

Impact of Media Information Sources on the Patients' Health Status

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Abstract

This study aimed to investigate the perception of physicians toward the effect of electronic and print media on the health status of patients. The study population comprised physicians rendering their services in different hospitals of Karachi, Pakistan, selected by the nonprobability convenience sampling technique. In this study, 500 questionnaires were distributed through email or direct correspondence. Physicians' perception toward the impact of electronic and print media on the health status of patients was assessed with a 20-item questionnaire. Different demographic characteristics, such as age, gender, institution, position, and experience of respondents, were recorded. The association of the demographic characteristics of the responses of physicians was determined by one-way ANOVA using 0.05 level of significance. In this study, 254 physicians provided consent to show their responses for research purposes. A response rate of 50.8% was obtained. Nearly one-third of the respondents negated that patients get health benefit using electronic and print media. The majority did not consider electronic and print media as lifestyle-modifying factors. Physicians thought that patients particularly do not rely on mass media for acquiring health information and consider healthcare professionals as unswerving information resource. Mass media can be productive resources to augment awareness among patients, although physicians seem unconvinced about the extended usage of print/electronic media.



Biography:

Dr. Sadia Shakeel is an enthusiastic person who wants to employ her skills and education in noteworthy and innovative research experiences that promote and develop a lifelong commitment to learning and professional development. She is currently rendering her services as a Faculty member in Dow College of Pharmacy, Dow University of Health Sciences, one of the oldest public research universities located in urban metropolitan area of Karachi, Pakistan. She is a prolific researcher and author. She has authored over 75 peer-reviewed publications in international journals and several research abstracts / research posters to her credit.



Speaker Publications:

- 1 "Acquaintance of Botox: A cross-sectional survey among female students in Karachi, Pakistan", Sadia Shakeel, African journal of pharmacy and pharmacology, Vol.13(17), pp. 292-296, November 2019.
 - 2 "Exploratory Findings of Prescribing Unlicensed and Off-Label Medicines among Children and Neonates", Sadia shakeel, 2020 Volume 2020:9.
 3. "Evaluation of in vitro urease and lipoxigenase inhibition activity of weight reducing tablets", Sadia Shakeel, Pakistan Journal of Pharmaceutical Sciences, 2016.
 4. "Patients Comprehension of Pharmaceutical Package Inserts Information in Karachi, Pakistan", Sadia Shakeel, 2015 Tropical Journal of Pharmaceutical Research
 5. "Disintegrants combination: Development and optimization of a cefadroxil fast disintegrating tablet", Sadia Shakeel, 2014, Pakistan Journal of Pharmaceutical Sciences.
- [23rd Asia Pacific Pharma Congress](#) ; July 22-23, 2020, Melbourne, Australia.

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