Study on Turnaround Time of Cases Attended in Online Healthcare Organization

By

Saikat Dutta

Dissertation submitted in partial fulfillment of the requirements of the degree

MBA Hospital and Health Management

Academic year, 2017-2019

The IIHMR University, Jaipur

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INSTITUTE OF HEALTH
MANAGEMENT RESEARCH
(WHO Collaborating Centre for District Health System Based on Primary Health Care)

IIHMR UNIVERSITY

TO WHOMSOEVER MAY CONCERN

This is to certify that **Saikat Dutta** student of MBA Health and Hospital Management from The IIHMR University, Jaipur has undergone internship training at **Credihealth Pvt. Ltd.**

The Candidate has successfully carried out **A study on Turnaround time in online healthcare Organization in Credihealth Pvt. Ltd. Gurgaon from 4th February 2019 to 3rd May 2019** assigned to his during internship training and his 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 her future endeavors.

Col. (Dr.) Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur

17 May 2019

Dr. Susmit Jain
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credihealth
Aapka Health Partner

The certificate is awarded to

Saikat Dutta

In recognition of having successfully completed his
Internship in the department of

Medical Operations

and has successfully completed his Project on

A Study on Turnaround time of cases attended in Online Healthcare Organization

4th February 2019 - 3rd May 2019

Credihealth Pvt. Ltd.

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

We wish him all the best for future endeavors

Training & Development

Zonal Head-Human Resources

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **A study on Turnaround time in online healthcare Organization** and submitted by **Mr Saikat Dutta Enrolment No 0655** under the supervision of **Dr Susmit Jain** for award of MBA in Hospital and Health of the University carried out during the period from 04/02/2019 to 03/05/2019 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.

Saikat Dutta

Signature of student

Acknowledgement

This opportunity with Credihealth, Gurugram was an unprecedented round for learning and master progression. Thusly, I consider myself to be fortunate as I was outfitted with an opportunity to be a bit of it. I am moreover thankful for getting a chance to meet such countless people and specialists who drove me anyway this paper period. The primary regards to **Mr. Ravi Virmani, the originator and Managing Director of Credihealth**, for believing in me to make me a bit of the Credihealth Family.,

I am incredibly thankful and should need to express my most significant gratefulness and remarkable appreciation to my mentor, **Mr. Raunaq Singh, VP-Strategy Credihealth, Gurugram**, who neglecting being exceptionally occupied with his commitments, contributed huge time to hear, guide and keep me on the correct way and engineering all workplaces to make life less complex and empowering me to finish my assignment at their respected proposal in the midst of my composition.

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I see as this open door as an imperative achievement in my business improvement. I will endeavor to utilize got limits and learning in the most ideal manner, and I will keep wearing out their improvement, so as to accomplish required occupation targets. Should need to proceed with joint exertion with every one of you later.

Truly,

Saikat Dutta

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LIST OF SYMBOLS AND ABBREVIATIONS

Serial No	Abbreviation	Full Form
1.	CH	Credihealth
2.	NCR	National Capital Region
3	TAT	Turnaround time
4.	IT	Information Technology

Chapter 1

1.1 Introduction:

The online healthcare services administration alludes to the online social insurance commercial center that gives start to finish administrations including data on different restorative afflictions, specialists, emergency clinics, medications and their suggestions and post treatment care, for example therapeutic help from a far off reach.

The online administrations causes individuals to look for specialists, strategies and medical clinics, give second supposition crosswise over real urban areas in the country, book meetings amid the specialist of their decision, additionally help in getting cites from emergency clinics for any treatment or medical procedure. Such stage has favorable position of removed information, that it offers better nature of administrations to number of individuals. Because of the extraordinary challenge among different human services offices, these online healthcare administrations are getting famous as they furnish straightforwardness alongside accommodation that has more extensive openness. A large number of guests can get to these locales or entryways in the meantime. The e-Healthcare administrations bring issues to light among the populace that conquers any hindrance between the clients and the medicinal services giving offices.

Procedure Flow of Credihealth

The following steps are there for the operational flow of the medical assistance team

1. Request generated in credihealth portal
2. Called and history in taken
3. Doctor recommendation given
4. Appointment is booked
5. Feedback taken in follow up call
6. Admission or OPD conversion measured
7. Asked if any further help required or not

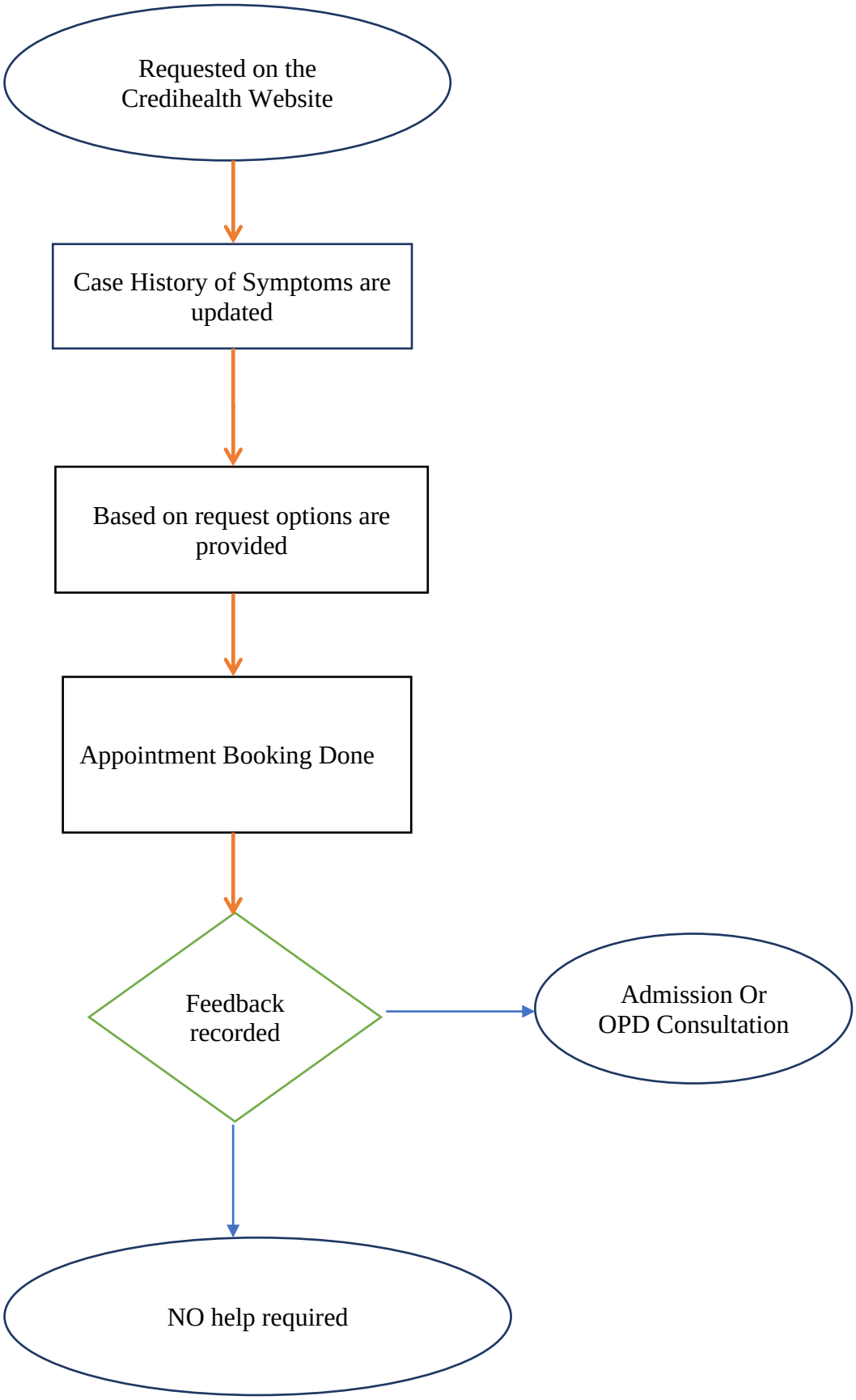


Fig 1.1 Process Flow of the Organization

1.2 Rationale

The Indian condition is, all things considered, influenced by the private division as the Government has nonattendance of advantages or ability to fulfill its social occupation to give quality therapeutic administrations to the overall public of India.

As of now, Healthcare industry is not open, far for the basic man.

The investigation was finished with the reason to improve the procedure stream and turnaround time of the restorative help given to patient by Credihealth:

1. Effective in coordinated efforts with the various groups Medical Operations, Digital advertising, Product Managing group and Business Development group

2. Empathize and seeing needs of the patients requiring therapeutic assistance through human touch

1.3 Research Question

What is the turnaround time of attended cases in online healthcare organization?

1.4 Research Objectives

The study was done to achieve the following objectives:

- To map the current flow of the process
- To determine the turnaround time of attended cases
- To measure the conversion rate for OPD due to better turnaround time
- To suggest areas of improvement for dropouts

1.5 Review of Literature:

Crafted by the drug store division in the emergency clinic is to make medicine in the medical clinic accessible in the correct time for the patient. A conceivable postpone implies delay in administration and furthermore delay in patient consideration, which dependably directly affects the models of the association.

Turnaround time (TAT) is the all out time taken in the middle of the accommodation of a procedure or assignment for execution or usage and the arrival of the total yield to the end client. It is utilized to benchmark the action and comprehend the effectiveness of the work and its quality.

One proportion of the effectiveness of medicine use is prescription turnaround time, which shows whether a medication is accessible on the nursing unit for organization to the patient in a convenient way. Proof recommends that diminishing medicine turnaround time can improve tolerant consideration, especially for meds that critically affect quiet results.

Medicine turnaround time can be characterized as the time in the middle of when a drug indent is created, either transcribed or electronically recorded, and the time meds are conveyed to the nursing unit. Diminishing drug turnaround time can improve effectiveness, quiet security, and nature of consideration in the clinic setting. Medicine turnaround time in inpatient settings enables associations to quantify the effect of their administration excellence on the expanded productivity of patient consideration. Along these lines checking of the TAT is required in each setting for an appropriate working of the setting.
I am also referring to a model from the call focus industry. It is determined from the time beginning from the call picked by a specialist until the question was replied. It likewise incorporates call hold, exchange and wrap time.

Organizations utilize this measurement broadly to monitor generally productivity and execution

In the previous decade the social insurance industry has changed significantly. It has moved towards an attention on improving Quality Supervision and a 'do it right the first run through'

approach. The vital authoritative goals are to guarantee consumer loyalty, maintenance and thusly the age of benefit. It is along these lines, more trying for advertisers of this industry (than in the human services industry) to guarantee 100% quality

.

Chapter 2

2.1 Methodology

Study Type - Descriptive Study

Study Area - Six noteworthy urban areas of India-Major Metropolitan Cities Bangalore, Chennai, Delhi-NCR, Hyderabad, Kolkata and Mumbai and Four Minor Cities – Jaipur, Indore, Pune and Ranchi it was segregated according to the quantity of clinics that are contracted in that city.

Study Period - Data tracking for Three months (fourth February-3 May 2019)

Study Respondents - Visitors on Credihealth Platform through various advanced sources or entries

Test Size - Distant online information of individuals who have visited the distinctive computerized sources followed through dashboard

Test Method - Non-Probability Convenient Sampling

Data Collection Technique - Online Data following (Website, Android application, telephonic, Google look, internet based life crusade leads)

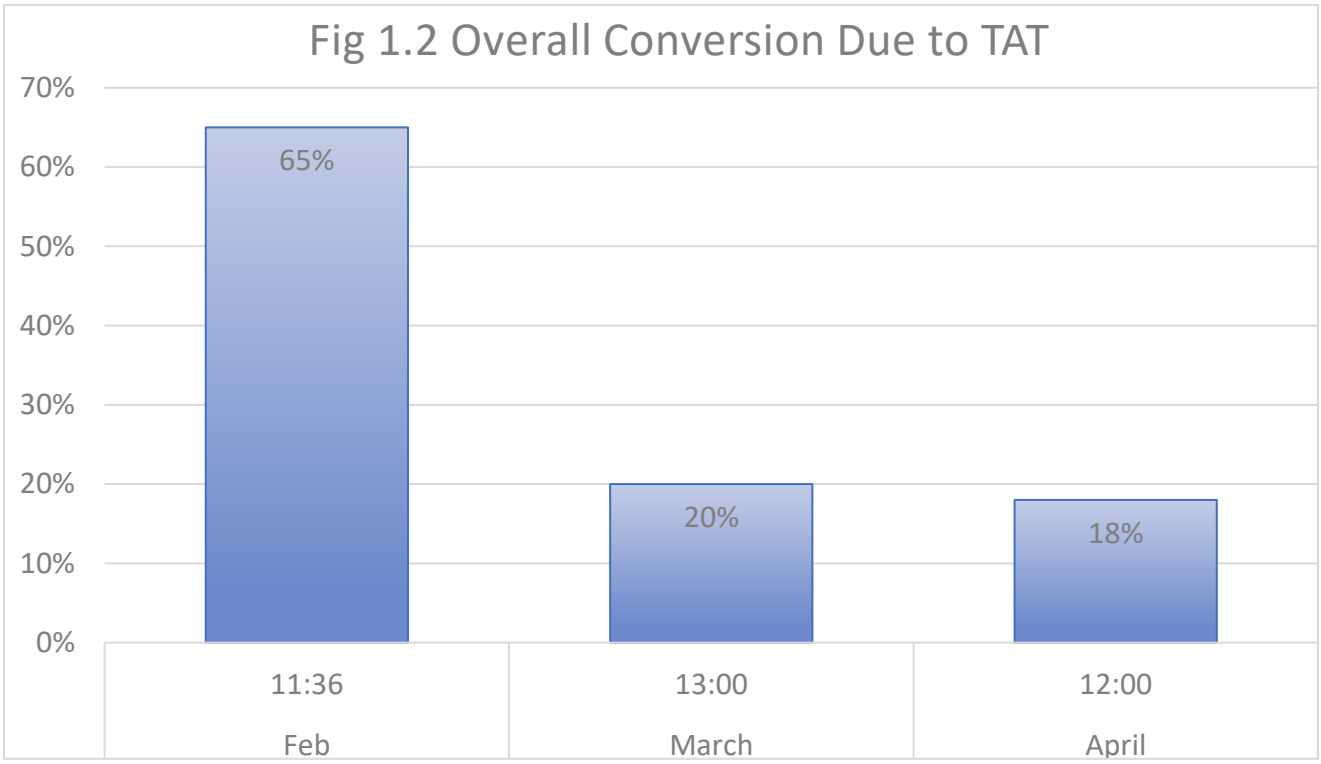
Ethical Consideration

- The information privacy will be kept up all through the examination.
- The individual subtleties of the representatives and patients are kept secret.
- This will be shared for the exposition reason as it were.

2.3 Results

The analysis is made on the following basis:

- Approximately 25000 requests were taken in consideration
- 75% of cases were booked out of these requests
- 34% of the patients consulted in OPD
- The reduced TAT has resulted in Overall conversion of 65 % in the month of February in the company compared to March and April.



Interpretation: In the month of February there is a Increase in the conversion Due to a reduced TAT

Fig 1.3 Cause and Effect Diagram Showing Reason for Delay in TAT

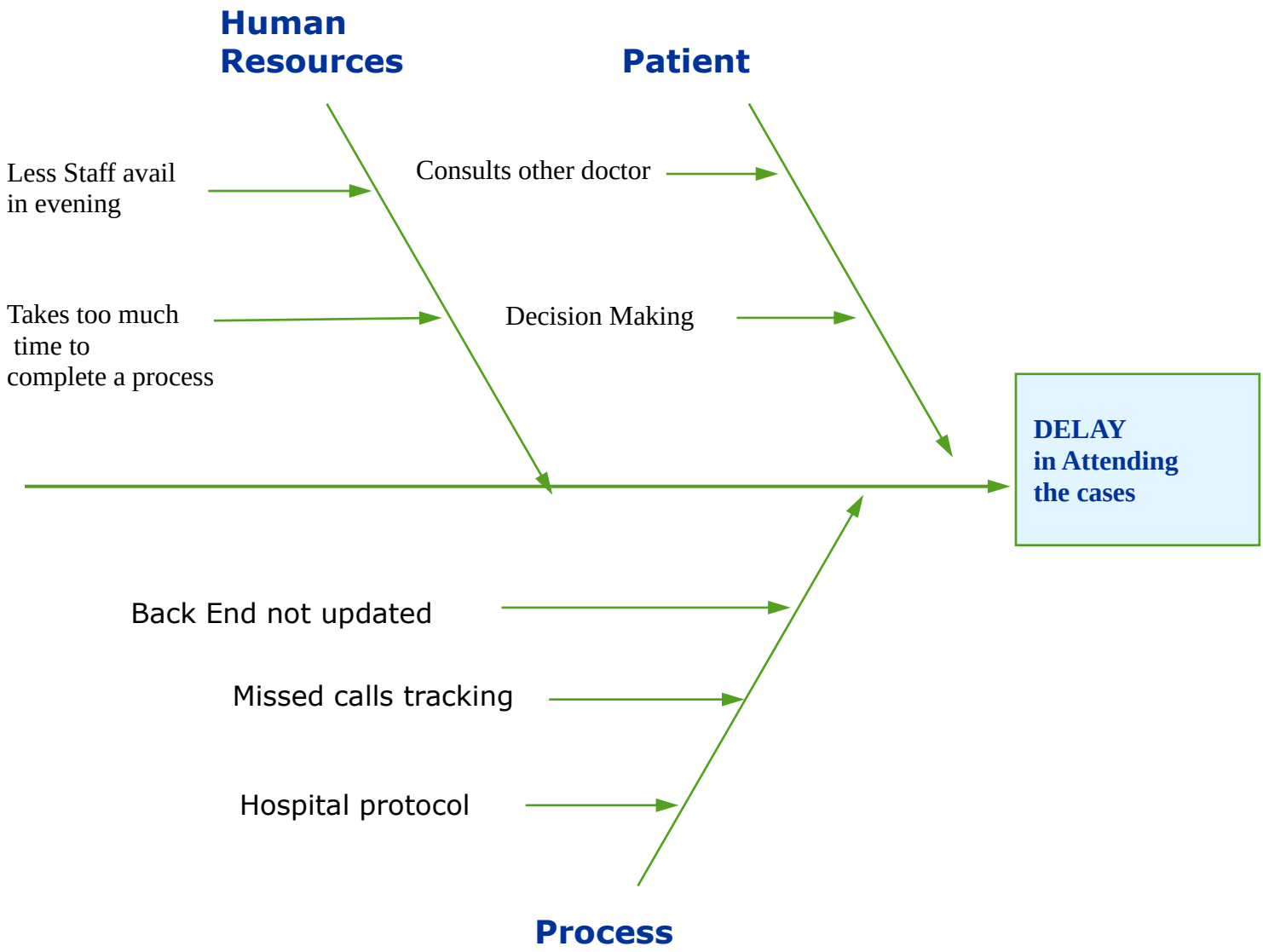
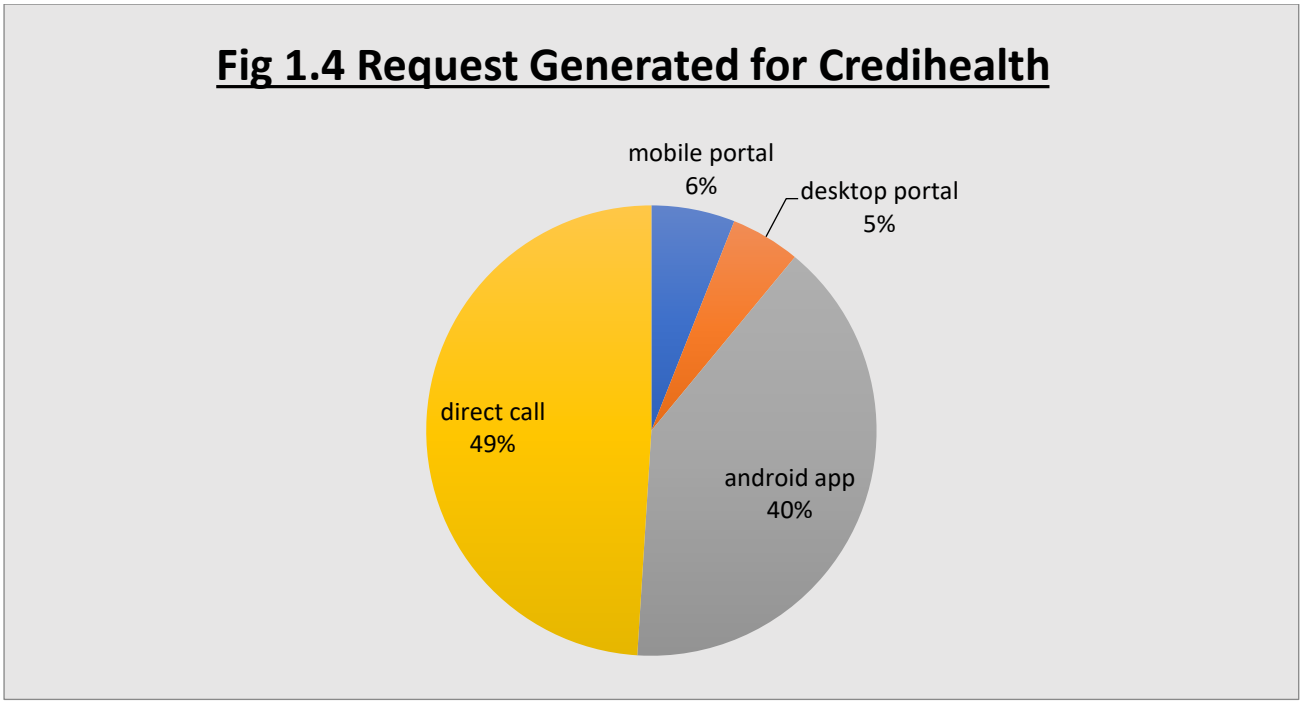
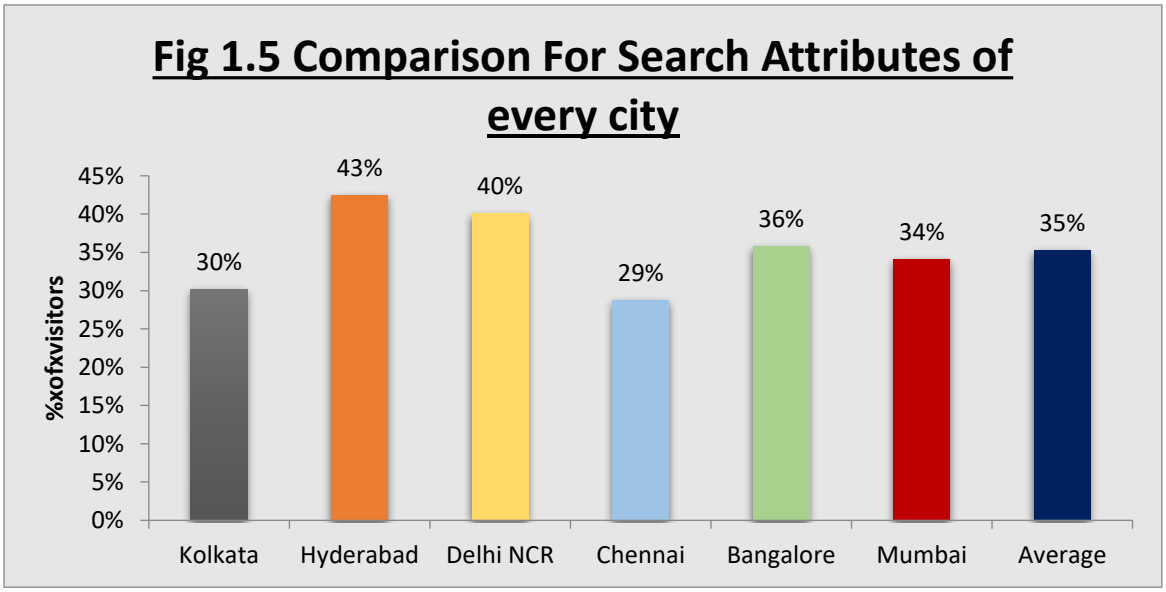


Fig 1.4 Request Generated for Credihealth

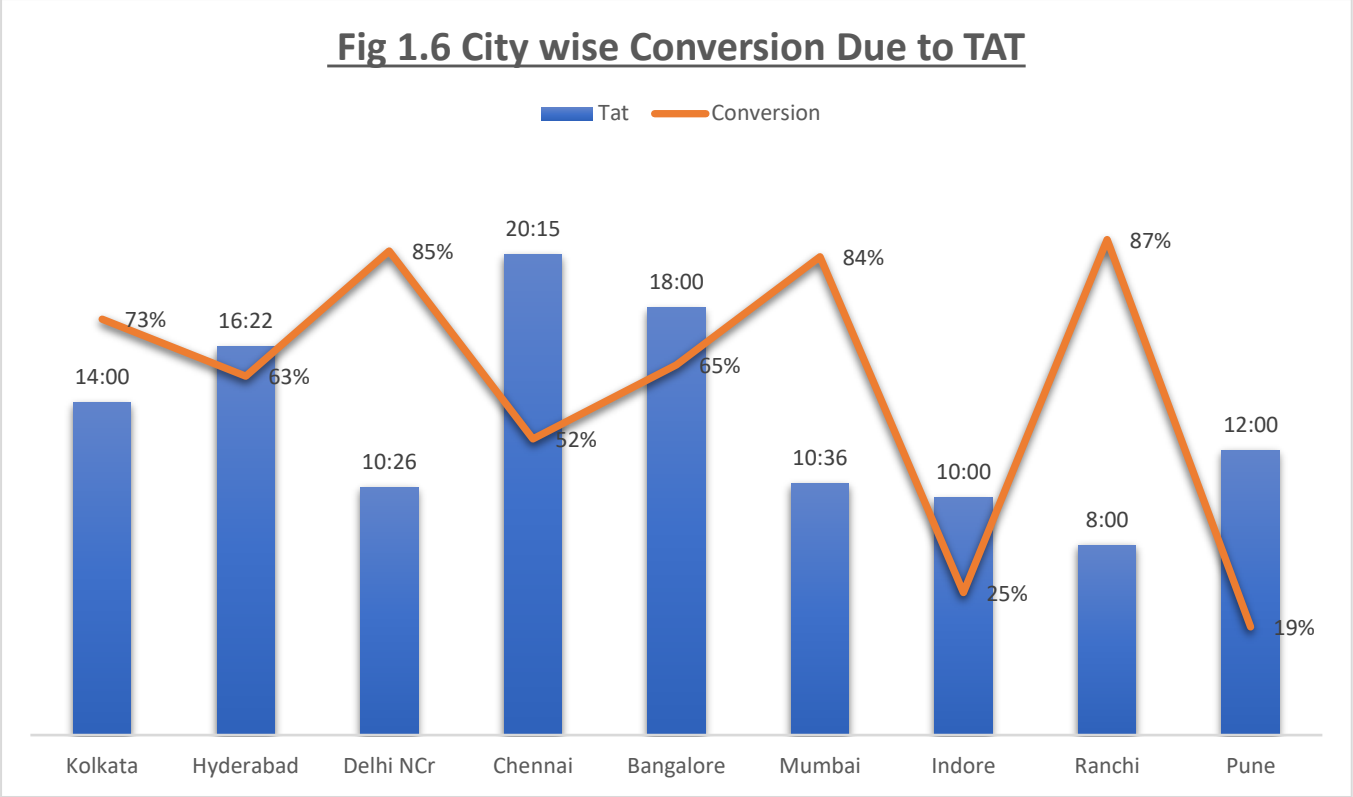


Interpretation: Total traffic in bulk is generated by direct calls followed by android app

Fig 1.5 Comparison For Search Attributes of every city

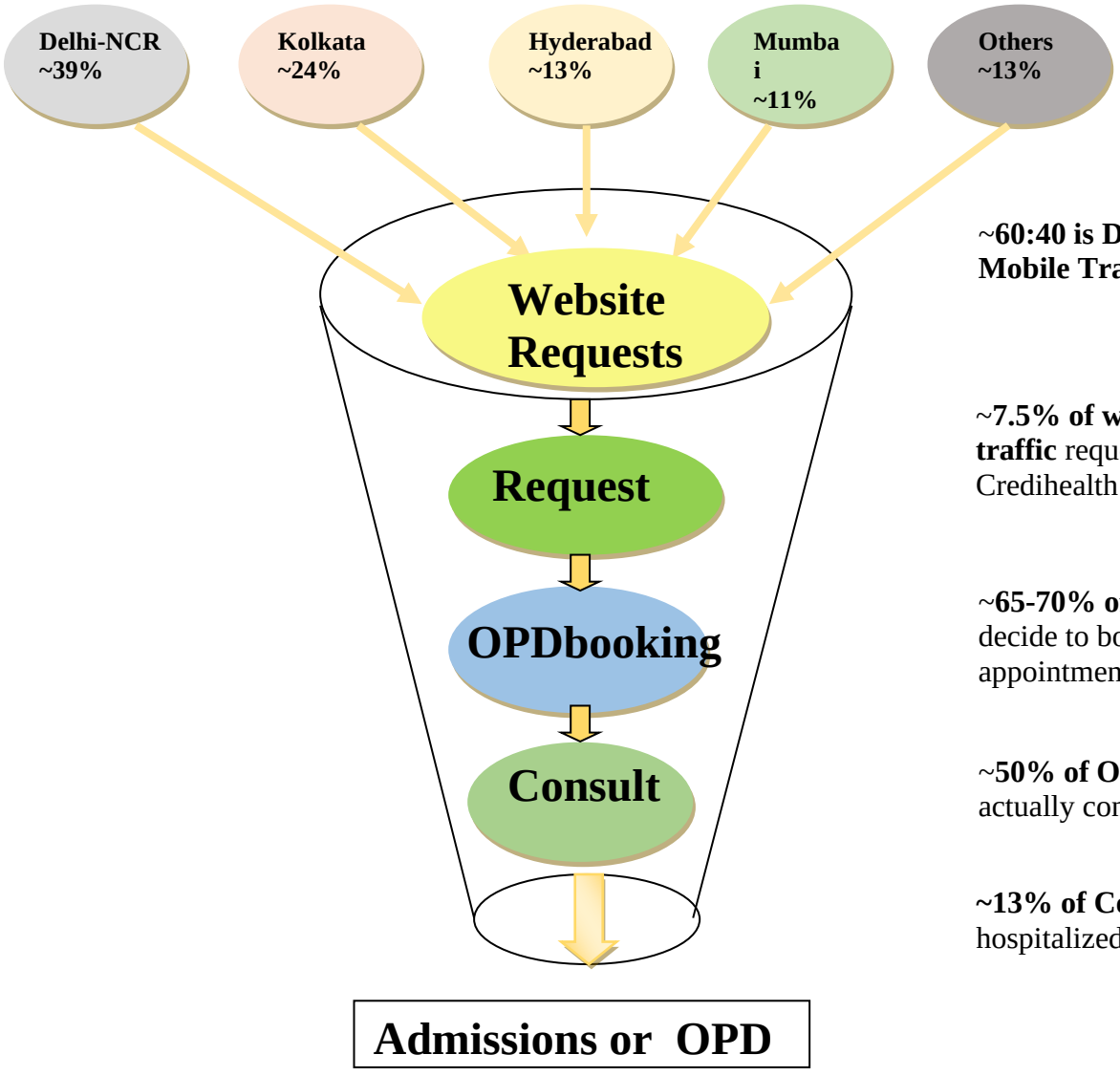


Interpretation: Most of the traffic is generated from the city of Hyderabad



Interpretation: In the city of Delhi NCR and Ranchi there is a sudden increase in the conversion due to proper handling of the cases

Fig 1.7 CustomerAcquisitionProcess



Interpretation:The above findings show the conversion rate overall process of Credihealth due to a good turnaround time in handing the cases

Chapter 3

3.1 Discussion

The wasteful process can result in troubled clients and the focus on associates and duplication of work from other compitetors, which will in turn result in missed due dates and expanded expenditure. The purpose behind the drop offs and less TAT can be identified in the following points

1. Website Issues: The traffic on the website might be affected due to high slack time problem in opening of site, multiple tabs
2. People: It may be due to change in the decision of the customers
3. Management: it may be due to the improper function of the process resulting in delay and also the calls not expecting the number given on site
4. Affordability : Mismatch between the clinical expectations cost

3.2 Suggestions

- The missed approaches (calls)to the framework must be tracked down
- Use of computerized reasoning to robotize the tedious and pointless procedure. (Precedent AutomaticSMS sent to the patient on putting the request that they will be guided soon by a therapeutic expert to help them, or implications of help by a bot)
- Queuing system as per priority of the case
- Quicken Customer interaction
- Define SOP
- Updating all the back-end data in regards tohospital clinic data

3.3 Conclusion:

The study observes that credihealth services have the likely to match the demand and delivery of the online healthcareindustry, but for this we would be needing an proper platform. this can be provided with an properly operated online platform and with less hassle free communication, which will bring transparency and will address the issues related to drop offs.

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