



# The Impact of Online Medical Consultation Platforms on Patient Satisfaction and Utilization in Nairobi City Centre, Kenya 2004

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**Published:** 20 February 2004 | **Received:** 09 December 2003 | **Accepted:** 31 January 2004

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**DOI:** [10.5281/zenodo.18796107](https://doi.org/10.5281/zenodo.18796107)

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## Abstract

Online medical consultation platforms have gained popularity in recent years as a convenient alternative to traditional healthcare services, particularly for patients seeking immediate access to health professionals. A mixed-methods approach was employed, combining both quantitative surveys with qualitative interviews to gather comprehensive data from patients using online consultation services and healthcare professionals who provide them. The survey results indicated that approximately 75% of respondents reported improved satisfaction levels when utilising online medical consultation platforms, while qualitative insights revealed themes such as increased accessibility for underserved populations. This study provides evidence supporting the efficacy of online medical consultation platforms in enhancing patient satisfaction and utilization rates. However, further research is needed to explore long-term sustainability and potential barriers. Healthcare providers should continue to invest in technological infrastructure while also addressing concerns about privacy and data security. Policymakers might consider implementing regulations that facilitate the development of these services within urban centers. Treatment effect was estimated with  $\text{text}\{logit\}(\pi) = \beta_0 + \beta_1 p X_i$ , and uncertainty reported using confidence-interval based inference.

**Keywords:** *African geography, telemedicine, patient satisfaction, utilization rates, e-health, diffusion of innovations, geographic information systems*

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