

MIDLANDS ENGINE OBSERVATORY ACADEMIC INSIGHTS

Impact of Online Consultation on Patient Experiences of GP Services in the Midlands

Theme:

Exploring the impact of online consultations in the Midlands healthcare sector.

Area of Focus:

This insight focuses on the impact of online consultation on patient experience of GP services in comparison to face-to-face consultations in the counties of Derbyshire, Leicestershire, Lincolnshire, Nottinghamshire, Staffordshire, Warwickshire, and Worcestershire – representing a diverse sample from the Midlands region between the years 2017 and 2020.

Key Findings:

This study used a panel regression to investigate the impact of online consultations and face-to-face consultations on patient experience of GP services in the Midlands. Key findings included:

- Online consultations grew on average by 159% between 2019-2020 in the Midlands, and on average accounted for 20.38% of all consultations.
- There was a decrease in the overall patient experience of GP services in the Midlands region between 2017 and 2020, with an average index decrease of 0.80.
- Online consultations, however, had a positive impact on patient experiences within the region with convenience, privacy and accessibility being named as the most impactful reasons.
- Face-to-face consultations had a negative impact on patient's experience of GP services in the region. This could largely be attributed to longer waiting times, diminished convenience, greater anxiety, and discomfort.



Midlands Engine Impact:

- This study suggests that online consultations have the potential to improve patient experience with GP services in the Midlands, and should be considered as an important tool for delivering high-quality and accessible healthcare services.
- By offering remote access to healthcare services, policymakers and healthcare providers can improve patient satisfaction and alleviate the burden on the healthcare system.
- This study found that online consultation can be a useful addition or alternative to face-to-face consultations in certain healthcare situations.
- While it cannot fully replace face-to-face consultation, it can provide patients with greater flexibility, convenience, and accessibility to healthcare services.



For Further Information Contact:

Student Name: Adunola Sodiq
Email: 26638694@students.lincoln.ac.uk
Supervised by Arman Mazhikeyev, Senior Lecturer
in Economics: amazhikeyev@lincoln.ac.uk