

A Study On Patient's Satisfaction Towards Health Services At Credihealth

UNDER THE GUIDANCE OF :

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MBA HM -22

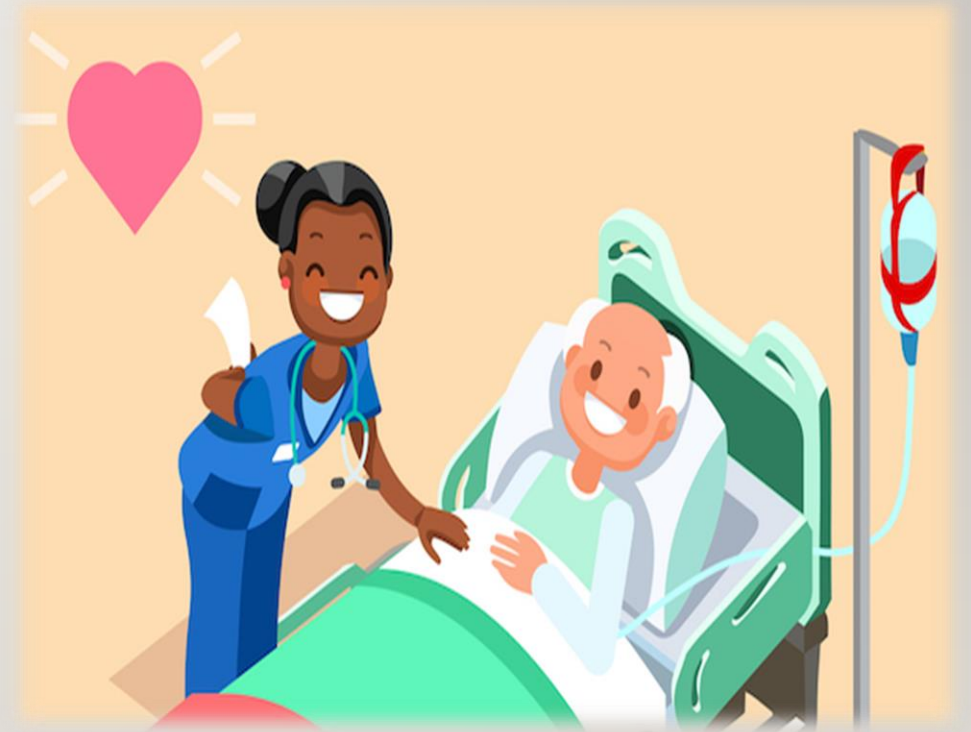
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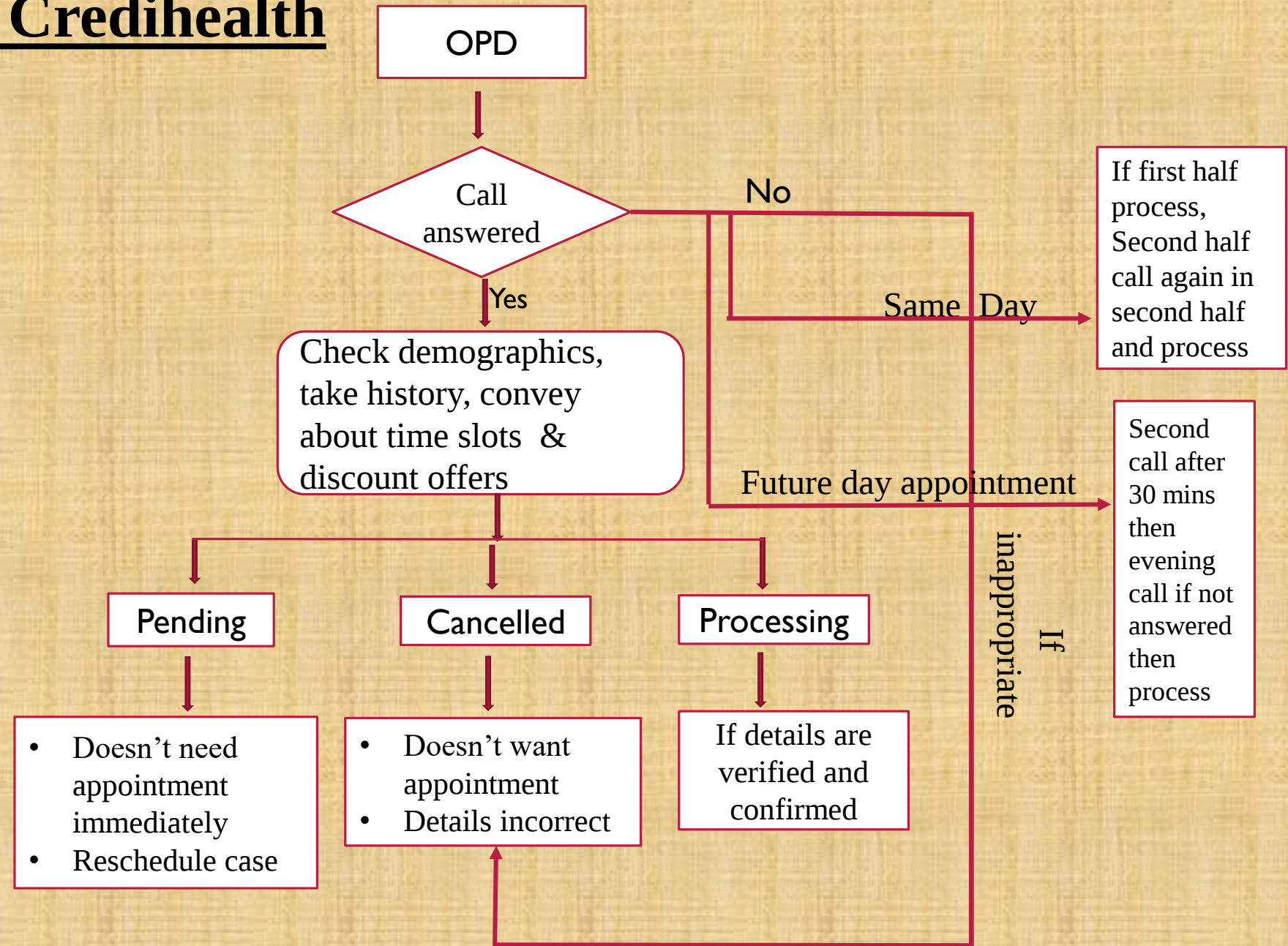
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Introduction

- Patient satisfaction is a phenomenon, symbolizing patients perceived needs, expectations from health delivery systems and experience of quality care.
- It is one of the important key indicators of providing quality care and is a primary means of measuring effectiveness of health care delivery and its assessment helps in improving the health care services.
- Low satisfaction level affects clinical outcomes, retention of patient, timely delivery of quality health care services.



Process Flow At Credihealth



Research Question

What is the satisfaction level of patients towards services provided by Credihealth?

Aim

The aim of the study is to assess overall patient satisfaction level and to identify areas of improvement to enhance patient delight towards the services provided at Credihealth.

Objectives

- To assess the level of satisfaction of patients.
- To identify the factors associated with the satisfaction level.
- To provide suggestions for enhancing patient experience.

Material and Methods

Study Area

The study was conducted in Credihealth organization located in Gurugram, Haryana.

Study Design

It is a type of descriptive study conducted on the population at a specific point in time using four-point rating scale. Patient satisfaction towards Credihealth services was measured and patients from five major cities (Delhi, Bangalore, Hyderabad, Mumbai and Kolkata) were asked to rate the service based on poor, fair, good and excellent.

Study Duration

The study was carried for 3 months from 4 February 2019 to 3 May 2019.

Sample Size

A total number of 300 respondents were taken as a sample based on foot fall of cases converted through calls in last two months.

Study Population

Credihealth patients attended by medical operations team seeking services for medical assistance.



Material and Methods

Inclusion Criteria

- All the patients of follow up cases, who had consulted with in the hospitals.
- Patients who had age of 18 and above were included.
- Patients who were willing to participate in the survey.

Exclusion Criteria

- Those patients who hadn't received the calls since beginning of the request.
- Those patients who had disconnected the calls in between the survey.
- Those patients who were speaking language other than English or Hindi.

Sampling Technique

- Convenience Sampling



Data Collection Method

- A questionnaire was prepared for Credihealth services covering the attributes related to patient satisfaction. The research tool was finalized and utilised with due permission from higher authorities. In this study a four-point rating scale was used.

The format for rating scale was as follows:-

- 1- Poor
- 2- Fair
- 3 -Good
- 4- Excellent

Data Analysis

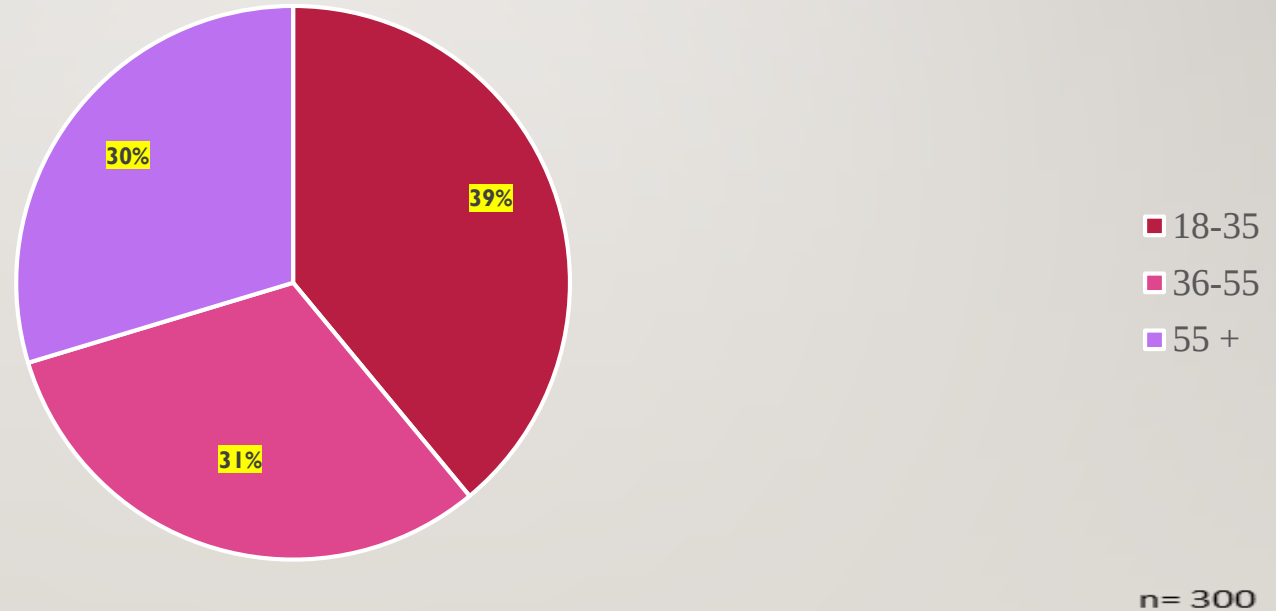
The tool used for data analysis is Microsoft Excel 2016. The data obtained through patient satisfaction questionnaire was analysed using descriptive statistics. Normal distribution data has been calculated and presented through mean scores and standard deviation. Other categorized data related to the questionnaire is presented in the form of percentages. Chi square test was utilized to evaluate the significance between demographic variables and satisfaction level. The chi -square test has been calculated at 5% significance level ($p = 0.05$) therefore, a relationship is significant if the p value < 0.05 .

Results And Interpretation

Service Elements	Poor	Fair	Good	Excellent	Total
Ease of Access to Call for credihealth services	3	29	134	134	300
Ease of getting an Appointment through credihealth website or mobile app	4	41	121	134	300
Politeness of medical expert towards you while on call	1	6	142	151	300
Interaction with our on call medical expert	1	19	128	152	300
Medical Experts Promptness towards health needs	3	25	139	133	300
	Yes	286			300
Services you needed were shared with clarity of information. If yes then,	No	14			
a) Information sharing regarding doctor availability & time slots	3	21	142	120	286
b) Quote Estimation or cost of procedure	1	18	54	35	108
Information shared helped in decision making	4	30	147	119	300
Ability of medical experts to answer queries in understandable way	4	17	163	116	300
Rate your impression about overall services provided	0	17	178	105	300

Results And Interpretation

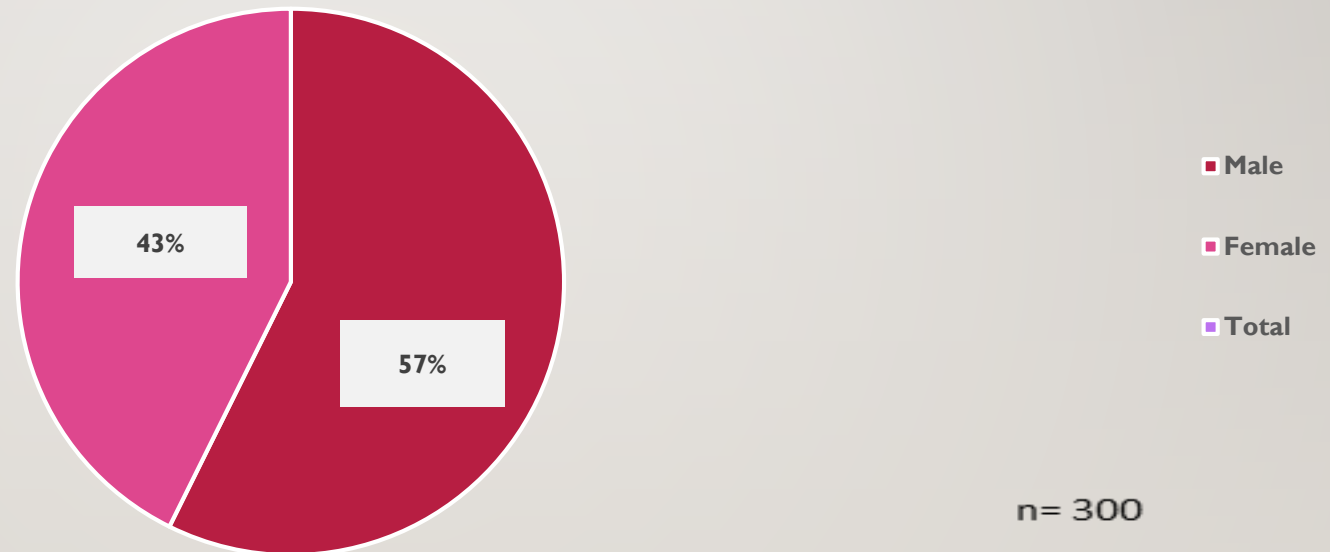
Patient Demographics Information about Age Group



The results shows the age of the respondents ranges from 18 to 65 and above and majority of the samples (39%) are from age group of 18-35

Results and Interpretation

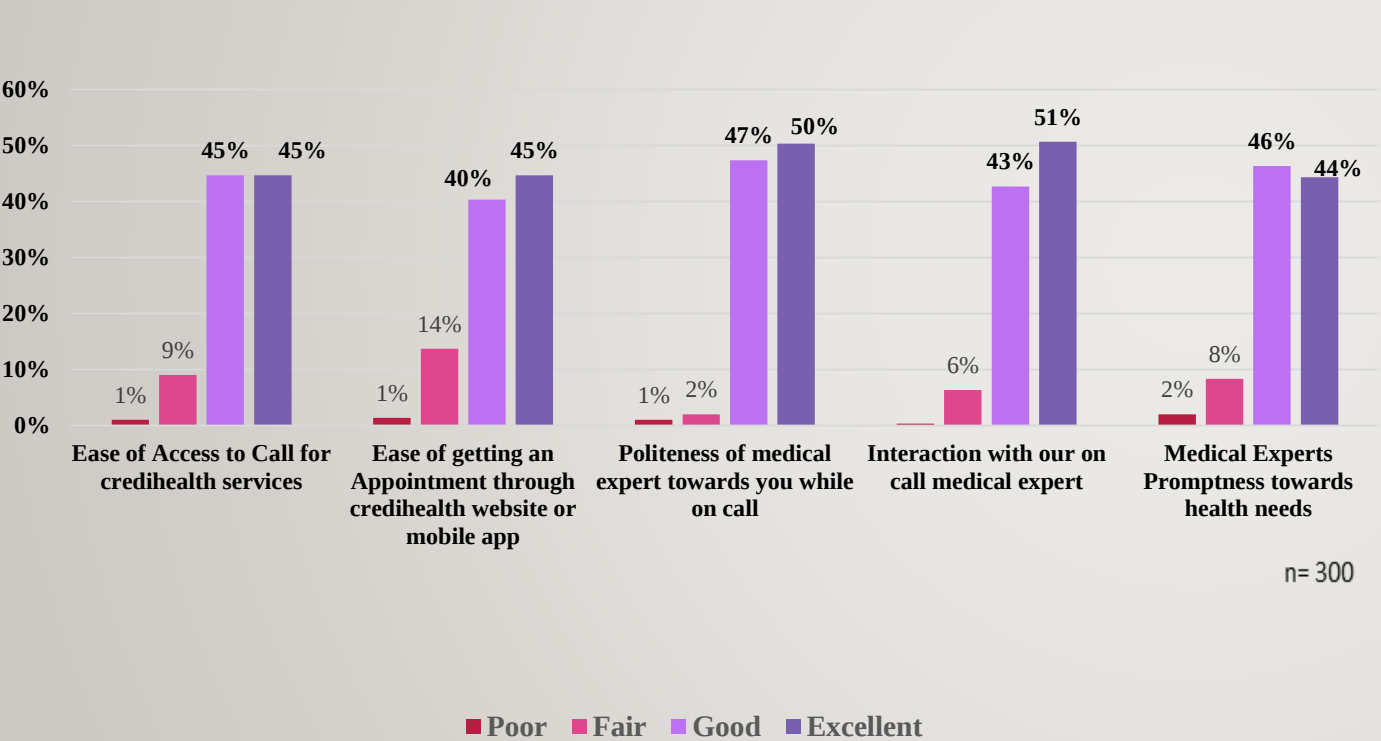
Patient Demographics Information about Gender



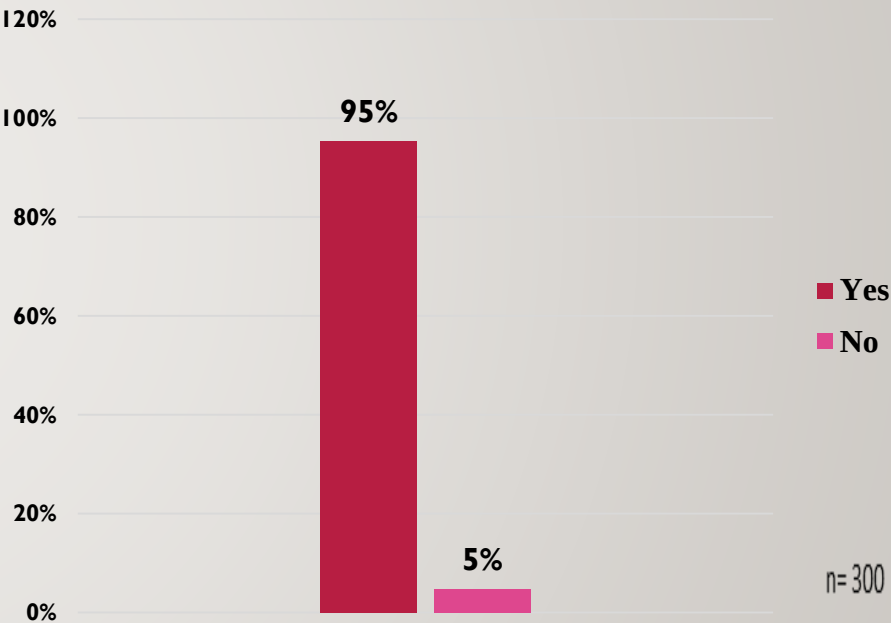
The results shows out of 300 respondents, 172 (57%) of the them are male and rest 128 (43%) are female.

Results and Interpretation

Categorical Distribution of Respondents Level of Satisfaction in percentage



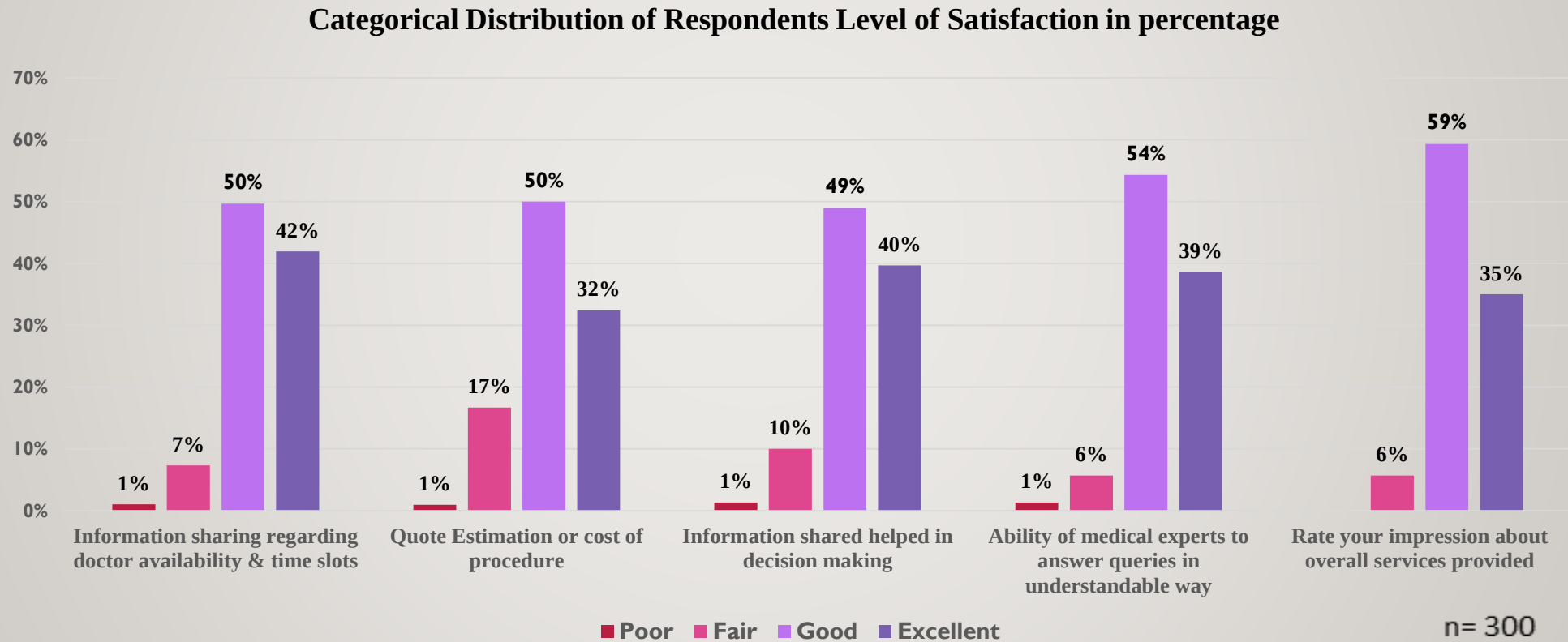
Services Needed Shared With Clarity Of Information



All the questions received high level of expectation level, while out of these, interaction with on call medical expert has highest level of expectation (Excellent, 51% and Good, 43%).

Majority of the patients (95%) agreed that services they needed were shared with clarity of information.

Results and Interpretation

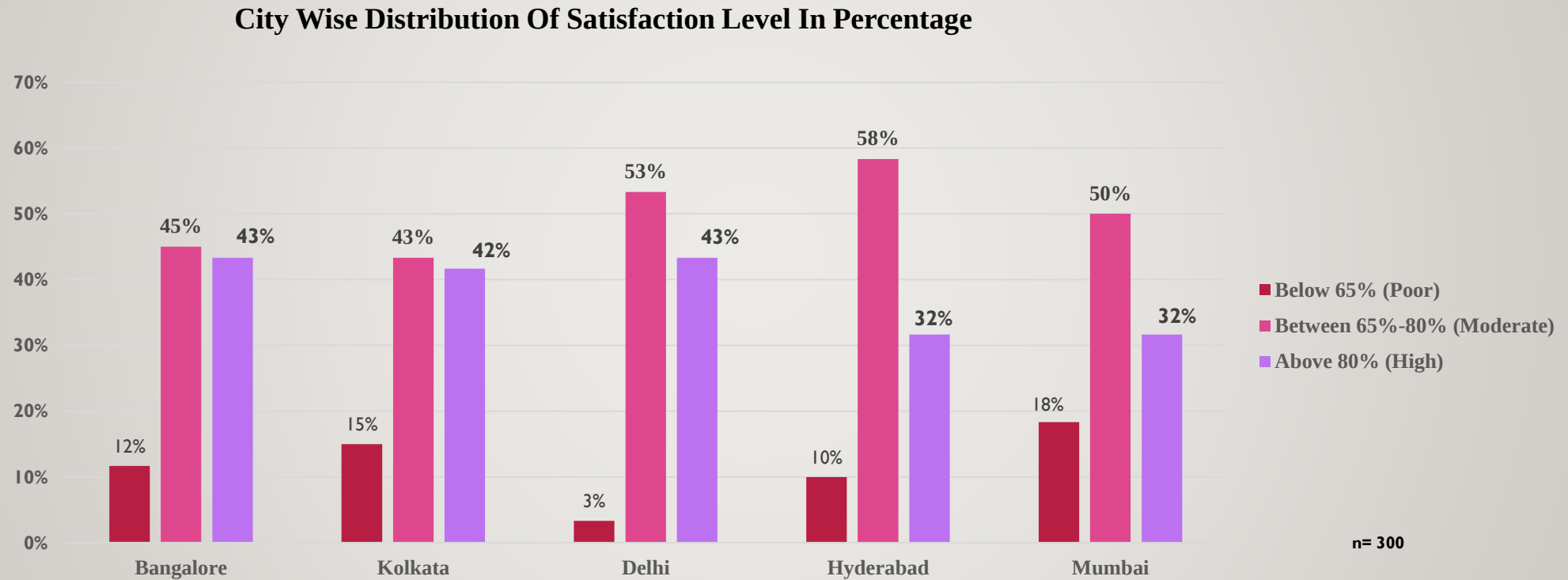


The results signify that the satisfaction level for information sharing regarding doctor availability and time slot received (Excellent 50% Good 42%) was highest of all.

Mean And Standard Deviation Scores For Service Elements Of Patient Satisfaction

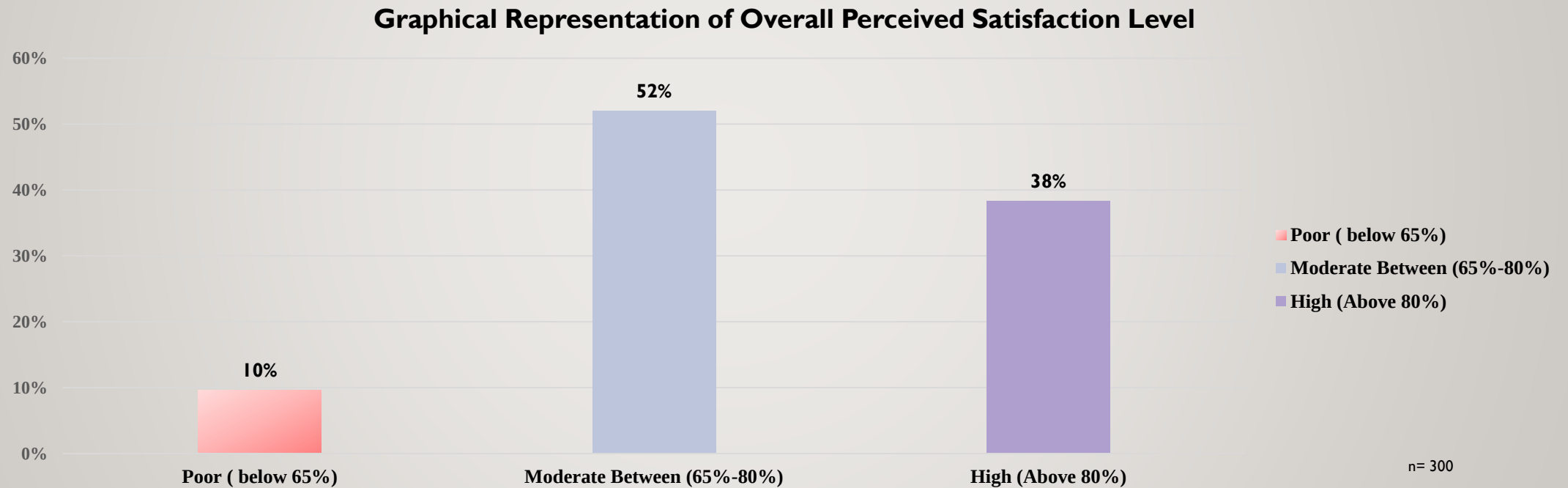
Service Elements	Mean Score	Standard Deviation(±SD)
Ease of access to call for credihealth services	3.33	0.69
Ease of getting an appointment through credihealth website or mobile app	3.28	0.75
Politeness of medical expert towards you while on call	3.48	0.56
Interaction with our on call medical expert	3.44	0.63
Medical Experts Promptness towards health needs	3.34	0.67
Information sharing regarding doctor availability & time slots	3.33	0.65
Quote Estimation or cost of procedure	3.14	0.72
Information shared helped in decision making	3.27	0.69
Ability of medical experts to answer queries in understandable way	3.30	0.64
Rate your impression about overall services provided	3.29	0.57
Total Mean Score	3.32	0.66

Results and Interpretation



It represents perceived satisfaction level of patients in percentage for five major cities where patients were highly satisfied in Delhi followed by Hyderabad, Bangalore, Mumbai and Kolkata which has low perceived satisfaction level.

Results and Interpretation



The results shows 38% of the participants were highly satisfied with the services provided by the organization while 52% were moderately satisfied and 10% were poorly satisfied.

Results and Interpretation

Perceived satisfaction level v/s Gender

Results				
Gender	Poor (Below 65%)	Moderate (65%-80%)	High (Above 80%)	Row Totals
Male	14 (16.43) [0.36]	89 (89.53) [0.00]	67 (64.03) [0.14]	170
Female	15 (12.57) [0.47]	69 (68.47) [0.00]	46 (48.97) [0.18]	130
Column Totals	29	158	113	300 (Grand Total)

The chi-square statistic is 1.156. The p-value is .561019. The result is not significant at $p < .05$. The results shows that males were more satisfied (57%) than females (43%) however there difference is not statistically significant.

Results and Interpretation

Perceived Satisfaction Level v/s Age Groups

Results				
Age group	Poor (Below 65%)	Moderate (65%-80%)	High (Above 80%)	Row Totals
18-35	8 (11.31) [0.97]	67 (60.84) [0.62]	42 (44.85) [0.18]	117
36-55	9 (8.99) [0.00]	45 (48.36) [0.23]	39 (35.65) [0.31]	93
55+	12 (8.70) [1.25]	44 (46.80) [0.17]	34 (34.50) [0.01]	90
Column Totals	29	156	115	300 (Grand Total)

Results shows that patient satisfaction level for all the services was highest in age group of 18-35 (39%) in comparison to other age groups however, there difference is not statistically significant ($p = 0.4411$).

Results And Interpretation

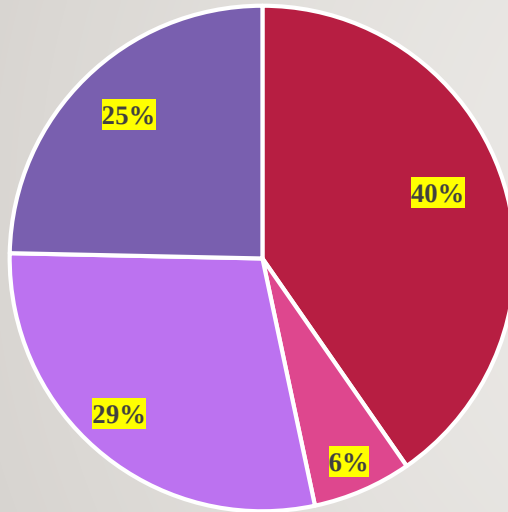
Perceived Satisfaction Level v/s City

Results				
City	Poor (Below 65%)	Moderate (65%-80%)	High (Above 80%)	Row Totals
Bangalore	8 (11.31) [0.97]	67 (60.84) [0.62]	42 (44.85) [0.18]	117
Kolkata	5 (5.12) [0.00]	27 (27.56) [0.01]	21 (20.32) [0.02]	53
Delhi	4 (3.87) [0.00]	18 (20.80) [0.38]	18 (15.33) [0.46]	40
Hyderabad	7 (5.70) [0.29]	29 (30.68) [0.09]	23 (22.62) [0.01]	59
Mumbai	5 (3.00) [1.34]	15 (16.12) [0.08]	11 (11.88) [0.07]	31
Column Totals	29	156	115	300 (Grand Total)

The chi-square statistic is 4.5322. The p-value is .806206. The result is not significant at $p < .05$

Results and Interpretation

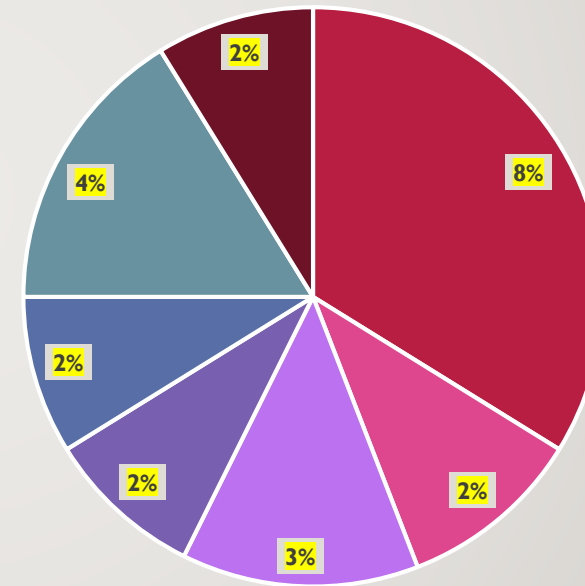
Any Suggestions For Improvement



n= 300

■ No Suggestion ■ Excellent Services ■ Good Services ■ Gave Suggestions

Factors Behind Areas of Improvement



n= 300

- Delayed Appointments
- Got Appointment with different doctor
- Miscommunication gap between scheduling of appointments
- Services not availed properly
- High cost for procedures in hospitals
- Prior information regarding non availability of doctor not given
- Explanation about doctor's protocol

Gap Analysis

Issues	Reasons
Non availability of prior information	No prior Information is provided by the hospitals about the doctor's schedule who are on leave for same day or future.
Delayed or Missed Appointment Confirmation	• Patients received the confirmation 15-20 minutes before the appointment time. • Non-availability of desired appointment time slots from hospital end for renowned doctors due to huge waiting time period (minimum 7 to 10 days) results in delayed appointment / missed appointment
Consultation with the different doctor other than desired	Consulting with the doctor other than the desired choice as for few doctors patients must consult with the team as per the protocol
Heavy work load on team of operators and increased waiting time	• Complaints of busy servers and increased waiting time over a phone call • Hefty work load on the operators as frequently patient doesn't answers the call which takes lot of time with each call leads to increased TAT.

Conclusion

The results in the study show that overall patient satisfaction level for the indicators taken is quite high and there was no relationship found between gender, age group and city with perceived satisfaction scores as the difference in between them was statistically insignificant. The present study represents that politeness and empathetic behaviour of staff while interaction created a positive impact over patient satisfaction. From the organization perspective, the study emphasizes to focus on the current demands of the patients and incorporating patient centred care which will improve the patient's experience, thereby enhancing overall satisfaction towards the services provided in near future.

Suggestions

Based on the findings from the research study, following suggestions were proposed to the organisation to engage and enhance patient experience:-

- In order to measure patient satisfaction on a larger scale, a feedback survey has been designed which is simple and easy to understand and would be sent through direct links and messages after consultation to enhance patient's loyalty.
- Prior information regarding on call leave updates of the doctors should be given on daily basis so that appointments can be confirmed in a timely manner decreasing the number of appointment cancellations.
- Integration of network system needs to be initiated for other hospitals so that real time information regarding appointment time slots and doctor's schedule is available .
- Regular training sessions are required for the employees in order to improve the efficiency based on performance score.
- Adoption of proactive approach for confirmation of appointments by utilizing the chat bot feature to its maximum potential by making it more user friendly for the patients.
- Adding a feature for multi lingual language spoken by doctors on the website portal will include value to the services boosting patient engagement.

*Thank
you*

