

A comparative study about health seeking behavior of maternal patients

BY

**Akanksha Chaturvedi
MBA-HM-22-0530**

**Guided by
(col). Dr. Ashok kaushik**

Academic year, 2017-2019

The IIHMR university, Jaipur

INTRODUCTION CONTINUED...

- This study aims towards comparing the different single speciality and multispecialty hospitals based on consumer behavior that have been studied by the help of different variables like personal, social, psychological, and geographic on the basis of various parameters, Which will give us an overview of the preference of patients regarding the selection of single and multispecialty hospitals. So that it can help single speciality and multispecialty hospitals to include those services which patients and their relatives are seeking under Mother, Women and Child healthcare.
- The study is descriptive, cross-sectional study in nature. Methodology included a questionnaire-based survey circulated among respondents above 18 years of age with average monthly household income above Rs. 40,000. The sampling technique used for the study is Purposive Sampling.
- The questionnaire comprised of 15 close ended questions pertaining to different aspects of the study. The questionnaire was distributed among 40 people across single speciality hospital like cocoon hospital and 120 people across multispecialty hospitals including Surya, Fortis and C.K Birla hospital.
- The analyses of the collected data show the age wise distribution of patients in Cocoon hospital as Single speciality and in Surya, Fortis, CK Birla as Multi speciality hospitals, Cocoon is doing good in younger age groups while at the same time lagging in the older age groups.
- One probable reason is its customized health care facilities where many multi speciality health care units are lagging, and the majority of new commers fall in the younger age groups so a higher percentage of younger population can be seen in single speciality hospitals.
- Patients from higher salary groups ranges from 70k to 100k prefers cocoon as their first choice for the treatment for their wives and child because of its ailed services and unmatched home like ambience for a child.



- 58% of the patients who are going for the first-time pregnancy to single speciality hospital (Cocoon) because of the friends and relative's suggestion whereas reason for choosing of multispecialty hospital for the first time is doctor. Moreover, it can also be seen that some specific health facilities like 3D Sonography, in multi speciality hospitals are also contributing in attracting the patients.
- For Single speciality hospital. Location is playing an important role when it comes to maternity patients. Also, the customized facilities and home like ambience facilities are doing well as expected.
- Another finding was patients shifted their hospitals because the doctors were also shifted from the single speciality to multispecialty hospitals.
- Cocoon is lagging in terms of cleanliness and hygiene as the hospital is still not fully set up and There is always some piece of work going on in the hospital premises which make patients a little uncomfortable. But at least there is a scope in improving in this field to give patients more comfortable ambience.
- 10% patients shifted their hospitals because the doctors were also shifted from the single speciality to multispecialty along with that location preference is also a reason. And 7.5% patients shifted from multi to single speciality hospitals.
- Aim of visit for the patients to these hospitals were like most of the patients chooses CK Birla hospital for planned delivery whereas cocoon has been preferred mostly for the purpose of check up and consultation. Most of the patients chooses Fortis hospital for emergency delivery but then chooses Surya hospital for 3-D sonography, which itself signifies that according to the preference of choices for the different purpose of visits to hospitals patients chooses that hospital which according to their satisfaction gives them the most desirable comfort.



AIM OF STUDY

- The aim of this study is to compare the services provided by single and multispecialty hospital with respect to patient's preferences in order to further enhance the scope of services for mothers, women and children healthcare.
- The study aims to understand the healthcare seeking behavior of the maternal patients and understand if single speciality healthcare can address the growing healthcare needs of the women by providing affordable and quality healthcare to the women.



OBJECTIVES **OF STUDY**

The study has tried to address the following research objectives:

- To study the distribution of patients among single and multispecialty hospitals based on personal variables (age and income).
- To study the preference of maternal patients toward single and multi speciality healthcare services.



REVIEW OF LITERATURE

AUTHOR	YEAR	COMMENTS
Paramita Chatterjee	2019	“The popularity of single specialty healthcare centers over the past few years is increasing. Prominent chains such as 10 Fortis healthcare and Apollo Hospital have set foot in the single specialty category and have launched exclusive maternity chains that currently operate under brands Fortis La Femme and Apollo Cradle, respectively. As per sources, even Max Healthcare is looking to soon enter the segment. Where else in multispecialty hospitals the loss of nimbleness related to large size, potential risk of sharing fee with other specialties and administrative complexities are there which are not seen in multispecialty hospitals.
Avnish Bajaj	2019	The Single speciality hospitals provide doctors to develop their individual talents and emerge as an accountable care organization. This segment of hospitals focusses upon a set of diseases. They have leverage over the health plans, avoid complicated management issues, possesses capital to invest in new technology and equipment, have more agile in decision making and have higher compensation. "For certain healthcare procedures, it's always more comforting for patients to walk into single specialty centers as they typically look less intimidating than tertiary multi-speciality hospitals where patients walk in with ² major ailments."
Neeraj Lal	2019	There is a shift from the communicable to lifestyle diseases with increasing urbanization and problems related to modern day living. This has increased the demand for the specialized care. More lifestyles diseases are caused by high cholesterol, high blood pressure, obesity, poor diet and alcohol. There is expansion of healthcare in ³tier-II and Tier-III cities. there is a demand for high quality and specialist care in these cities.
Dhanraj Chandriani	2016	They are more profit earning models as there is less capital needed than the multispecialty hospitals and exit can also be done in much shorter time. The breakeven of a large hospital can be achieved in 5 to 7 years but in case of single speciality hospitals the breakeven can be achieved much earlier. The patients in the single specialty hospital; need not to stay in the hospital, e.g., dialysis and chemotherapy patients, hence the investment per bed decreases in these hospitals.

RESEARCH METHODOLOGY

- **Nature of this study:** descriptive, cross-sectional
- **Sampling:** Convenient sampling
- **Sample Size:** 160 (40 people across single speciality hospital and 120 people across multispecialty hospital).
- **Study setting:** Cocoon, Ck Birla, Surya, Fortis hospitals, Jaipur.
- **Research Tool:** Questionnaire comprising of 15 close ended questions
- **Data Analysis:** MS-Excel

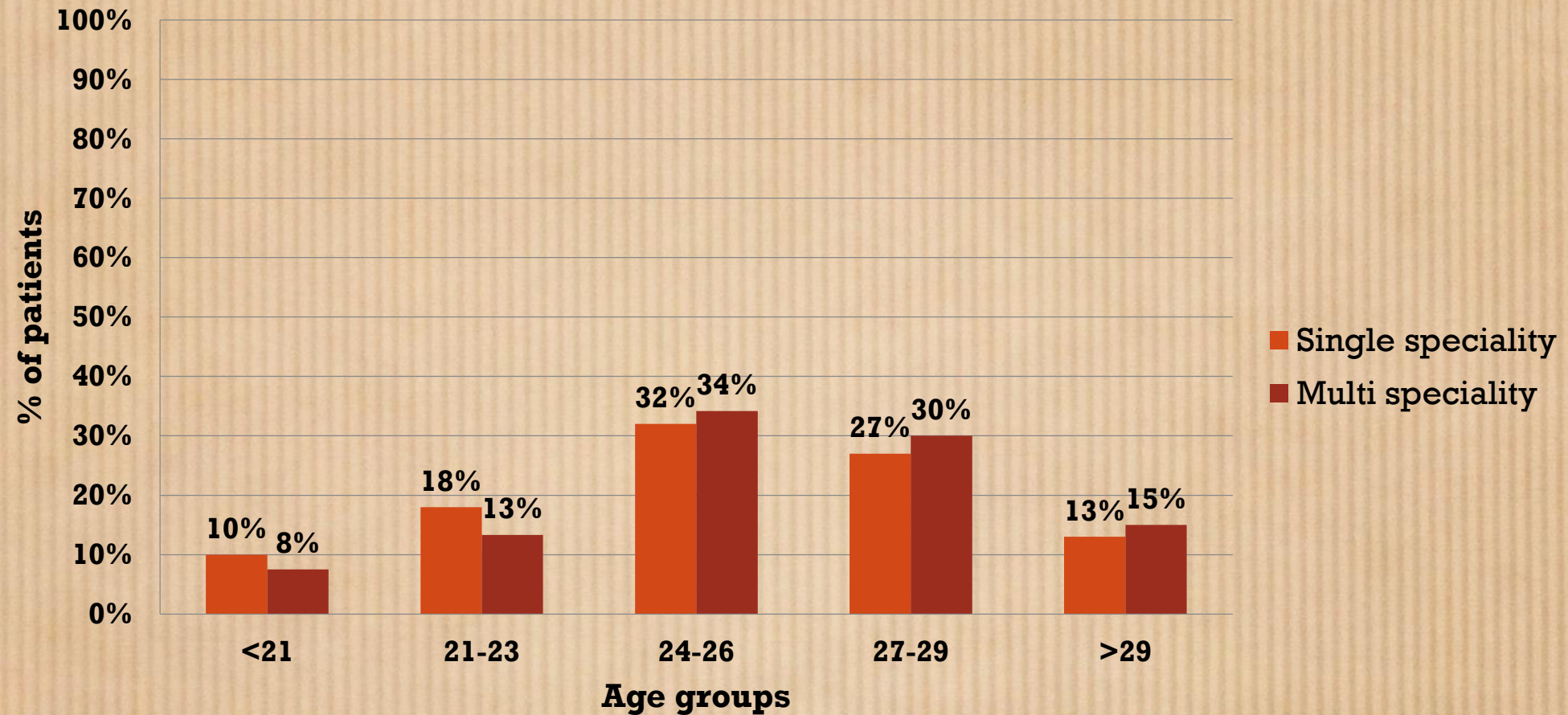


RESULTS

- The questionnaire comprised of 15 close ended questions to complete and meet the requirements of the objectives of the study.
- The content of the questionnaire comprises of key parameters such as the social, personal, psychological, demographic, geographic, economical and healthcare needs.
- The graphical representation of the result of the survey is given below:



Age Distribution of patients among single and multispeciality hospitals



Observations: -

1. The above graph depicts the age distribution of patients in cocoon hospital as single speciality and in Surya, Fortis, CK Birla as multi speciality hospitals.
2. Overall, from the graph, it can be said that cocoon is doing good in younger age groups while at the same time lagging in the older age groups.

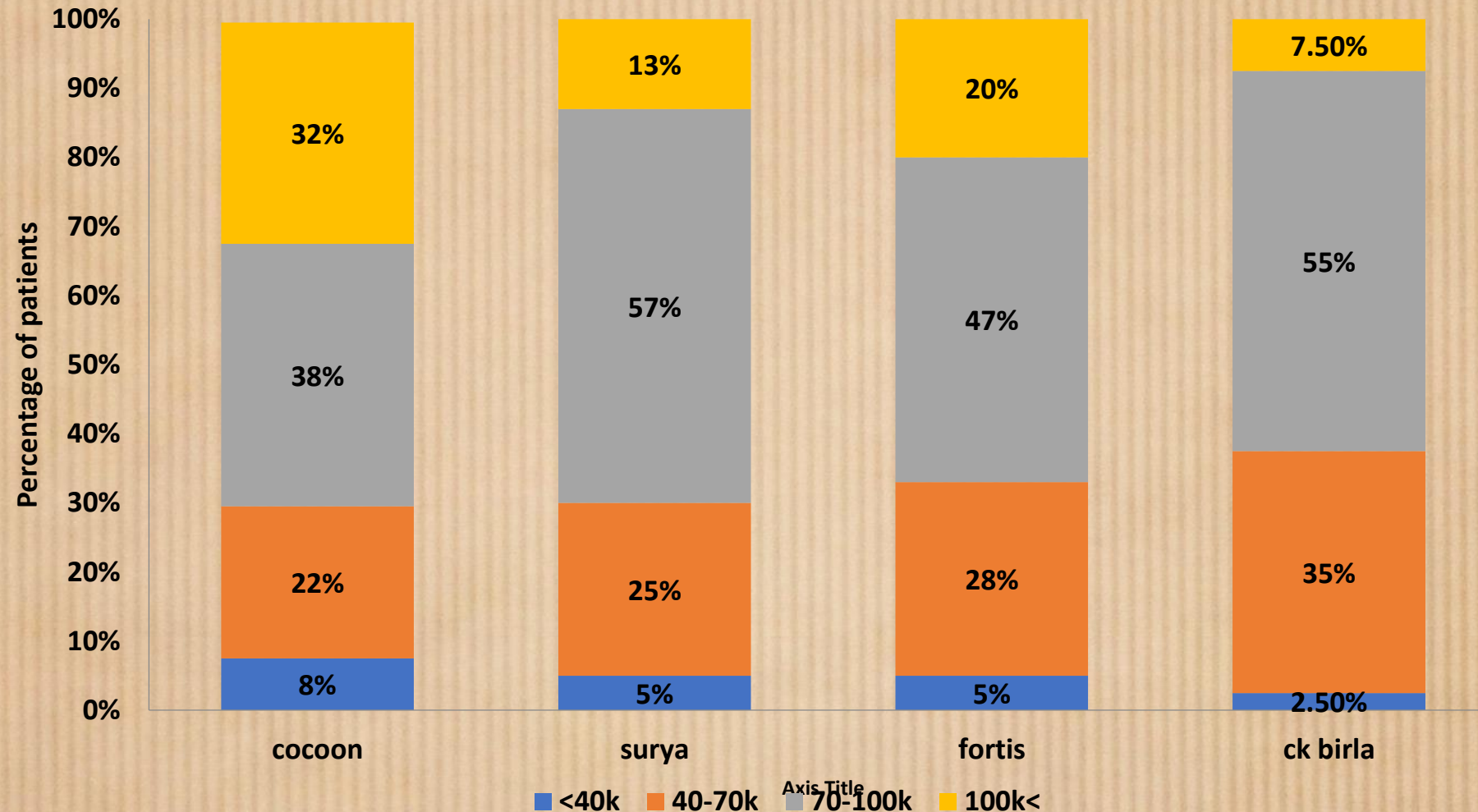


REASONS OF AGE DISTRIBUTION

- One probable reason for this distribution might be that most of the patients coming to Cocoon hospital are first time commers and are allude because of its customized health care facilities and other reasons where many multi speciality health care units are lagging, and the majority of new commers fall in the younger age groups so a higher percentage of younger population can be seen in single speciality hospitals.
- Another fact is patient satisfaction, it is very likely that the older age group patients have been to multi speciality hospitals in their past and were satisfied with the treatment so they tend to have more trust in that particular hospital/ doctor and are likely to go in the same hospital if need arises in the future.



Salary wise distribution of patients



Observation: -

As expected from the single speciality hospital, owing to its customized healthcare facilities and home like ambience it can show a better distribution and is doing well in attracting the high salary group.



REASONS FOR INCOME WISE DISTRIBUTION

- As expected from the single speciality hospital, owing to its customized healthcare facilities and home like ambience it can show a better distribution and is doing well in attracting the high salary group.
- A big advantage of single speciality hospital is that they offer a wide range of customized health packages according to the need and desires of the patients.
- This feature ensures the patients to get best health care and treatment at their affordable prices.



Preference of patients regarding multispecialty and single specialty hospital for the first-time comers

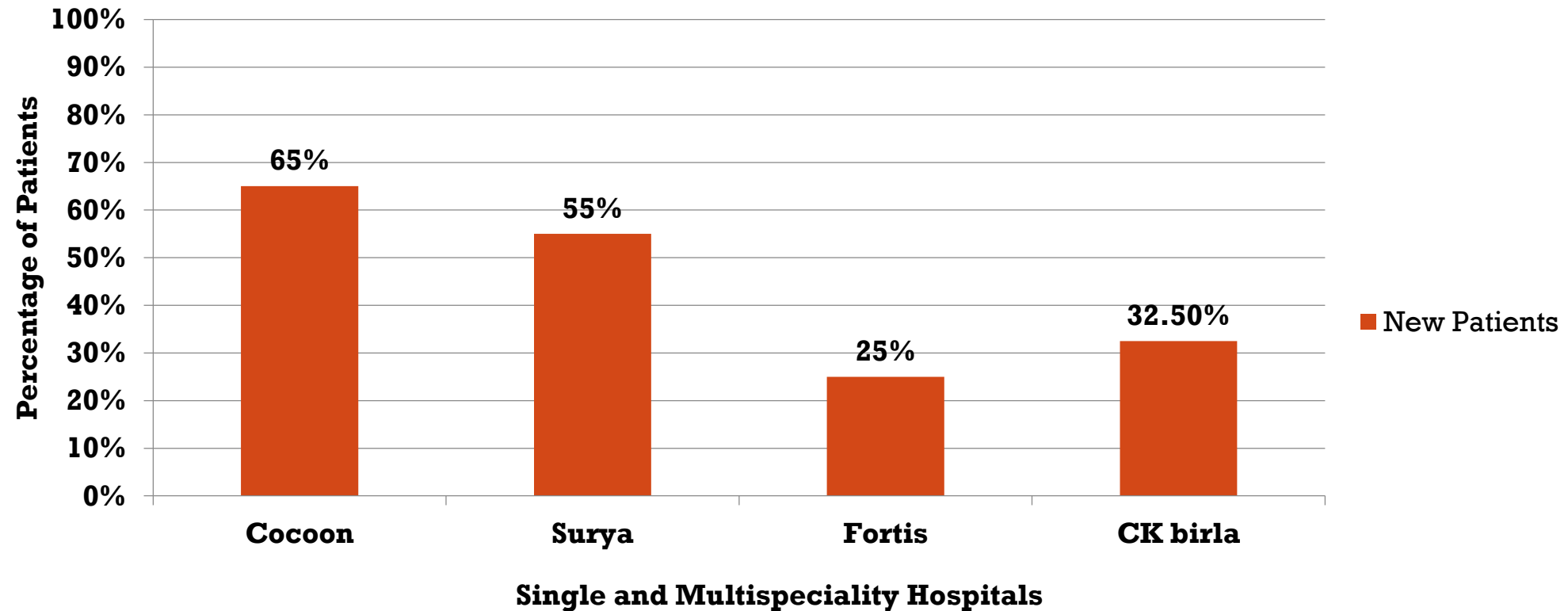


Fig. 3: This chart represents the percentage of patients going for delivery for the first time to single and multispecialty hospital.

Observations: -

1. The above figure shows the percentage of patients that are having first ever treatment in their life chose the above listed hospitals for their first visits.
2. It is clear from the figure that most of the patients coming to the Cocoon are new patients which implies that Cocoon is successful up to a limit in alluring the new patients by its various facilities.



Reason for choosing single and multispecialty hospitals for the first time

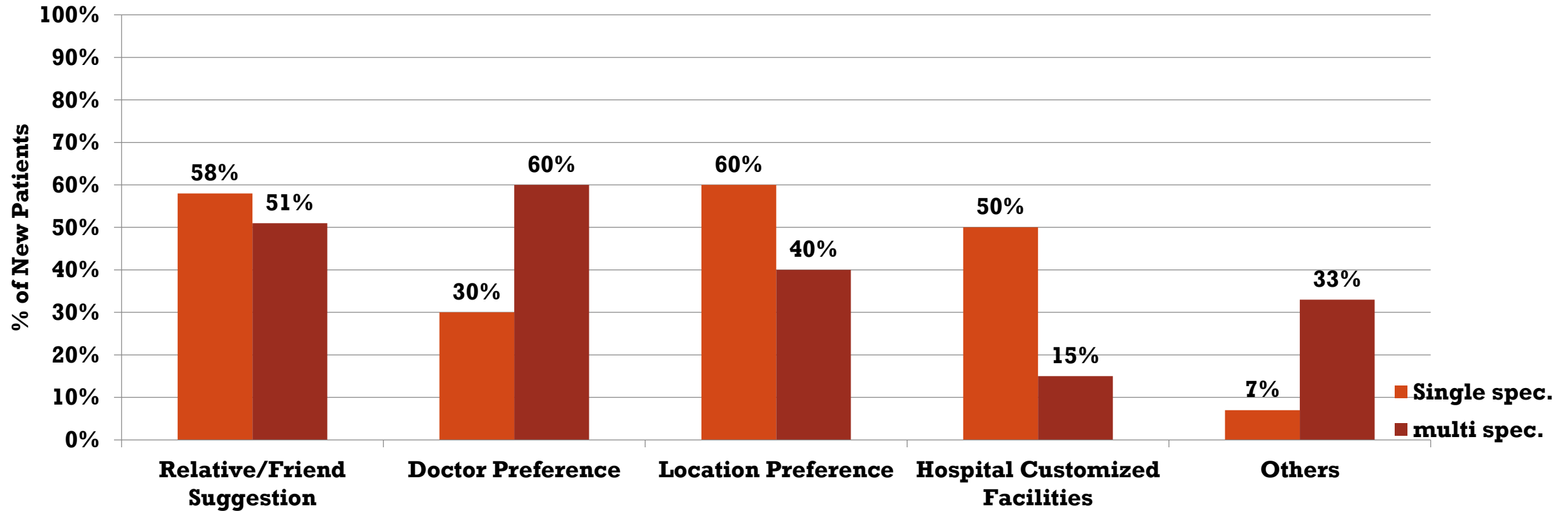


Fig. 4: The above chart represents the reasons of the patients for choosing single and multispecialty hospitals.

Observations: -

1. From the graph, it can be said that patients are choosing multispecialty over single speciality because of their doctor preferences. As expected from the health care market, patients give slightly more preference to a renowned doctor.
2. For Single speciality hospital, Location is playing a vital role when it comes to maternity patients.



Aim of visit of maternal patients to single and multi speciality hospitals

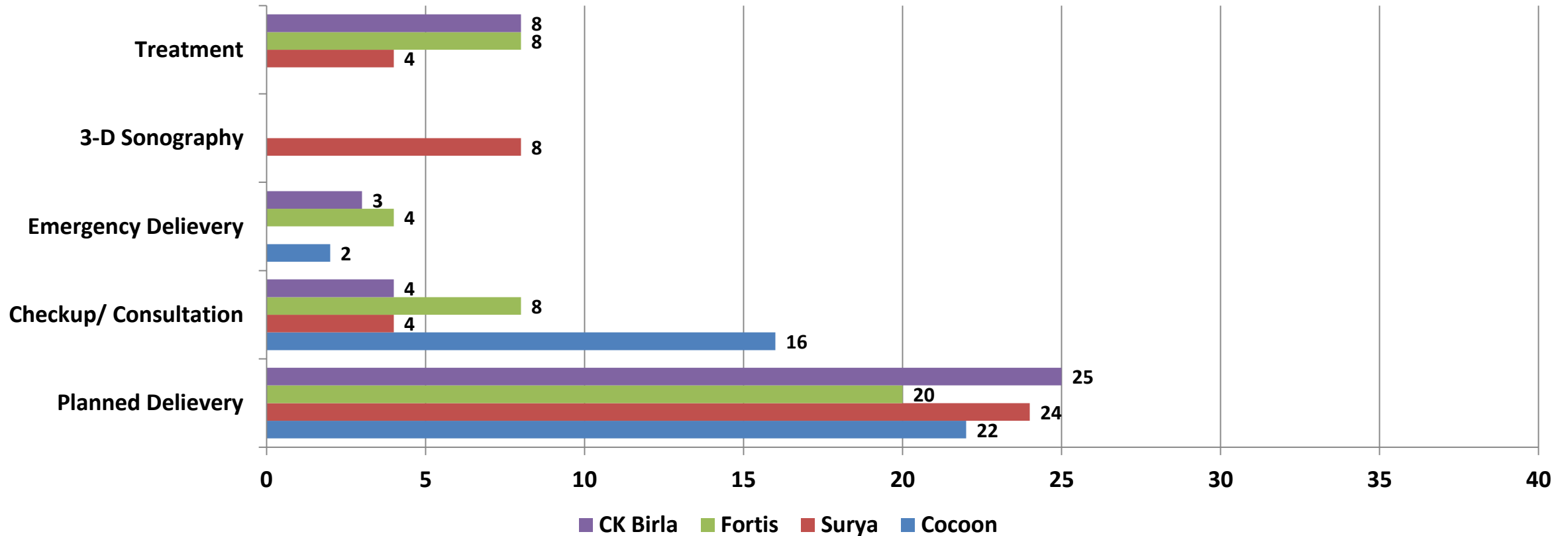


Fig. 5: The above chart represents the aim of patients to visit single and multispecialty hospitals.

Observation: -

1. From the above graph this can be depicted that in CK Birla, Fortis, Surya and Cocoon the amount of volume which is turning towards these hospitals is from planned delivery cases.
2. Moreover, it can also be seen that some specific health facilities like 3D Sonography, in multi speciality hospitals are also contributing in attracting the patients.



Percentage of patients shifted from one to other Hospital

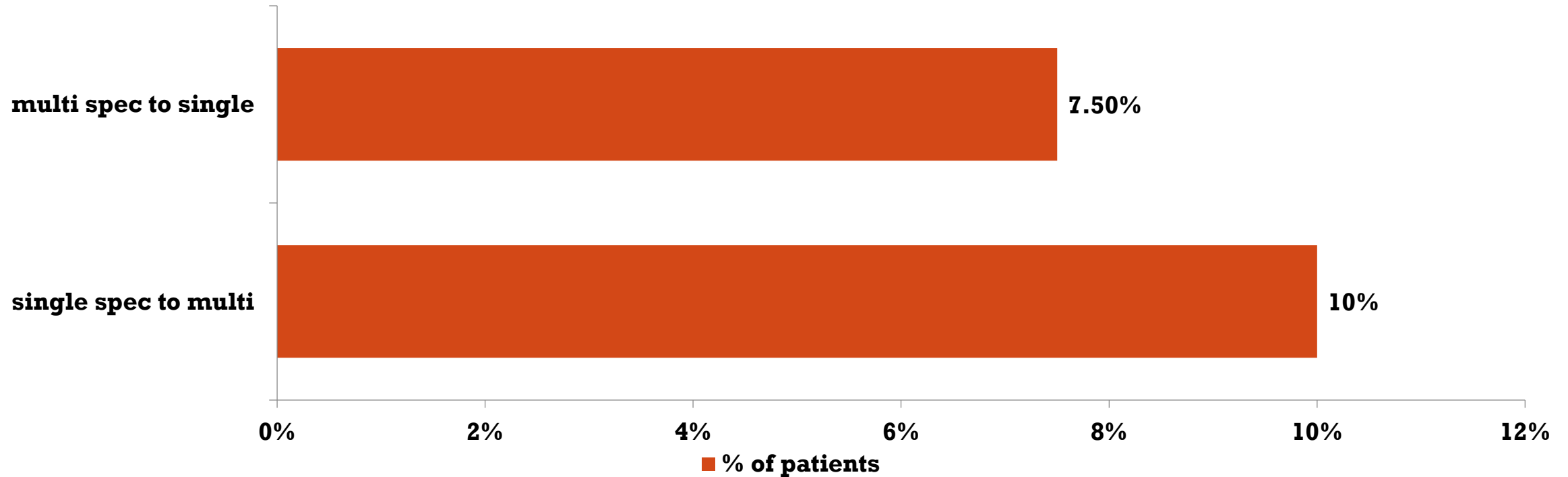


Fig. 6 The above chart depicts the percentage of patients shifted from multispecialty hospital to single speciality hospital and vice a versa.

Observations: -

1. It shows that 12 patients out of 120 patients interviewed in multispecialty hospital have shifted from single speciality.
2. It also shows that 3 patients out of 40 patients interviewed in single speciality hospital have shifted from multi speciality hospitals.



Major Reason for shifting from single to multi-speciality

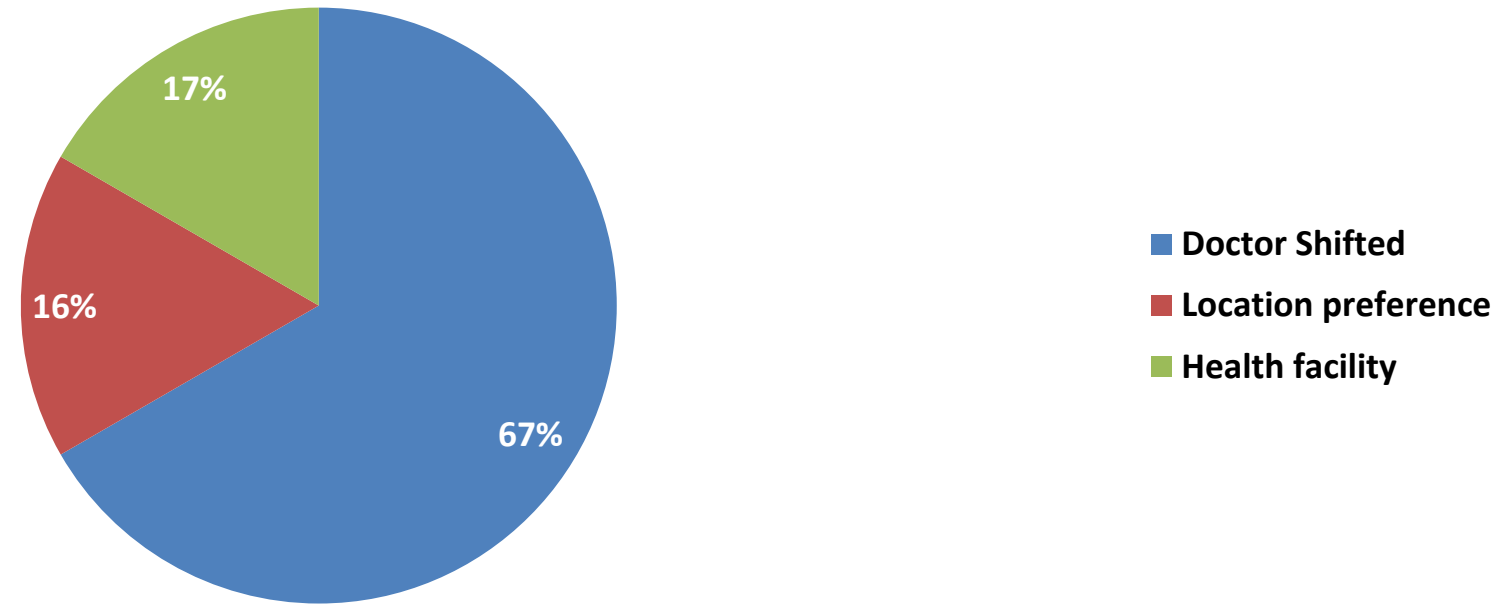


Fig. 7: The above graph shows the reasons behind percentage of patients shifting from single to multispecialty hospitals.

Observations: -

1. This figure shows that out of these 12 patients 8 patients shifted their hospitals because the doctors are also shifted from the single speciality to multi speciality and it's one of the major reason for the patients to shift from single to multi speciality hospitals along.
2. Location preference is also a reason for the patients to shift as for maternal patients location or the distance from home plays a vital role in deciding the hospital moreover, some specific health facilities have also attracted patients towards it.



Major reason for shifting from multi to single speciality hospital

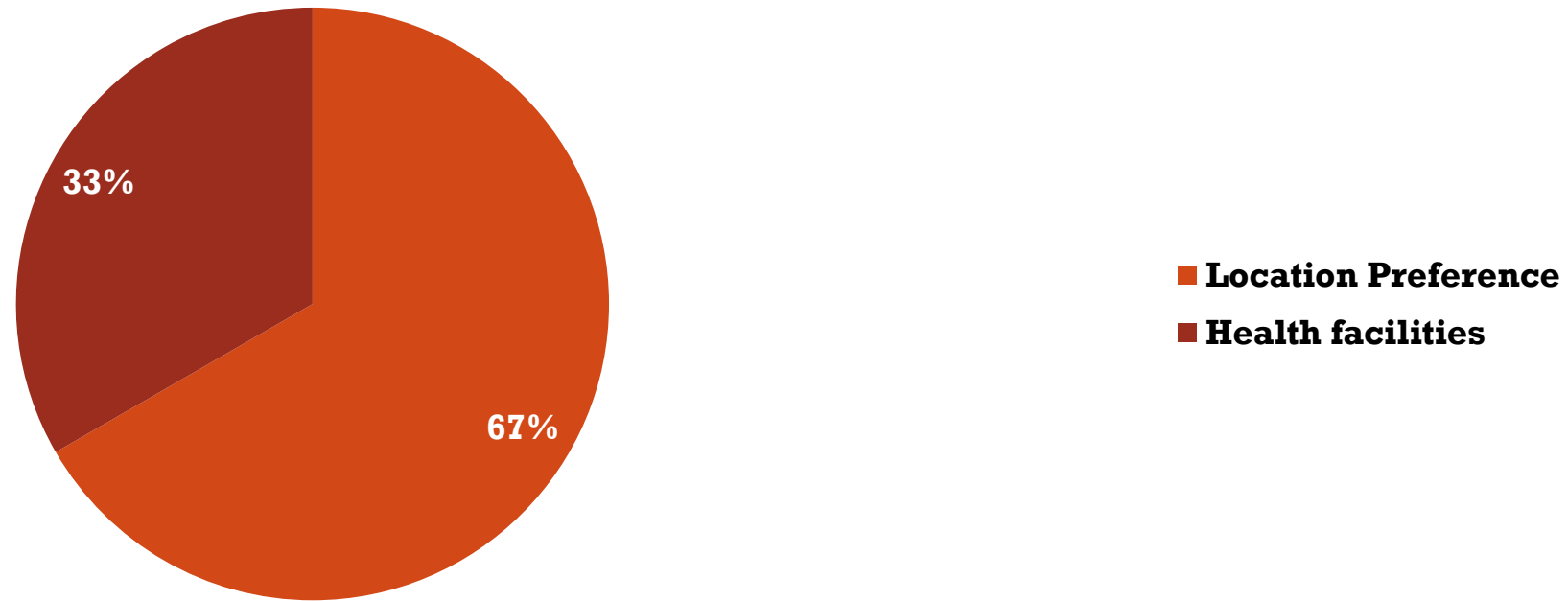


Fig. 8: The above graph shows the reason behind percentage of patients shifting from multi to single specialty hospitals.

Observation: -

Figure 7 shows that out of these 3 patients 2 patients shifted because of the location while 1 patient had a bad experience or is not happy with the services of multi speciality hospital.



Ratings for different services

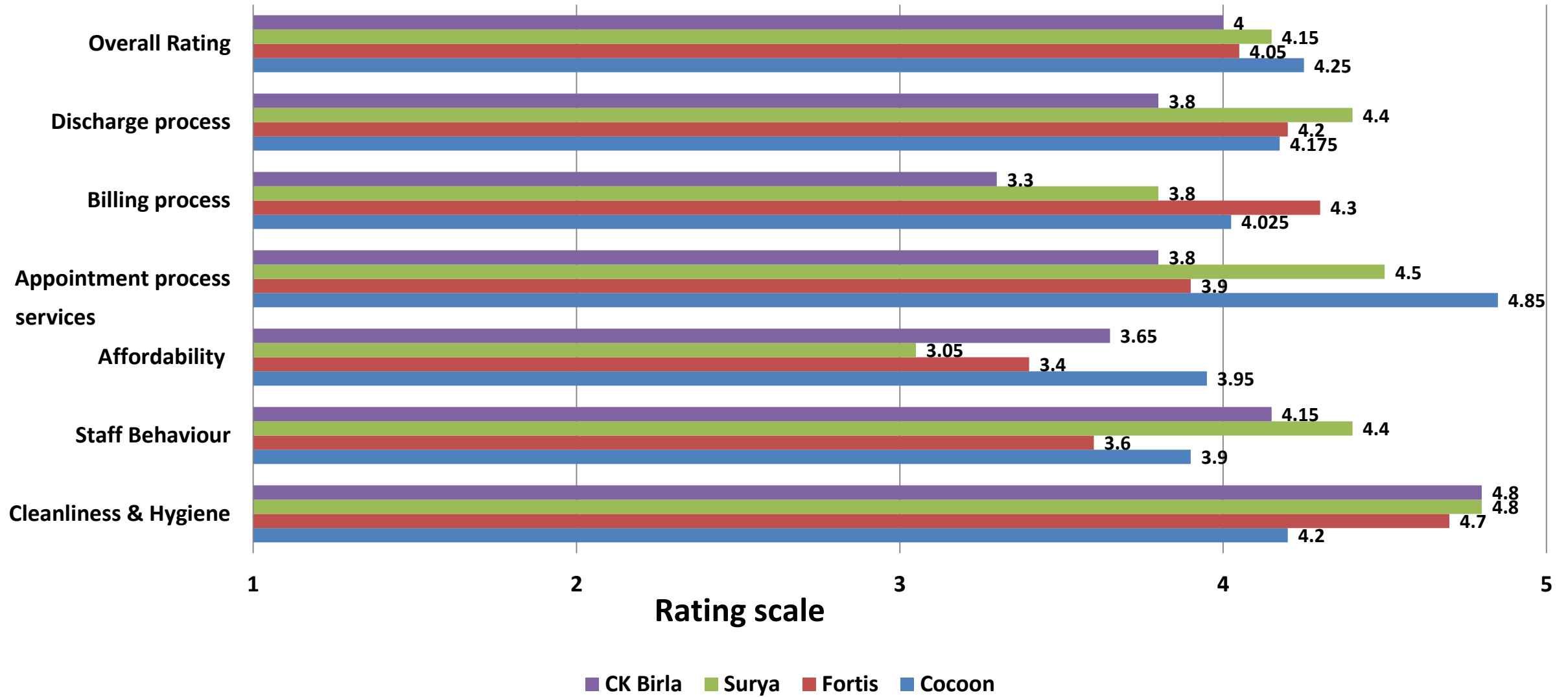


Fig. 9: This chart depicts the ratings of the services from the scale of 1 to 5 in the different multi and single speciality hospitals.



Conclusions drawn from the study are:

- The age distribution of patients in Cocoon hospital as Single speciality and in Surya, Fortis, CK Birla as Multi speciality hospitals, it can be said that Cocoon is doing good in younger age groups while at the same time lagging in the older age groups.
- One probable reason for this distribution might be that most of the patients coming to Cocoon hospital are first time commers and are alluded because of its customized health care facilities and other reasons where many multi speciality health care units are lagging, and the majority of new commers fall in the younger age groups so a higher percentage of younger population can be seen in Cocoon hospital.
- Another fact is patient satisfaction, it is very likely that the older age group patients have been to multi speciality hospitals in their past and were satisfied with the treatment so they tend to have more trust in that particular hospital/ doctor and are likely to go in the same hospital if need arises in the future.
- It is clear from that most of the patients coming to the Cocoon are new patients which implies that Cocoon is successful up to a limit in alluring the new patients by its various facilities.



- It can be said that patients are choosing multispecialty over single speciality because of their doctor preferences. As expected from the health care market, patients give slightly more preference to a renowned doctor.
- Moreover, it can also be seen that some specific health facilities like 3D Sonography, in multi speciality hospitals are also contributing in attracting the patients.
- For Single speciality hospital, Location is playing a vital role when it comes to maternity patients. Also, the customized facilities and home like ambience facilities are doing well as expected.
- Patients shifted their hospitals because the doctors are also shifted from the single speciality to multi speciality and it is one of the major reason for the patients to shift from single to multi speciality hospitals along with that location preference is also a reason for the patients to shift as for maternal patients location or the distance from home plays a vital role in deciding the hospital moreover, some specific health facilities have also attracted patients towards it.



- As expected from the single speciality hospital, owing to its customized healthcare facilities and home like ambience it can show a better distribution and is doing well in attracting the high salary group.
- A big advantage of single speciality hospital is that they offer a wide range of customized health packages according to the need and desires of the patients.
- This feature ensures the patients to get best health care and treatment at their affordable prices.
- Also, as we can see in the figure that Cocoon tends to be more affordable than any other multi-speciality hospital.
- Cocoon is lagging in terms of cleanliness and hygiene as the hospital is still not fully set up and There is always some piece of work going on in the hospital premises which make patients a little uncomfortable. But at least there is a scope in improving in this field to give patients more comfortable ambience.
- The amount of volume which is turning towards these hospitals is from planned delivery cases and in Surya hospital majorly it is due to 3-D Sonography.



SUGGESTIONS:

Suggestions pertaining to Mother, Women and Child healthcare that drawn from the analysis of results are as follows:

- Cocoon is lagging in terms of cleanliness and hygiene as there is always some piece of work going on in the hospital premises which makes patients a little uncomfortable. But at least there is a scope of improvement in this field to give patients more comfortable environment.
- It has been seen that Cocoon being a single speciality hospitals is differentiating itself from other hospitals because it is providing home like ambience which mother seeks for its little one right after her delivery which can give Cocoon an edge over the other hospitals.
- As cocoon is providing affordable specialized packages to its patients whereas other multi speciality hospitals are bit expensive, which signifies that volume of the patients coming to cocoon is because of its affordability, which is there plus point and can make them the market leader in terms of pricing strategy.
- As far as staff behavior is concerned cocoon is lagging behind in comparison to other multispecialty hospitals where people find staff polite and cooperative. So soft skill training could be provided to their staff for further improvement in support services.



- During the study it has been observed that the scope of services need to get increase to turn up the volume to cocoon to achieve its profitability and it can be done by the help of adding further services like oncology care specially for the women suffering from breast feeding problems and cancer.
- it was extracted out from the study that most of the people went for 3-D Sonography to Surya hospital because of the lack of knowledge regarding the same for cocoon hospital.
- From the results it has been clarified that patients finds cleanliness and hygiene much better in CK Birla hospital which is a multi speciality hospital, signifies that Cocoon hospital needs its staff to get trained on the monthly basis for the better results and regular trainings are required.
- As far as billing procedure is concerned turn around time is helpful to avoid the delay in billing process and system integration-billing process like the pharmacy billing could get merged with the OPD billing can streamline the billing related activities so that patient could get what they really expect.



REFERENCES:

- 1.Heskey E. how to measure consumer behavior. biz fluent. 2017;
- 2. Why single-speciality hospitals are Prospering | Forbes India. Bus World [Internet]. 2015 [cited 2019 May 13]; Available from: <http://www.forbesindia.com/article/breakpoint/why-singlespeciality-hospitals-are-prospering/32646/1>
- 3. Vishal Bali. Single Speciality Makes Its Mark. Bus today,. 2018;
- 4. Nevin John. India's Business Intelligence, Data Warehouse market to grow fastest globally. Bus today. 2019;
- 5. Ekta. Delivery at a Specialized Children's Hospital vs a Multi-Specialty Hospital. confused parents. 2017;
- 6. paramita chatterjee. scope of single speciality hospital. Bus today. 2015;
- 7. Avnish Bajaj. why single speciality hospitals are patients' friendly model. Bus world. 2019;
- 8. Dhanraj Chandriani. Single Specialty Hospital Model in India,. Hosp Consult. 2015;
- 9. Neeraj Lal. Scope of Single Super Speciality Hospitals,. Silicon India Healthc. 2019;



Thank you!!!

