

8-10-2023

An Investigation on Physician-Received Benefits via the Use of Social Telemedicine Websites

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Recommended Citation

Song, Jiahe; Shrivastava, Utkarsh; Razi, Muhammad; and Tarn, Mike, "An Investigation on Physician-Received Benefits via the Use of Social Telemedicine Websites" (2023). *AMCIS 2023 TREOs*. 23.

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AMCIS: An Investigation on Physician-Received Benefits via the Use of Social Telemedicine Websites

TREO Talk Paper

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Abstract

The healthcare sector has been evolving along with its digitalization worldwide. The transition to social media-supported telemedicine websites taking place in many countries is one of the examples of this healthcare evolution. Especially due to the COVID-19 pandemic dating back to 2020, more than 50% of online patients strongly necessitated telemedicine platforms for outpatient services (e.g., appointment making, remote medical consultation) with their physicians (Demeke et al., 2021). Although extant studies have discussed how patients could benefit from the adoption of social telemedicine websites (Kurniawan et al., 2022; Zhang et al., 2020), theoretically-grounded empirical research aiming to demystify how such websites may benefit physicians is still lacking. Grounded in the social exchange theory, we examine healthcare professionals' adoption of telemedicine, the engagement they conduct in their own patient communities, and their received socioemotional and economic rewards.

Physician-level data is being collected from a leading telemedicine platform to fulfill the research objectives. Based on the selected overarching theory, we expect the empirical findings to reveal a positive influence of physicians' engagement on social telemedicine websites on both received respect (a socioemotional reward) and financial benefit (an economic reward). Additionally, we expect a contributing mediation effect of the received respect on the nexus between social telemedicine engagement and the received financial reward for physicians.

This study will provide important insights for the research of innovative e-health and telemedicine and for the literature related to socioemotional and economic wealth or rewards.

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