



Perceptions and preferences of Public for Healthcare in Pakistan
Produced by: Gallup Pakistan Jointly with Gilani Research Foundation

Feb-March 2011
(Perceptions and preferences
for Healthcare Edition)

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From the Editor

Dear Reader,

We are happy to present to our readers the latest Edition of Gallup Pakistan's Health, Healthcare and Lifestyles Cyberletter. This Edition focuses on the public perceptions and preferences for healthcare in Pakistan. We look forward to your comments and feedback. More details can be found on our website www.gallup.com.pk

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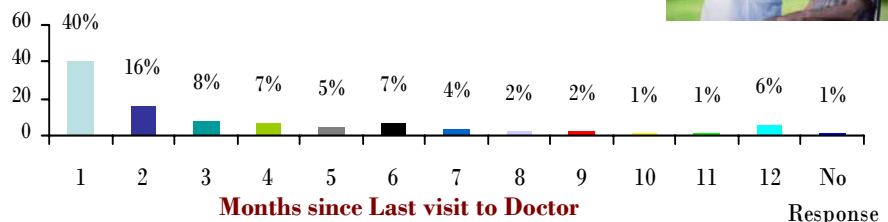
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Visit to Doctors

People often visit Doctors.

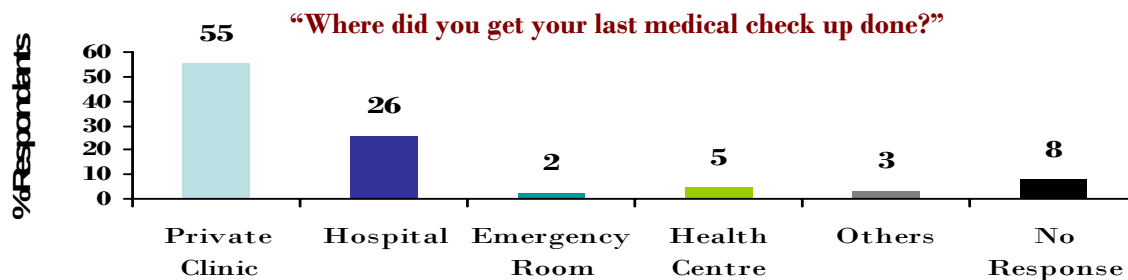
According to a Gilani Research Foundation survey carried out by Gallup Pakistan in August 2010, 56% of the respondents have visited a doctor in the last two months.



The findings of this survey show that **access to a Doctor is on a rising curve**, contrary to popularly held beliefs. A more detailed analysis in terms of Age, Gender, Socio Economic groups may reveal further details. Questions like “Quality of Access” and “Post Doctor Advise Care” are other important aspects to be considered as well. Gallup Pakistan Team would publish more on the subject in the upcoming editions.

Findings: Most Prefer to Consult Private Doctor

In September 2010, when asked “Where did you get your last medical check up done?”, Fifty five percent (55%) said they went to a private clinic. 26% went to the hospital.



Source: Gallup and Gilani Surveys January, 2011

(These findings are further corroborated by another source, as according to PSLM 2008-09, of those who reported illness and sought medical care, 71% consulted private hospitals or doctors. PSLM stands for “Pakistan Social and Living Standard Measurement” and is the principal document produced by ‘Federal Bureau of Statistics’ on subjects related to Household Income, Expenditure and related issues. The PSLM had a sample size of 75188 households representative of the national rural and urban population.)

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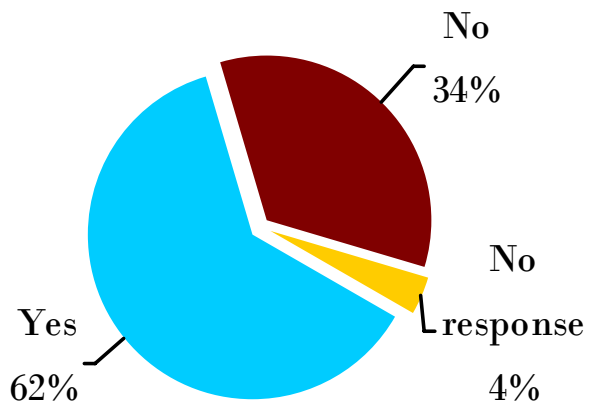
Perceptions on Telemedicine

Findings: Majority is willing to consult on Mobile Phones.



In a survey in January 2011, a nationally representative sample of men and women from across the country were asked their perception on Telemedicine.

Question: “God forbid if anyone falls ill at your home, would you like to consult a doctor on the cell phone?”



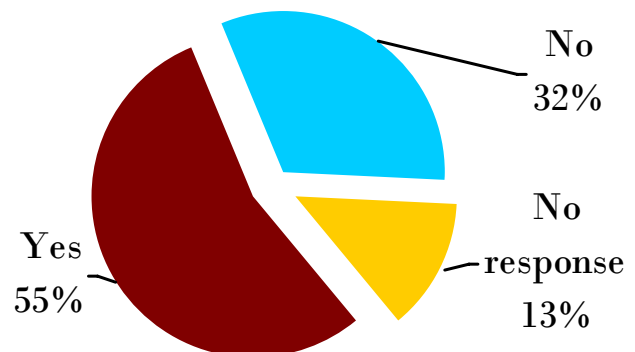
Given the constraints of time and money barring Conventional Consultation with a Doctor, people are willing to try new ‘Technology’

Findings: 55% willing to try new ‘Technology’ for medical care in tough situations.



Fifty five percent (55%) replied in affirmative while 32% said that they would not like to go for distance consultation using new technology. 13% gave no response. A detailed analysis of the data revealed that more rural dwellers (51%) were in favor of using this procedure of consultation compared to their urban counter parts (33%).

Question: “Suppose someone is sick in your family and you don’t have time or money to take him to a big hospital. Would you like to take him/her to the nearest health center which is in contact with senior doctors in a big hospital through phone/ internet, such the doctor can see the patient, diagnose and advise accordingly while sitting at a distance?”



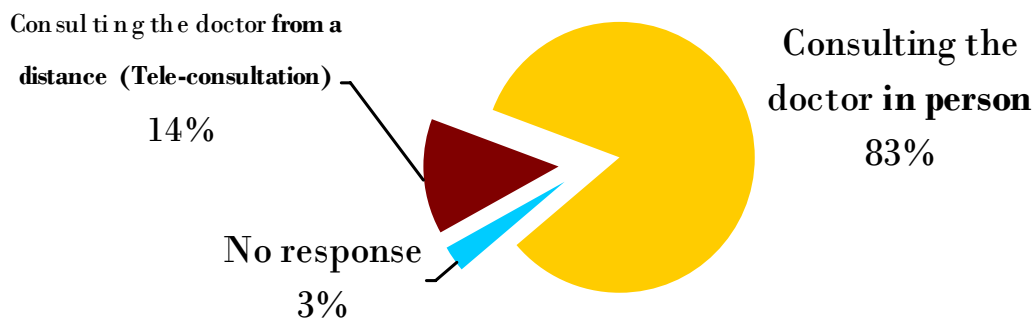
Source: Gallup and Gilani Surveys January, 2011

People Still Prefer Conventional Medical Consultation to New Methods of Telemedicine

Findings: 83% would prefer a Doctor in person more than consultation from a distance (Tele-consultation)

Eighty three percent (83%) believed that consulting a doctor in person is better than consulting him/her on the cell phone or through internet (14%). 3% gave no response.

Question: "In your opinion, is it better to consult a doctor on the phone or through internet; or is it better to go to a big hospital and consult the doctor in person? Which of these two methods will you prefer?"



Source: Gallup and Gilani Surveys January, 2011

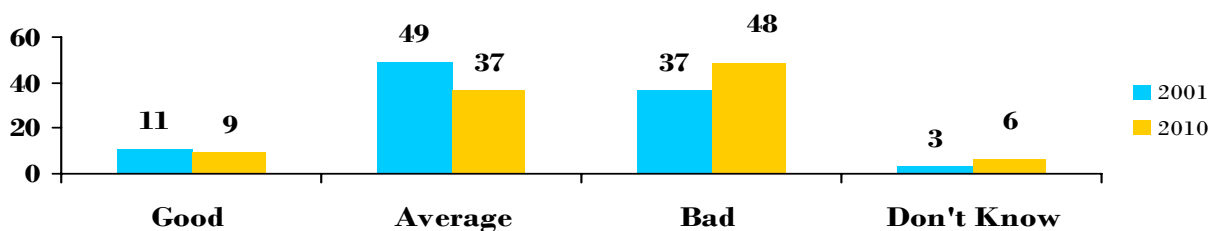
Government Hospitals Deteriorating?

Findings: Majority Perceives quality of Treatment at Public Hospitals to be Poor Quality.



48% of Pakistanis perceive the quality of treatment at government hospitals to be bad. This is a notable change from 9 years back, in 2001; a similar Gallup and Gilani poll had found that 37% believed the standard of government hospitals to be bad. This would explain why more and more people are turning to private health care institutes instead of government hospitals as noted earlier.

In your opinion, what is the quality of treatment at government hospitals?



Source: Gallup and Gilani Surveys, 2001 & 2010

Caution: This is a simple question. A detailed study on 'Perceptions about Quality of Healthcare' is required to understand this issue. Caution must be taken in interpreting Comparative Data across years.

Healthcare Cyberletter

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METHODOLOGY NOTES

All findings in this Cyberletter are from Surveys released by Gilani foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. These surveys are carried out among a sample of over 2500 men and women in rural and urban areas of all four provinces of the country, during the month and year specified in each case. All of these are In-house face to face Interviews using a Structured Questionnaire.

The findings are weighted according to rural and urban population share of the four provinces according to Population Census, 1998. All figures are National average unless otherwise specified. Error margin is estimated to be approximately $\pm 2-3$ per cent at 95% confidence level. Caution should be taken while interpreting Comparative figures across the years.

Upcoming Issues:

**Findings from a Global Study on Patient-Doctor Relationship
Perceptions of Pakistani Public on Tuberculosis & others.**

For more details on Methodology, please consult the Editorial Team.

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