

To Study the compliance rate of end-to-end process of health checkup

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the reward for the award of the degree of

Master of Business Administration (MBA)

in

Development Management

by

KUSHAL KUMAR DAS

Under the Supervision and Guidance of

Dr. Ratna Verma

2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled Study on “To study the compliance rate of end-to-end process of health checkup” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Kushal Kumar Das

Date- 05.06.2023

2nd June 2023

To whomsoever it may concern

This is to verify that Mr Kushal Kumar Das has successfully completed his internship from 1st March 23 till 31st May 23 with Seva at Home India Pvt Ltd. During his internship he has worked on the project “ **Compliance Rate of end to end process Health Check-up**”.

He was found to be hardworking and sincere during this period. We wish him the very best in all his future endeavours.

For **Seva at Home India Pvt Ltd.**

Shalini Gugnani

Ms Shalini Gugnani
Dy General Manager - Human Resource

CERTIFICATE

ABSTRACT

Title – To study the compliance rate of end-to-end process of health checkup.

Background Of the Study – The health check-up consists of routine health tests and examinations that can aid in early diagnosis of medical conditions when treatment and cure options are more favorable. They are intended to detect not just medical disorders, but also risk factors and illnesses, as well as their repercussions. It also aids in making lifestyle modifications for a long-term healthy life.

In the organization, the health checkup is being provided to corporate employees and direct customers who seek to have their health checkup. There is a platform provided for them, where they fill in their details and book a reservation. Then Organization gets the reservation request regarding health checkup. There are two tests, pathology, and radiology tests where the customer wishes to have both or any of them. Pathology tests occur at home and radiology tests occur at lab. Organization sends the details of customer to concern lab where customer chooses to get their health checkup done and the detail of customer includes name, age, gender, contact number, official email id, home address with pin code, city, state, customer's preferred date and time for health checkup. Lab lets organization know whether the address of customer is serviceable or not as pathology tests require to be done at home. If the address is non-serviceable, the reservation request gets cancelled. Otherwise, to make the pathology tests to be done, organization make customer has to choose a lab where the lab provides the pathology test at center. Then the lab sends the health checkup confirmation of customer to the organization and the organization sends the confirmation mail to customer regarding the same. Then after completing the health checkup of customer, organization is supposed to send the health checkup report to customer within 48 hours. Then only the health checkup of customer is completed and processed. This is the complete end to end process of health checkup in the organization. So, the study of my research intends to find out the compliance rate of end-to-end process of health checkup. There are 4 steps after getting a health checkup request – (1) In-progress, (2) from in-progress to confirmed, (3) from confirmed to processed, (4) from in-progress to cancelled or from confirmed to cancelled.

The status of these steps –

(1) In-progress:

Health check-up request come to platform – The status is in-progress.

Customer details are sent to lab – The status is in-progress.

Lab confirms the tests of the customer – The status is in-progress.

(2) Confirmed:

Confirmation mail is sent by organization to customer regarding health check-up –
The status is confirmed.

Lab sends tests report of customers to organization – The status is confirmed.

(3) Processed:

Organization sends tests report to customers within 48 hours – The status is
processed.

(4) Cancelled:

The address of customer is non serviceable for pathology test – The status is
cancelled.

The customer did not visit the lab for radiology test – The status is cancelled.

Customer denied for health check-up – The status is cancelled.

Objectives –

- To investigate the compliance of end-to-end process of health check-up
- To identify the reason of non-compliance in health check-up process

Methodology – The study duration was 90 days i.e., 1st March 2023 – 31st May 2023. The study was conducted in Seva at Home India PVT. LTD. The data was collected from Management Information System (MIS) where data was taken from February to April 2023. The study was done with respective to specific objectives through checklist made to investigate compliance. The data was analyzed in an excel spreadsheet to get the results.

Result – A total of 200 customers (Patients) were included in the study who booked reservation for health check-up on the health check-up platform. 98% were compliance where confirmation mail is delivered to customers within 24 hours i.e., 1 day prior to the health check-up. However, there were 2% non-compliance where confirmation mail is

delivered to customers which took more than 24 hours causing to delay of health check-up for the customer. 88% were compliance where health check-up report is delivered to customers within 48 hours i.e., between 2 days after the health check-up is done. However, there were 12% non-compliance where health check-up report is delivered to customers which took more than 48 hours causing to break the TAT for health check-up. 77% of customers did not visit lab for health check-up, where 12% were non serviceable area for pathology tests which occurs at home, and 6% customers denied for health check-up after booking a reservation request for health check-up on the health check-up platform.

Conclusion – In accordance with this research study, it revealed that the majority of reservation requests were promptly confirmed within 24 hours. But a small percentage of customers experienced delays in receiving confirmation. The organization generally met the expected turnaround time of 48 hours for sharing health check-up reports with customers but there were instances where delays occurred. Also, there were reasons for health check-up reservation request cancellations, including customers not visiting the lab, non-serviceable areas for home-based tests, and customer denials. To improve the end-to-end process of health check-ups, the organization should focus on enhancing response times for confirmation, optimizing report processing and delivery, implementing effective reminder systems, and expanding coverage areas for non-serviceable areas.

Keywords – Health check-up, In-progress, confirmed, processed, cancelled, labs, Health check-up reports, compliance, Non-compliance.

ACKNOWLEDGEMENTS

At the very beginning of this report, I would like to extend my sincere gratefulness and heartfelt appreciativeness towards all the respected personages who have helped me to attempt this endeavor. Without their active guidance, assistance, cooperation, and motivation, I would not have made advancement in the report. It is a privilege to have a wonderful 90 days (1st March – 31st May) internship in India's leading home healthcare organization. The internship experience I had with the **SEVA AT HOME, GURUGRAM** was a great chance for growth, learning and professional evolution. I am appreciative for this chance and for getting an opportunity to meet such countless brilliant individuals and experts who directed me through this internship.

I would like to take this moment to express my deepest acknowledgment and special recognition to the Chief Operating Officer, **Mr. Arun Datta sir**, who despite being outstandingly busy with his work schedule, took time to listen, direct and keep us on the rightful path and permitting us to carry our internship at the organization and guiding throughout the internship.

It is my deepest emotion to place on record my best compliments and deep sense of gratitude to Ms. **Shalini Gugnani** (HR - General Manager) and Ms. **Jyoti Sejwal** (Operation Executive) and Ms. **Bindiya Reddy** (Human Resource) for providing necessary advice, guidance, and information during every step. I am using this opportunity to admit their contribution delightfully.

I would like to express genuine thanks to **Dr. P.R. Sodani** (President, IIHMR university, Jaipur) for giving me a chance to do this internship. Now, I would like to express my honest gratitude towards my mentor at IIHMR University, **Dr. Ratna Verma Mam** (Assistant Professor) for his support, invaluable instructions, and supervision. This report is the result of his meticulous and generous outlook.

I would also like to express a deep sense of gratitude to the Placement Cell of my esteemed university for guiding me throughout the internship process and for providing time to time internship guidelines. I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and will continue to work on the improvement, to attain desired career objective.

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ABBREVIATIONS

S. No.	Abbreviation	Full Form
1.	HC	Health Check-up
2.	TAT	Turnaround Time
3.	MHC	Master Health Check-up

CHAPTER - I

CHAPTER 1: INTRODUCTION

1.1 Purpose of the study

The purpose of this study is to investigate and assess the compliance rate of the end-to-end process of health check-ups in the organization "Seva at Home." The goal of the study is to comprehend the various steps that make up the health check-up process, spot any gaps or areas of non-compliance, and investigate the causes of health check-up reservation requests that are cancelled. In order to help the organization, improve its services, boost process effectiveness, and ultimately give its clients a better health check-up experience, the research aims to examine these factors.

The research aims to assess the extent to which the organization follows and adheres to the complete sequence of activities involved in providing health checkups to corporate employees and direct customers. By investigating the compliance rate, the research seeks to identify any potential gaps or areas of improvement in the process to provide insights that can help the organization enhance their service delivery, streamline the health checkup process, and ensure a higher level of compliance for better customer satisfaction and overall effectiveness. Examining how quickly reservation requests are answered, how quickly health check-up results are shared with customers, and why reservation requests are cancelled are some of the factors influencing compliance with the health check-up process. This pinpoints any obstacles or difficulties that could prevent compliance and offers suggestions for how to deal with them. This information can help the organization deliver services more effectively, improve coordination and communication among all parties involved, and maximize customer satisfaction. Ensuring that all necessary procedures and guidelines are consistently followed is the end-to-end process compliance. This includes assessing the adherence to specific stages such as the initial health checkup request, customer details transmission, test confirmation, sending of confirmation mails, timely delivery of test reports, and addressing cancellation cases. It identifies any deviations or gaps in the process that may impact the overall effectiveness and efficiency of health

checkups. This information can be used to pinpoint areas that need improvement, polish standard operating procedures, and put compliance-boosting measures in place all throughout the process. Additionally, the goal of the health checkup research is to learn more about the causes of non-compliance in the entire process. By identifying the factors that lead to cancellation of reservation requests or delays in responding and sharing reports, the research uncovers underlying issues and challenges that hinder the smooth flow of the process. This includes investigating potential issues related to system inefficiencies, communication gaps, logistical constraints, or customer preferences. Understanding these reasons for non-compliance can help the organization in implementing targeted interventions and improvements to address the identified challenges. The study also aims to offer suggestions and tactics to improve compliance and enhance the health checkup procedure, ensuring that clients receive timely and accurate reports, improving medical findings and client satisfaction. The study's main objective is to advance the development of a more effective and efficient end-to-end process for health examinations, thereby enhancing the standard of healthcare delivered and the outcomes for the individuals and organizations involved.

1.2 Research Question

- How much time does it take to respond to a reservation request for a health check-up on the health check-up platform (In-progress to Confirmed)?
- How much time does it take to share health check-up reports to customers (Confirmed to processed)?
- What is the reason of cancelation of health check-up reservation request (Cancelled)?

1.3 Objectives

- To investigate the compliance of end-to-end process of health check-up
- To identify the reason of non-compliance in health check-up process

CHAPTER - II

CHAPTER 2: REVIEW OF LITERATURE

Table 2.1 – Review of literature

S. No.	Title	Authors/ Year	Study location	Sample size	Sampling techniques	Salient features
1.	“A STUDY ON OPTIMISATION OF MASTER HEALTH CHECKUP PROCESS AT A MULTISPECIALITY HOSPITAL IN COIMBATORE”	Dr. Kannan V, 2017	India	40	Convenience sampling technique	1. The study aims to optimize the master health check-up (MHC) process at a multispecialty hospital in Coimbatore using lean management techniques. 2. Current state and future state VSMs are developed to identify bottlenecks and areas for improvement in the MHC process. 3. The study applies single machine scheduling theory to sequence the tasks in the MHC process, reducing waiting time for patients. 4. A proposed patient tracking system using

						barcodes is introduced to improve the flow of patients through the MHC department. 5. An android application prototype is developed to facilitate online registration and appointment scheduling for MHC, reducing waiting times.
Reference - Kannan V. A STUDY ON OPTIMISATION OF MASTER HEALTH CHECKUP PROCESS AT A MULTISPECIALITY HOSPITAL IN COIMBATORE. Researchgate.net. 2017 [cited 2023 May 30];9(14):1113-1125. Available from – https://www.researchgate.net/profile/Kannan_Vis/publication/322470190_A_study_on_optimisation_of_master_health_checkup_process_at_a_multispeciality_hospital_in_Coimbatore/links/60e6be5e30e8e50c01ec2b0f/A-study-on-optimisation-of-master-health-checkup-process-at-a-multispeciality-hospital-in-Coimbatore.pdf Keywords – Value Stream Mapping (VSM), Master Health Check-up (MHC), Sequencing, Waiting time.						

S. No.	Title	Author s/ Year	Study location	Sample size	Sampling techniques	Salient features
2.	“Process improvement of Preventative Health Check-up”	Nihar Bhatia, 2013	India	NA	NA	1. The article focuses on the application of Lean principles to improve the health check-up process at Fortis Escorts Hospital Jaipur. Lean thinking aims to eliminate waste and improve value-added activities. 2. The team utilized process mapping and VSM techniques to visually represent the current state of the health check-up process and identify areas of improvement. VSM helped identify non-value-added activities and reduce waste time. 3. The main objective of the study was to provide the best health check-up services in a timely manner. The aim was to optimize the time spent in the preventive health check-up process and ensure that more than 95% of patients completed their

						health check-ups within the desired Turn Around Time (TAT). 4. The study focused on eliminating waste in terms of time, money, staff, materials, and opportunities. The team identified and removed activities that did not contribute value to the service produced. By streamlining the process, they aimed to reduce overall cycle time and improve patient satisfaction.
Reference - Bhatia N. Process improvement of preventive health-check-up [Internet]. Org.in. 2013 [cited 2023 May 30]. Available from: http://dlshah.qci.org.in/PDF/Health%20Care2.pdf Keywords: Value Stream Mapping (VSM), Preventive Health checkup (PHC), Turnaround Time (TAT).						

S. No.	Title	Author s/ Year	Study location	Sample size	Sampling techniques	Salient features
3.	“Guidelines for improving quality and standards of laboratories. National Accreditation Board for Testing and Calibration Laboratories (NABL)”	NABL, 2022	India	NA	NA	1. The government encourages laboratories to obtain NABL accreditation for all products and applicable tests to ensure customers receive an end-to-end solution. 2. Laboratories are advised to make no claim of being NABL accredited unless all tests are accredited. 3. Laboratories must clearly display the NABL symbol and QR code on reports and indicate whether each test parameter is accredited.
Reference- Sir D. Subject: Guidelines for improving quality and standards of laboratories [Internet]. Nabl-india.org. [cited 2023 May 30]. Available from: https://nabl-india.org/wp-content/uploads/2022/06/Guidelines-for-improvin-quality-and-standards-of-laboratories.pdf Keywords - National Accreditation Board for Testing and Calibration Laboratories (NABL), Guidelines, Laboratories.						

S. No.	Title	Authors/ Year	Study location	Sample size	Sampling techniques	Salient features
4.	“What is a good health check? An interview study of health check providers’ views and practices”	Yrrah H. Stol, Eva C. A. Asscher, and Maartje H. N. Schermer, 2017	Netherlands	20	NA	1. Health check providers unanimously agree on minimal criteria for "good" health checks, including focusing on preventable diseases, using reliable and clinically valid tests, ensuring informed and voluntary participation, providing more benefits than harms, and cost-effectiveness for governmental screenings.
Reference - Stol YH, Asscher ECA, Schermer MHN. What is a good health check? An interview study of health check providers’ views and practices. BMC Med Ethics [Internet]. 2017;18(1):55. Available from: http://dx.doi.org/10.1186/s12910-017-0213-x Keywords - Health checks, Risk factors, preventable disease, Health check providers, Follow-up care.						

S. No.	Title	Authors/ Year	Study location	Sample size	Sampling techniques	Salient features
5.	“Good health checks according to the general public; expectations and criteria: a focus group study”	Yrrah H. Stol, Eva C. A. Asscher, and Maartje H. N. Schermer, 2018	Netherlands	26	NA	1. The study explored the perspective of lay people on the characteristics of good and bad health checks and the role of Dutch government in regulating them. 2. Participants believed that the most important characteristics of a good health check-up was its predictive value, along with reliable providers, tests for treatable disease, privacy, no unnecessary risks, and accessibility.
Reference - Stol YH, Asscher ECA, Schermer MHN. Good health checks according to the general public; expectations and criteria: a focus group study. BMC Med Ethics [Internet]. 2018;19(1). Available from: http://dx.doi.org/10.1186/s12910-018-0301-6 Keywords - Health checks, Health screenings, Risk factors, Disease, Lay people, Focus groups, good health checks, Bad health checks.						

CHAPTER - III

CHAPTER 3: METHODOLOGY

3.1 Research Question

- How much time does it take to respond to a reservation request for a health check-up on the health check-up platform (In-progress to Confirmed)?
- How much time does it take to share health check-up reports to customers (Confirmed to processed)?
- What is the reason of cancelation of health check-up reservation request (Cancelled)?

A descriptive research design was used in this organizational setting research study. The steps in the methodology were as follows:

3.2 Study Design

The study used a descriptive research design.

3.3 Study Settings

The study was carried out in an organizational setting.

3.4 Study Population

Inclusion Criteria: The study included participants who voluntarily came for health check-up at the specified organizational settings.

Exclusion Criteria: The study excluded participants who did not come for health check-up at the specified organizational settings.

3.5 Study Tools

For this study, compliance was examined using a checklist. It consists of elements related to adherence to requirements.

3.6 Duration of the Study

The study was conducted for a total of 90 days, from March 1 to May 31, 2023. Data collection from people seeking health checkups within the chosen organizational settings was possible during this time frame.

3.7 Sample Size

The sample size for this study was determined as 200 individuals.

3.8 Sampling Technique

For the study, a simple random sampling was used. During the study period, there was an equal chance that anyone who went in for a health checkup would be selected for the sample.

3.9 Data Collection Procedure

The Management Information System (MIS) of the organization served as the source of the study's data. The information from the MIS regarding each person's compliance status was recorded using the checklist.

3.10 Data Analysis Plan

An Excel spreadsheet was used to analyze the data.

By following this methodology, the study aimed to provide a descriptive overview of compliance among individuals who underwent health check-ups within organizational settings. The checklist-based approach, combined with data analysis in Excel, facilitated the exploration of compliance patterns and potential areas for improvement in health-related behaviors.

3.11 Ethical Considerations

Consent was taken from the organization - “Seva at Home” to use their confidential data for research purposes without hampering any of their privacy and confidentiality. It has been ensured that the personal details of participants who came voluntarily for health checkup were not shared in any of the sections of this research paper, hence confidentiality was maintained.

CHAPTER - IV

CHAPTER 4: RESULT

The checklist was made to investigate the compliance of end-to-end process of health check-up i.e., in-progress to confirmed, confirmed to processed, and the reason for cancelation of health check-up.

1. Time taken to respond to a reservation request on the platform for confirmation –

The reservation status of health check-up i.e., in-progress to confirmed was analyzed through the graph below-

Total Customers- 200

Compliance (24 hrs) - 167

Non-Compliance (>24 hrs) - 3

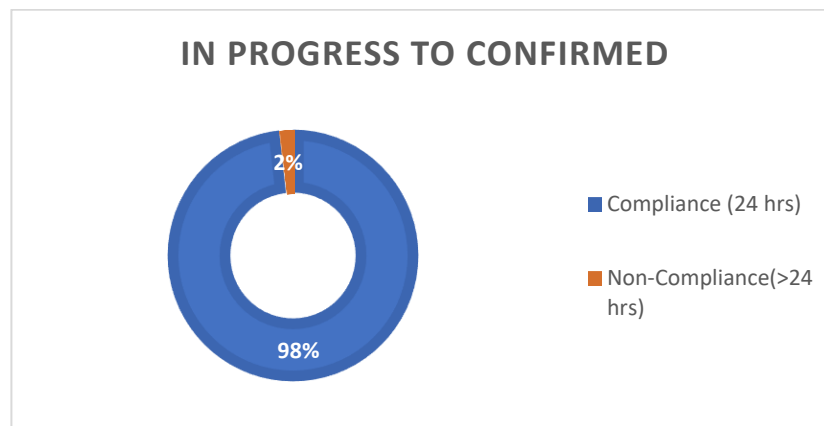


Figure 1.1 – Reservation status from in-progress to confirmed of the study population.

The above graph depicts that 98% were compliance where confirmation mail is delivered to customers within 24 hours i.e., 1 day prior to the health check-up. However, there were 2%

non-compliance where confirmation mail is delivered to customers which took more than 24 hours causing to delay of health check-up for the customer.

2. Time taken to share health check-up reports to customers –

The reservation status of health check-up i.e., confirmed to processed was analyzed through the graph below-

Total Customers- 200

Compliance (48 hrs) - 149

Non-Compliance (>48 hrs) - 21

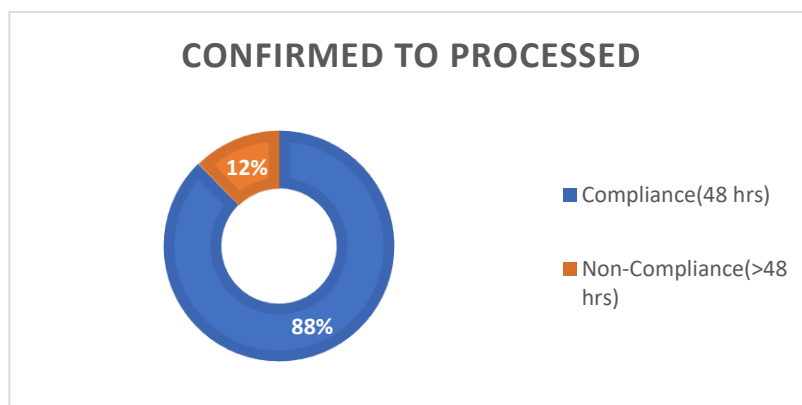


Figure 1.2 – Reservation status from confirmed to processed of the study population.

The above graph depicts that 88% were compliance where health check-up report is delivered to customers within 48 hours i.e., between 2 days after the health check-up is done. However, there were 12% non-compliance where health check-up report is delivered to customers which took more than 48 hours causing to break the TAT for health check-up.

3. Health check-up reservation request cancelation –

The reason for cancelation of health check-up reservation request was analyzed through the graph below-

Total Customers- 200

Customer did not visit Lab- 23

Non serviceable area- 5

Customer denied- 2

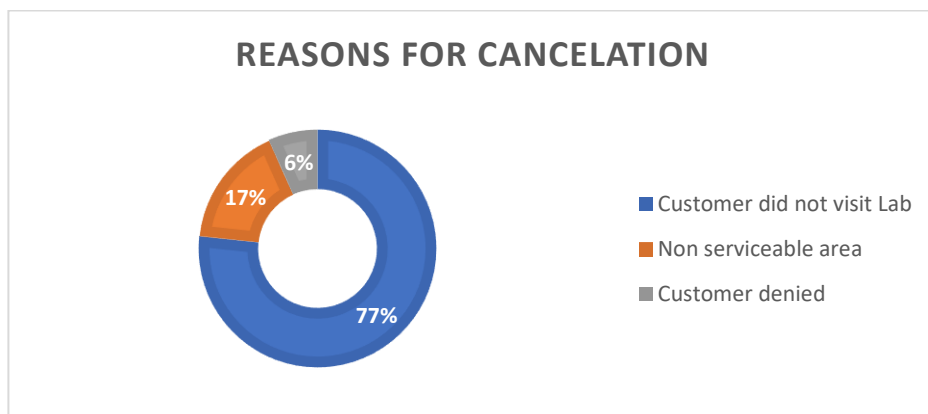


Figure 1.3 – Reason for cancelation of the study population

The above graph depicts that 77% of customers did not visit lab for health check-up, where 12% were non serviceable area for pathology tests which occurs at home, and 6% customers denied for health check-up after booking a reservation request for health check-up on the health check-up platform.

CHAPTER - V

CHAPTER 5: DISCUSSION

The study of my research intended to find out the compliance rate of end-to-end process of health check-up, where reservation status of health check-up was checked on the platform whether or not the compliance time 24 hours have been maintained for the status “in-progress to confirmed”, means after getting confirmation from lab, organization has to send confirmation mail to the customer 1 day (24 hours) prior to the health check-up test to maintain the compliance. Then it was also checked on the platform whether the compliance time 48 hours have been maintained for the status “confirmed to processed”, means after health test is done, organization has to send the health tests report to customer within 48 hours to maintain the compliance. Then it was also checked on the platform the reasons behind the cancelation of health check-up reservation request to increase the efficiency of service. There are mainly three reasons for cancellation of health check-up reservation request – (1) Customers did not visit lab for tests, (2) The home address/pin code of customer was non serviceable for pathology test, where a phlebotomist come from lab to customer's home for sample collection, (3) Customer denied for health check-up for their own reasons.

The investigation into the compliance of the end-to-end process of health check-ups yielded valuable insights. This discussion will delve into the findings and their implications for the organization.

Time taken to respond to a reservation request for confirmation: The analysis revealed that the majority of reservation requests out of 200 customers 98% (167) were handled promptly, with customers receiving confirmation emails within 24 hours. This demonstrates a commendable level of efficiency in the service provided by the organization. However, there were a few instances, 2% (3) of all customers, where the confirmation process took longer than anticipated, delaying customers' health check-ups. It was found that the main reason for non-compliance is, delaying of confirmation from lab leads to delay sending confirmation mail to customer which end up delaying health check-

up tests. So, the company must cut down the causes of these delays and take action to speed up response times to give all customers a seamless experience.

Time taken to share health check-up reports with customers: The results indicate that 88% (149) of total customers received their health check-up reports within 48 hours, meeting the platform's turnaround time (TAT) expectations. This is a positive outcome, suggesting that the processing and delivery of reports are generally efficient. However, it is concerning that 12% (21) of customers experienced delays in receiving their reports beyond the expected timeframe. Such delays may lead to inconvenience and anxiety among customers awaiting their results. It was found that the main reason for non-compliance is lab delays sending health check-up reports to organization lead to delay sending tests reports to customer by organization within 48 hours. The organization should reduce the causes of these delays and implement strategies to minimize them, ensuring timely delivery of health check-up reports to all customers.

Health check-up reservation request cancelation: The analysis of reservation request cancellations gives light on the causes of customer no-shows or service denials. Customers who did not come in for their health check-up at the lab accounted for a sizable portion of cancellations, 77% (23), in total. This suggests the need for efficient reminder systems or channels of communication to encourage customers to remember their reservations. A further 12% (5) of cancellations for home pathology tests were due to unreachable areas. To ensure accessibility for more customers, it is important for the organization to broaden its service offerings and consider expanding its service area. Additionally, after making a reservation request, 6% (2) of customers said they would not undergo a health examination. The organization can address any issues or barriers that prevent customers from completing their health check-ups by gaining an understanding of the causes of these denials.

Overall, there were areas for improvement even though most of the health checkups' end-to-end process showed compliance and efficiency. The effectiveness of the organization and customer satisfaction will increase if the issues, such as delayed confirmations, lengthy report delivery, customer no-shows, non-serviceable areas, and denials, are addressed. A successful and seamless health check-up experience can be facilitated by ongoing monitoring, process improvement, and effective customer communication.

CHAPTER - VI

CHAPTER 6: CONCLUSION & RECOMMENDATION

In conclusion, the organization has benefited greatly from the investigation into the compliance of the complete health check-up process. The majority of reservation requests were effectively confirmed within 24 hours, according to the study, demonstrating the effectiveness of the reservation system. However, a small percentage of customers had trouble getting confirmation right away, underscoring the need to speed up response times.

The analysis also revealed that, in general, the company delivered health check-up reports to customers within the anticipated turnaround time of 48 hours. However, there were some instances where there were delays, highlighting the significance of streamlining the report processing and delivery process to ensure quick access to test results.

The study also emphasized customer denials, non-serviceable areas for home-based tests, and customers not visiting the lab as reasons for health check-up reservation request cancellations. These results highlight the necessity of developing efficient reminder systems, enlarging the service area, and addressing customer concerns in order to reduce cancellations and improve service accessibility.

The organization should concentrate on enhancing confirmation response times, optimizing report processing and delivery, putting in place efficient reminder systems, and extending coverage areas for non-serviceable areas in order to improve the entire health check-up process. To further improve customer satisfaction and ensure successful health check-up experiences, barriers and customer concerns that result in denials must be removed.

Recommendations:

The following recommendations are offered for the organization based on the findings and discussion:

1. **Ensure Timely Responses to Reservation Requests:** Take steps to ensure prompt responses to reservation requests, aiming to send email confirmations within 24 hours. Automated systems and streamlined communication channels can help with this.

2. **Streamline Report Processing and Delivery:** Ensure that internal procedures are optimized to meet the anticipated 48-hour turnaround time for delivering customers' health checkup reports. It might also entail coordinating with outside laboratories or service providers and improving the report generation procedure.
3. **Implement Robust Reminder Systems:** To lower customer no-shows and raise attendance rates for health checkups, develop and implement robust reminder systems through email, SMS, or mobile app notifications.
4. **Extend Coverage Areas:** Look into ways to extend coverage for non-serviceable areas, allowing customers of those areas to access health check-up services. This might entail collaborating with regional health care providers or offering alternative testing methods.
5. **Address Customer Concerns:** Survey or follow-up interviews with customers who denied health check-up will help determine the underlying causes and address any issues or barriers.

By implementing these recommendations, the organization can enhance its end-to-end process of health check-ups, providing a seamless and satisfactory experience for customers while ensuring compliance with established timelines. Continuous monitoring, evaluation, and adaptation will be important for ongoing improvement and success in delivering high-quality health check-up services.

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ANNEXURE

Checklist

A checklist was created to investigate compliance –

1. **In-progress to Confirmed,**

Time taken to respond to a reservation request on the platform for confirmation –

- a. 24 hours (Compliance) –
- b. More than 24 hours (non-compliance) –

2. **Confirmed to Processed,**

Time taken to share health check-up reports to customers –

- a. 48 hours (Compliance) –
- b. More than 48 hours (non-compliance) –

3. **Reasons for cancelation,**

- a. Customer did not visit lab –
- b. Non serviceable area –
- c. Customer denied –

