

**Special Issue:** Stakeholders in the Indian Healthcare Sector

**Guest Editor:** Rajesh Chandwani

## Contents

### EDITORIAL

- Stakeholders in the Indian Healthcare Sector* 65  
*Rajesh Chandwani*

### RESEARCH

- Online Healthcare Practices and Associated Stakeholders: Review of Literature for Future Research Agenda* 71  
*Amaresh Panda and Sanjay Mohapatra*

The rise of online platforms for health information exchange is changing the traditional approaches of healthcare deliveries. With the help of internet technologies, online healthcare practices are growing continuously through their diversified functionalities with better, faster and larger reachability. People are proactively emerging towards the online healthcare community to acquire knowledge, share experience and decide their healthcare drives. Similarly, service providers can use the online healthcare community to evaluate their services and modify the deliverable to meet the end-user requirements. We have systematically consolidated available information on this virtual healthcare system to make the framework useful for both research and practice.

- Looking for Medical Advice in Everyday Digital Spaces: A Qualitative Study of Indians Connecting with Physicians on Facebook* 86  
*Smeeta Mishra*

Informed by Foucault's work on governmentality and using in-depth interviews, this study shows how social media platforms such as Facebook facilitate neoliberal health practices by introducing expert medical advice into everyday digital spaces. Apart from former and current patients and caregivers, healthy individuals also sought health information from physicians' Facebook posts and tried to minimize the risk of disease even as a few resisted dominant discourses. Viewing health primarily as an individual-lifestyle-choices project, many participants also believed that physicians' Facebook posts offered more reliable and culture-specific health information than the results of a generic online search.

- Role of Communication, Influence, and Satisfaction in Patient Recommendations of a Physician* 99  
*Payal Mehra and Anubhav Mishra*

Most people rely on recommendations from friends and relatives to select a physician due to the limited information available on healthcare service providers. This study undertakes a customer-oriented view of patients to examine patients' perceptions of the physicians' communication and how communication skills influence satisfaction and physician's recommendation. Primary data were collected via a survey from 626 patients. The results suggest that affective communication skills of physician lead to favourable recommendations, and patients' perceived influence and satisfaction mediate this relationship. Moreover, socio-demographic factors such as patient's income, patient's gender, and physician's gender moderate these relationships.

Health Insurance as a Healthcare Financing Mechanism in India: Key Strategic Insights and a Business Model Perspective

*Rohit Kumar and Aditya Duggirala*

112

The growth of health insurance as a healthcare financing mechanism in India has been impacted by multiple challenges over the last decade. One of the critical challenges faced by insurance companies being the high incurred claim ratio. This paper draws from the strategic management literature and insights gained from the interviews of healthcare and health insurance experts. The research paper highlights the six critical success factors that can be the source for gaining a competitive advantage. From a business model standpoint, it also lists five strategic choices that can help health insurance companies increase willingness to pay and improve profitability.

**NOTES AND COMMENTARIES**

Rare Diseases Require Support Too

*Viswanath Pingali and Neelima Das*

129

People who suffer from rare diseases get little attention, both from the media as well as the government. While therapies exist for some of the rare diseases, they tend to be fairly expensive, making it unaffordable, especially in countries like India, where a substantial population is not covered under any insurance mechanism. In this paper, we discuss why these medicines tend to be expensive and why left to the free markets, there is unlikely to be any solution. We discuss some recent initiatives and other potential solutions to mitigate this problem reasonably.

**BOOK REVIEW**

Hospital Management Text and Cases

*Abhishek Singh and Santosh Rangnekar*

135

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