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Potential benefits of eHealth services for senior citizens**Santosh Kumar Mishra**

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In the new millennium, several countries and regions of the globe are experiencing growth in both the size and the proportion of older persons in the population. According to some projections, 1 in 6 people in the world will be aged 60 years or over by 2030. Since aging process brings with it several health challenges, this demographic transition poses several challenges to the healthcare systems. Offering personalized eHealth (defined as "the cost-effective use of information and communications technologies in health-related fields") services for the elderly can have significant effects on their quality of life. It can (a) reduce mortality, (b) improve patient experiences, and (c) alleviate life stress associated with illness and depression. Objective of this paper is to present discussion on benefits of offering eHealth services to senior citizens. Secondary data ('qualitative') have been used, and method of data analysis is 'descriptive'.

Aging brings in inherent biological changes in lives of older population, resulting in (a) functional impairments, and (b) chronic diseases. Findings of some studies suggests that nearly 55% of the older population suffers from 2 or more chronic diseases simultaneously. It is for this reason that eHealth services have the potential to offer more personalized and need-based care for elderly. The author of this research argues that in order to cope with the burden of chronic diseases, eHealth can offer increased care and services for elderly in five broad areas, namely, (1) promotion of healthy behaviours, (2) prevention of premature deaths, (3) avoidance of unnecessary disability, (4) treatment with the available knowledge, and (5) provide appropriate care to every individual in need. The paper briefly concludes that eHealth service strategy should encourage "healthy lifestyles", "physical activity", and "healthy eating" among elderly population. This approach leads to the way to both 'prevention' and 'management' of chronic diseases.

Biography

Keerthiveena Balraj earned her Ph.D. degree from Anna University, in 2021 and has 7+ years of research experience in the field of medical image analysis. Presently, she is a postdoctoral researcher and coordinator of the data analytics division at the Centre of Excellence in Biopharmaceutical Technology, IITD. She manages research and development efforts in mobile health for heart failure, pancreatic cancer, brain tumor identification, Multivariate data analytics and video-based cardiac function monitoring.