

Exploring the impact of websites on hospital services in Puerto Rico: analyzing opportunities and challenges in Healthcare Administration through Internet and Social Media integration

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Abstract

This study explores how websites affect hospital services and Puerto Rico Health System website integration possibilities and issues. Technology has improved hospital patient care, engagement, and efficiency (Korda & Itani, 2011). This study analyzes Puerto Rico's hospital websites content and patient involvement. "About the Hospital" and "Contact Us" were the most popular website components in a 68-hospital descriptive survey. "Healthcare Research" and "Education and Training" were the least publicized on social media, with 30% of hospitals. The study shows that good communication and technology improve patient care and engagement. Private, non-profit, and state hospitals websites were examined for content, patient education, institution type, clinical services, facilities and amenities, conditions and treatments, news and events, job possibilities, Facebook, Twitter, and YouTube linkages, and patient and visitor information. These criteria were evaluated as binary variables if present in all sample hospitals. This study will contribute to digital technology in healthcare literature and offer Puerto Rican and worldwide hospital administration and healthcare practitioners useful advice.

Keywords: *hospital websites, patient engagement, healthcare communication*

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