

Appendix 5

Survey Questionnaire

- (1) Availability of various healthcare service offerings like group discounts, customized combo offers, etc. for increasing the functional area of the forum.
- (2) Importance of additional service offerings like daily fitness tips, medicine reminders, health blogs, specialized discussion rooms, etc. for more involvement of users.
- (3) Availability of the system facilitator/moderator to keep the forum run continuously, effectively and report irrelevant/fake contents to keep useful information intact.
- (4) Forum with 24*7 information availability that allow users to execute activities round the clock.
- (5) Need of robust policy and guidelines like functioning activities of online forums, valid prescription to purchase medicine, etc. for smooth and error free function of OHC.
- (6) Authentic and verified user profiles by login through Govt. ID (AADHAAR) or social media accounts that enable the community to become more responsible and reliable.
- (7) Secured and transparent forum with high safety measures like, anti-virus (Firewall) settings, secure online payment gateway, OTP verification, etc.
- (8) Smart, easy and graphically appealing user interface that makes the community responsive and operate with minimal clicks.
- (9) E-commerce services with latest features like 'add to wish list', 'compare services', 'add to cart', etc. using the OHC platform to increase the usage window of the forum.
- (10) Storing and referring past medical records to refer for future treatment activities.
- (11) Participating in consultation and information sharing activities in the OHC to acquire knowledge, disease prevention and connect similar groups.
- (12) Community without any irrelevant contents and dedicated collaboration space for expertise from same area for peer group discussion.
- (13) Importance of superior brand value and useful features of the OHC in motivating users to participate and contribute.

- (14) The customer support service in the OHC is motivating users to interact frequently.
- (15) The payment mode in the OHC is helpful to do any transaction through the online mode.
- (16) Active admin supervision on the forum to remove irrelevant contents that will make the forum appropriate and maximum useful.
- (17) Presence of facilitating Activities like time-to-time engagement, online polls, standard response templates for frequent treatment requests, email and SMS integration for mass communication, etc.
- (18) Option to use advanced customized filters to access the facilities from relevant and preferred activities.
- (19) Incorporation of advanced IT features like video consultation, social media integration, voice typing, prescription upload, etc. to enhance acceptance of the community.
- (20) Having a communication network within the OHC with exclusive spaces for management to discuss confidential strategies for overall.
- (21) Role of positive behavioural intention and word-of-mouth towards services that motivate participations and result in revisits and referrals.
- (22) Provision to rate responses and users and share reviews on related services in the forum in order to make it useful for other members while looking for any information.
- (23) Provision for referral in the social community to encourage customer to involve in online service system.
- (24) Services that are designed for the customer to have complete and better experiences.
- (25) Experience sharing accomplishments to help fellow participants gain knowledge and prepare better to deal with critical health concerns.
- (26) Complete and competitive service offerings for the customers that help to avail variety of facilities to attend all health-related requirements.