

CIDC2006 Conference Paper Abstract details

Title:

*MEDICAL PRACTITIONER'S INTERACTIONS WITH THEIR COMMUNITIES:A
NAMIBIAN PERSPECTIVE*

Abstract:

Purpose – To investigate how medical practitioners perceive their communities, whether they understand their communities in order to know how to serve them and meet their needs. Secondly to investigate if medical practitioners use information systems to support their information needs. Design/methodology/approach – The research design was an interpretive approach with an exploratory research study to determine the medical practitioner's perception of their communities in order to establish their information needs. Findings – Medical perceptions on their community and the roles of different health providers in Namibia are discussed, specifically private medical practitioners. A health landscape for the Oshana region is developed that illustrates the different healthcare providers that serve the communities of Oshana and how these providers can refer patients for additional healthcare to other providers. Research limitations/implications –Research was only conducted on private healthcare and specifically from the point of the practice, in this case three Private medical practitioners in Oshana region. This area is indicative or typical of a rural area and the results also are not indicative of how information is used by the medical practices to support their communities. Future research is recommended to study what information is captured, how it flows within the practice and between healthcare providers and how medical practices utilise the information to support their healthcare services. Originality/value – Private Medical practice perceptions in a Namibian perspective have not been previously studied in relation to their community. It is certainly probable and important to study the role that Private medical practices can have in serving different communities.

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