



Impact of Digitalization on Working Culture of PHC in Jalgaon District

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ABSTRACT

The advent of powerful digital technologies, digital platforms, and digital infrastructure has brought about concrete changes in new and commercial ways. Digital technology has a profound impact on value capture and price generation, in addition to creating new opportunities for entrepreneurs. Multiple levels of analysis, acceptance of ideas and viewpoints from different sectors, and a thorough knowledge of how digital technology is changing organizations and social connections are all necessary for research targeted at understanding digital economic change. We outline the more general research concerns associated with each of the three major themes of digital openness, discovery, and rebirth in order to aid in the development of this study program. We propose that these digital technology-driven contexts can function as a shared conceptual framework that facilitates the integration of ideas from various locations and the interconnectedness of problems at various levels. Electronic Health Records (EHRs), Telemedicine, Data Analytics, Patient Engagement, Streamlined Processes, and so on are taken into consideration when it comes to digitization. In the case of



Introduction

Recent studies in the realm of business have tried to use specific words or phrases to mitigate these effects. Research has demonstrated, for instance, how digital technology adopts networks, environmental and social systems, integrates digital and non-digital assets, and speeds up new start-ups, standards, and emerging businesses. It also introduces new forms and business plans that go beyond traditional/sectoral boundaries. In a similar vein, the report detailed the efforts made by large corporations to rethink and develop their new digital strategies and techniques. The advent of numerous innovative and potent digital technologies, digital platforms, and digital infrastructure during the last ten or so years has significantly changed organizational policy and the construction industry. In fact, the phrase "digital transformation" is frequently used in contemporary business sources to describe the way that digital technology is changing or disrupting businesses (new business models, new kinds of goods and services, new kinds of customer experiences), and its scope indicates how current businesses may need to totally change the digital landscape. Overall, research indicates that the use of new digital technology creates a stronger example of how individuals, businesses, and groups can follow creative endeavours by transforming uncertainty from marketing and innovation into processes. Recognizing the conditions and motivations behind the involvement of digital enterprises (DE) in company management, education research, and community policies that encourage this trend since it contributes to economic growth and employment creation. We define some relevant terms and give a summary of recent research, with a focus on how digital entrepreneurs generate digital value through the gathering, processing, and sharing of digital data. The primary study streams in DE that we demonstrate may be distinguished by integrating these two approaches are digital business models, digital business processes and digital structures first, DE on digital platforms, and digital environmental systems. By emphasizing new digital and social tools that encourage information exchange and facilitate opportunity identification, our approach enhances the existing DE structures

Review of literature

Qvarfordt (2023): Prior studies have found links between staff health and quality management. Examining those relationships in a public healthcare organization and investigating and characterizing the relationship between employee health and digitalization were the two main goals of this study. Design, methodology, and strategy 118 managers in Swedish public hospital responded to an online



survey that included indices to gauge employee wellness, digitalization, and quality management values. The data was analysed using correlation analysis. Twelve qualitative, in-depth interviews with healthcare managers were carried out in response to the survey results. Results The results indicate that digitalization and quality management are related to employee health. To characterize the managers' perspectives on the connection between digitalization and health, categories were established. Limitations and implications of the research Since causation was not specifically examined, it cannot be presumed. Nonetheless, the findings support the body of studies demonstrating the connection between employee health and quality management, as well as the correlations found between digitalization and health. Implications for practice Healthcare managers working in a digitalizing world who want to maintain or improve employee health while maintaining good service quality might find the findings and model useful. Value and originality an integrated conceptual model illustrating the relationship between quality, digitalization, and health was developed using the findings. This relationship hasn't been investigated before.

Mariana Peyroteo (2022): The successful execution of the primary health care (PHC) digital transformation will be essential to the sustainability of healthcare services. This was demonstrated by the COVID-19 pandemic, when managers and health professionals pushed for the inclusion of teleconsultations in medical work procedures. The purpose of this study is to create possibilities for the Portuguese Health System's PHC digitization. Finding a meeting place to reach a consensus required the many actors to debate their differing points of view as part of the reflection and discussion process used to identify the various driving forces. Additionally, this study made it possible for the various stakeholders to comprehend the steps that must be taken in order to implement PHC digitization in the most efficient manner, enabling Portugal's National Health Service to remain sustainable. Up until now, these discussions were limited to institutional and individual levels

Objectives of the Study:

1. To understand the Digitalization in the PHC
2. To study the effect of Digitalization on working culture of PHC in Jalgaon

Hypotheses of the Study:

H₀: There is no significant effect of Digitalization on working culture of PHC

H₁: There is significant effect of Digitalization on working culture of PHC

**Scope of the Study:**

This research study provides the direction about, how PHC understands impact of digitalization on working culture. The study also throws light on the influence of digitalization on working culture and ultimately on future prospectus of business.

Research Methodology of the Study:

The study is based on critical evaluation and analysis of basically Primary Data. The primary sources include PHC employees. A study is undertaken in the sampled regions to see its impact for which a detailed questionnaire is prepared to collect relevant information from the primary source for the guidance of the researchers. With the help of the questionnaire, detailed discussions were made with the certain sources of primary data to understand their views, thinking and attitude which would help to give the researchers useful recommendations, if any. The questionnaire is processed with the help of statistical tools like tabulations, grouping, percentages, averages, testing of hypothesis etc. In terms of digitalisation, the following are considered viz, Electronic Health Records (EHRs), Telemedicine, Data Analytics, Patient Engagement, Streamlined Processes, they are considered as their annual utilisation

Research Area

Researchers selected PHC personnel from Jalgaon. Sample sizes of 100 employees have been taken under study. Researcher collects data through Primary and Secondary sources. Researcher distributed 100 questionnaires among the respondents

Limitations of the study

1. The study is based on limited geographical area.
2. Further variables could be added for the purposes of detail study

Data Analysis

Researcher prepared the questionnaire for respondents and distributed it among them. After receiving the questionnaire researcher analyse the questionnaire.

Table No1**Information of questionnaire**



Sr.No	Respondent	Questionnaire distributed	Questionnaire received	Questionnaire rejected (due to incomplete, wrongly filled etc)	Net Sample size for study
1	PHC Personnel	100	98	3	95

Testing of Hypothesis

H₀: There is no significant effect of Digitalization on working culture of PHC

H₁: There is significant effect of Digitalization on working culture of PHC

Mathematically

OBSERVED FREQUENCIES		Annual Utilization (in Hundreds)					TOTAL
		BELOW 5	5-10	10-15	15-20	Above 20	
Digitalization	Electronic Health Records (EHRs)	5	1	1	2	5	14
	Telemedicine	3	3	5	9	17	37
	Data Analytics	4	2	3	6	1	16
	Patient Engagement	2	3	4	1	2	12
	Streamlined Processes	3	7	3	1	2	16
	TOTAL	17	16	16	19	27	95

Sr No	H ₀	H ₁	χ_{cal}	χ_{table}	p_value	Decision
1	There is no significant effect of Digitalization on working culture of PHC	There is significant effect of Digitalization on working culture of PHC	32.35	26.30	1.19E-01	Reject H ₀ (i.e. There is significant effect of Digitalization on working culture of PHC)

*Here level of significance is 0.05



Thus, our null hypothesis There is no significant effect of Digitalization on working culture of PHC is concerned is rejected. Alternatively, we accept our alternative hypothesis There is significant effect of Digitalization on working culture of PHC

Findings

1. The most vital factor about impact of Digitalization on working culture of PHC were its Online existence of billing details
2. The one more important issue is come out from this analysis in which respondents are feeling the Digitalisation having very great potential as compared to other ways of transformation.

Conclusion

From the above analysis, we can conclude that, there is strong impact of Digitalization on working culture of PHC

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