

Types of the Healthcare Information Provision e-Business on the Internet

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Abstract and Objective

The objectives of the study was to; firstly, define healthcare information provision industry, and classify/analyze healthcare information industry business models, secondly, propose strategic guidelines for healthcare information industry development. A survey was conducted to investigate private companies that provide healthcare information. Through literature review of previous researches on internet business model classification, four major model classification systems were chosen and healthcare information business models were classified. Appropriate guidelines were proposed based on the composite opinions derived from the participating companies. In order to realize the industrialization and development of health information provision industry, it is important to educate the general with the help of government and cooperation with field experts.

Keywords:

Internet health information, Healthcare contents, Business model

Methods

A survey was conducted to investigate private companies that provide healthcare information. The subjects were assigned to different groups based on their means of service provision, for in-depth investigation. Total of five open colloquiums were held. A structured questionnaire on various complaints and difficulties were distributed for additional information, followed by discussion on strategies and future plans.

Results

Analysis of Healthcare Information Provision Service Companies in Korea

Survey revealed that twenty-four (88.9%) companies used textbook-like medium for providing healthcare information. The rest were shown to use News (77.8%), healthcare advisory and Q&A (70.4%), and multimedia such as video and Flash (48.1%). The information addressed diseases, physiology, medication, traditional medicine, alternative medicine and Well-Being, etc. The primary goal of healthcare informa-

tion provision was not to gain benefit, but to advertise the individual company; only a small number of specialized companies regarded information provision as their primary goal.

Business model analysis of healthcare information provision service companies

Among a number of model candidates, a few were selected based on their ability to describe healthcare information. Each model is characterized by their roles and profits. In the case of ENG model, their content type ranked the highest with 44.4 %, followed by Care type with 40.7%. The rest were consisted of Commerce type (25.9%), Community type and Connectivity type (each 7.4%). Using Timmer's model classification [1], Information Intermediary model consisted of 96.3%, Value Chain Intermediary 55.6%, and Online Store 33.3%. Additionally, Virtual Community, Online Purchase types each consisted of 11.1%, followed by Online Mall type 7.4%. Analysis using Rappa's model [1] showed 24 cases in Infomediary as the top contender, followed by Manufacturer Direct-buy model and Cooperation model each consisting of 33.3%. Among the five benefit models proposed by Kwon, those that corresponded to the ones in healthcare information provision field were Advertisement, Subscription fees and Device-Information Composite.

Conclusion

The study revealed that Healthcare Information Act needs immediate revision, along with including health insurance coverage to healthcare information provision business. Long-term planning must be constructed for healthcare information business, as well as credible authorization system. Additionally, healthcare information industry's technological development and foundation establishment require consistent support in order to evolve.

Reference

- [1] Li F. What is e-business? how the internet transforms organizations. Malden, USA: Blackwell Publishing, 2007; pp. 138-39.