



DIGITAL ECONOMY FOR CUSTOMER BENEFIT AND BUSINESS FAIRNESS

Edited by
Grisna Anggadwita and Erni Martini





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Digital Economy for Customer Benefit and Business Fairness

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Paradoxes of healthcare in Goa

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ABSTRACT: The study aimed to assess the satisfaction level of patients with respect to healthcare services provided by public and private hospitals. The result of the Importance Performance Analysis (IPA) revealed that in general, when both public and private hospitals are considered, the level of satisfaction among patients is very low. Public sector healthcare completely lacks overall service quality whereas the private sector shows some signs of satisfaction. This being the case, because no other options are available, patients keep visiting both public as well as private sector hospitals for their ailments, making it a paradox. Concerned hospital authorities and also management must focus on improving service quality so as to ensure that the overall image of the healthcare sector in Goa improves in the coming years, which may be considered as an Unique Selling Proposition (USB) for making Goa a health tourism destination.

1 INTRODUCTION

This article begins with few quotes by people who considered the health of an individual as the basis for a happy life. “Health is wealth” is a common saying and good health is the feeling of mental, physical, and social well-being by any person and refers not only to freedom from diseases (Health Is Wealth Quotes, 2019).

“Health is the greatest gift, contentment is the greatest wealth, faithfulness the best relationship” (Buddha).

“It is health that is real wealth and no pieces of gold and silver” (Mahatma Gandhi).

“The first wealth is health” (Ralph Waldo Emerson).

“The greatest wealth is health” (Virgil).

“Early to bed and early to rise, makes a man health wealthy and wise” (Benjamin Franklin).

From these few notable quotes from ancient and modern times, one can see that it is well known around the world that “Health of an individual is the best wealth one can have,” an axiom practiced by people around the world from time immemorial, and is still applicable in the present technological era. This being the case, there are still many parts in the world that do not have proper healthcare services, with people suffering because they cannot get medicine on time, do not get proper treatment due to lack of availability of technology and human resources, and also children are still suffering from malnutrition. Technological advancement has led to huge investment in research and development, which leads to introduction of new medicines and improved treatment processes with upgraded equipment that increases treatment cost.

India, the second most populated country in the world, is still at a developing stage with limited resources, still trying to adapt to technological changes, but having problems with healthcare facilities. The healthcare sector in India is still not on par with international standards. In India, public sector