



Telemedicine in Action: Transforming healthcare for LMICs

Telemedicine Adoption by Communities – How Might We Drive Uptake of Telemedicine (TM) by Citizens?

October 9th, 2025, 14:00 IST

Context: While telemedicine offers powerful solutions to bridge healthcare access gaps, community acceptance and sustained use remain key challenges. Cultural, technological, and trust-related barriers can limit adoption, especially in low- and middle-income countries. This webinar will explore practical strategies, marketing approaches, and behavior change interventions to drive demand and uptake of telemedicine among citizens.

Objectives: Understand key factors influencing community adoption of telemedicine services. Explore approaches to building trust, awareness, and acceptance of telemedicine. Identify effective marketing, behaviour change communication (BCC), and engagement strategies to promote telemedicine use.

Expected Outcomes: By the end of the webinar, participants will:

- Learn about common barriers and enablers of telemedicine adoption in LMICs.
- Discover proven strategies, marketing techniques, and communication approaches for increasing citizen engagement with telemedicine platforms.
- Understand the role of community health workers, patient education, and media in driving adoption.

LIST OF SPEAKERS



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Expert in EMR, Health System Architect
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Click here to register for the webinar:
<https://tinyurl.com/2rsn5c6c>

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