

ABSTRACT

E-health, the electronic transfer of healthcare resources and information, has become increasingly popular in the healthcare industry. The purpose of this research was to examine how the E-Health industry in Pakistan can be made sustainable by bolstering its information and communication technology (ICT) infrastructure and entrepreneurial skills. This study evaluates the sustainability of E-health sector within the context of Pakistan considering the five-dimensional factors which are technological factors, operational factors, societal factors, technological readiness and sustainability of E-health by collecting the data from top 10 tech health startups of Pakistan out of 366 in total. Data was collected, analyzed, and actionable insights were drawn through the use of questionnaires and interviews at the healthcare facility. To better understand how information and communication technology (ICT) is being administered and utilized, a comprehensive literature review was performed. The study found that many information and communication technology (ICT) infrastructures deployed in various healthcare centers within the same region are not compatible with one another, creating barriers for mobile patients seeking medical services. This research delves into the opportunities and threats that E-health startups face as they apply their innovative problem-solving skills to digitizing the health care system in Pakistan.

Keywords: E-Health, Digitalization, ICT, Sustainability