**PUBLIC HEALTH INFORMATION**

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# Introduction

Telemedicine is process through which the patients and doctors communicate with each other. With the help of this process the patients are consulting with their doctors by sitting home. This process is bringing revolution on the healthcare industry. In regarding the report is based on the telemedicine and its significance. The report also discuss about the barrier to the uptake of Medicare. .Moreover, the report has also discussed the strategies which help to resolve the barrier in telemedicine.

# Barriers to the uptake of telemedicine

In July 2011 Medicare items of telemedicine has been introduced by the Australian government. The purpose of the Australian government is to provide the telemedicine service to the patients of all the region. However, there are number of barriers that occur within the telemedicine process. In a research it has been found that the share of telemedicine service has been 0.24% percentage of total clinical activity. Moreover, 30 percent of population of Australia lives in rural. The Australia and the rural population are deprived of the telemedicine facilities. Most of the Australian Medicare facilities in rural region do not have the telemedicine service (Cadilhac et al*.* 2018). Hence it has been clearly seen that the telemedicine service in the rural areas in Australia are in the elementary stage.

In addition funding is another barrier of telemedicine. There is a huge amount of requirement of funds for accruing the equipments through which the healthcare organization can communicate with their patients. Moreover, due to the funding issue most of the healthcare organizations fail to adopt the telemedicine process within the organization (Bray et al.2017). Furthermore, another barrier is infrastructure, for adopting the telemedicine process the business organization need to adopt the suitable infrastructure through which the doctors can communicate with their patients properly. Therefore, most of the Medicare organization in Australia failed to provide the effective service to the patients due to the lack of the required infrastructure.

Moreover the lack of the equipments skill is one of the most important barrier of the telemedicine as the doctors of the health organization does not have the proper skill for operating the telemedicine ser therefore, the organization failed to provide the effective service to the parents. The healthcare organization and doctors need to use the appropriate techniques which help the organization to communicate with the patients properly (Fang et al. 2018).

# Potential ICT/infrastructure support structures available for supporting telemedicine initiatives and Recommends strategies for addressing the challenges

The information technology brings revolution within the health organization as it helps to medical research patient care and medical education. With the help of the ICT the healthcare organization can make the  m-health, telemedicine apps, computational framework, telemedicine and internet based telemedicine. In recent time it is found that the health organization uses the technological equipments for providing the high quality service. As if the health care . In addition better internet access helps the health care business organization communicate with their patients properly (Sutherland et al. 2016). There are huge numbers of population in Australia not getting the proper telemedicine due the improper ICT infrastructure within the country. Most importantly the people who live in rural region can avail 0.24 percent of telemedicine facilities. Moreover, in Australia the telemedicine is in initial stage. The doctors are not skilled enough to use the technology. In addition numbers of health care institution does not have the infrastructure for operating the telemedicine.

Therefore, the healthcare organization needs to adopt the infrastructure which would enhance the telemedicine service. The organization also needs to provide the training to the doctors to use the equipments required in the provision of the service. The Australian government needs to improve the ICT infrastructure in the rural areas. The better internet access within the rural area helps the patients to communicate with the healthcare organization. The government of Australia needs to provide the effective service within the rural place of the Australia in which the patients from rural place can communicate with their patients comfortably and get the better service.

# Challenges for the uptake of telemedicine in Australia

The ICT infrastructure within Australia is in moderate situation. Moreover, with the help of the ICT most of the industry innovates the new products and service. Moreover, the ICT has a huge role for innovating the new service. Moreover, it is also helps to provide the effective service to the customers. In Australia ICT has the huge role to improve the telemedicine service. The ICT helps the health organization to provide the effective service to the patients.

The ICT helps the health organization to innovate new software through which the health organization provide the efficient and effective service to the patents (Mehta et al. 2017). For example new software helps the health care sector to communicate with their patients and provide them prescription to the patients in which the patients can get the information by seating their home. In a research it is found that most of the health organization improves their facility and telemedicine with the help of ICT.  Furthermore, the ICT also helps the Medicare institution to improve their service such as the organization can develop new equipments through which the health organization can provide the quality service to their patients in reasonable price as the technological equipments helps to reduce the rate of the service.

# Conclusion

The report is based on the telemedicine and its significance. In order to understand the significance of the telemedicine and its barrier, the report has considered the telemedicine process in Australia and the barriers that Australian government and the healthcare organization are facing. Moreover, the report also discuss about different aspects which helps to improve the telemedicine operation . In addition there is recommendation provided for the better process of telemedicine. After doing this report it can be concluded that the telemedicine is in the initial phases in Australia therefore, if the healthcare organization has follow the better strategy that will helps the health organization to operate the Telemedicine.