A Study on Consumer Behavior towards Home Health Care Services

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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.
- 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.

INTRODUCTION (CONTI…)

- 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.
- 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

AIM OF 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 home as well as understand the importance and healthcare needs of the residents of Jaipur.

OBJECTIVES

Specific:

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

Sub- Objectives:

- To understand the profile of consumers
- 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.

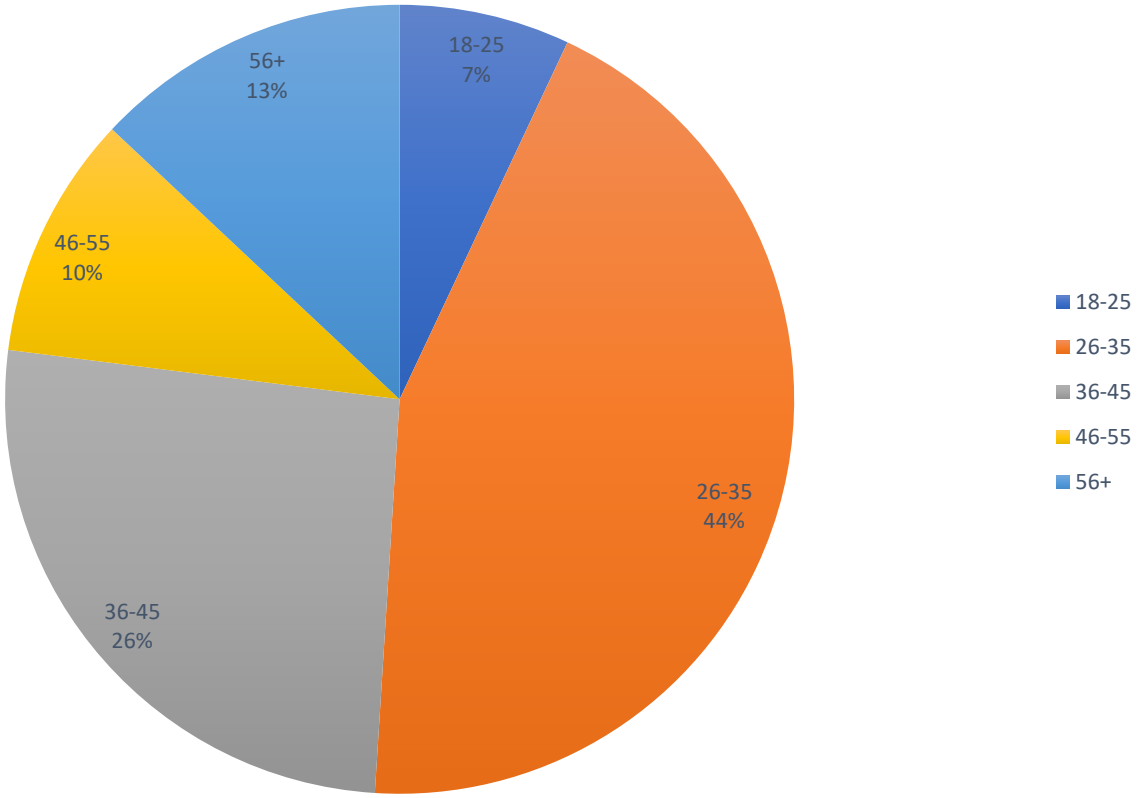
LITERATURE REVIEW

1. Barrett, et al (2010), they concluded that “Not only can care be provided less expensively at home, evidence suggests 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.
2. 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.”
3. 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.”
4. 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.

RESEARCH METHODOLOGY

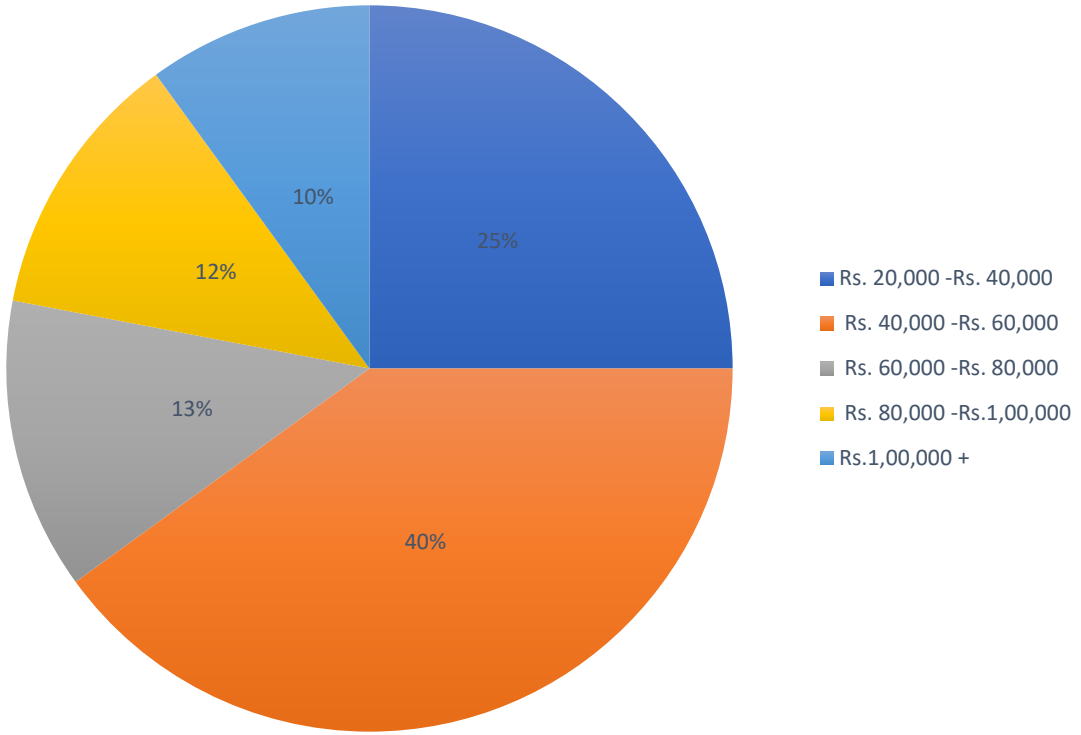
- Study Nature- Descriptive cross-sectional study
- Sampling- Convenient
- Sample size- 100
- Tool used – Questionnaire
- Data analysis tool- MS Excel
- Location- Jaipur
- Informed consent was taken from the respondent

Profile of Respondents – Age group



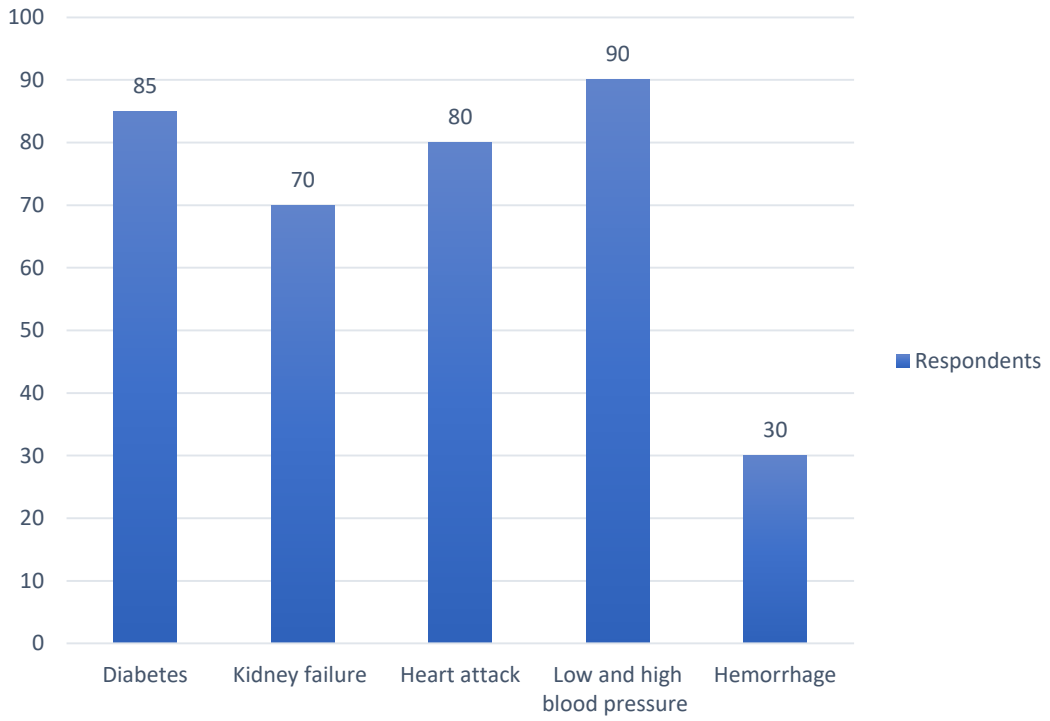
Interpretation: The age of the respondent varied from 18 years to more than 56 and above with the highest percentage of respondents between 26-35 years at 44%, 36-45 years at 26% then 56 years and above at 13% which comes under old age group.

Profile of Respondent – Income



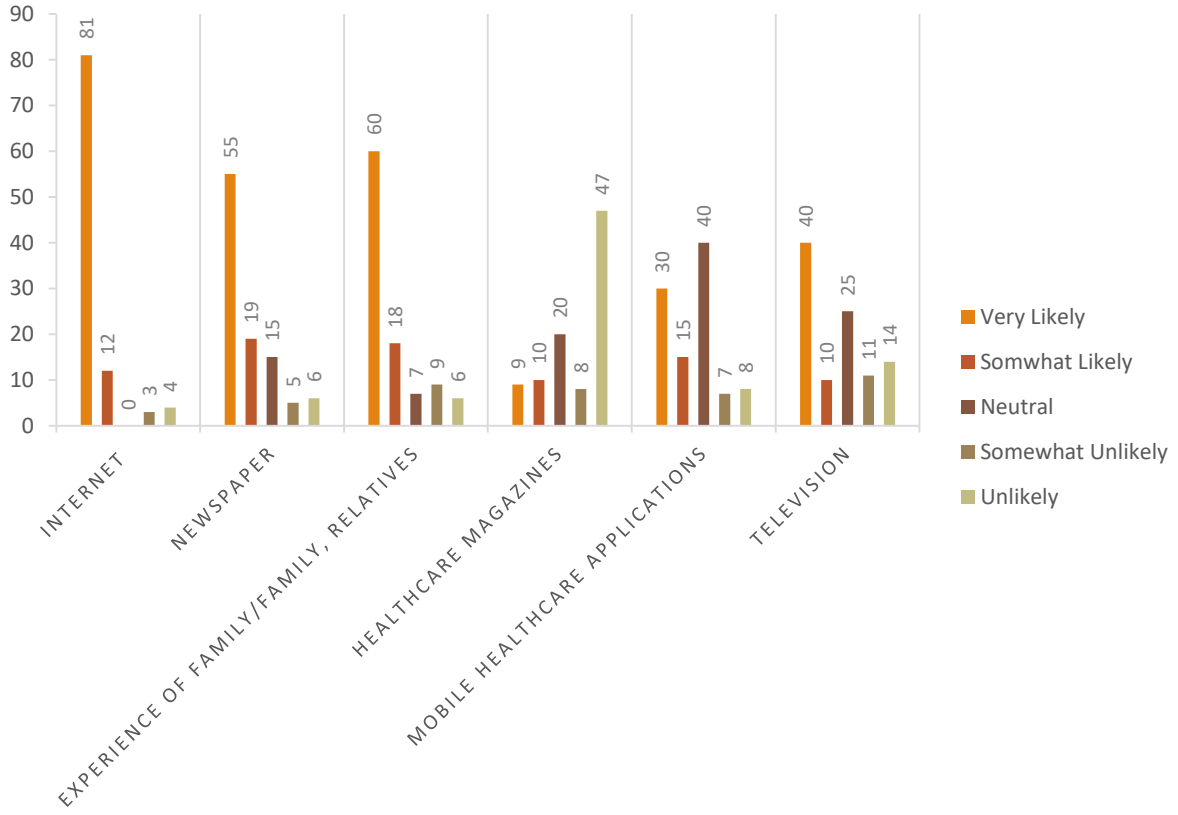
Interpretation: Most respondents are 40% lies income range between Rs.40,000-60,000 and are of age 26-36 years and then 25% lies between range of Rs.20,000-40,000, 13% respondents lies between income range of Rs. 60,000-80,000. Only 10% lie above 1,00,000 Rs.

Knowledge on various diseases



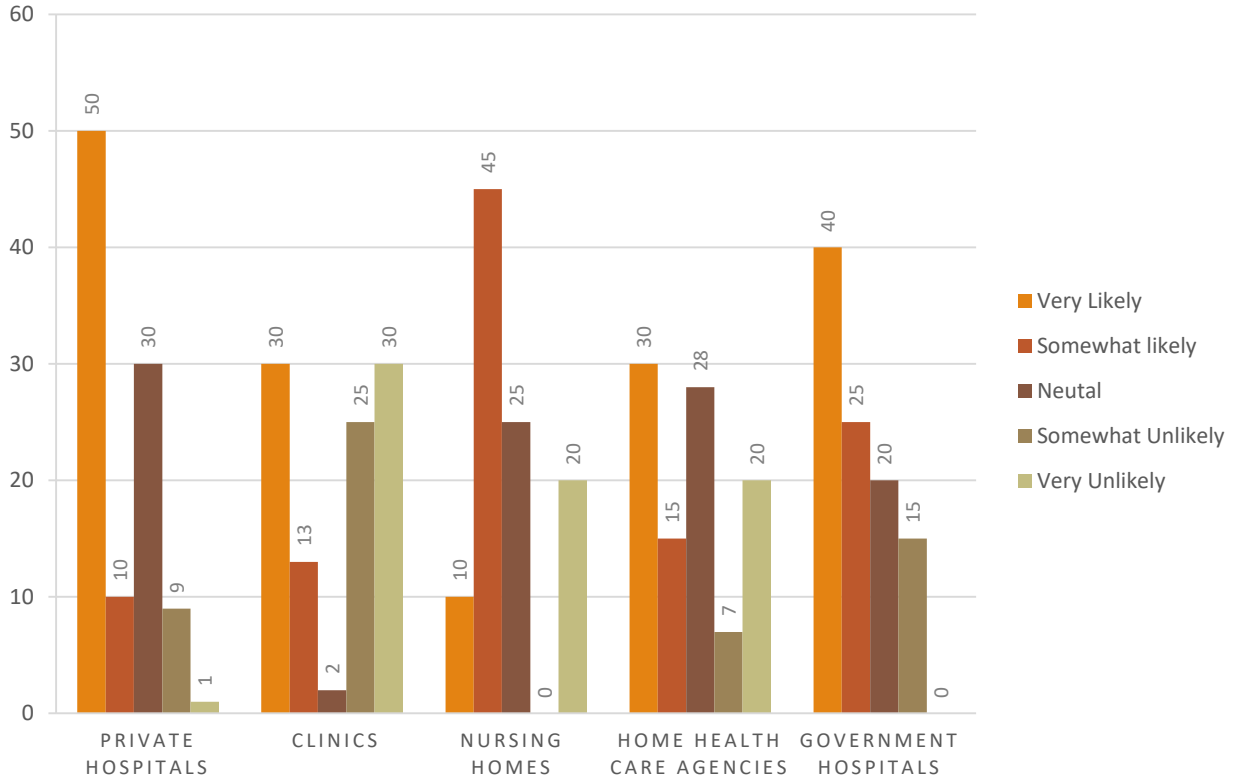
Interpretation: Respondents have satisfactory knowledge about health problems. They are well aware of low and high blood pressure having the highest response of 90, diabetes to 85, heart attack to 80, 70 to kidney failure and least 30 to hemorrhage.

Source of Information



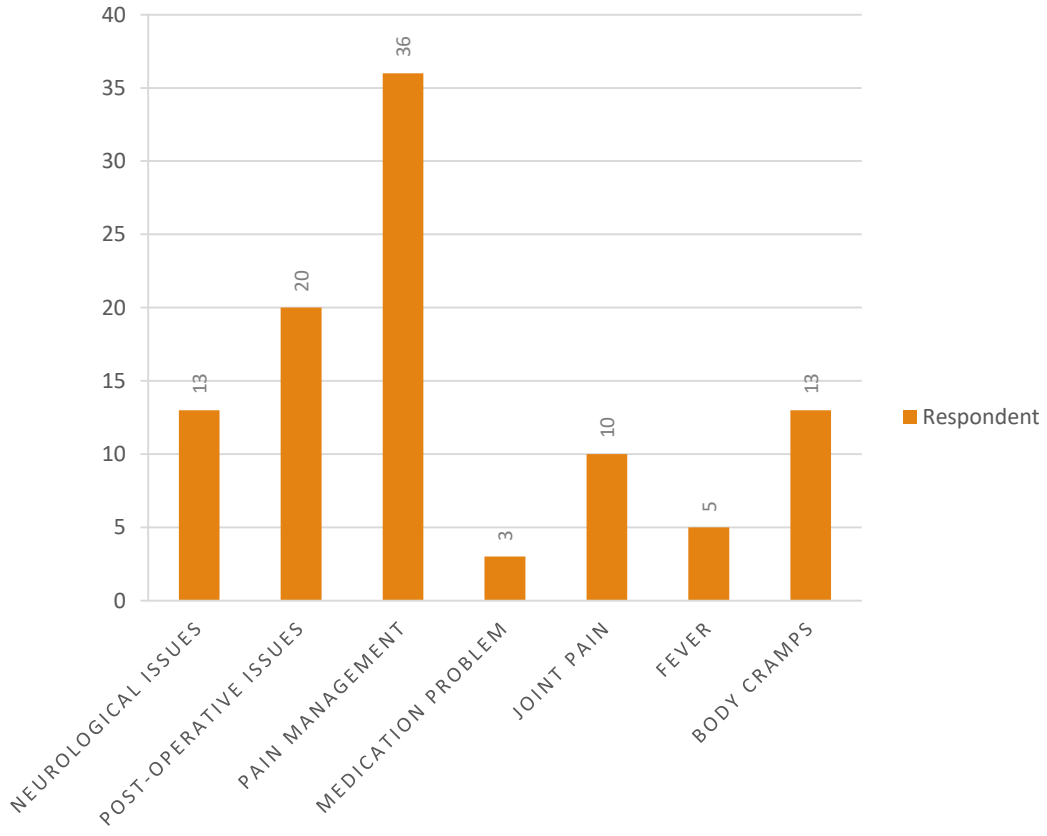
Interpretation: Based on the responses, 81 respondents feels very likely of get information via internet as well as experience of family or friend got second very likely. Television got 40 very likely and healthcare magazines got 9 very likely the least from all options available.

Preferred Place for Treatment



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.

Diseases for which home assistance requirement



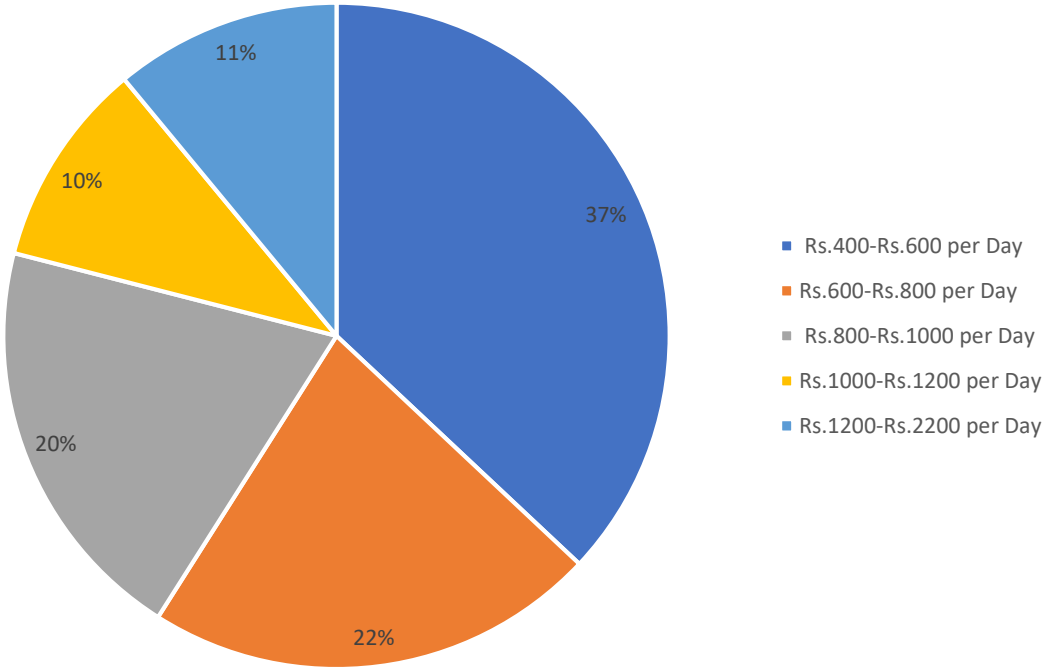
Interpretation: Out of 100, most of respondent (36) thinks that pain management requires home care assistance, 20 respondents thinks post-operative issues requires home care assistance, 13 respondents thinks neurological and body cramps needs home care then 10 thinks joint pain requires home assistance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

Importance of Health Information

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%

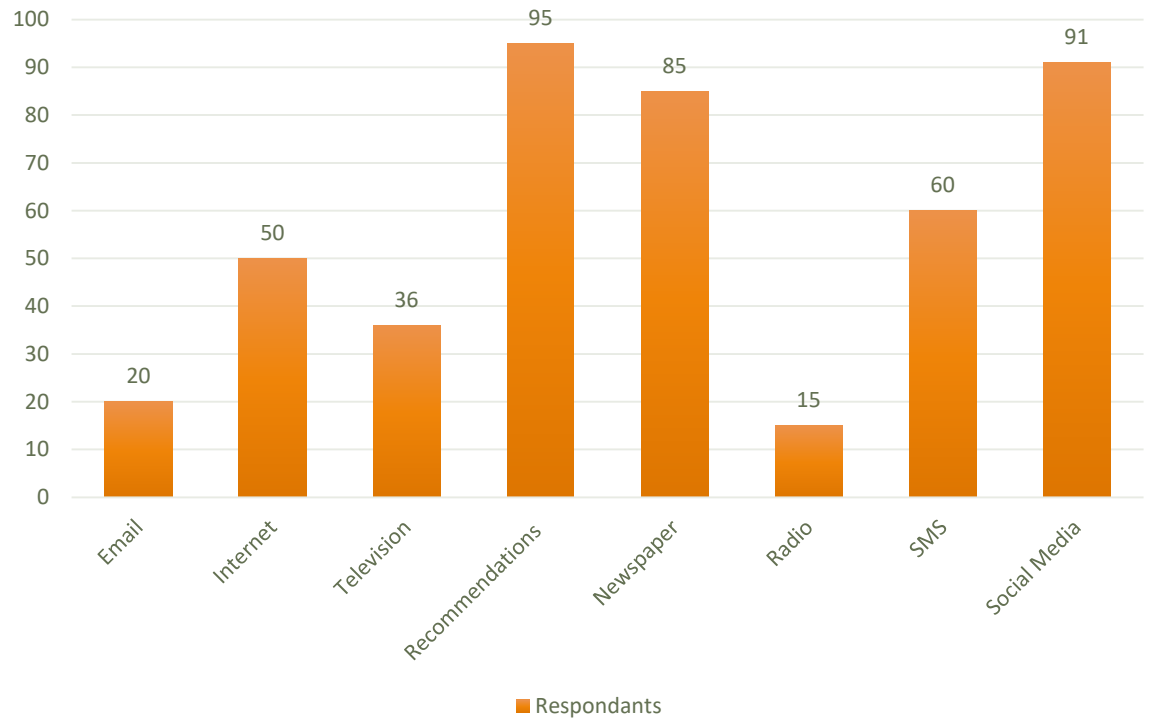
Interpretation: It is very importance to have information about the current diseases and health problems, this question was about how important is to possess information regarding health. 73 respondents feel it is very important to possess knowledge about health.

Willingness to pay for Home Health care services



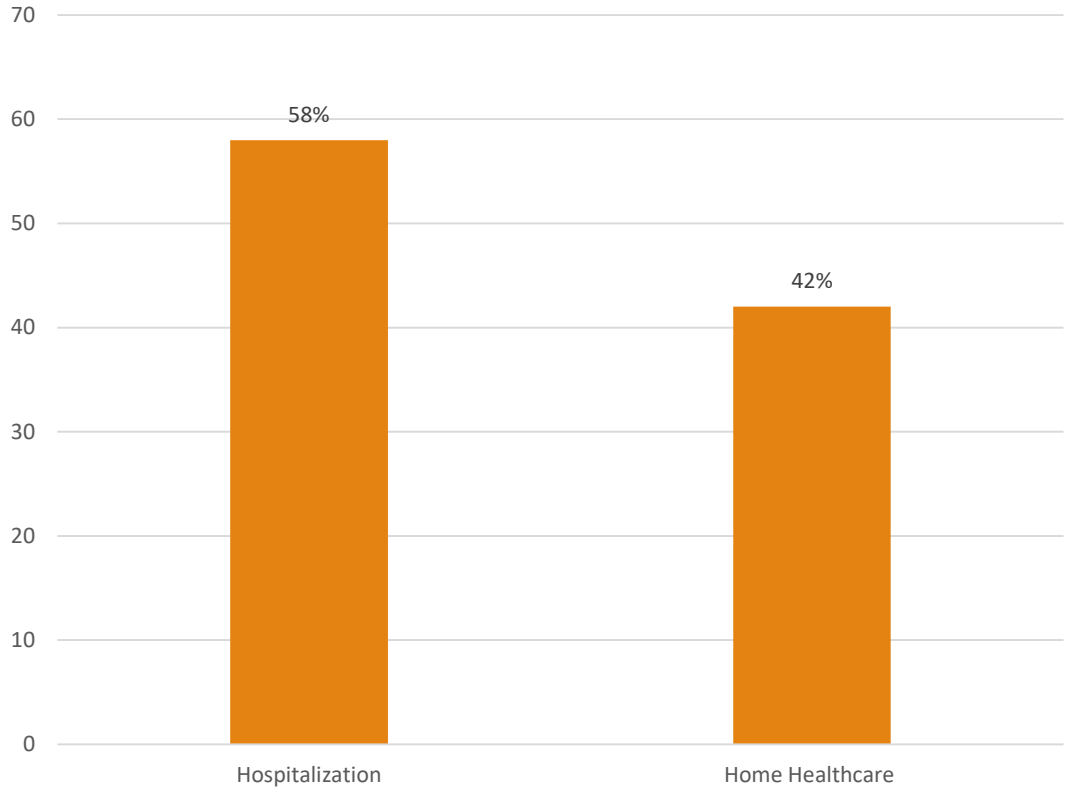
Interpretation: 37% respondents thinks they can pay Rs.400-600 per day for services, 22% thinks Rs.600-800 per day, 20% RS.800-1000 and interestingly 11% thinks they can pay Rs. 1200-2200 and are mostly who used services.

Advice for taking treatment



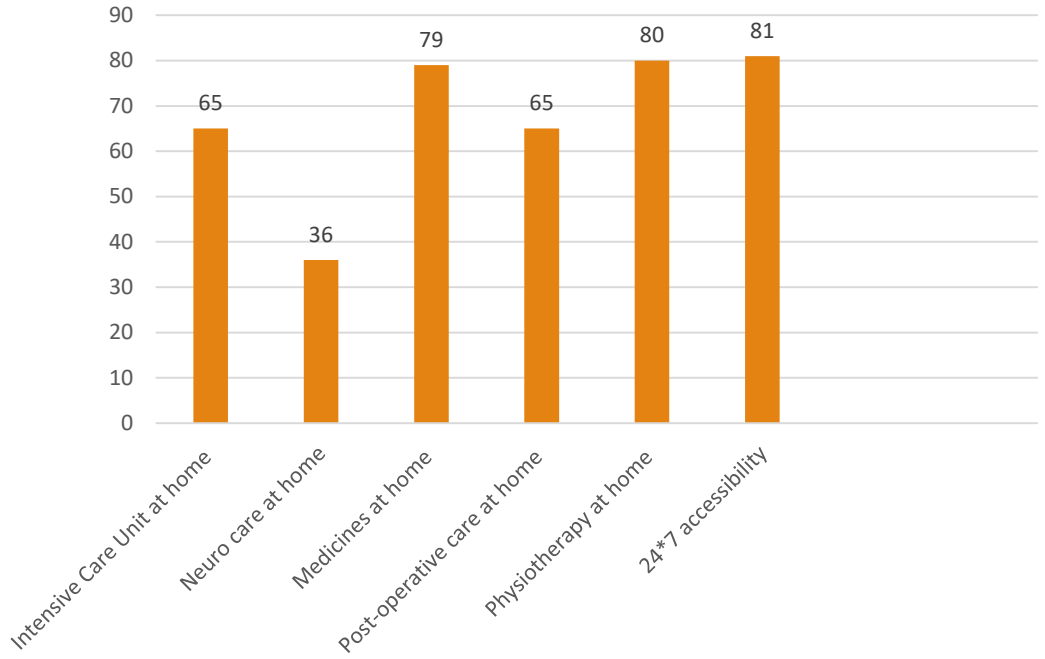
Interpretation: 95 of respondents thinks family, doctor's recommendation plays major role in finding service providers, 91 social media, 85 newspaper, 60 SMS, 50 internet, 20 email and least 15 ratios to find home health care providers.

Preference for availing health care services



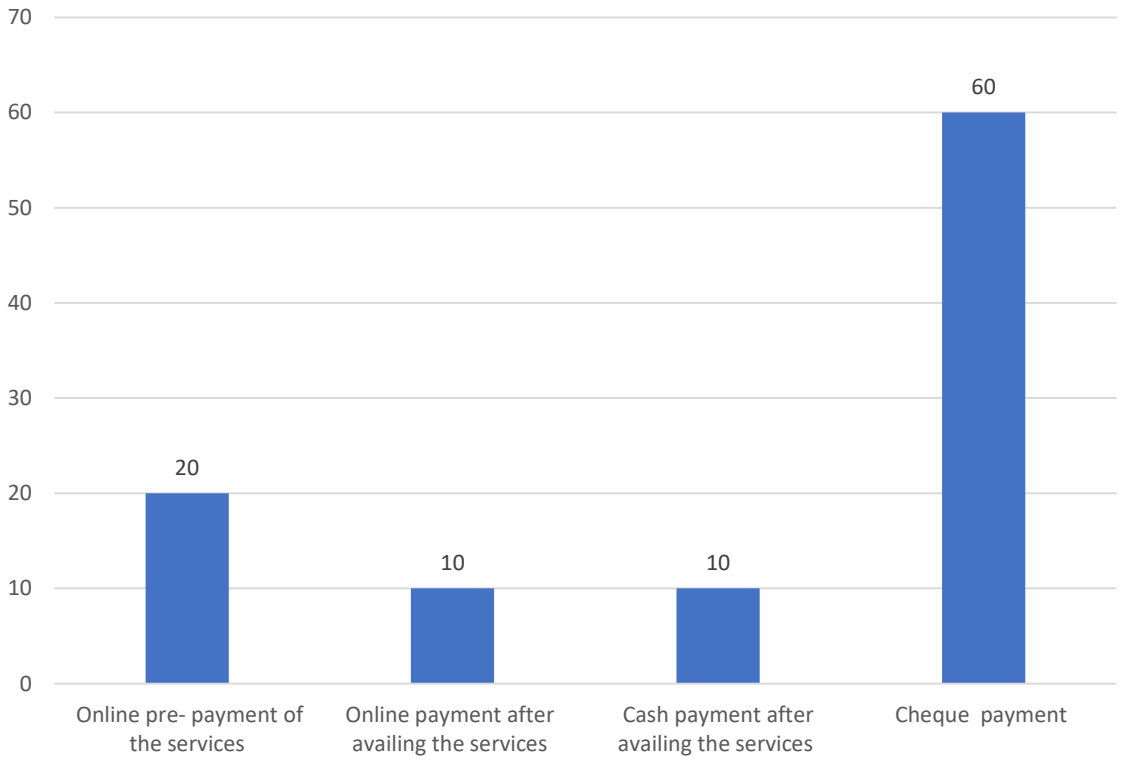
Interpretation: 58% respondents prefer hospitalization and 42% prefer home health care services for them or for family members.

Preferred Services used during home health care



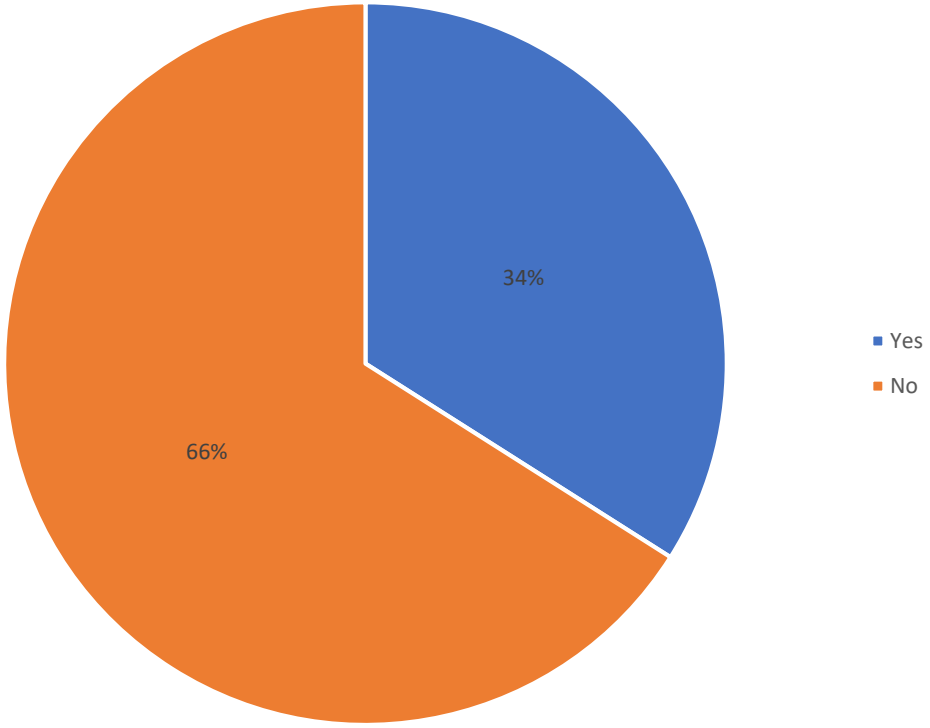
Interpretation: 80 respondents feels physiotherapy, 91 to 24*7 availability of staff and equipment, 76 to deliver medicine at home, 65 to ICU and post-operative care and 36 to neuro care.

Preferred Mode of Payment



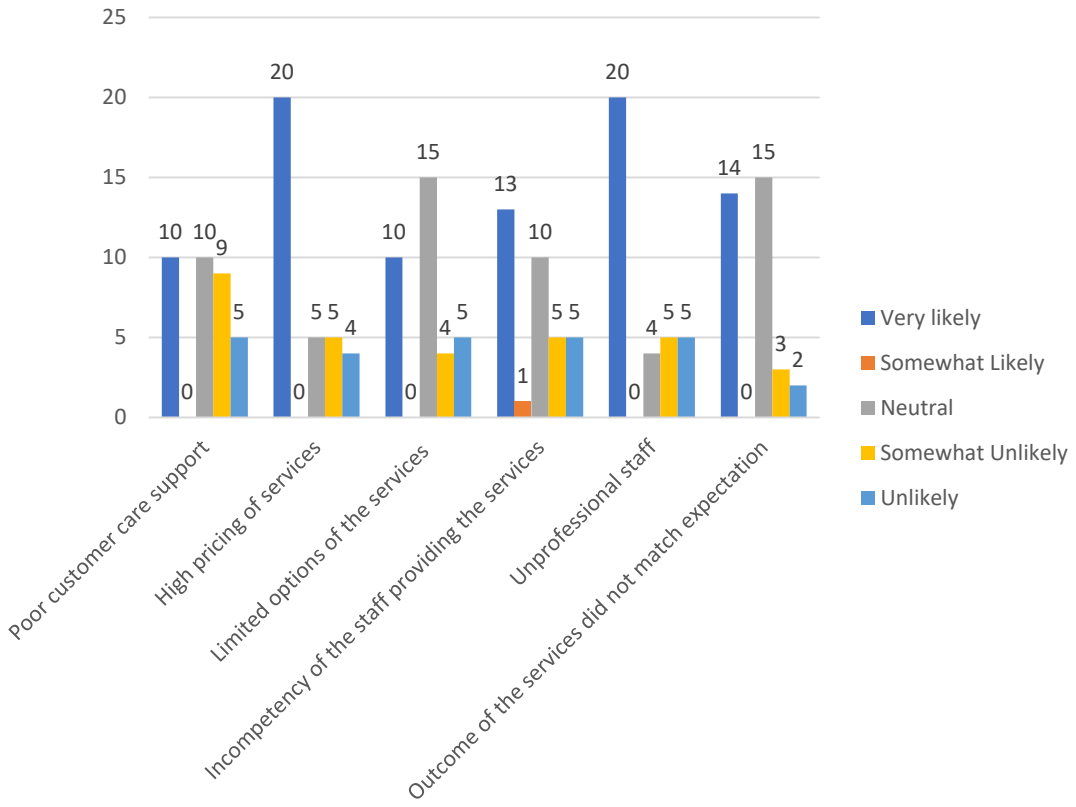
Interpretation: Most of respondents 60 thinks cheque payment convenient to them, 20 for online re – payment and then 10 to online and cash payment after getting services.

Currently used Home health care services



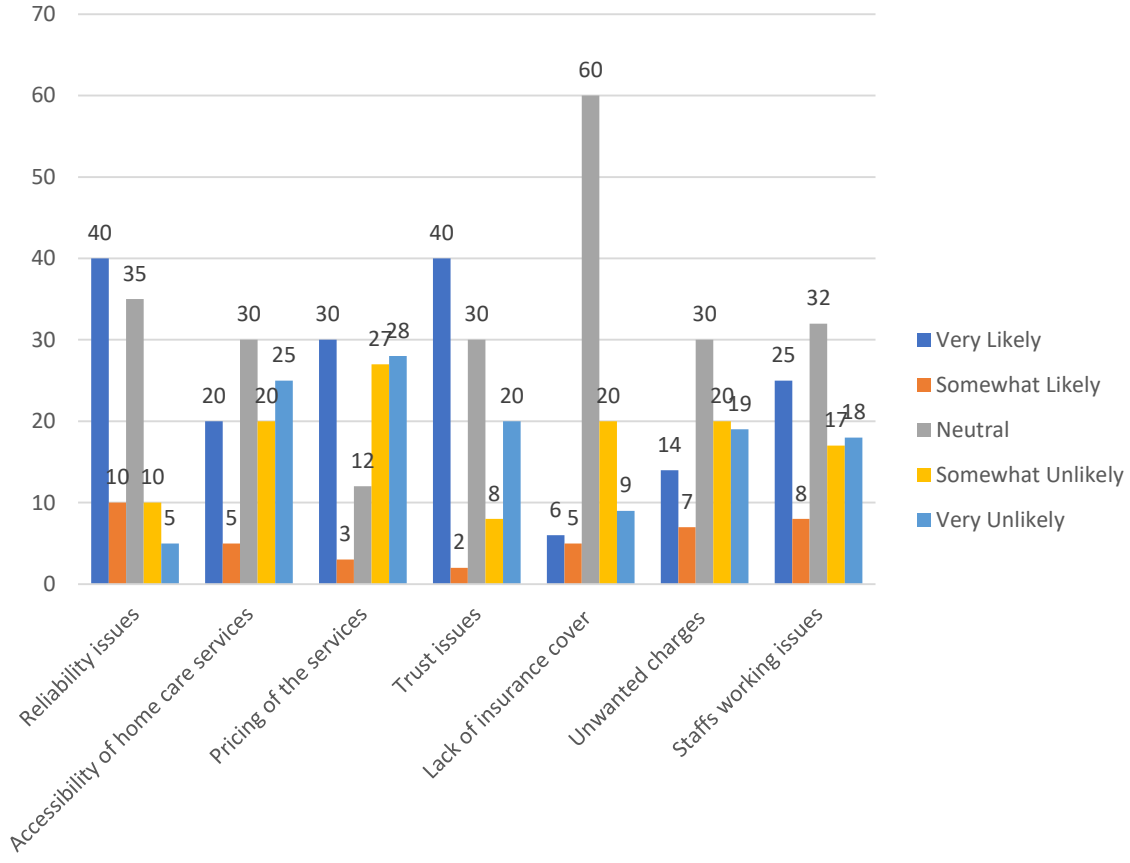
Interpretation: Only 34 % respondents are using or used home health care services and 66% haven’t used any kind of home health care service.

Reasons for discontinuing the services



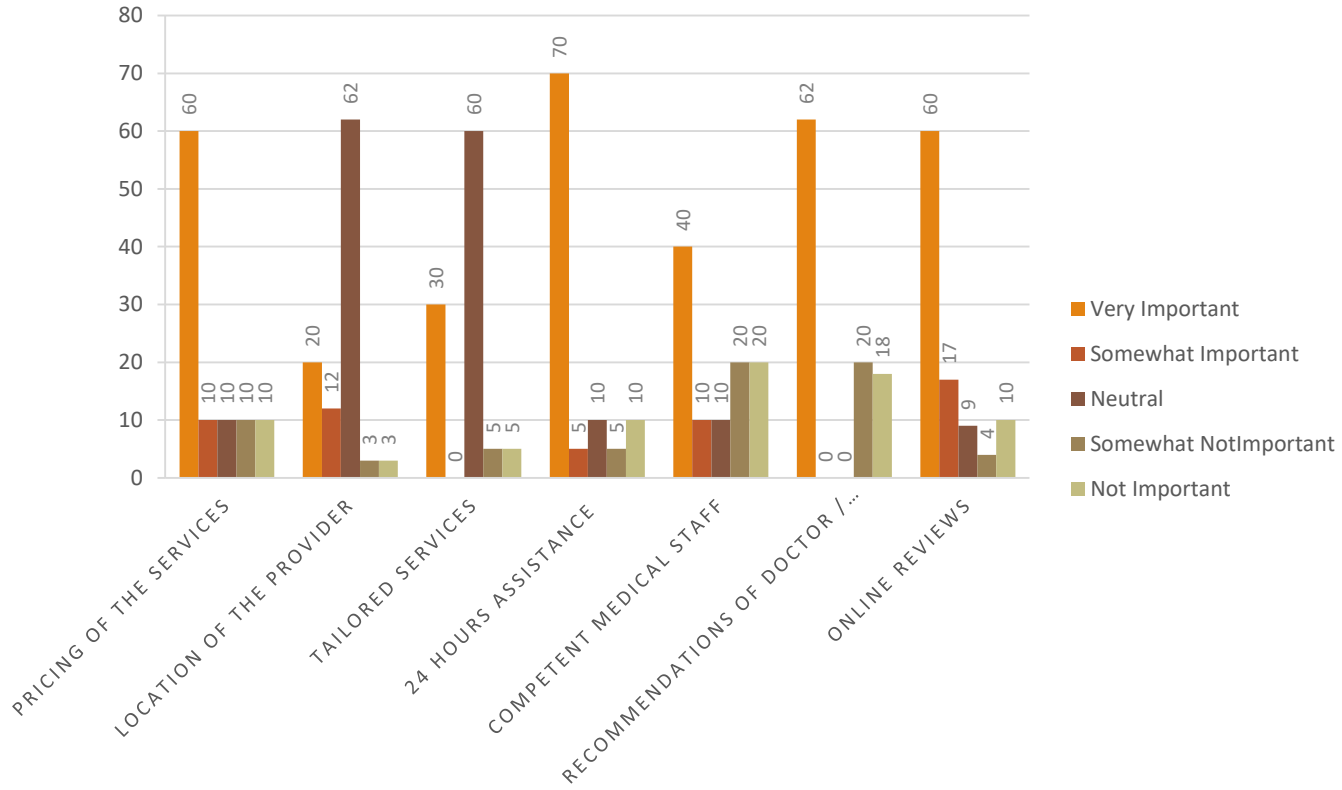
Interpretation: Here n = 34 , 20 respondents feels its very likely to unprofessional staff and high prices are the reasons to discontinue home health care services, then comes 14 very likely to outcomes of the services did not matched expectation and 13 respondents very likely feels incompetency of the staff and 10 respondents very likely for poor customer support and limited options.

Reasons for not opting home health care services



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.

Reasons to opt for home healthcare services



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.

Conclusion

- 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 .
- 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.
- 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.

Suggestions

- As Housepitalcare are launching application 24 hours live assistance must be provided.
- Housepitalcare must review and update the pricing strategies and marketing strategies.
- Housepialcare should have tie up with insurance company to provide insurance cover .
- Competent , professional and skilled staffs must be hired for providing services.
- As study suggests that pain management and physiotherapy is very likely services , housepitalcare must have physiotherapist full time in hierarchy.

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