentage of hospitals
1.	Already using SMS alert services	14	23.32
2.	Not using SMS alert services	46	76.68
3.	Total	60	100

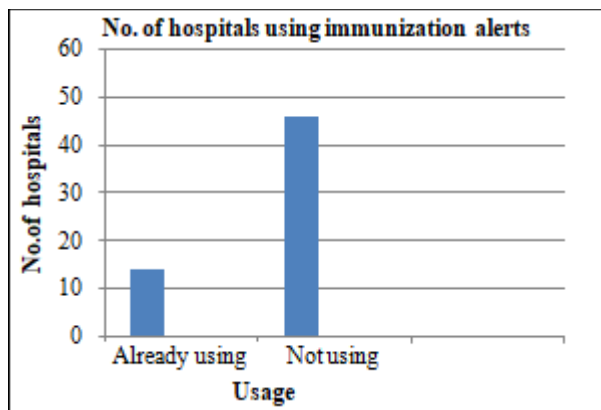


Figure 1

Interpretation

- 1) Out of 60 Hospitals only 14 Hospitals using sms alert services.
- 2) 46 Hospitals are not using SMS alert services.

Table 2: Vaccination alerts used by Hospitals:

S.NO.	Vaccination services	No. of Hospitals	Percentage of Hospitals
1.	Mede G	8	13.33
2.	Docon	4	6.66
3.	VaxiBuddy	2	3.33
4.	Total	14	23.32

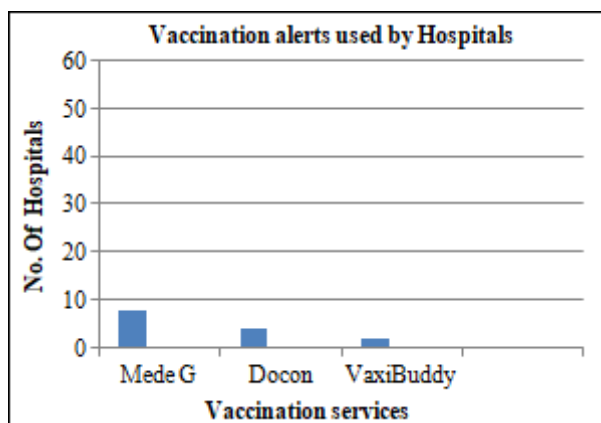


Figure 2

Interpretation

- 1) Out of 14 Hospitals 8 Hospitals are using Mede G services.
- 2) Out of 14 Hospitals 4 Hospitals are using Docon services.
- 3) Out of 14 Hospitals 2 Hospital is using VaxiBuddy services.

4. Findings

- 1) Only 23.32 % of hospitals using vaccination alerts software's in Hyderabad.
- 2) 76.68 % Hospitals were not using any vaccination alerts.
- 3) 13.33 % of Hospitals using MedeG software.
- 4) 6.66 % of Hospitals using Docon software.
- 5) 3.33 % of Hospitals using VaxiBuddy software.

5. Suggestions

- 1) Awareness has to be increased among the hospitals and parents.
- 2) As there are huge no. of Hospitals not using any immunization alerts, a lot of scope is there to market. And MedeG should focus on promoting in these hospitals to adopt MedeG.
- 3) Initially MedeG provide free services to the customers/parents for a certain period of time so there may be a chance of trusting the product with the services provided to them and based on the coarse period the amount should be charged.
- 4) Most of the Hospitals are unaware of this service called MedeG
- 5) This helps in promoting MedeG by using online advertisements such that there is a chance of increasing customers.
- 6) Focus on small clinics and Nursing Homes also can be helpful to MedeG although there is a less no. of patients. If the customer satisfied with the service of MedeG then there is a chance of oral promotion so, it can be helpful to MedeG

6. Conclusion

Immunizations are an excellent way to protect child against many childhood diseases. In order to eradicate those childhood diseases DOCON, VAXIBUDDY and MEDE G are providing immunization alert services to the parents by the name of hospitals. However only few hospitals are using vaccination alerts, and still others have to use. The companies should provide awareness among hospitals and parents to use the immunization vaccination alerts.

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