

**INVESTIGATE THE FACTORS AFFECTING ACCEPTANCE OF MOBILE HEALTH SERVICES BY PHYSICIANS**Saeid Ebrahimi¹, Yousef Mehdipour¹, Mohammad Khammarnia², Afsaneh Karimi¹, Jahanpour Alipour¹

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TYPE OF ARTICLE: CONFERENCE ABSTRACT

ABSTRACT

Introduction: World Health Organization reports¹ indicate that the image of health care service delivery has changed by application of mobile health and wireless technologies for supporting and achieving the objectives of the health industry. The present study aimed to determine the level of physicians' familiarity with mobile health services and investigating similar factors.

Methods: A cross-sectional study was carried out in Zahedan University of Medical Sciences in southeast of Iran in 2016. The statistical population includes all physicians working in five university teaching hospitals ($n=150$). A validated questionnaire, prepared based on the variables of Technology Acceptance Model 2 and models, was used for data collection. The reliability of the given questionnaire was confirmed with the correlation coefficient of 0.8. Moreover, SmartPLS 3.2 and SPSS software were used for analyzing data.

Results: Most of the respondents (112, or 74.4%) were female; 84 of them (56%) were less than 30 years old. The physicians use smartphones. The score of perceived usefulness, behavioral intention, perceived enjoyment, subjective norm, perceived ease of use, image, volunteering, and objective usability constructs demonstrated a higher than average baseline, representing their acceptance of mobile phones. The relations of all constructs with one another toward the attitudinal and behavioral objectives of mobile health services acceptance were significant ($P<0.05$). However, demonstrability construct had no correlation with perceived usefulness ($P>0.05$).

Conclusion: The most significant factors affecting mobile phone acceptance by physicians were identified. The results of this study may provide useful information to health managers and policymakers to take steps toward improving the service quality by using the new technologies.

KEYWORDS: Mobile health services, Mobile phone, Physician, acceptance