

[DOI: 10.20472/IAC.2018.038.022](https://doi.org/10.20472/IAC.2018.038.022)

ÉVA MÁLOVICS
University of Szeged, Hungary

THE DIFFICULTIES OF BECOMING AN E- PATIENT FROM GOOGLE - PATIENT. A QUALITATIVE RESEARCH IN HUNGARY.

Abstract:

Information technology is changing rapidly worldwide and so the communication. According to the literature the digital revolution will have a huge impact on how physicians interact with patients. The internet has become a powerful healthcare tool for a lot of people. As a result of these changes e-patient movement has evolved. These changes will have an important affect on the doctor - patient communication and the direction of these relationship became a fundamental question. According to the literature the paternalist physician - patient communication should be replaced by a common decision however, this process requires significant change of attitude from both the patient and the physician.

We made in-depth interviews with five patients with serious illness and with five doctors. We used the grounded theory method for analyzing data about the doctor - patient communication. From the results we can see, that there are many appearances of needs to becomes from google patient to e-patient but the habitual barriers of paternalistic doctor-patient communication overwrite this efforts.

Keywords:

E-patient, paternalistic communication, shared decisionmaking

JEL Classification: A19