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POSTER PRESENTATIONS

Name of Presentation:

Adoption of online booking in primary care

CJPH Consideration:

No

Background and Objectives:

Patient-centered online medical booking is gaining popularity in Canada. In 2018, the Quebec Ministry of Health launched a platform for online booking for all types of appointment in primary care. Private platforms also exist and can be integrated within the electronic medical record of clinics. The objective of this study was to evaluate the adoption of these various platforms by patients, as well as their experience with booking an appointment in primary care.

Approach:

An online survey was conducted in November 2019 with a representative sample of the adult population of Quebec who had seen a primary care provider in the past three months. The survey was developed based on the technology acceptance model (TAM). It also included satisfaction and usability scale (SUS), and was adapted through exploratory interviews with key stakeholders. The first version was pilot tested with 5 respondents and was available in French and English. It was distributed through Leger Marketing online groups.

Results:

A total of 2003 individuals answered the survey (52% men, aged 18-34 [29%], 35-54 [34%], 55+ [37%]). Overall, 15% of the respondents had used online booking for a medical appointment (past 3 months), through a private (11%) or public (2%) platform. Among non-users, most respondents knew it was possible to book appointment online (58%). Two main reasons for not using online booking were: 1) not offered by their family doctor (46%) or 2) prefer to talk with administrative personnel (35%). The vast majority of users intended to continue to use online booking (88%), found it easy to use (86%) and very useful (84%), and would recommend it (86%). Mean SUS

scores were 77 (public platform) and 84 (website of the clinic) when booking an appointment.

Conclusion:

Adoption of online booking by patients is increasing, but seems impeded by the adoption by clinics. However, when individuals can make an appointment online, they seem very satisfied with their experience, consider using it again, and think it allows obtaining an appointment faster.

Primary Theme:

Health Informatics

Secondary Theme:

Primary Healthcare

I will present my work in:

English

Is this research being conducted and presented by a student?:

Yes

Is this research being conducted and presented by a postdoctoral fellow?:

No

Funding Sources:

Inforoute santé du Canada

Methods:

Survey Research Methods

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