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Study on Patients' Perception of Digital Health Services in Morocco: An Exploratory Analysis

Étude sur la perception des patients des services de santé numériques au Maroc : Une analyse exploratoire

Ibtihal AGOULMAM
LARMODAD Laboratory
FSJES-Souissi
Mohammed V University - Rabat - Morocco

Abdellatif CHAKOR
LARMODAD Laboratory
FSJES-Souissi
Mohammed V University - Rabat – Morocco

Abstract: This article explores the state of digitalization in healthcare services, emphasizing the results obtained by previous studies in various contexts. The healthcare sector is not exempt from the digitization phenomenon, justified notably by the integration of digital processes and tools. Digital formulas materialize through widespread adoption of telemedicine, e-learning, and information sharing between the pharmaceutical industry, healthcare professionals, and patients. The degree of effectiveness derived from e-health services essentially relies on assessing the satisfaction of the aforementioned stakeholders. However, this phenomenon is generally influenced partly by factors related to the profiles of stakeholders such as sociodemographic parameters or sensitivity towards data confidentiality, and partly by organizational obstacles. Based on these elements, we propose a theoretical model aimed at analyzing the interactions between digital components and patient satisfaction in the healthcare field.

Keywords: E-health, patients, satisfaction.

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1. Introduction

The evolution towards digitization in the healthcare sector represents an inevitable trend that is profoundly shaping the delivery of healthcare worldwide. In Morocco, this transition towards digital health is attracting increasing interest, offering both promising opportunities and challenges to address. In this perspective, this study aims to provide a comprehensive analysis of patients' perception towards digital health services in Morocco, integrating insights from previous research.

Kazley et al. (2012) examined the link between the use of Electronic Health Records (EHRs) and patient satisfaction in hospitals, highlighting the importance of this technology in enhancing the overall patient experience. Their study underscores the positive correlation between the adoption of EHRs and patients' favorable perception towards healthcare. Migdal et al. (2014) also explored the impact of EHRs on patient experience in a hospital setting. Their analysis highlights the potential benefits of EHRs in improving communication between patients and healthcare providers but also underscores some challenges related to their implementation.

Burridge et al. (2018) studied the implementation of person-centered care in a digital hospital environment, emphasizing the importance of considering individual patient needs and preferences. Their research highlights the positive impact of this approach on patient satisfaction and the quality of care. Hu et al. (2020) examined the association between the adoption of certified EHRs and patient experience in psychiatric hospitals in the United States. Their study highlights the potential benefits of EHRs in improving patient experience while emphasizing the importance of ensuring effective and appropriate use of these technologies.

Additionally, our analysis incorporates perspectives presented by Woods et al. (2023) on justifying spending on digital health, as well as the work of Benchekroun et al. (2023) on determinants of satisfaction among healthcare service beneficiaries. We also examine insights from studies by Lennon et al. (2017), Powell et al. (2017), and Imlach et al. (2020) on patient readiness, perceptions, and concerns regarding telemedicine and online consultations. In a sociodemographic context, we explore the work of Antes et al. (2021), Abdulai et al. (2021), and Estrela et al. (2023) on determinants of patients' perception towards digital health, highlighting potential disparities related to factors such as age, education level, and socioeconomic status.

By bringing together these diverse research efforts, our study aims to provide an in-depth understanding of how digitization of the medical sector influences patient satisfaction in Morocco. By integrating these varied perspectives, we contribute to enriching the body of knowledge on this crucial subject, offering valuable insights to inform health policies and enhance the quality of digital healthcare services in the country. The central challenge of this research is to introduce a model for assessing the perception of Moroccan patients towards public health services.

Considering the existing literature, the exploratory study has identified strengths and weaknesses regarding patient satisfaction with digitization, as some elements contradict the establishment of digital tools, such as sociodemographic factors related to gender, age, and profession (Antes et al., 2021; Abdulai et al., 2021; Estrela et al., 2023), risks of confidentiality or loss of personal data (Imlach et al., 2020; Powell et al., 2017; Ball et al., 2018), and lack of communication provided by physical consultation (Imlach et al., 2020; Ball et al., 2018; Holmström et al., 2016; Eccles et al., 2019). Additionally, digitizing healthcare procedures provides a significant advantage and a vector of patient satisfaction (Powell et al., 2017; Bleyel et al., 2020; Markaoui et al., 2022; Ball et al., 2018; Nymberg et al., 2019; Javanparast et al., 2021), not to mention the comfort of stakeholders (Powell et al., 2017; Nymberg et al., 2019; Javanparast et al., 2021).

2. Assessment of the quality of digital health services

The study conducted by Woods et al. (2023) explores the perceived implications of the digital maturity of healthcare systems on several key aspects of healthcare. Using the Digital Health Indicator (DHI), the researchers assessed the digital maturity of 16 public healthcare systems in Queensland, Australia. The sites were grouped into three categories based on their DHI score, and the perceived impacts were analyzed based on the digital maturity of the healthcare facilities. The results revealed that healthcare systems with high digital maturity were associated with a greater number of positive impacts, particularly regarding the achievement of population health goals.

The study conducted by Benchekroun et al. (2023) aims to identify and examine the determinants of patient satisfaction for subsequent operationalization of this data. Through a systematic literature review following PRISMA guidelines, the researchers selected 84 articles published in peer-reviewed journals, with no date restrictions, in English and French. The analysis of these articles revealed a multitude of factors, both clinical and non-clinical, influencing patient satisfaction. This diversity of determinants is largely attributed to the lack of global consensus on the formulation and measurement of patient satisfaction.

The results enabled the creation of a database of variables used to develop a conceptual model of patient satisfaction. However, further research is needed to fully understand the contribution of variables to satisfaction, the associations between them, and the impact of individual differences on overall patient satisfaction. By integrating these results into our analysis, we enhance our understanding of the quality of digital health services and their impact on patient satisfaction.

The study conducted by Lennon et al. (2017) explores the readiness for large-scale implementation of digital health through the evaluation of a £37 million national digital health program: "Delivering Assisted Living Lifestyles at Scale" (Dallas) from 2012 to 2015. This qualitative, multi-stakeholder longitudinal study examines barriers and facilitators to large-scale implementation of digital health. Using the Normalization Process Theory (NPT) and a three-year qualitative longitudinal analysis, the study identifies three main levels of issues influencing readiness for digital health: macro (market, infrastructure, policy), meso (organizational), and micro (professional or public). Factors hindering implementation include lack of IT infrastructure, uncertainty around information governance, lack of incentives for prioritizing interoperability, and a perceived market as difficult to navigate.

Conversely, facilitating factors include clinical endorsement, digital health champions, as well as public and professional willingness. The conclusions highlight the need for further investment in national and local infrastructure, the implementation of guidelines for safe and transparent use and evaluation of digital health, incentivizing interoperability, as well as investing in building professional and public skills. These results enlighten researchers, healthcare practitioners, and policymakers on the actions needed to prepare the market and accelerate the adoption and use of digital health services on a large scale.

2.1 Evaluation of patient's digital experience

In this study conducted by Kazley et al. (2012), the main objective was to examine the relationship between the use of Electronic Health Records (EHRs) in hospitals and patient satisfaction. The data were sourced from various sources, including the American Hospital Association and the regional resource file, as well as data from the 2008 Hospital Compare. The methodology adopted was a retrospective cross-sectional approach, with potential selection bias correction through propensity score matching. The results indicate a positive and significant association between EHR use and three specific measures of patient satisfaction. These measures include providing information to patients on home recovery, hospital rating by the patient, and hospital recommendation by the patient. These significant relationships persist even after propensity score adjustment. The practical implications of

this study highlight that EHR use is positively associated with three out of the ten patient satisfaction measures examined. Policymakers and healthcare professionals interested in EHR adoption should consider this potential impact on patient satisfaction in their decisions.

Continuing our exploration of the effects of Electronic Health Records (EHRs) on patient experience, the study conducted by Migdal and colleagues (2014) explores the impact of EHR implementation on patient experience in a hospital setting. The context of this research highlights the national debate surrounding the effectiveness of EHRs in optimizing patient experience, emphasizing the lack of data in this area and the conflicting results from existing research. To assess this impact, the researchers used data from the Assessing Residents' CI-CARE (ARC) program, which evaluates the interaction between resident physicians and patients at the University of California, Los Angeles (UCLA) Health since 2006. This study adopts a retrospective cohort approach and was conducted across two university medical campuses: the Ronald Reagan UCLA Medical Center and the UCLA Medical Center in Santa Monica. Methods included the analysis of 3417 surveys conducted between December 1, 2012, and May 30, 2013, representing patients from 9 departments of UCLA Health. The results indicate a statistically significant improvement in responses to all 16 questions evaluating physician-patient communication in the 3 months following EHR implementation, compared to the 3 months prior. However, this improvement was more pronounced for 9 of the questions, while for the other 7, it was not statistically significant. The conclusions suggest that EHRs may have a positive impact on physician-patient communication but call for thorough validation and understanding of this phenomenon.

Moreover, Burridge et al. (2018) examined the implementation of Electronic Medical Records (EMRs) in a specialized spinal cord injury rehabilitation unit and its implications for person-centered care. This mixed-method, exploratory study combined 17.5 hours of observations of practitioner-patient interactions, 50 patient experience surveys, and 10 focus groups involving 53 practitioners. The results revealed that practitioners in this specialized setting had to deal with emerging challenges of EMRs while recognizing the benefits in terms of accessibility and readability of documentation. EMRs increased task complexity and information retrieval, especially for nurses. Some aspects of documentation were not perfectly suited to this specialized setting, disrupting informal communications and some aspects of person-centered care. However, the persistence and adaptability of practitioners demonstrated their commitment to person-centered care in this digital environment. The results suggest that challenges in EMR implementation can be resolved over time, but the pressure on nurses remains significant. This research provides valuable early perspectives on EMR implementation in spinal cord injury rehabilitation and underscores the importance of practitioner engagement in person-centered care despite technological challenges encountered.

On the other hand, Hu et al. (2020) examined the association between the adoption of certified EMRs and patient experience in psychiatric hospitals in the United States. This cross-sectional study compared patient experience measures between psychiatric hospitals with and without certified EMRs. The data were extracted from the American Hospital Association's (AHA) Annual Survey Database and Hospital Compare datasets. Eleven patient experience measures from the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey were applied for analysis. Positive associations were identified between the adoption of certified EMRs and five patient perception measures, including hospital recommendation, overall hospital rating, discharge information, care transition, and hospital staff responsiveness. These results suggest a positive association between the adoption of certified EMRs and patient experience in psychiatric hospitals. However, further studies are needed to explore the impacts of certified EMR adoption and the potential improvement in patient experience in terms of quality of care.

2.2 Significant influence of sociodemographic factors

Antes et al. (2021) explored perceptions of AI-driven health technologies through an online scenario-based survey. Results revealed that participants were moderately open to AI-driven health technologies, but their level of openness varied depending on the type of application, and statements of concerns and benefits influenced their opinions.

Trust in the healthcare system and trust in the technology were the strongest and most consistent correlates of openness, concerns, and perceived benefits. Other sociodemographic, health-related, and psychosocial variables were less strongly or not at all associated, but multivariable models indicated that certain personality characteristics (e.g., conscientiousness and agreeableness) and sociodemographic data (e.g., full-time employment, age, gender, and race) were modestly related to perceptions. These results suggest that participants' openness to AI-driven health technologies is fragile, highlighting the importance of early promotion strategies and experiences with new AI technologies to positively influence perceptions, especially if the implementation of these technologies reinforces or compromises trust.

Abdulai et al. (2021) conducted a cross-sectional study to assess the eHealth literacy of online health consumers in Ghana, focusing specifically on their ability to search for, evaluate, and use COVID-19-related information available online. They used the eHealth Literacy Scale (eHeals) and recruited participants through social media. The study results showed an overall high level of eHealth literacy among respondents, with some differences observed based on gender and age. While the majority of participants demonstrated a good ability to use the Internet to find information about COVID-19, their skills in locating specific information and their ability to distinguish scientific from non-scientific information were relatively weak. This research highlights the importance of designing accessible and understandable online preventive resources for all age groups and genders in low-income countries to meet the needs of online health consumers.

Estrela et al. (2023) conducted a systematic review and meta-analysis to examine the sociodemographic determinants of digital health literacy. Their research revealed that age had a negative effect on digital health literacy, particularly in older individuals, while gender did not have a statistically significant influence. However, higher education level, higher income, and social support appeared to have a positive influence on digital health literacy.

This study highlights the importance of addressing the digital health literacy needs of disadvantaged populations, including immigrants and those with low socioeconomic status. It also underscores the need for further research to better understand the influence of sociodemographic, economic, and cultural differences on digital health literacy, and suggests that tailored interventions are needed to account for these nuances.

2.3 Impact of Confidentiality and Personal Data Processing

The study conducted by Allen (2022) focused on the perceptions and experiences of adult patients who had used telemedicine consultations in primary care. Faced with the COVID-19 pandemic, the adoption of telemedicine shifted from gradual adoption to sudden global implementation. Primary care was particularly affected, and telemedicine is considered the future in this field. The aim of this qualitative systematic review was to understand the perceptions and experiences of adults who had used telemedicine consultations in primary care. Out of 2492 identified articles, ten studies met the eligibility criteria and were judged to be of good or moderate quality.

Three main themes emerged from the analysis: potential benefits, potential barriers, and beneficial prerequisites for telemedicine consultations in primary care. These themes included sixteen sub-themes,

such as accessibility and convenience, lack of in-person interaction and impersonal consultations, and continuity of care. The analysis of these sub-themes led to the formulation of four main recommendations for clinical practice: use of continuity of care, offer both video and telephone consultations, provide adequate support, and demonstrate explicit understanding of the patient's health issues. This study underscores the importance of ongoing research in this field to better understand and improve patient experiences in telemedicine consultations in primary care.

The effect of confidentiality is a crucial aspect highlighted in Allen's (2022) study on telemedicine consultations in primary care. Patients greatly value the confidentiality of their medical information during consultations, and this has been emphasized as a potential advantage of telemedicine. The fact that consultations take place remotely can strengthen the sense of confidentiality for some patients, as it eliminates the possibility of being overheard by others in the waiting room or during travel to the medical office. However, some patients may also express concerns about the confidentiality of information exchanged during online consultations, particularly regarding data security on telemedicine platforms. Thus, ensuring the confidentiality of patients' medical information is an essential element in promoting trust and acceptance of telemedicine consultations in primary care.

The study by Ball et al. (2018) explores patients' opinions on a "phone first" approach, in which all requests for appointments in general practice are followed by a phone call from the general practitioner. Results reveal a variety of opinions among patients, ranging from enthusiasm to hostility towards this approach. Some patients appreciate the opportunity to avoid visiting the medical office, while others encounter difficulties, especially when it is challenging to take a call in an open-plan office. A significant number of negative comments concern the operationalization of the system rather than its principles, including difficulties in reaching the practice by phone or scheduling the GP call. Some practices manage to operate the system in a way that meets their patients' needs better than others, highlighting variations in the implementation of the approach. In conclusion, the "phone first" approach seems to suit some patients, but others find it less acceptable. Reported issues sometimes concern the implementation of the approach rather than the approach itself, suggesting that there may be potential to overcome some of the challenges faced by patients. However, confidentiality and personal data processing are not directly addressed in the results of this study.

Furthermore, the study by Powell et al. (2017) explores patients' perceptions of video consultations in telehealth with their established primary care clinicians. Results reveal that all patients expressed overall satisfaction with video consultations, with the majority being interested in continuing to use this mode of consultation as an alternative to in-person visits. The key benefits cited were convenience and cost reduction. Some patients felt more comfortable with video consultations than with in-person visits and expressed a preference for receiving serious news via video consultations, as they could be in their supportive environment. The main concerns regarding video consultations were privacy, including the risk of colleagues overhearing conversations, and questions about the clinician's ability to conduct adequate physical examinations. In conclusion, video consultations in primary care are acceptable in various situations. Patients identified convenience, efficiency, communication, confidentiality, and comfort as potentially important areas to consider when evaluating video consultations versus in-person encounters.

2.4 Implications of Virtual Interactions

In a study conducted by Imlach et al. (2021), the experiences of patients during telemedicine consultations in general practice during the COVID-19 pandemic lockdown were examined. The results revealed that the majority of patients were overall satisfied with this form of healthcare delivery. They emphasized the convenience and safety it provided, allowing them to access care without fearing COVID-19 infection during in-person visits. However, they also noted that telemedicine had limitations

in certain contexts. For example, it was less suitable when physical examinations were necessary for an accurate diagnosis. Additionally, it could be less effective for patients preferring in-person interaction with their clinician. These results suggest that, although telemedicine was widely adopted during the lockdown, its optimal use requires a deep understanding of patients' circumstances and preferences, as well as clear communication between patients and healthcare providers.

Furthermore, a study conducted by Holmström et al. (2016) thoroughly examined the experiences of elderly individuals regarding telephone advice provided by nurses. The results showed that the elderly expressed both positive feelings and concerns about this service. On one hand, participants highlighted the friendliness and availability of nurses over the phone. They also emphasized the perceived competence of the nurses, which made them feel safe and reassured during their phone interactions. These positive aspects increased their trust in the service and their willingness to use it in the future. On the other hand, some participants also mentioned less favorable aspects of telephone advice. They expressed communication difficulties, particularly due to the non-visual nature of phone interactions, which sometimes led to misunderstandings or frustrations. Additionally, some mentioned a perceived lack of attention from the nurses during calls, which could negatively affect their overall experience of the service.

These results highlight the challenges and opportunities of virtual interactions in the healthcare field for elderly individuals. They emphasize the importance of clear and empathetic communication during phone consultations, as well as the need to pay particular attention to patients' needs and concerns to ensure a positive and satisfactory experience. The study by Eccles et al. (2019) explored the use of an online triage platform by patients and their associated experiences in primary healthcare in the UK. The study's results revealed several interesting trends regarding the use of this platform.

Firstly, quantitative data analysis showed that women and individuals aged 25 to 34 were the most frequent users of the platform. Additionally, usage was higher in the early hours of the day and at the beginning of the week, and lower outside of medical practice opening hours. Secondly, the most common reasons for using the platform were medication-related requests, administrative queries, and reporting of specific symptoms. However, patient feedback highlighted that the benefits of using the platform, such as convenience and written format, were not universal and could depend on the context.

In conclusion, although the age range of platform users was varied, younger patients were the most frequent users. The perceived benefits of using online triage, such as convenience and ease of use, may vary depending on the context and individual patient preferences.

2.5 Reducing Organizational Barriers

Lennon et al. (2017) evaluated the Dallas national digital health program over a three-year period (2012-2015) to examine the barriers and facilitators to implementing digital health on a large scale in the UK. Methods included interviews with key stakeholders, focus groups with consumers and patients, field observations, survey responses from healthcare professionals, and cross-cutting documentary evidence on implementation.

The results identified organizational barriers such as lack of IT infrastructure, uncertainty around information governance, and lack of incentives to prioritize interoperability. Facilitators included clinical support, digital health champions, and public and professional willingness. The conclusions emphasize the need to invest in national and local infrastructure, implement guidelines for safe and transparent use of digital health, incentivize interoperability, and enhance the skills of professionals and the public.

In a different context, Eden et al. (2018) examined the effects of electronic health technologies (eHealth) on hospital practice by conducting a synthesis of current literature. They conducted a

narrative review of systematic reviews on the effects of eHealth technologies such as clinical decision support systems, computerized order entry, e-prescribing, and electronic medical records. The results revealed that the effects of eHealth systems were largely mixed, with limited evidence of benefits for computerized order entry and e-prescribing. In contrast, clinical decision support systems were associated with the most positive and consistent outcomes for clinicians and hospitals. The implications for practitioners highlight the need to identify and address key factors for successful implementation of eHealth technologies to foster the creation of new, more efficient care models.

Powell et al. (2017) found that video consultations in primary care offered patients benefits such as convenience and cost savings. However, concerns were raised regarding privacy and clinicians' ability to perform adequate physical examinations, thus highlighting the need to reduce organizational barriers for broader adoption of this technology.

Bleyel et al. (2020) also highlighted the need to overcome organizational barriers for successful implementation of video consultations with mental health specialists in primary care. While participants identified potential benefits such as increased access to specialized care, key barriers were lack of in-person contact and technical challenges, underscoring the importance of reducing these barriers for broader adoption.

In a study by Markaoui et al. (2022) on the adoption of e-health by Moroccan physicians, patient data security was identified as a major organizational barrier. Their research highlighted the need to take steps to ensure patient data security to facilitate the adoption of e-health. These studies highlight the importance of reducing organizational barriers, such as concerns about data privacy and technical challenges, to foster broader adoption of digital health technologies in primary care.

3. Empirical modeling of the interaction between patient satisfaction and digital services

In a constantly evolving medical landscape, digital health technologies are emerging as crucial tools to improve healthcare delivery. However, patient satisfaction remains a key element in assessing the effectiveness and acceptance of these technologies. This study aims to explore the determinants of patient satisfaction in the context of digital healthcare, focusing on four key factors: sociodemographic factors, data privacy, virtual interactions (communication), and reduction of organizational barriers. Sociodemographic factors such as age, gender, education level, and socioeconomic status play a fundamental role in how individuals perceive and adopt digital health technologies. By understanding the impact of these factors, it is possible to tailor interventions and services to meet the specific needs of different patient groups.

Sociodemographic Variable

Sociodemographic factors such as age, gender, education level, and socioeconomic status play a crucial role in the perception and adoption of digital health technologies. Studies by Antes et al. (2021) have revealed that these sociodemographic variables can influence individuals' attitudes towards new health technologies, while research by Estrela et al. (2023) has highlighted the importance of education level, income, and social support in digital health literacy. Based on this, we formulate the following hypothesis:

Hypothesis 1: Younger patients, male patients, those with higher education levels, and higher socioeconomic status are more likely to have a favorable attitude towards digital health technologies and actively use these technologies in their healthcare journey.

Data Privacy

The confidentiality of medical data is a major concern for patients when using digital health technologies. Allen's research (2022) has shown that patients greatly value the confidentiality of their medical information during online consultations, which influences their trust in these technologies. Based on these findings, we formulate the following hypothesis:

Hypothesis 2: Improved assurance of the confidentiality of medical data in virtual interactions will lead to greater patient trust in digital health technologies.

Virtual Communication

The quality of virtual interactions between patients and healthcare providers plays a crucial role in patient satisfaction with digital health technologies. Imlach et al.'s studies (2021) emphasized the importance of clear, empathetic, and effective communication in telemedicine consultations to ensure patient satisfaction. Therefore, we formulate the following hypothesis:

Hypothesis 3: Patients who perceive positive virtual interactions, characterized by clear, empathetic, and effective communication with healthcare providers, will be more likely to express high satisfaction with digital health technologies.

Mitigation of Organizational Risk

Organizational barriers in the adoption and use of digital health technologies can have a significant impact on patient satisfaction. Lennon et al.'s research (2017) identified obstacles such as lack of IT infrastructure and uncertainty around information governance, which can hinder the adoption of digital health technologies on a large scale. Based on this, we formulate the following hypothesis:

Hypothesis 4: Reducing organizational barriers in the adoption and use of digital health technologies will improve patient satisfaction.

By considering these hypotheses, an empirical study can be designed to further explore the impact of sociodemographic variables, data privacy, quality of virtual interactions, and reduction of organizational barriers on patient satisfaction in the context of digital healthcare.

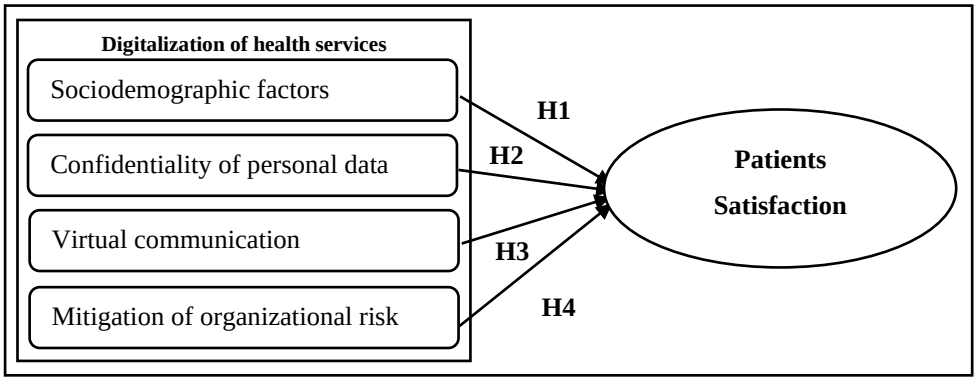

Figure 1: Conceptual Framework of Patients' Satisfaction

Figure 1 depicts the conceptual framework of our study, which aims to analyze the various facets of healthcare services digitalization and their impacts on patient satisfaction. To study these impacts, it is

logical to align with the approaches adopted by the aforementioned authors, advocating for a quantitative approach supported by a hypothetico-deductive approach.

4. Conclusion

In conclusion, the digitalization of health services plays a pivotal role in shaping patient satisfaction across various dimensions of healthcare delivery. Through an extensive review of literature, it becomes evident that factors such as the use of electronic health records (EHRs), virtual communication and reduction of organizational obstacles, sociodemographic factors, and data privacy significantly influence patient satisfaction. The adoption of electronic health records (EHRs) has been associated with improved patient satisfaction, particularly in terms of information provision, hospital ratings, and patient recommendations. Similarly, virtual communication platforms have emerged as valuable tools for enhancing patient-provider interactions, albeit with challenges related to privacy concerns and the need for robust security measures.

Moreover, sociodemographic factors, including age, education level, income, and trust in healthcare systems, play a crucial role in shaping patient attitudes towards digital health technologies. Understanding these factors is essential for designing tailored interventions that address the diverse needs and preferences of patient populations. Furthermore, ensuring the confidentiality and security of patient data is imperative for building trust and confidence in digital health solutions. Patients value the privacy of their medical information and expect healthcare organizations to implement robust safeguards to protect their data from unauthorized access or breaches.

In addressing organizational obstacles, healthcare institutions must prioritize risk mitigation strategies to enhance patient safety, optimize care delivery processes, and comply with regulatory standards. This involves leveraging technology, implementing safety protocols, investing in staff training, and fostering a culture of transparency and accountability. Overall, the successful digitalization of health services hinges on the alignment of technological advancements with patient-centered care principles. By prioritizing patient satisfaction and addressing the multifaceted factors that influence it, healthcare organizations can leverage digital health solutions to improve access, quality, and outcomes while ensuring patient privacy and security. As we navigate the evolving landscape of healthcare delivery, it is imperative to remain vigilant in our efforts to harness the transformative potential of digital technologies while upholding the highest standards of patient-centered care.

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