



**"TO COLLECT CUSTOMER FEEDBACK ON
HOME HEALTHCARE SERVICES AT SEVA AT
HOME"**

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INTRODUCTION

BACKGROUND OF THE STUDY:

- ▶ Home medical services are important in meeting persons' medical requirements in the comfort of their own homes.
- ▶ Seva at Home is a well-known supplier of healthcare services, offering customers a wide range of medical and non-medicine services.
- ▶ Seva at Homes must collect consumer input to guarantee continual development and deliver personalised care.
- ▶ The purpose of this prior research is to evaluate the value of gathering feedback from clients in the setting of home medical care as well as highlight the possible advantages it may give to Karma at Home.

Importance of Collecting Customer Feedback:

- ▶ **Quality Improvement:** Gathering consumer input helps Seva at Homes to find areas for product enhancement. Seva at Homes can improve the standard of care, fix flaws, and adjust their service delivery methods by knowing their client's viewpoints.
- ▶ **Personalised Care:** Customer feedback assists Seva at Home in understanding the specific requirements and preferences of each patient. Seva at Home may adjust its services to match the individual needs of each patient by actively asking for input, resulting in a more personalised and satisfying experience.
- ▶ **Customer Satisfaction:** Gathering feedback allows clients and their loved ones to share their degree of happiness with Seva at Personal's home healthcare offerings. Knowing their levels of fulfilment allows Seva at Home to assess the efficiency of its offerings and make required changes to achieve a high level of client satisfaction.

AIM

- ▶ This research aims to get consumer feedback about home healthcare providers to find areas for development while enhancing the overall experience for patients.
- ▶ Seva at Home's feedback from clients about its home healthcare offerings is to gather valuable data and views from consumers so that the firm can determine the quality of its products and services.
- ▶ This input assists in identifying areas for improvement, addressing any issues or complaints, and generally improving the consumer's service.
- ▶ Finally, the purpose is to ensure that Seva at Home gives its clients excellent home medical services that fulfil their needs and expectations.

OBJECTIVES:

- ▶ To identify the factors that influence customer satisfaction with home healthcare services.
- ▶ To determine the common complaints or issues raised by customers regarding home healthcare services.
- ▶ To explore the relationship between customer satisfaction and the quality of home healthcare services.
- ▶ To provide recommendations for improvement based on customer feedback.

LITERATURE REVIEW

SR.NO.	TITLE	FINDINGS
1	"Development and formative evaluation of an innovative mHealth intervention for improving coverage of community-based maternal, newborn and child health services in rural areas of India."	Accredited Social Health Activists (ASHAs) are a new class of village-based front-line health workers in India. Accessibility to certain grassroots maternity, neonatal, and paediatrics (MNCH) products and services is restricted. This research describes the developing and formative evaluation of complex health treatment (ImTeCHO) to enhance ASHA efficiency.
2	"Health intervention "ImTeCHO" to improve the delivery of maternal, neonatal, and child care services—A cluster-randomised trial in tribal areas of Gujarat, India."	Community-centred maternity, neonatal, and paediatric health (MNCH) services remain underserved, particularly in remote locations. Innovative Mobile-phone Innovation for Community Healthcare Activities (ImTeCHO) has been assessed work assistance for the nation's Accredited Social Health Activists (ASHAs) and the Primary Health Centre (PHC) employees in Gujarat, India

LITERATURE REVIEW

SR.NO.	TITLE	FINDINGS
3	"Cancer Patients' Satisfaction with In-Home Palliative Care and Its Impact on Disease Symptoms."	The study aimed to see whether cancer patients' happiness with at-home hospice services is related to the influence of illness symptoms and self-perceived quality of life. This descriptive cross-sectional study was done in the primary care industry in six clinically managed units over six months, with 72 patients recruited.
4	"An Agile Digital Platform to Support Population Health—A Case Study of a Digital Platform to Support Patients with Delirium Using IoT, NLP, and AI."	To be customer-focused and focused on service, an organisation must use each consumer interaction to generate value, use cutting-edge technology to develop online offerings that deliver value and evaluate viewed value-in-use to update the worth as consumer demands evolve. Content cycle adaptability to handle rapid shifts in customer demands necessitates agile internet platforms with fluid software environments interacting with various players.

LITERATURE REVIEW

SR.NO.	TITLE	FINDINGS
5	"SEWA: A framework for sociotechnical analysis of electronic health record system workarounds."	SEWA will provide an analytical structure for tackling the issues of researching workarounds that emerge from using electronic health record (EHR) systems. SEWA is based on initial observations and subsequent interviews with physicians, nurses, and secretaries at a big university institution who use their EHR.
6	"Implementing a Mobile Health System to Integrate the Treatment of Addiction Into Primary Care: A Hybrid Implementation station-Effectiveness Study."	Even though cell phones are almost ubiquitous, There is limited research on using mHealth apps for mobile devices to treat individuals in traditional medicine. While physicians commonly treat persistent illnesses such as asthmatic or diabetes, dependency, another prevalent, persistent circumstance, is seldom treated.

METHODOLOGY

- **Study Design**

This descriptive study will utilise a cross-sectional design to collect data from a sample of customers who have utilised the home healthcare services offered by Seva at Home. The study will employ a survey questionnaire as the primary data collection tool.

- **Selection Criteria-**

INCLUSION - All patients who received home healthcare services from Seva at Home within the past three months.

EXCLUSION - Patients who have not received home healthcare services from Seva at Home.

- **Sample Selection:**

A convenience sampling technique will be used to select the study sample. Customers recently utilising Seva at Home's home healthcare services will be invited to participate in the study.

RESULT AND DISCUSSION



Frequencies

- Frequencies refer to the count or number of occurrences of each response or category within a given variable.
- In statistical analysis, frequencies provide information about the distribution of responses or categories and the relative representation of each option.
- Frequencies can vary depending on the context and the specific variable being analysed.
- In the context of your study on customer satisfaction with home health care service, frequencies provide insights into the distribution of responses to different aspects of the service.

Discussion

Based on the provided frequency distributions, we can summarise the findings regarding various aspects of home healthcare services:

- Gender: Among the respondents, 73.5% identified as female, while 26.5% identified as male.
- Age: The majority of respondents fell into the 18-24 age group (62.0%), followed by the 25-34 age group (28.0%), and those under 18 (10.0%).
- Marital Status: Most respondents were married (80.0%), while 20.0% identified as single.
- Educational Level: The highest proportion of respondents (53.0%) reported having some college or an associate degree, followed by those with a high school diploma or equivalent (33.0%). A smaller percentage had a bachelor's degree (7.0%), and even fewer had less than a high school education (7.0%).

SUGGESTIONS

- Enhance Staff Training and Knowledge: Invest in comprehensive training programs to improve the skills and knowledge of home healthcare staff.
- Foster Respectful and Dignified Care: Implement policies and procedures that promote respectful and dignified care practices among staff members.
- Monitor and Address Gender and Marital Status Differences: Conduct further research to understand and address the differences in perception based on gender and marital status.
- Continuous Quality Improvement: Establish a robust system for continuous quality improvement, including regular customer feedback surveys and mechanisms to address identified issues promptly.

LIMITATIONS

- **Sample Size:** The analysis was based on 200 participants, which may not fully represent the customer population.
- **Self-Reported Data:** The reliance on self-reported responses introduces the possibility of response bias and subjective interpretations.
- **Generalizability:** The findings and conclusions may not be generalisable to other home healthcare service providers or different geographical locations.

CONCLUSION

- In conclusion, there is a need for improvement in the perception of care quality provided by home healthcare staff, as indicated by respondents' low confidence and experiences of disrespect.
- Gender and marital status were influential factors in the perception of care quality, while age did not significantly impact these perceptions.
- The analysis highlights the importance of addressing these factors to enhance the quality of care provided in the home healthcare setting.
- Based on the findings and interpretations, it is evident that there is a need for improvement in customer satisfaction with the home healthcare services provided by Seva At Home.
- The study highlights the importance of addressing staff training, respect, and dignity, as well as gender and marital status differences, to enhance the quality of care.

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