

A Study of Influence of Technology and Communication Evolution in the 21st Century and Growth in Healthcare Industry

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Abstract: *Modern media has been extended in almost every one of the spheres of company and undertakings. Perceiving the advantages, the usage of digitalisation has been backed plentifully by the company people in their undertakings and strategic policies. Knowing the promising final outcome of digitalization, Legislature of India has moreover began 'Computerized India' combating. In such situation, no industry has left pristine structure digitalization.*

Drug businesses which perform in a very regulated atmosphere with various particular and advertising criteria; moreover went into web selling. However, unlike other companies, pharmaceutical organizations specifically handle products related to people's health, illness, and overall survival. The sale of drug items is subject to the strict scrutiny of regulatory authorities. This is the reason why the pharmaceutical industry is not extensively promoted through online channels; as people still have concerns about the authenticity of healthcare products purchased online. However, the concept of an e-drug store offers several advantages such as convenient delivery, online prescription records, return policy, and feedback mechanism. This paper aims to analyze different perspectives on the implementation of digitalization in the healthcare industry in order to determine its effectiveness for the healthcare sector.

Keywords: Digital media, Healthcare industry, e-pharmacy, Digital India, success