

Study on Consumer Behavior Towards Home Health Care Services

By

Pooja Sen Ameriya

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2017-2019



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TO WHOMSOEVER MAY CONCERN

This is to certify that Pooja Sen Ameriya, student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Housepitalcare from 4th February 2019 to 3rd May 2019.

She has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.

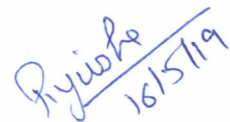
A handwritten signature in blue ink, appearing to read 'Ashok'.

Dr. Ashok Kaushik

Dean, Academics and Proctor

The IIHMR University, Jaipur

16 May 2019.

A handwritten signature in blue ink, appearing to read 'Veena' with the date '16/5/19' written below it.

Professor Veena Nair Sarkar

Assistant Professor

The IIHMR University, Jaipur

CERTIFICATE

This certificate is awarded to **Miss. Pooja Sen Ameriya** in recognition of having successfully completed her Internship in the department of **Marketing and Operations** and has successfully completed her Project on **Consumer Behavior Towards Home Health Care Services** from 4th February to 3rd May 2019.

She comes across as a committed, sincere & diligent person who has a strong drive and zeal for learning.

We wish her all the best for future endeavors.

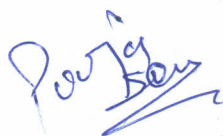


Founder
Mr. Amit Kumar

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled 'A study on consumer behavior towards home health care services' and submitted by Pooja Sen Ameriya EnrollmentNo.IIHMR-U/01/2017-19/0623 under the supervision of Professor Veena Nair Sarkar Assistant Professor at IIHMR University Jaipur for award of MBA in Hospital and Health Management in Health and Hospitals of the University carried out during the period from 4th Feb to 3rd May 2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

ABSTRACT

Background: Home health care services are medical, physical care which are provided by professional, home health aides provides to patients at home. The study of consumer behavior was important without the knowledge about consumers preference and market research on the consumer behavior it is tough to penetrate the market of competition.

Aim: The study aimed to understand the healthcare seeking behavior and understand if home healthcare can address the growing healthcare needs of the consumer by providing affordable and quality healthcare at their doorstep as well as to understand the importance and healthcare needs of the residents of Jaipur.

Method: 100 respondents were randomly chosen to conduct this study. Study techniques was descriptive cross sectional and convenient sampling and interview of the customers conducted through a proposed set of questionnaires to assess consumer behavior towards availing home care services in Jaipur.

Result: Majority of the respondents lies (83%) in age group of 26 to 56 and above , and mostly earns between 20,000-60,000 average per month , 90 respondents feels low and high blood pressure is problem they are very well aware of , 73% thinks it is very important to have information about health , majority can pay Rs.400-1000 per day for home healthcare services , 95 respondents thinks doctor's recommendation plays vital role in selecting healthcare institute whereas 42 respondents prefer home healthcare services for pain management and post -operative care via 60% cheque payment .

Conclusion: Members of the family are primarily responsible for the healthcare and wellbeing at homes. With help of technology care providers can reach maximum patients and provide services at easy. Home health care offers several advantages over hospital-based health care. Health care in a home setting may be more cost effective than that provided in a hospital with proper doctor recommendations and competent staff and keeping price in mind.

ACKNOWLEDGMENT

I convey my heartfelt gratitude to Mr. Amit Kumar, Founder, Housepitalcare for giving me the opportunity to work and allow me to conduct the project during the dissertation period.

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Last but not the least, I would like to express my gratitude for my parents and for their constant encouragement and faith in me during my internship.

Above all, I would like to thank God for giving me the strength to manage the difficulties which I faced during this period.

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1. Introduction

Home health care is a system of care provided to patients in their homes under the direction of a physician with the use of technology and accurate planning. Home healthcare services include nursing care, physiotherapy and medical services at home. The main goals of home health care services are to help individuals to improve function and live with greater independence, to promote the patient's optimal level of well-being, and to assist the patient to remain at home, avoiding hospitalization and reduce cost. (Ellen Becker et al., 2008)

According to cyber media research, Indian market of home health care is expected to reach \$6.2 billion at compound annual growth rate of 18% by 2020.

In India services like neuro care, cancer care, ortho care, cardiac care, mother and child care, intensive care, elderly care, pulmonary care, physiotherapy at home are provide by providers. Consumer choose home health care to reduce extra cost at hospital, avoid travelling cost, protect themselves from hospital acquired infections, easily approachable staff and most importantly for homely environment and faster recovery with family members all around. Home healthcare works not only to control cost to individual through reducing readmission costs and transportation costs, but also improve post-hospitalization quality and good recovery within home a with quality and productive service delivery.

The concept and model of home healthcare is to impart compassionate, personal healthcare and at the same time providing the comfort of their homes. Consumer behavior is very integral part of developing business, it helps to decide what services should be added into the packages and what are the requirements of public, therefore it is necessary to do research prior before implementing any services as consumer will use the end services and consumers satisfaction plays major role in creating benchmark and further for process development and service modifications.

1.2 Aim of the Study

The study aimed to understand the healthcare seeking behavior and understand if home healthcare can address the growing healthcare needs of the consumer by providing affordable and quality healthcare at their doorstep as well as understand the importance and healthcare needs of the residents of Jaipur.

1.3 Objectives:

Specific:

- To assess the consumer behavior of people towards home health care services in Jaipur.

Sub- Objectives:

- To understand the profile to people under study.
- To study the knowledge about health issues among study population in Jaipur.
- To find out preference for home health services
- To explore the reasons for opting or not opting for home health care services in Jaipur.

1.4 Implications of the Study:

The study helped us to understand the healthcare needs of the patients and their family members' healthcare seeking behavior. It helped us to understanding the various institutions that are utilized for healthcare as well as the awareness of health care problems. The study also helped in understanding consumer attitude and perception towards home healthcare and thereby helped in developing a way by which home healthcare can be made accessible to the patients so that tailor made, and professional healthcare services can be delivered to them in the comfort of their homes in the presence of their family members.

Service provider understand the need to patients in home health care industry. It helped in knowing the areas of development, helped in analyzing the gaps and development of more patient's footfall by working on gaps.

1.5 Outline of the Study

The study contained of a set of questions that was circulated to respondents. The questions probe various dimensions of consumers such as attitude, trust, behavior and commitment towards home healthcare services for patients. Ethics had been taken into consideration by taking an informed consent from the respondents before answering the questionnaire. The respondents were assured that the participation in the study was completely voluntary and they were free to withdraw from the study at any stage. The respondents were informed that the data collected would be shared with the guide allotted for the study and that the study was being conducted for academic purposes and organizational purpose.

1.6 Limitations of the Study

1. The time of the study was limited to three months. The study may not be valid for a longer duration owing to rapid changes in the healthcare delivery systems and models.
2. Due to a limited amount of time and resources involved to carry out this study was restricted to a very limited sample size. The conclusions drawn from this study, hence, may have restrained application which means that it may be subject to biasness over regions but insights into a broader aspect of current healthcare trends pertaining to the people can be obtained from this study.

2. Review of Literature:

In a study conducted by Barrett, et al (2010), they concluded that “Not only care be provided less expensively at home, also says that home care is a key step toward achieving optimal health outcomes for many patients.” Their studies showed that care interventions at home have the capability to reduce hospitalizations and improve the quality of care when it came to adverse events or in the case of chronic diseases.

According to Romagnoli (2013), “When patients leave the hospital and return home with home nursing care, they go from highly supportive medical environments with potentially many physicians, nurses, aides, and other professionals, to non-medical environments with formal and informal caregiver support frequently supplemented by visits from home care nurses.”

Naylor, et al. (1999), believe that “Home health care offers several advantages over hospital-based health care. Health care in a home setting may be more cost effective than that provided in a hospital.” According to Smith (1989), the elderly population is more susceptible to hospital acquired infections as compared to the younger population Leff, et al. (2005) feel that home care can help protect the elderly population from hospital acquired/nosocomial infections. The comfort and a sense of security of being provided care at home can be a very useful health care delivery system that can address the healthcare needs of the elderly.

Ellen Becker 2008 defined Home healthcare as a system of care provided by skilled practitioners to patients in their homes under the direction of a physician. Home healthcare services include nursing care, physical, occupational, and speech-language therapy, and medical social services and he also said that the main goals of home health care services are to help individuals to improve function and live with greater independence, to promote the patient’s optimal level of well-being, and to assist the patient to remain at home, avoiding hospitalization or admission to long-term care institutions

Shepperd, 1998 said that Home health care aims at supporting people with various services to remain at home rather than use long-term, or institutional-based nursing care. Home care providers render services in the patients’ own home. These services may include combined professional health care services and life assistance services. Professional home health services could include medical and/or psychological assessment and intervention: wound care, medication teaching, pain management, disease education and management physical therapy speech therapy and occupational therapy

Chunyan Yu concluded that contexts which influence the health experience, health seeking behaviors, found that mental health and related health risk behaviors, such as smoking, violence, sexual and reproductive health problems were their primary health challenges people face. They could make use of few health service, technology had fewer opportunities on education and career, and perceived more social stigmas and inequalities.

According to Steven Landers, “home health care” was defined as services provided under the Medicare home health benefit by Medicare-certified home health agencies. Four pillars: Key characteristics of home health agency of the future Patient and person centered, Seamlessly connected and coordinated, Seamlessly connected and coordinated , Technology enabled.

3. Research methodology

Study design: It was descriptive cross-sectional study. It included a scheduled interview of the customers conducted through a proposed set of questionnaires to assess the attitude and behavior of people towards availing home care services

Study setting: The study was undertaken at the company's head office in Jaipur.

Duration of study: Three Months

Sampling selection: the sampling technique used in the study was convenient sampling.

Data collection procedure: The research focused on primary data analysis. For quantitative data collection, structured close ended, likelihood survey was conducted, where the study subject's responses were recorded in MS Excel with help questionnaire. The medium of communication was offline.

Data analysis method: Data was analyzed with the help of MS excel. It was preferred because of its ability to cover a wide range of the most common statistical and graphical data analysis like in pie chart, bar graph which represented data in effective manner.

Data collection tool: Data was collected by taking interview through a questionnaire from various respondents like patients, family members from hospitals and other public places etc.

4. Result

Ques. 1 How old are you?

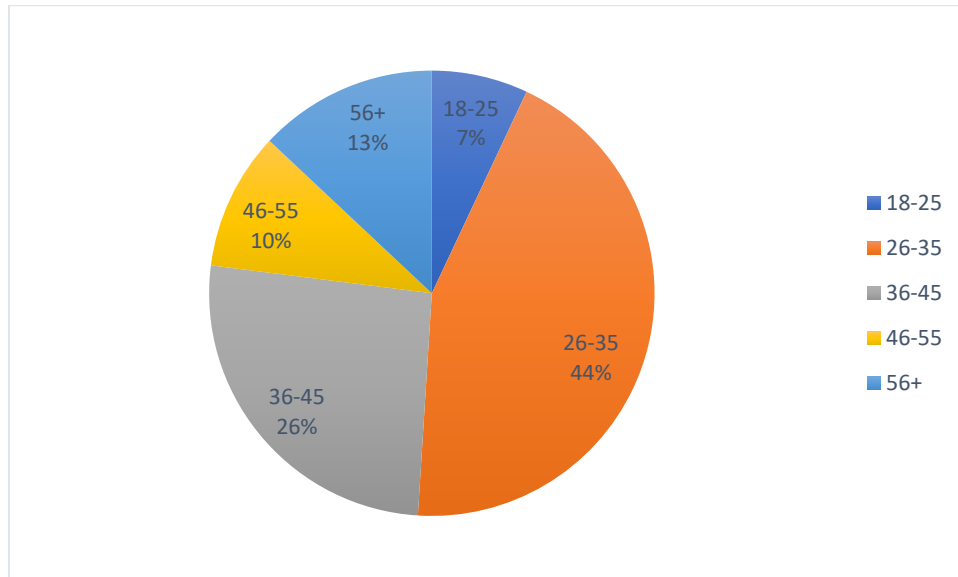


Fig. 1

Interpretation: The age of the respondent varied from 18 years to more than 56 and above with the highest percentage of respondents between 26-35 years at 44%, 36-45 years at 26% then 56 years and above at 13% which comes under old age group.

Ques. 2 What is your average monthly household income?

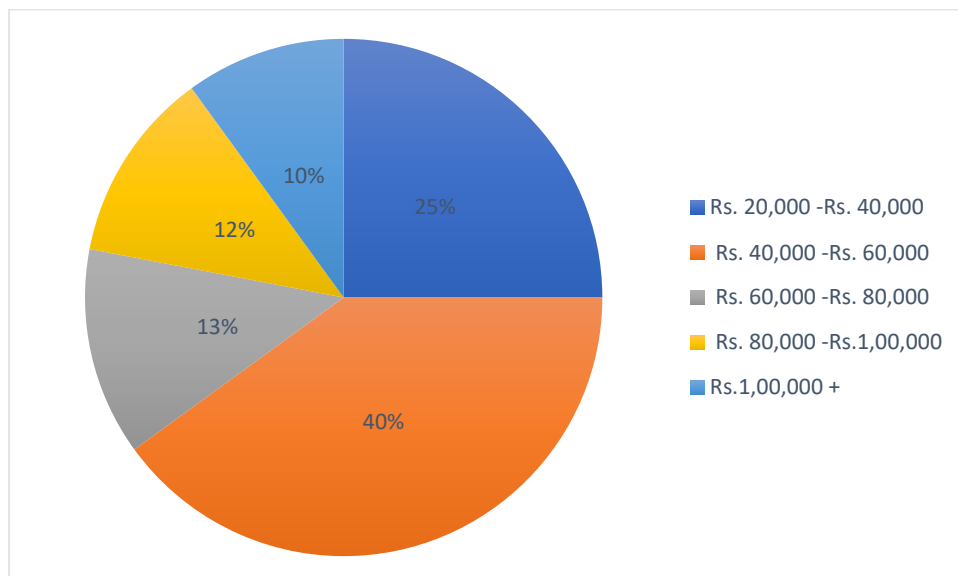


Fig.2

Interpretation: Most respondents are 40% lies income range between Rs.40,000-60,000 and are of age 26-36 years and then 25% lies between range of Rs.20,000-40,000, 13% respondents lies between income range of Rs. 60,000-80,000. Only 10% lie above 1,00,000 Rs.

Ques.3 Which of the following health problem are you aware of? (mark multiple option if applicable)

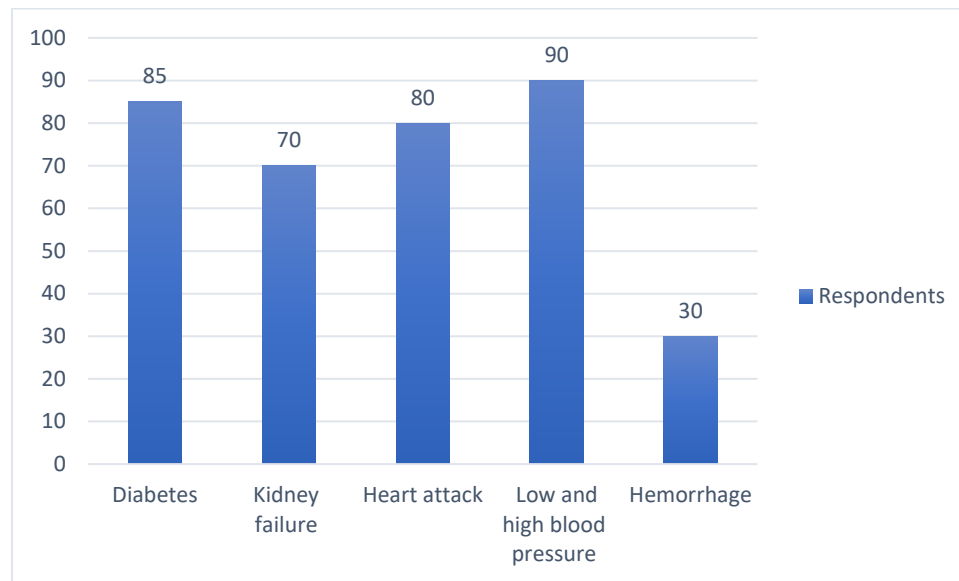


Fig.3

Interpretation: Respondents have satisfactory knowledge about problems they are known to low and high blood pressure has highest response of 90, diabetes to 85, heart attack to 80, 70 to kidney failure and least 30 to hemorrhage.

Ques.4 Among the following sources, how likely are you using to obtain information on health problems? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

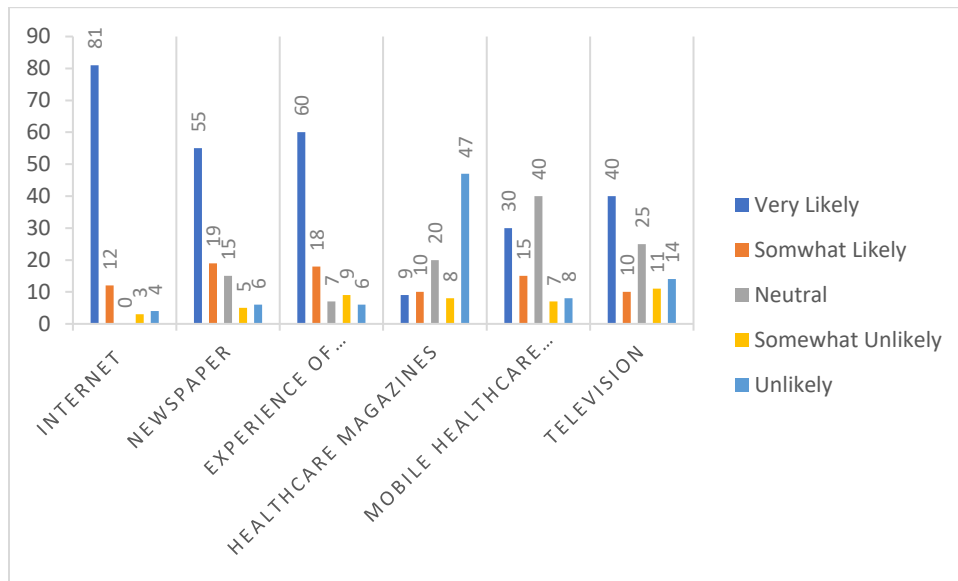


Fig.4

Interpretation: Based on the responses, 81 respondents feel very likely to get information via internet as well as experience of family or friend got second very likely. Television got 40 very likely and healthcare magazines got 9 very likely the least from all options available.

Ques.5 Which of the following institutions are you more likely to use for your healthcare problems? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

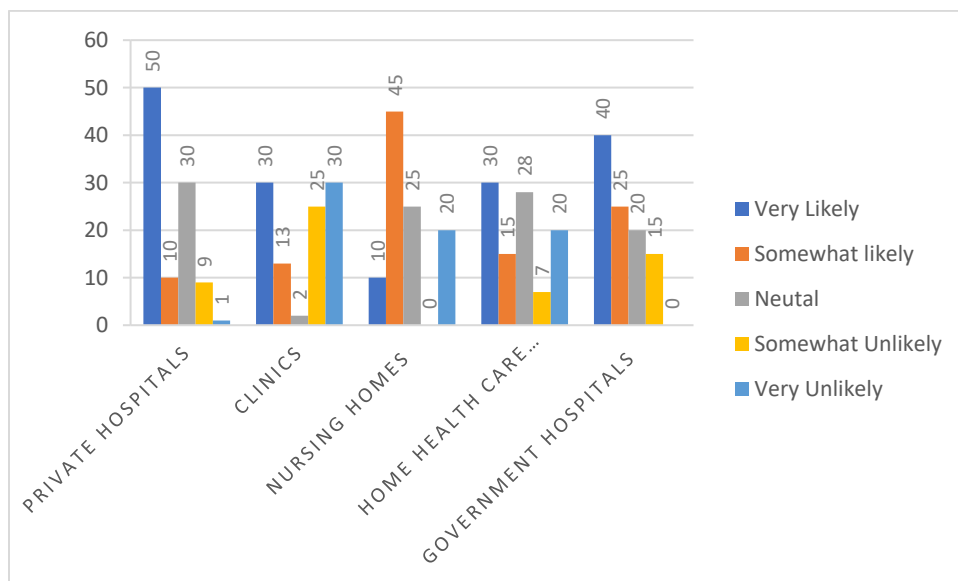


Fig.5

Interpretation: From the all choice given, respondent chooses private hospital (50) very likely then government hospitals (40) very likely and then home health care and clinics (30) very likely. Nursing homes (10) very likely out of 100 participants.

Ques.6 Which of the following problem do you think needs home care assistance for?
(mark multiple option)

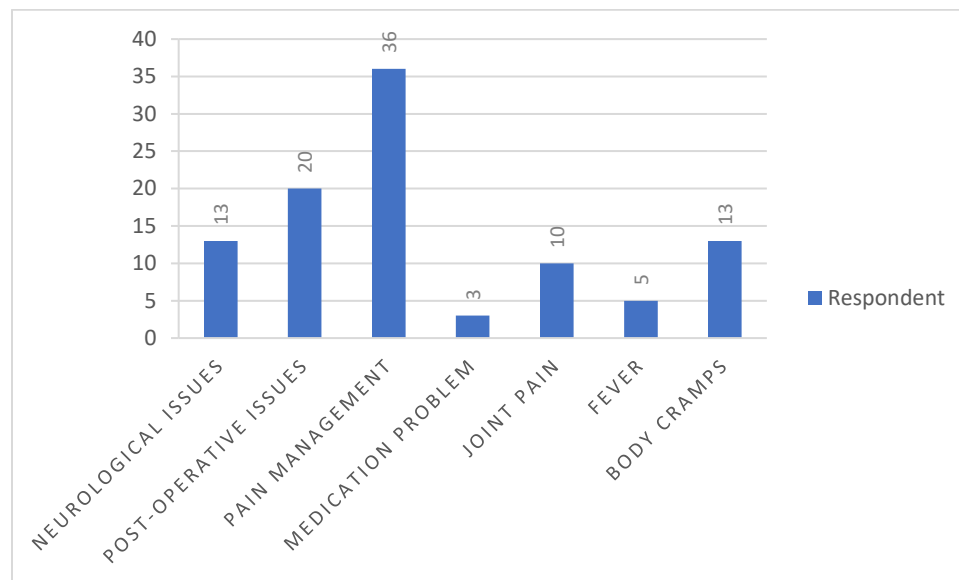


Fig.6

Interpretation: Out of 100, most of respondent (36) thinks that pain management requires home care assistance, 20 respondents thinks post-operative issues requires home care assistance, 13 respondents thinks neurological and body cramps needs home care then 10 thinks joint pain requires home assistance and least 3 and 5 respondents, medication and fever respectively think needs home care assistance.

Ques. 7 According to you, how important do you feel it is to possess information regarding health?

Importance Level	Respondents	Percentage (%)
------------------	-------------	----------------

Not Important	0	0%
Somewhat Unimportant	1	1%
Neutral	5	5%
Somewhat Important	21	21%
Very Important	73	73%
	100	100%

Table. 1

Interpretation: It is very importance to have information about the current diseases and health problems, this question was about how important is to possess information regarding health. 73 respondents feel it is very important to possess knowledge about health.

Ques.8 How much would you be willing to pay for home care services?

	Respondents
Rs.400-Rs.600 per Day	37
Rs.600-Rs.800 per Day	22
Rs.800-Rs.1000 per Day	20
Rs.1000-Rs.1200 per Day	10
Rs.1200-Rs.2200 per Day	11

Table.2

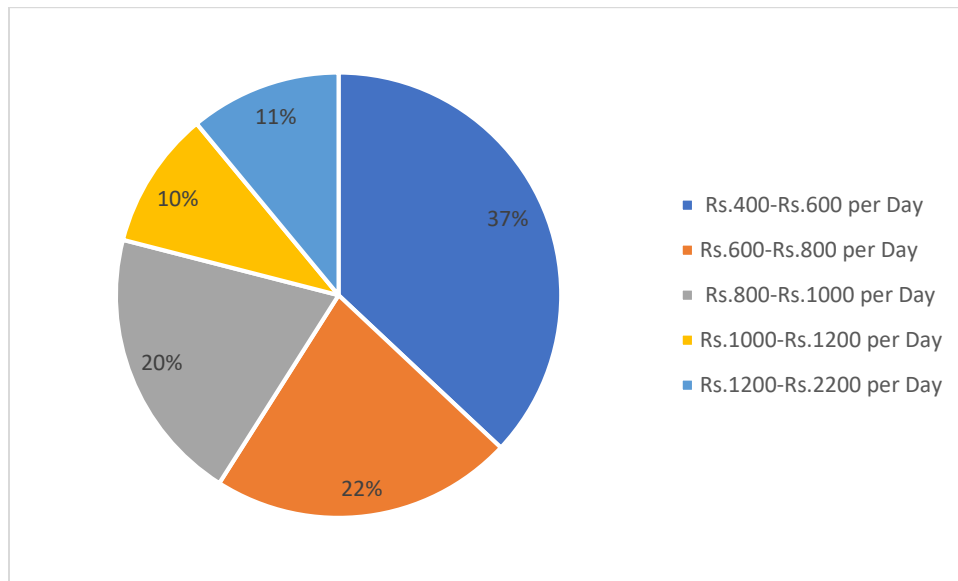


Fig. 7

Interpretation: 37% respondents think they can pay Rs.400-600 per day for services, 22% think Rs.600-800 per day, 20% Rs.800-1000 and interestingly 11% think they can pay Rs. 1200-2200 and are mostly who used services.

Ques.9 How did you / would find home care service providers? Multiple option can be marked, if applicable)

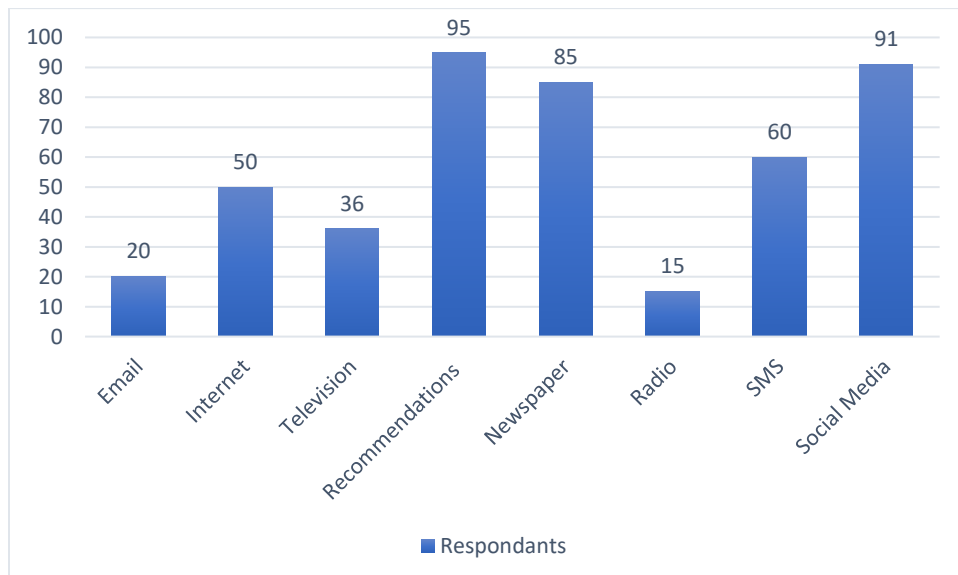


Fig.8

Interpretation: 95 of respondents thinks family, doctor's recommendation plays major role in finding service providers, 91 social media, 85 newspaper, 60 SMS, 50 internet, 20 email and least 15 ratios to find home health care providers.

Ques.10 What will you prefer for your health or for your family members?

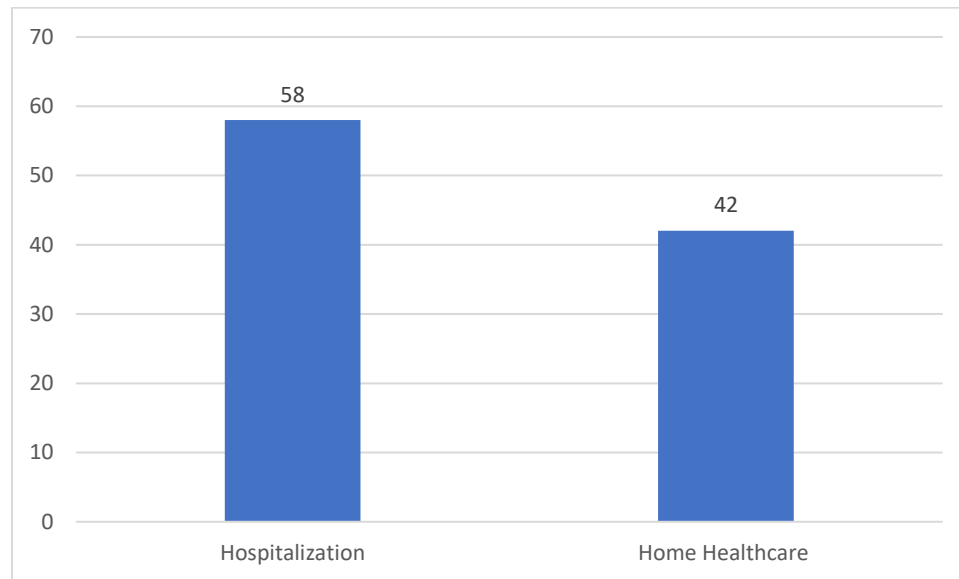


Fig.9

Interpretation: 58 respondents prefer hospitalization and 42 prefer home health care services for them or for family members.

Ques.11 How likely are you to consider using some home care services for yourself or for someone else in the family?

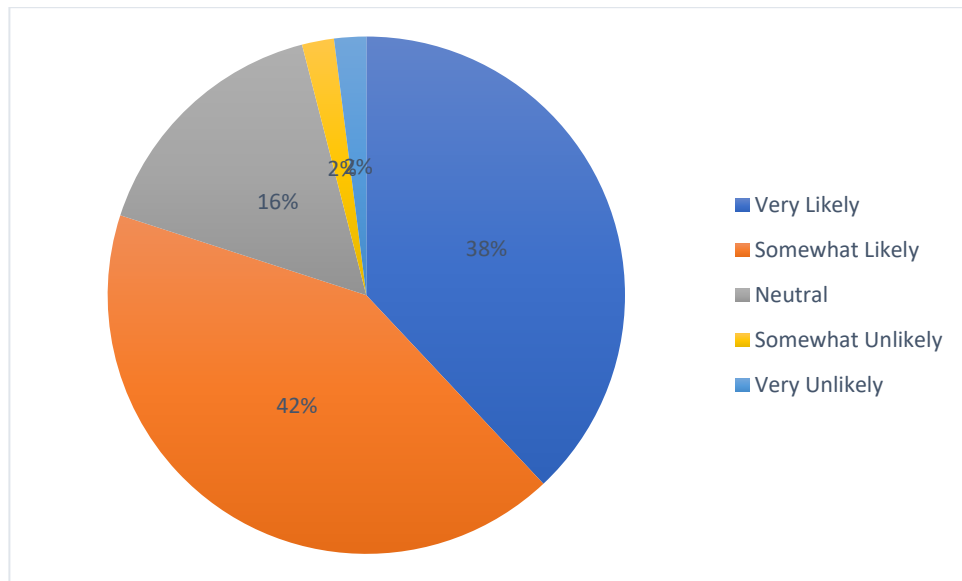


Fig. 10

Likelihood Level	Respondents	Percentage
Very Likely	38	38%
Somewhat Likely	42	42%
Neutral	16	16%
Somewhat Unlikely	2	2%
Very Unlikely	2	2%
	100	100%

Table. 3

Interpretation: 42% respondents think it's somewhat likely to use home health care services and 38% think very likely to use home health care services.

Ques.12 Which of the following services have you / would you use? (Multiple options can be marked, if applicable)

	Respondents
Intensive Care Unit at home	65
Neuro care at home	36
Medicines at home	79
Post-operative care at home	65
Physiotherapy at home	80
24*7 accessibility	81

Table. 4

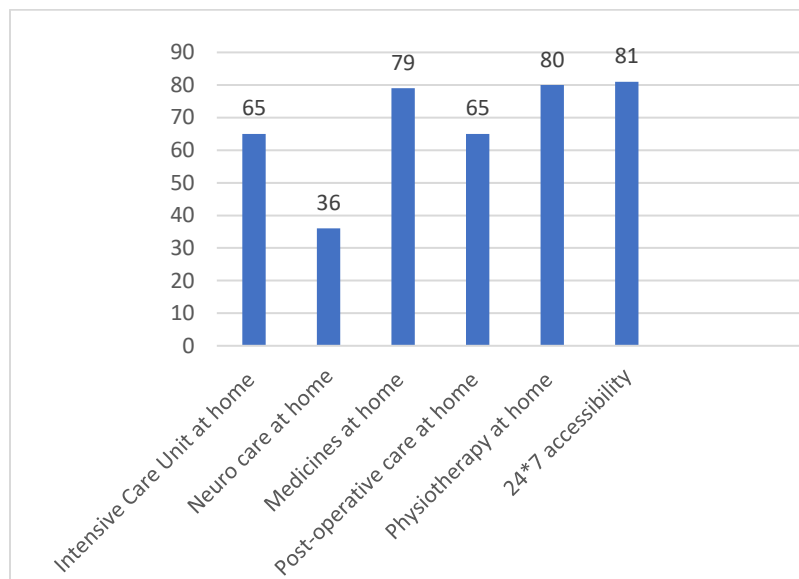


Fig. 11

Interpretation: 80 respondents feels physiotherapy, 91 to 24*7 availability of staff and equipment, 76 to deliver medicine at home, 65 to ICU and post-operative care and 36 to neuro care.

Ques.13 What mode of payment would you prefer for the services?

	Response
Online pre- payment of the services	20
Online payment after availing the services	10
Cash payment after availing the services	10
Cheque payment	60

Table.5

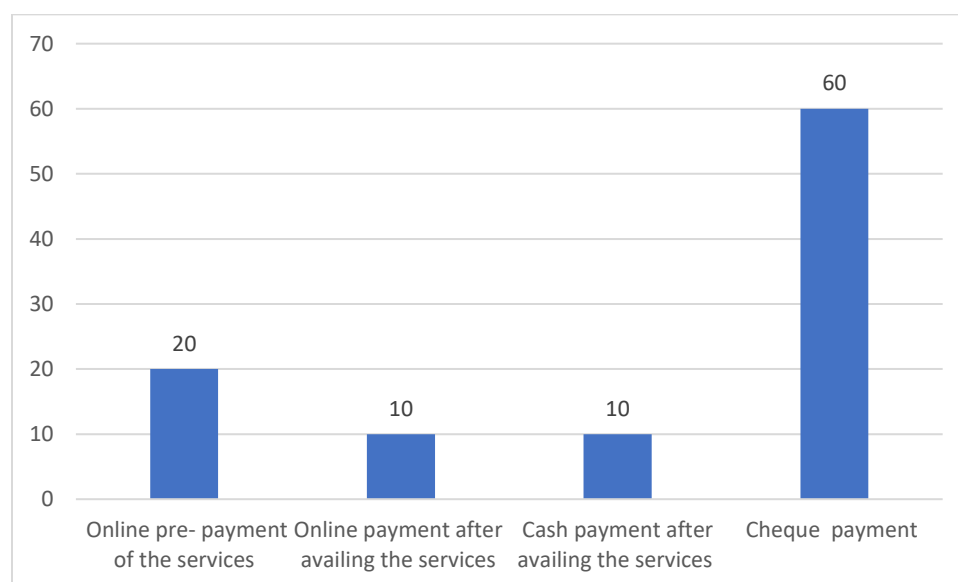


Fig. 12

Interpretation: Most of respondents 60 thinks cheque payment convenient to them, 20 for online re – payment and then 10 to online and cash payment after getting services.

Ques.14 Are you currently using or used any home care services for yourself or for your family?

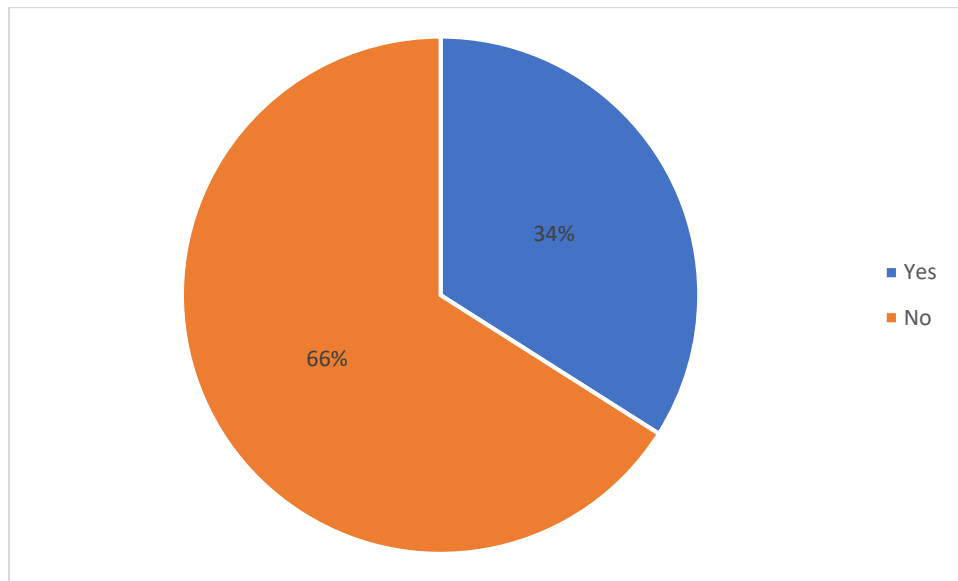


Fig. 13

Interpretation: 34% respondents are using or used home health care services and 66% haven't used any kind of home health care service.

Ques. 15 If you discontinue using home care services, which of the following factors do you feel are most likely to be a cause of same? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

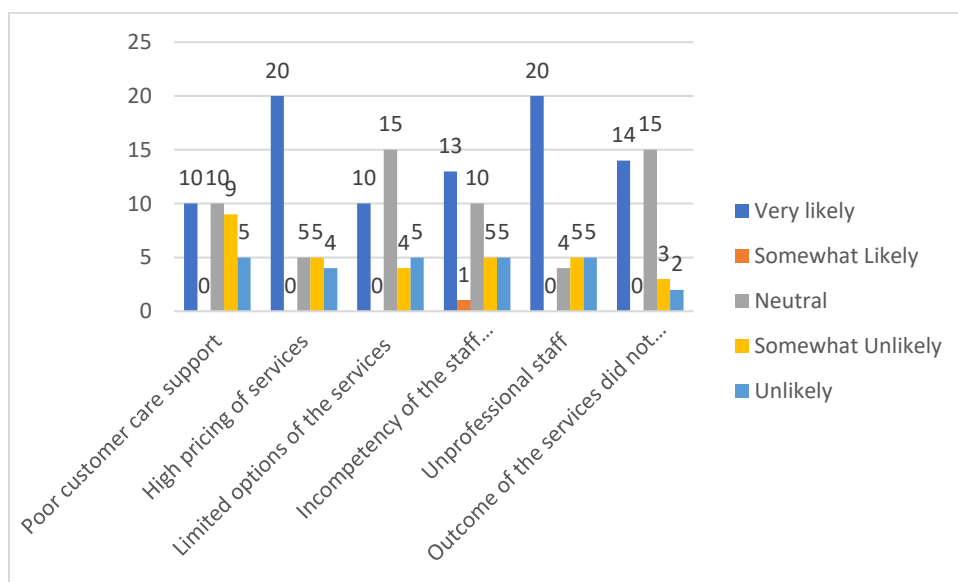


Fig.14

Interpretation: 20 respondents feels it is very likely to unprofessional staff and high prices are the reasons to discontinue home health care services, then comes 14 very likely to outcomes of the services did not matched expectation and 13 respondents very likely feels incompetency of the staff and 10 respondents very likely for poor customer support and limited options.

Ques.16 According to you, what could be the reasons for not opting for the home health care? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

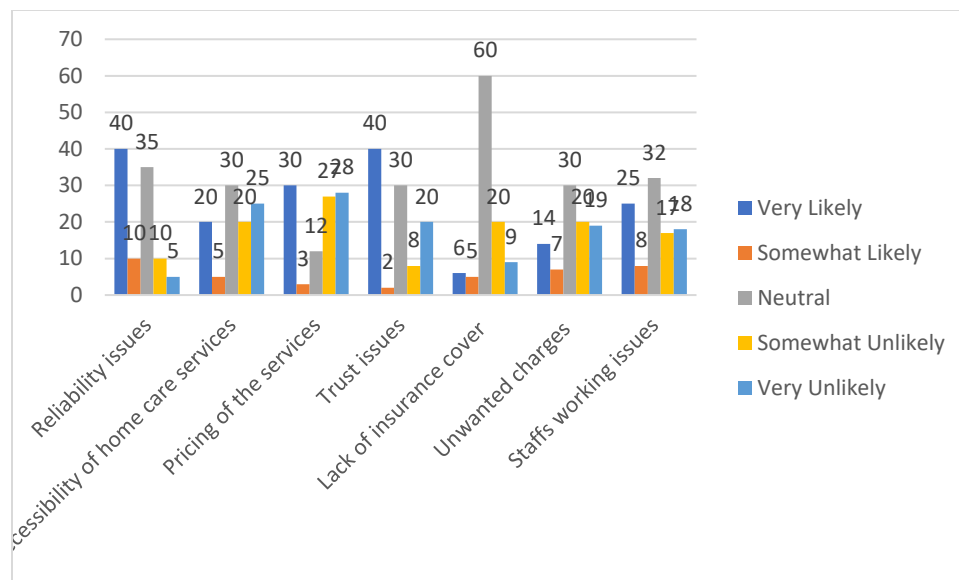


Fig.15

Interpretation: After study, 60 respondents very likely not opt for home health care due to lack of insurance cover, 40 respondents feels very likely reliability issues and trust issues for not choosing home health care, 25 thinks staffs working issues, 20 feels accessibility of home health care.

Ques.17 If you would be looking for home care service for you or your family member, what would be the important criteria to choose a company that provides home care services? (Multiple options to be answered on the likelihood scale which is very important, somewhat important, neutral, somewhat not important, not important respectively)

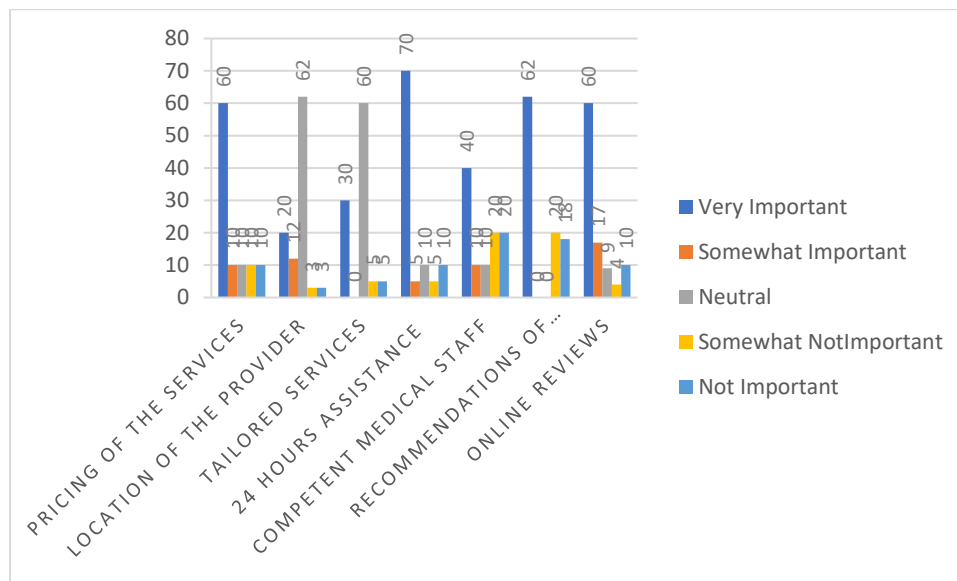


Fig.16

Interpretation: For choosing home health care providers 70 respondents very likely to opt for 24 hours assistance, 62 very likely for recommendation, 60 for price and online review, 40 very likely for competent medical staff and then 20 for location of provider.

5.Discusion

Profile of study participants:

- Most of the respondents falls in age group of 26-45 and then 13% which come in 56 and above of age According to Smith (1989) said that when comes to the elderly population is more susceptible to hospital acquired infections or nosocomial infection as compared to the younger population.
- From age 26-36 40% earns Rs.40,000-60,000 and are also decision makers in the family, focuses on self-care and then 25% earns Rs.20,000-40,000 so considering the income price are meant to be dependent.

Knowledge about health issues of patients:

- Respondents have sound knowledge of the issues they are facing like 90 respondents low and high blood pressure and 85 diabetes as well as 80 respondents heart attack Majority of the subjects (71.4%) were aware of at least one warning sign of tuberculosis. Cough (66.2%), weight loss (38.0%), and hemoptysis (30.7%) were the most identified warning signs in study by Olufemi O. Desalu in tuberculosis.
- Based on the answers by the respondents, most of the respondents use the internet while obtaining information pertaining to health problems. It was interesting to note that respondents were very likely to consult their family physician for such information according to Chunyan Yu, when asking about health information and services seeking behaviors, peers or internet. The lack of access to financial and informational support forced migrants to adopt some very unhealthy behaviors when falling ill.
- Regarding institutions that are involved with healthcare delivery, respondents answered that they were very likely to seek healthcare services from private hospitals. This also speaks volumes about the faith that the respondents have in government institutions. It was interesting to note that 30 respondents were aware about home healthcare services and mentioned that they were very likely to seek home healthcare services. 30 respondents like to visit clinics and only 10 respondents like to visit nursing homes.

- Most of the respondents were found to be well known which the health issues are they need care. once these problems occur they need care and personal attention. 36 respondent feels that pain management needs home care. we can understand that pain can be tough to handle then 20 respondent feels post-operative care is very important
- The respondents felt that it is very important to possess information regarding health and without information anyone can utilize wrongly and provide wrong treatment.

Preference for home health services:

- 37 respondents answered that they were comfortable paying Rs. 400-Rs.600 per hour for various home healthcare services whereas 22 respondents answered that they were comfortable paying Rs. 600-Rs. 800 per day for home healthcare services. payment offers more opportunity to experiment with services covered and service delivery, key thought leaders agreed that the original Medicare payment system will not move to prospective payment system soon according to Steven Landers
- Based on the answers by the respondents, most of the respondents use the newspaper while obtaining information pertaining to health problems. It was interesting to note that respondents were very likely to consult their family physician for such information. These figures indicate the respondents' faith and comfort using the internet and mobile phones and their faith in their family physicians. This information can be utilized well to develop web and mobile based platforms to disseminate information pertaining to the health and the option of online doctor consultations could also be integrated to disseminate genuine information, advice and consultation to those seeking such information. According to Chunyan Yu said that some are not from same neighborhood the information on job vacancies , or any other issue is (released) from the social insurance center. We will post all the information on the billboard out of our office.
- Over 42 respondents prefer home healthcare services over hospitalization. the gap exists. there is little difference between the hospital and home health care.

- 38 respondents answered that they were very likely, and 42 respondents answered that they were somewhat likely to avail home healthcare services.
- To understand the variety of services that respondents were looking to avail from home healthcare services providers, 79 respondents picked physiotherapy services which made it the most sought-after service followed by neuro care, post-operative home care were picked by 65 respondents
- 60 respondents choose cheque payment for services they are opting for. for smooth transaction and regular service delivery people can pay and avoid any kind of delay. people tend to choose online pre – payment of service over 20 respondents choose to do pre-payment followed by online payment after service and cash payment after service and as stated by Steven Landers, (fee-for-service [FFS]) Medicare payments to quality and value through alternative payment models (APMs; including bundled payments or Accountable Care Organizations [ACOs]
- Out of 100, 34 respondents are using home health cares which shows that people are aware about such service and are currently using or used in past

Factors leads to opt or not to opt for home health care services:

- To understand the possible reasons for discontinuing home healthcare services. Most of the respondents felt that, incompetency and unprofessionalism of the staff and then high pricing of the services providing the services could be very probable reasons why someone would discontinue using home healthcare services.
- The study also aimed to explore the probable reasons why someone would not opt for home healthcare services. 60 respondent feels that due to lack of insurance cover they do not opt for home care, 40 respondents feels that how can they trust someone to stay at home and reliability issues. these are the reasons why people do not opt for home health care services. According to Steven Landers, people receive Medicare skilled home health care, which supports homebound patients by providing coverage for intermittent skilled nursing and therapy services that are provided by Medicare-certified

- home health agencies subject to a physician's plan of care and with experienced staff proper care can be given to patient without compromising life .
- The data shows that 70 respondents needs 24 hours assistance and followed by that 62 respondents feels that recommendations from family, doctor is also important as well as 62 respondents choose tailored service in home health care then competent staff, according Chunyan Yu online review when new internal migrants come into the cities, the relevant offices in the neighborhoods could provide information on healthcare related services and where the services are located; schools where there were student migrants and employers of young migrant workers could disseminate pamphlets containing health and career related information and psychological counselling services in their medical clinics (if they have) or in their community.

6. CONCLUSION

Conclusions pertaining to home healthcare services that were drawn from the analysis of results are as follows:

Profile of participant in study:

- Many people in this age group are earners of their family and are also decision maker so focus on the 26-36 years as well as 56+ years should be the targeted to provide services.
- Keeping in mind the various day-to-day expenditures in a household, it is important that preventive measures must be taken in the case of persons in the household so that there is bad consequence in due course of time due to health problems that the persons may suffer from. It is also important that the members of the household should possess adequate information and knowledge regarding health problems of persons and ways by which they can be prevented.

Knowledge about health issues of patients:

- Patients need constant care so that these problems do not affect only those who are suffering from these problems but also immediate family members who are the primary caregivers of the patients. The fact awareness regarding health problems was present among the respondents is a good sign.
- Based on the answers by the respondents, most of the respondents use the internet while obtaining information pertaining to health problems so all the information should be available on internet. It was interesting to note that respondents were very likely to consult their family physician for such information, so doctors must be updated regarding current issue.
- Regarding institutions that are involved with healthcare delivery, respondents answered that they were very likely to seek healthcare services from private hospitals. Private institute needs to recommend other institute to avoid delay in discharge and increase average length of stay.

- Correct information leads to better care that's why it is very important to take preventive and curative actions.
- People must possess the adequate knowledge about health and other aspects to avoid negligence and be secure, sure and safe about health.
- With availability of all equipment and staff people are willing to pay between Rs.400-800/ day, provider depending on business model should price accordingly.
- This is a good indication regarding the awareness of home healthcare and acceptance of the home healthcare model for healthcare service delivery. Considering the unavailability of hospital beds in India and the rising costs of hospitalization, home healthcare can tackle these issues while providing a comfortable atmosphere to the patients.
- Services that they would avail for healthcare delivery to the persons in their household. Understanding the requirement of the respondents helps in developing comprehensive healthcare solutions and providers can strive to be one-stop solutions offering a wide array of services. In doing this, the potential clients can save time and effort while availing various services also.
- Services that they would avail for healthcare delivery to the persons in their household. Understanding the requirement of the respondents helps in developing comprehensive healthcare solutions and providers can strive to be one-stop solutions offering a wide array of services. In doing this, the potential clients can save time and effort while availing various services also.
- Cheque payment for services they are opting for smooth transaction and regular service delivery.

Factors leads to opt or not to opt for home health care services:

- As outcome didn't matched with services proper plan and review of plan at proper time can help and price must be based on services offered.

- home healthcare service providers must ensure they hire highly skilled and competent staff and at the same time they should have proper and rigorous training regimes for their staff that can develop and help evolve their skills over time
- Respondents feel that how can they trust someone to stay at home and reliability issues. these are the reasons why people do not opt for home health care services.
- These factors are very important while collaborating with home healthcare service providers for ensuring affordable and quality healthcare
- This aspect is very important as it helps determine ways by which providers can reach out to potential clients and incorporate the same while developing apt marketing strategies to maximize their outreach.

The concept and model of home healthcare is to impart compassionate and personal healthcare and at the same time providing the comfort of their homes to patients. This gives a sense of security to the patients also. Members of the family are primarily responsible for the healthcare and wellbeing at their homes. When it comes to home healthcare, the burden of primary care is taken off the shoulders of the family members and they are assured that the patients are being provided with compassionate and professional care in the comfort of the home in their presence. Moreover, home healthcare can be tailored according the needs of every individual patient, reduces the cost of hospitalization, time spent in transferring the patient to the hospital and back to their homes.

Recommendations

- Housepitalcare staff and management should have sound knowledge and information to address health needs of people to ensure that appropriate health care services can be provided to them.
- As Housepitalcare are launching application 24 hours live assistance must be provided.
- Housepitalcare must review and update the pricing strategies and marketing strategies.
- Housepitalcare should have tie up with insurance company to provide insurance cover.
- Competent, professional and skilled staffs must be hired.
- As study suggests that pain management and physiotherapy is very likely services, housepitalcare must have physiotherapist full time in hierarchy.

7. Supplementary

FRAMEWORK

Objectives	Indicators	Questions
○ To understand the profile of respondents	• Number of respondents with different age group. • Percentage of average monthly income of household of respondents	1)How old are you? 2)What is your average monthly household income?
○ To study the knowledge about health issues of patients in Jaipur.	○ Percentage of different problems faced by respondents ○ Percentage of respondents uses different source to know about health updates and problem ○ Number of respondents who choose different institute for health problems ○ Number of respondents to know	1)Which of the following health problem are you aware of? 2)how likely are you using to obtain information on health problems? 3)Which of the following institutions are you more likely to use for your healthcare problems? 4) Which of the following problem do you think needs home care assistance for?

	about problems need home care services	
○ To find out preference for home health services	• Percentage of how much respondents can spend for home health care services • Percentage of respondents thinks that it is important to know about health • Number of respondents choose different ways to find about providers • Number of respondents choose home health care over hospitalization	1)How much would you be willing to pay for home care services? 2) how important do you feel it is to possess information regarding health? 3) How did you / would find home care service providers? 4)What will you prefer for your health or for your family members?

	• Percentage of respondents likely to use home health care services	5) How likely are you to consider using some home care services for yourself or for someone else in the family?
	○ Number of respondents choose different services	6) Which of the following services have you / would you use?
	• Percentage of mode of payment highly used.	7)what mode of payment you highly use?
	• Percentage of respondents use home health care services	8)Are you currently using or used any home care services for yourself or for your family?

○ To find out the reasons why patients opt for home health care services in Jaipur.	○ Number of respondents who choose different reasons to discontinue home health care services ○ Number of respondents who choose different reasons for not opting home health care ○ Number of respondents who choose different reasons to choose home health care services	1)If you discontinue using home care services, which of the following factors do you feel are most likely to be a cause of same? 2) what could be the reasons for not opting for the home health care? 3) If you would be looking for home care service for you or your family member, what would be the important criteria to choose a company that provides home care services?
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Tool

We would be grateful if you could take few minutes to complete this Questionnaire.
All the questions are mandatory.

1)How old are you?

- a. 18-25
- b. 26-35
- c. 36-45
- d. 46-55
- e. 56+

2)What is your average monthly household income?

- a. Rs. 20,000 -Rs. 40,000
- b. Rs. 40,000 -Rs. 60,000
- c. Rs. 60,000 -Rs. 80,000
- d. Rs. 80,000 -Rs.1,00,000
- e. Rs.1,00,000 +

3)Which of the following health problem are you aware of? (mark multiple option if applicable)

- a. Diabetes
- b. Kidney failure
- c. Heart attack
- d. Low and high blood pressure
- e. Hemorrhage

4)Among the following sources, how likely are you using to obtain information on health problems? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

- a. Internet (google, Bing, social media like Facebook, Instagram, twitter)
- b. Newspaper
- c. Experience of family/family, relatives
- d. Healthcare magazines

- e. Mobile healthcare applications
- f. Television

5) Which of the following institutions are you more likely to use for your healthcare problems? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

- a. Private hospitals
- b. Clinics
- c. Nursing homes
- d. Home health care agencies
- e. Government hospitals

6) Which of the following problem do you think needs home care assistance for? (mark multiple option)

- a. Neurological issues
- b. Post-operative issues
- c. Pain management
- d. Medication problem
- e. Joint Pain
- f. Fever
- g. Body Cramps

7) According to you, how important do you feel it is to possess information regarding health?

- a. Not important
- b. Somewhat important
- c. Neutral
- d. Somewhat important
- e. Very important

8) How much would you be willing to pay for home care services?

- a. Rs.400-Rs.600 per Day
- b. Rs.600-Rs.800 per Day

- c. Rs.800-Rs.1000 per Day
- d. Rs.1000-Rs.1200 per Day
- e. Rs.1200-Rs.2200 per Day

9)How did you / would find home care service providers? Multiple option can be marked, if applicable)

- a. Email
- b. Internet
- c. Television
- d. Recommendations
- e. Newspaper
- f. Radio

10) What will you prefer for your health or for your family members?

- a. Hospitalization
- b. Home health care

11)How likely are you to consider using some home care services for yourself or for someone else in the family?

- a. Very likely
- b. Somewhat likely
- c. Neutral
- d. Somewhat unlikely
- e. Unlikely

12)Which of the following services have you / would you use? (Multiple options can be marked, if applicable)

- a. Intensive Care Unit at home
- b. Neuro care at home
- c. Medicines at home
- d. Post-operative care at home
- e. Physiotherapy at home

13)What mode of payment would you prefer for the services?

- a. Online pre- payment of the services
- b. Online payment after availing the services
- c. Cash payment after availing the services
- d. Cheque payment

14) Are you currently using or used any home care services for yourself or for your family? (skip 15th question if your answer is no)

- a. Yes
- b. No

15) If you discontinue using home care services, which of the following factors do you feel are most likely to be a cause of same? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

- a. Poor customer care support
- b. High pricing of services
- c. Limited options of the services
- d. Incompetency of the staff providing the services
- e. Unprofessional staff
- f. Outcome of the services did not match expectation

16) According to you, what could be the reasons for not opting for the home health care? Multiple options to be answered on the likelihood scale which is very likely, somewhat likely, neutral, somewhat unlikely, unlikely respectively)

- a. Reliability issues
- b. Accessibility of home care services
- c. Pricing of the services
- d. Trust issues
- e. Lack of insurance cover

17) If you would be looking for home care service for you or your family member, what would be the important criteria to choose a company that provides home care services?

(Multiple options to be answered on the likelihood scale which is very important, somewhat important, neutral, somewhat not important, not important respectively)

- a. Pricing of the services
- b. Location of the provider
- c. Tailored services
- d. 24 hours assistance
- e. Competent medical staff
- f. Recommendations of doctor / friends/doctors
- g. Online review

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