Emotional Intelligence and Online Healthcare: The Case Study of Canada

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ABSTRACT

As the North American healthcare system moves to online value-based care, the importance of engaging patients and families continues to intensify. However, simply engaging patients and families to improve their subjective satisfaction will not be enough for providers who want to maximize value. True optimization entails developing deep and long-term relationships with patients through understanding their needs. This article discusses the result of a research conducted in Canada. Out of 1100 questionnaires which were distributed, 850 valid returns were obtained. The collected data were analyzed using a SPSS 20.0 statistical. The findings indicate that IT healthcare is rapidly growing. However, despite a significant number of initiatives in Canada related to online health information, lack of interoperability remains one of the major challenges in implementing successful health IT systems at this time.

KEYWORDS
Clients’ Satisfaction, Emotional Intelligence, IT Healthcare, Online Health Service, Online Information

INTRODUCTION

Healthcare Industry is one of the world’s biggest and widest developing industries. During, the recent years the healthcare management around the world is changing from disease-centered to a patient-centered model (Cortada, Gordon & Lenihan, 2012) and volume based to a value-based healthcare delivery model (Huang et al., 2015). Educating the superiority of health care and decreasing the cost is a principle behind the developing movement toward value-based healthcare delivery model and patient-centered care. The volume and demand for big data in healthcare organizations are

DOI: 10.4018/IJARPHM.2019070101

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growing little by little (Stanton, 2002). To provide effective patient-centered care, it is essential to manage and analyze huge health data. The outdated data management implements are not sufficient enough to analyze big data as variety and volume of data sources have increased in the past two decades. There is a need for new and innovative big data tools and technologies that can meet and exceed the ability of managing healthcare data (Feldman, Davis & Chawla, 2015). Research study predictions on the worldwide big data expenditure in the healthcare business to progress towards Compound Annual Growth Rate (CAGR) of 42% during these years 2014-2019.

The big data are used to predict the diseases before they emerge based on the medical records. Many countries’ public health systems are now providing electronic patient records with advanced medical imaging media (Al-Jarrah et al., 2015). The practice of big data takes the prospective to encounter the upcoming market needs and trends in healthcare establishments (Raghupathi & Raghupathi, 2014). However, what is overlooked in this new trend is the role of emotional intelligence in the dyad between the suppliers of health care and the end-users, who are public. In fact, IT professionals lack appropriate interpersonal skills to interact with end-users/clients to deliver the services in a connective manner that can have a positive impact on service quality, customer/user satisfaction, and performance (Lie & Liu, 2014).

Positive emotional intelligence traits or competence (Vaida & Opre, 2014) are personality qualities that can be developed, which will influence the end-users as well. Emotional intelligence in this chain serve other crucial purposes: it is either the key element in the transfer of the health sector to another economic level, or the element that salvages the sector from a situation that might have led to its collapse. Under the pressure of the external and internal influences, emotional intelligence comes with a substantial contribution that guides the processes of change of entities through decisions and actions of managers (Campo et al., 2016).

So far, Canada has undertaken a variety of activities related to the implementation and adoption of technology in its health care system. These efforts have been particularly successful in the primary care sector, but development of health IT projects must encourage successful adoption and implementation efforts throughout the country. The importance of various service qualities for people’s satisfaction and subsequent adoption of online health services has not much been explored within the Canadian context which is the main concept of this article.

**BACKGROUND**

Nowadays, a wide range of technological possibilities are available for online health-related actions, such as making doctor’s appointments via Health Maintenance Organizations (HMO) websites, receiving medical examination results, searching for essential medical information online, and even administrating remotely Telemedicine services. The term Online Health Services (OHS) will be used here as a cover term for these services. Yet despite the prominent advantages of these technologies, their use among older adults is relatively low. For example, the findings of a study among
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