

REFLECTION AND IMPACT OF HEALTH SERVICES
ACCREDITATION ON DIGITAL COMMUNICATION
AND SOCIAL MEDIA TOOLS

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INTRODUCTION

Healthcare organizations promote themselves through a variety of digital methods. Individuals make their choices by examining health centers through digital and social communication tools, and the international economic contribution of health tourism is important. Institutions such as TÜSKA, JCI and TEMOS aim to determine quality standards and continuously improve them. The main purpose of this research is to compare whether hospitals with TÜSKA, JCI and TEMOS accreditation certificates effectively use social media and websites, which are digital communication tools, and to compare the usage status of digital communication tools of hospitals that do not have accreditation certificates. Additionally, the implication of the study is to evaluate the impact of digital communication tools on the quality of healthcare services.

METHOD

Healthcare organizations promote themselves through a variety of digital methods. Individuals make their choices by examining health centers through digital and social communication tools, and the international economic contribution of health tourism is important. Institutions such as TÜSKA, JCI and TEMOS aim to determine quality standards and continuously improve them. The main purpose of this research is to compare whether hospitals with TÜSKA, JCI and TEMOS accreditation certificates effectively use social media and websites, which are digital communication tools, and to compare the usage status of digital communication tools of hospitals that do not have accreditation certificates. Additionally, the implication of the study is to evaluate the impact of digital communication tools on the quality of healthcare services.

CONCLUSIONS

In comparing the digital communication assets of JCI, TÜSKA and TEMOS, a significant difference was observed in their websites according to accreditation status. In addition, a significant difference was observed in social media usage. The importance of health tourists to reliability also reveals the importance of accreditations. Hospitals regularly update their websites, highlight their accreditation documents and play an active role on social media, which not only attracts the attention of patients but also increases their overall reliability, allowing them to be preferred.

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RESULTS

The official website, Facebook, X (Twitter) and Instagram accounts of 6 hospitals that have TUSKA, JCI and TEMOS accreditation certification and provide health tourism services were examined and the results are shown in Table 1. The official website, Facebook, X (Twitter) and Instagram accounts of 6 hospitals that do not have a health services accreditation certificate were examined and the results are shown in Table 1.

As can be seen from the findings of hospitals with TÜSKA, JCI and TEMOS Accreditation certificates, these hospitals emphasize the importance of quality on their websites. When hospitals with an accreditation certificate are compared with hospitals without an accredited certificate, it becomes clear that the importance of accreditation in digital communication is critical.

As a result of the total comparison of the social media of accredited hospitals and non-accredited hospitals; We see 89,576 differences in the number of Facebook likes, 1925 differences in the number of comments, 6,705 differences in the number of comments, 847,116 differences in the number of Instagram likes, 6,706 differences in the number of comments, 5,778 differences in the number of Twitter likes, 2,260 differences in the number of comments, and 552 differences in the number of retweets. These differences are in favor of accredited hospitals (Table 1).

When the social media platforms (Facebook, Instagram and Twitter) of accredited and non-accredited hospitals were examined, a significant difference was observed between them. This shows that accreditation is effective in digital communication.

Table.1.

January 2022 - December 2022 Period	ACCREDITED HOSPITALS						NON-ACCREDITED HOSPITALS					
	TÜSKA Accreditation		JCI Accreditation		TEMOS Accreditation		G Hospital	H Hospital	Hospital I	J Hospital	K Hospital	L Hospital
	A Hospital	B Hospital	C Hospital	D Hospital	E Hospital	F Hospital						
Displaying the name of the website in the browser title bar	√	√	√	√	√	√	√	√	√	√	√	√
Displaying an active part of the website in the browser title bar	√	√	√	√	√	√	√	√	√	√	√	√
The name of the hospital appears at the top of the website	√	√	√	√	√	√	√	√	√	√	√	√
Display of the hospital's logo at the top of the website	√	√	√	√	–	√	√	√	√	√	√	√
Accessing the site following a visual image or animation after the page is opened	√	–	–	–	–	–	–	√	–	–	–	√
Having the option to log in to the site in foreign languages	√	√	√	√	√	√	√	√	√	√	√	√
Finding on-site search	√	√	√	√	–	√	–	√	–	√	–	–
Indicating the update date on the website	√	√	–	√	√	√	–	√	–	–	–	–
Availability of an entry certificate for disabled individuals	–	–	–	–	–	–	–	–	–	–	–	–
Linking to useful websites	–	–	–	–	–	–	√	–	–	–	–	–
Inclusion of general legal notice	√	√	√	√	√	√	√	√	√	√	√	√
Inclusion of copyright statement	–	–	√	√	–	–	–	–	√	√	–	–
There is a notification explaining the number of site visitors	√	–	–	–	–	–	–	–	–	–	–	–
Ability to print website pages	–	√	–	–	–	–	–	√	–	–	–	–
Facebook												
	A Hospital	B Hospital	C Hospital	D Hospital	E Hospital	F Hospital	G Hospital	H Hospital	I Hospital	J Hospital	K Hospital	L Hospital
Number of likes	99	9.186	104.427	5.978	531	930	1.750	13	–	28.096	954	762
Number of comments	1	292	1.878	173	20	8	24	0	–	273	141	9
Number of shares	0	744	5.612	510	41	23	45	1	–	150	35	4
Instagram												
Number of likes	38.983	482.016	278.126	80.776	2.797	1.871	11.370	2.005	9.838	5.675	6.241	2.324
Number of comments	1.382	399	3.270	2.121	Comments are closed	1	118	0	126	110	93	20
X (Twitter)												
Number of likes	1.951	1.147	2.700	338	–	–	26	–	–	320	–	12
Number of comments	99	36	2.459	53	–	–	4	–	–	383	–	–
Number of retweets	204	60	323	74	–	–	4	–	–	51	–	–