

RESPONSIBLE CONSUMERISM IN HEALTHCARE

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ABSTRACT

In the field of medicine, consumerism is meant by the provision of health care and providing information to patients from online resources and advertisements targeted directly at them.

Healthcare has become a consumerist era. Consumers can now easily learn about their wellness ailments and potential remedies because of advertising of medications which are direct to consumers, health newsletters by renowned hospitals and other medical institutions, and, the most critical is the nearly universal availability of the Internet. Both patients and healthcare professionals are faced with opportunities and challenges as a result. Implementing comprehensive policies governing patient consumption is the natural answer to concerns about it. This paper attempts to review the studies related to this concept and synthesise all of them to get a general viewpoint and context.

KEYWORDS: *Healthcare, Consumerism, Decision-Making, Covid-19.*

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