

# TeleHealth in the Philippines

January 2024

STANDARD INSIGHTS



# About the Report

**Standard Insights conducted a research survey in the form of an online study on TeleHealth in the Philippines in January 2024.**

The study aims to provide information on the awareness, usage, and perception of TeleHealth and Teleconsultation services in the Philippines.

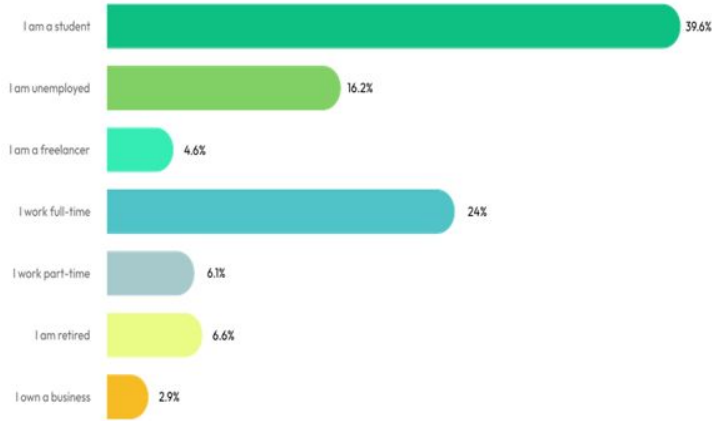
Explore findings from our report based on responses from 2,555 Filipino participants.



TeleHealth in the Philippines

# Attitudes and Preferences

# Occupation and Background



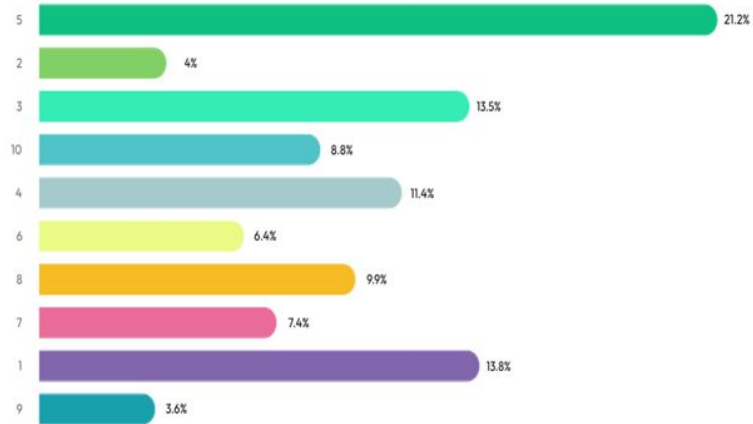
The survey revealed that most respondents were either **students (particularly those under 18 and between 18–24) or full-time workers (mostly in the 35–44 and 45–54 age groups)**. Retirement was common among those over 65. Female respondents tended to be students, while males were more likely to be full-time workers. In the National Capital Region, most identified as full-time workers, while other regions had a higher proportion of students.

## Teleconsultation Experience: Online vs. Traditional In-Person Care

The majority of respondents, regardless of age, gender, or location, have not engaged in teleconsultation (77.5%). Among age groups, 18-24 declined the most, while 25-34 had the highest acceptance. Men were slightly more resistant than women, and the Visayas region had the highest refusal rate, while the National Capital Region had the highest acceptance rate.



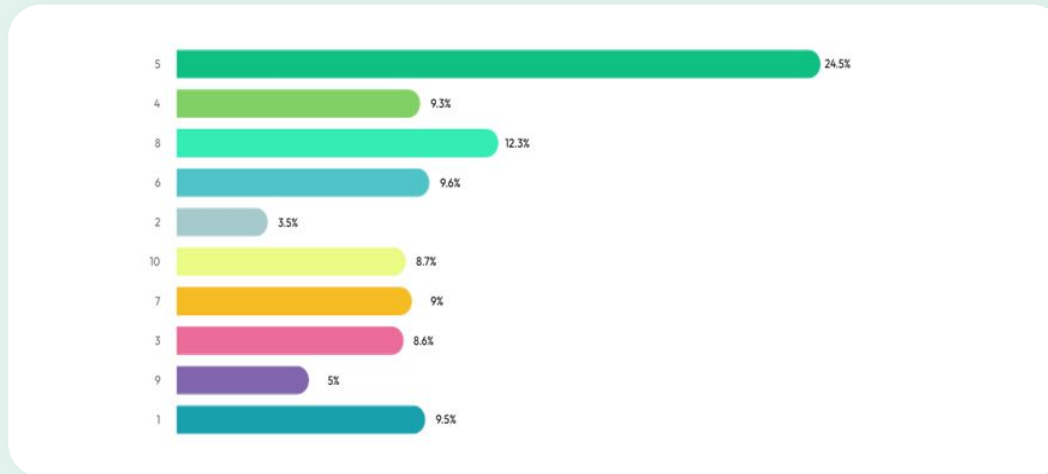
# Comfort Level in Sharing Personal Health Data During Teleconsultations



**Most respondents are moderately comfortable sharing health data during teleconsultation, with 21.2% scoring it a 5.**

Younger age groups are more at ease, with discomfort increasing in older age brackets. Both genders generally feel comfortable, but more males express discomfort. Residents of Mindanao and Visayas are more comfortable, while those in Luzon and the National Capital Region have a mixed response, including a notable discomfort.

## Scale Assessment: Complementary Role of TeleHealth in Traditional Healthcare

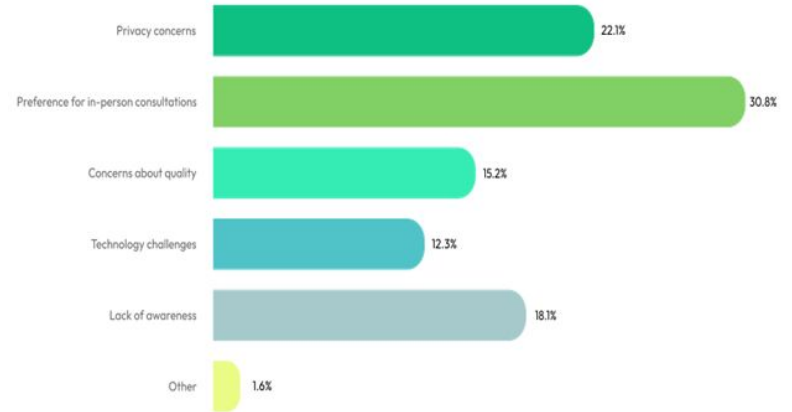


The majority of respondents believe that teleconsultation can complement traditional in-person healthcare, with an average score of 5.53. **"5" was the most common response across all age groups, genders, and locations.** This belief is consistent across age groups and genders, with younger individuals showing stronger support. All locations, particularly Luzon, exhibit high agreement on the complementary role of teleconsultation.

## Attitudes and Preferences

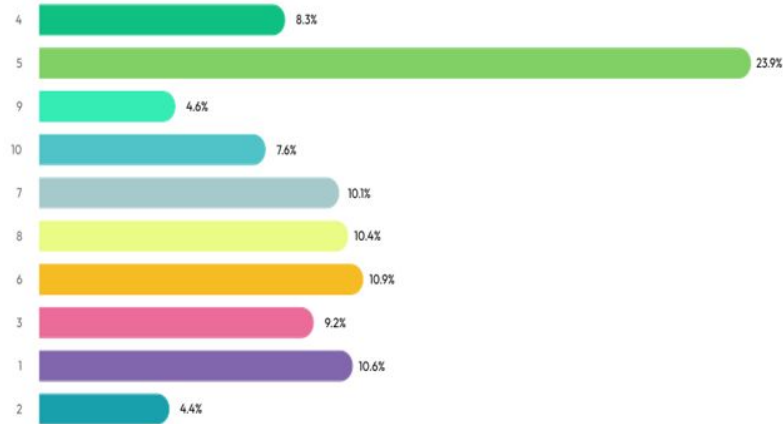
# Main Reasons for Non-Utilization of Teleconsultation Services

The main reason for not using teleconsultation services is a preference for **in-person consultations (30.8%)**. This trend is consistent across age groups, with younger individuals expressing additional concerns about service quality. Both genders primarily prefer in-person consultations, but males show a slightly higher lack of awareness. The preference for in-person consultations is the primary concern across all locations, accompanied by privacy concerns and lack of awareness.



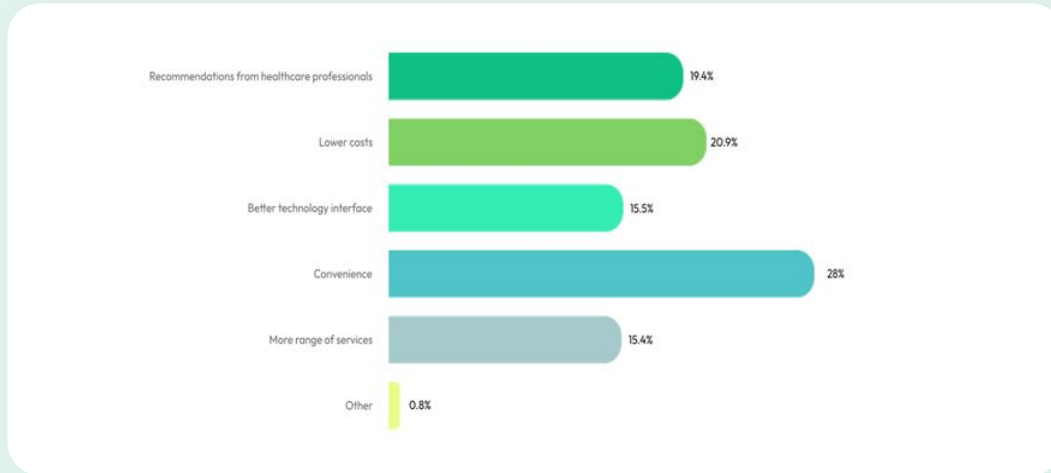


# Future Adoption: Assessing the Likelihood of Using Teleconsultation Services



**Most respondents, regardless of age, gender, or location, express a moderate to high likelihood of using teleconsultation services in the future, averaging a score of 5.37.** Higher interest is observed among those aged 18-24 and 45-54, with males slightly more inclined than females. Luzon and the National Capital Region residents show the most interest, while the over 65 age group and residents from Visayas and Mindanao express lower and more varied levels of interest.

# Top Factors That Could Drive Future Adoption of Teleconsultation Services



The main motivators for using teleconsultation services are convenience (28%), lower costs (20.9%), and recommendations from healthcare professionals (19.4%). 'Convenience' is the top factor for many across demographics, with the 18-24 age group and Visayas residents showing the highest interest. 'Lower costs' are particularly significant for the 18-24 age group, and recommendations from healthcare professionals are crucial for both the under 18 and over 65 age groups.

## Attitudes and Preferences

# Openness to Trying Teleconsultation on Primary Healthcare Provider Recommendation

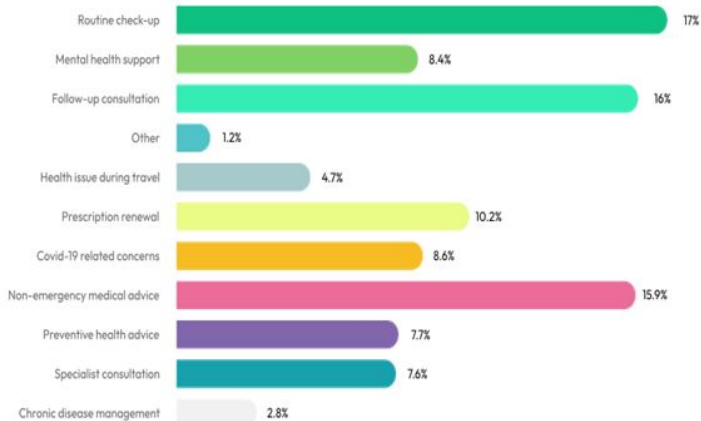
Most respondents, regardless of age, gender, or location, are open to trying teleconsultation services if recommended by their primary healthcare provider (72.3%). The 25–34 age group demonstrated the highest acceptance rate, while both males and females exhibited similar levels of acceptance. Among the locations, Visayas had the highest rate of acceptance.



TeleHealth in the Philippines

# Experience with Teleconsultation

# Situations and Reasons for Teleconsultation Service Usage

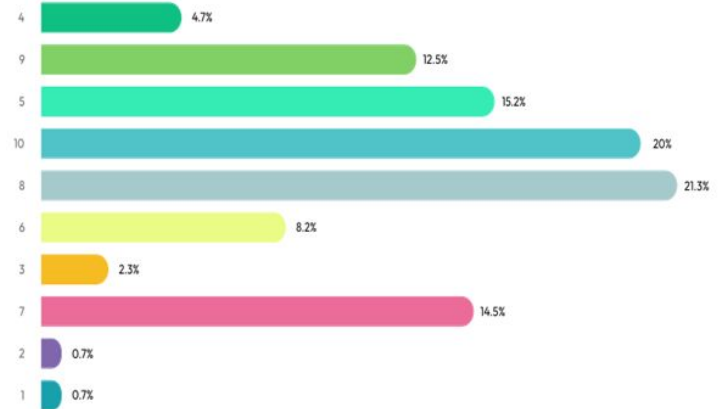


The main reasons for using teleconsultation services are routine check-ups (17%), follow-up consultations (16%), and non-emergency medical advice (15.9%). Younger individuals focus on mental health support and routine check-ups, while older age groups prioritize follow-up consultations and prescription renewals. Both males and females use teleconsultation for routine check-ups, non-emergency medical advice, and follow-ups, with slight variations. The National Capital Region has the highest usage rates for these teleconsultation purposes.

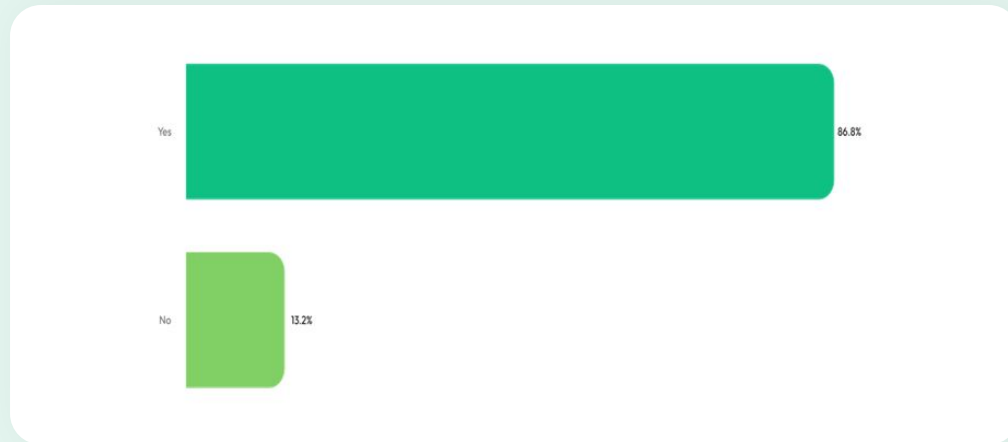
Experience with Teleconsultation

## Evaluating Teleconsultation Services Experience Satisfaction

**Overall, teleconsultation services garnered a mixed but generally positive response, with an average score of 7.37.** The 35–44 age group reported the highest satisfaction, while those over 65 were less content. Males expressed lower satisfaction than females. Satisfaction levels varied by location, with Mindanao having the highest, and the National Capital Region displaying a more balanced response range.

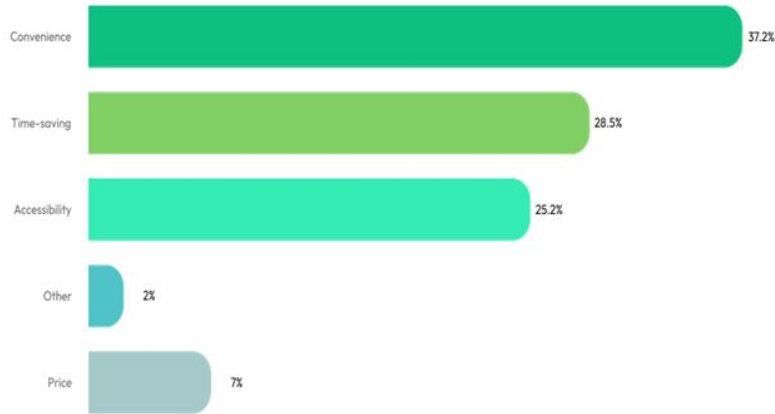


## Teleconsultation Recommendation



**The majority of respondents, spanning all age groups, genders, and locations, recommend teleconsultation services.** Among age groups, the 55–64 age group exhibits the highest support (93.33%), while the 45–54 age group shows the least support (79.76%). Males (88.33%) are slightly more likely than females (84.82%) to recommend teleconsultation services. Geographically, the Visayas region demonstrates the highest support (91.04%), while Luzon registers the least (84.92%).

# Key Reasons for Choosing Teleconsultation Over In-Person Consultations



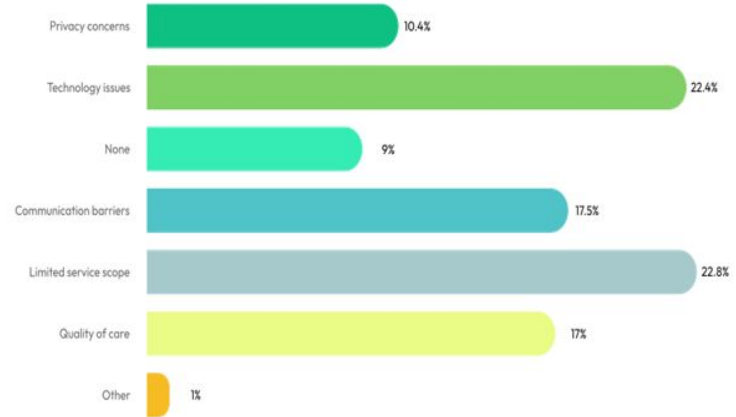
**The top reasons for choosing teleconsultation services are convenience (37.2%), time-saving (28.5%), and accessibility (25.2%).** Time-saving is most crucial for the 35-44 age group and least for those over 65, while accessibility is highly valued by the 25-34 age group and less so by those over 65. Males slightly prefer convenience, and females lean towards time-saving. Respondents from the National Capital Region prioritize convenience, time-saving, and accessibility.



## Experience with Teleconsultation

# Exploring Pain Points in Teleconsultation Services Usage

The main issues in teleconsultation are **'Limited service scope' (22.8%)**, **'Technology issues' (22.4%)**, and **'Communication barriers' (17.5%)**. Both genders face similar problems, with males reporting more 'Technology issues,' and females facing 'Limited service scope' more frequently. The younger demographic experiences 'Technology issues,' while those aged 35-44 are concerned about 'limited service scope.' Meanwhile, 'Technology issues' are most prevalent in Luzon and the National Capital Region.

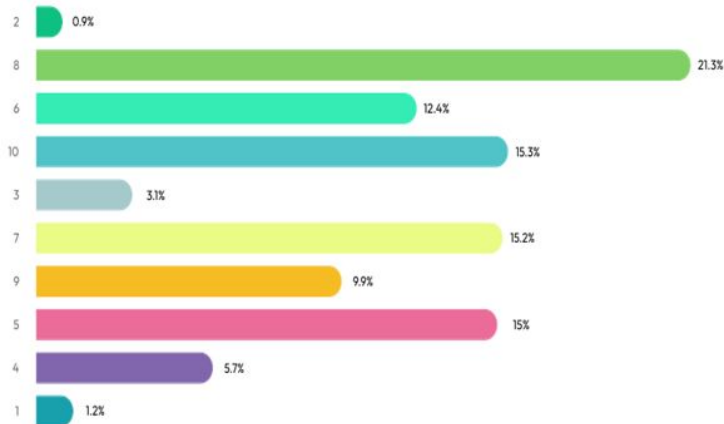


## Medication Challenges: Issues in Prescription and Fulfillment Post Teleconsultation



**The majority of respondents, irrespective of age, gender, or location, did not encounter issues with medication prescription and fulfillment after teleconsultation.** The highest percentage of people facing issues belonged to the 18–24 age group (32.7%), males (24.29%), and residents of Visayas (29.85%). Females were slightly more likely to face issues with medication fulfillment than males. Overall, the age group 18–24 experienced the most challenges, and the Visayas region had the highest percentage of issues related to medication fulfillment.

# Comparing Trust in Teleconsultation Services to Traditional In-Person Consultations



**The average level of trust in teleconsultation services is 7.03**, varying across age groups, genders, and locations. The most common score is 8 (21.3%), indicating a generally high level of trust. Among age groups, the younger demographics (18-34) exhibit the highest trust, with 8 being the predominant score. Males express a slightly higher level of trust, with 8 being more prevalent than in females. Geographically, the National Capital Region reports the highest trust in teleconsultation services.

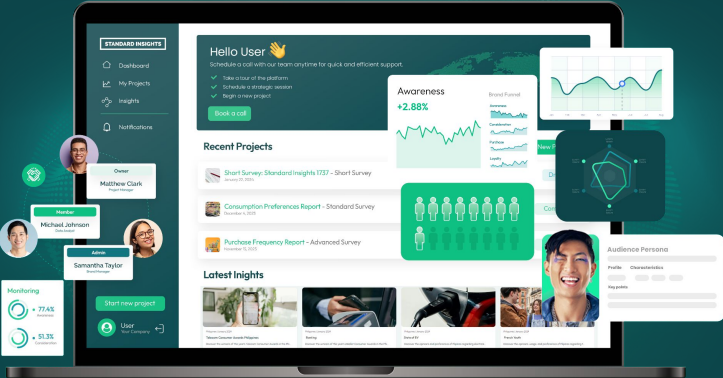
# Conclusion

The survey reveals a mixed but generally positive outlook on teleconsultation in the Philippines. While a majority has yet to use these services, there's growing acceptance, especially among younger age groups. Convenience, cost savings, and healthcare professional recommendations are key motivators. Challenges include a preference for in-person visits and technology issues. Overall satisfaction is positive, and future adoption seems likely, with trust levels varying across demographics. The findings highlight the need for ongoing improvements to address challenges and integrate telehealth seamlessly into healthcare practices.



# Your New Consumer Insights Hub

Meet our platform—a market research solution designed to streamline your research process with tools to help you understand everything about your audience, industry, and competitors.




Request a Demo

With our user-friendly interface, managing and customizing your research project has never been easier. Tailor the platform to suit your unique business needs effortlessly.

## Begin Your Research Journey

 **Start a consumer insights project**  
Easily start your market research from our platform, enjoy our in-house survey builders and tools, or complete a brief and let us handle all the work.

 **Manage your projects and explore your data**  
Effortlessly access, manage, and analyze your projects with our platform designed for informed decision-making.

 **Explore our global insights library**  
Dive into our extensive library of research reports, meticulously curated from comprehensive global surveys—all readily accessible to you at no cost.

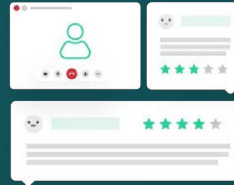
## About

# Standard Insights

We reshape conventional research practices to make your brand a consumer's go-to choice.

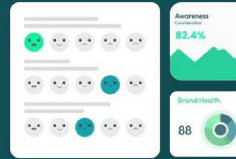
Standard Insights helps organizations access better and faster consumer insights so they can make informed decisions about their products and brands. Instead of relying on consumer panels, we use an innovative methodology for market research that caters to the dynamic needs of decision-makers.

By combining artificial intelligence and cutting-edge advertising technology, we can reach authentic respondents who align with your target audience. Standard Insights has a proven track record of delivering market research services in Thailand, Asia, and all around the globe.



### Quantitative Research

Boost your research with top-tier respondents. Our unique, direct sourcing method ensures rigorous data quality, without the need for intermediaries or panels.



### Qualitative Research

Deep dive into the profiles of your target audience with our expert network and cutting-edge platform, promising swift and insightful outcomes.



### Strategy

Go the extra mile with our consulting services. Benefit from all the support and research methodology you need to scale and realize your projects.

**Keen to learn more about our services and platform? Get in touch!**

If you want to learn more about Standard Insights, visit [www.standard-insights.com](http://www.standard-insights.com) or [schedule a call with us](#).

**STANDARD INSIGHTS**

Follow us

