

E. HEALTH PRACTICE AS A BOOST IN THE INFORMATION TECHNOLOGY ERA- WITH SPECIAL REFERENCE TO CONSUMER INTEREST

M. Sunil Gladson

Department of Intellectual Property Laws, The Tamil Nadu Dr Ambedkar Law University, Chennai

Abstract

Since the last decade the society has been witnessed several changes and developments due to the advent of science of technology. The technologists across the world are producing number new inventions and discoveries. Moreover, many key players and investors keep their plan rolling especially in the information and communication technology. This new technology, in fact created more viabilities and facilities to the professionals and other stake- holders in doing their respective professions and services. As a result of such kind of technology, otherwise known as cyber technology, the economic activities of the countries really got a new transformation. The traders, and the financial corporations had established their identify in the e-markets and this activities encourage e-commerce in the society. Like traders and other professionals, the doctors and clinicians are also entered into the cyber space so as to enhance their profession by way of e-health practice. Thus, the e-health as a successor of the tele-health started getting good expansion and this chapter explains the significance of e- health and emerging legal issue Currently, Internet becomes an internal facet of our lives. the Internet has really attributed the entire business process a sense of independence from time and location as never experienced before¹ Internet has also promoted the growth of service sectors, manufacturing process, marketing industrial goods and intellectual properties as well. Furthermore, distancing of the service providers from the consumers are now getting so closed and the Internet easily helps the service to cross the borders and most specifically the transborderers.² In fact, the service sectors entered into this new domain and efficiently and scientifically achieving the goals are well remarkable Basically telehealth encounters comfortably supplemented the traditional delivery of health care. Telehealth applications were usually devised to link and urban based physician with a remotely located patient. Obviously, the goal of such applications was to bridge the geographic gap between the physician and the patient and to increase access to health care. Such applications continue to be an important part of health care delivery in the country and elsewhere. Some of these traditional telehealth applications may actually utilize the Internet protocol. Most importantly, however they differ in kind from truly Internet based applications which operate on the promise that a key components in the delivery of health care is that, health care is available online and that the patient has a significantly broader choice in health care-taker and the delivery of health care. This new practice obviously creates number of problems to the consumers directly and indirectly and the existing legal framework pertaining to address this kind of problems are not adequate enough. This research work makes an attempt to deeply discuss the issues and suggests feasible solutions.

Keywords: *E Health, Consumer Interest, E Market, Chennai*