

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

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Contents

1. Background
2. About Organization
3. Rationale
4. Objectives
5. Methods
6. Analysis and Results
7. Conclusion
8. Recommendations
9. References

Background

The Credihealth service refers to the online healthcare marketplace that provides end to end services including information on various medical ailments, doctors, hospitals, treatments and their implications and post treatment care, i.e. medical assistance from a distant reach.

The online services help people to search for doctors, procedures and hospitals, provide second opinion across major cities in India, book appointments with the doctor of their choice, also help in getting quotes from hospitals for any treatment or surgery.

Such platform has an advantage of distant data, that it offers better quality of services to maximum number of people. Due to the intense competition among various healthcare facilities, these services are getting popular as they provide transparency along with convenience that has wider accessibility.

Thousands of visitors can access these sites or portals at the same time. The services raise awareness among the population that bridges the gap between the users and the healthcare providing facilities.

About Organization

Credihealth (CH), established in 2014, is the online platform for the hospitalization/ inpatient business. It mainly provides medical assistance to the patients who are looking for any medical help or already have visited a general physician or a family doctor and are looking for specialist for the tertiary care.

The organization is currently operable in ten major cities across India- Delhi NCR, Mumbai, Kolkata, Hyderabad, Chennai, Bangalore, Pune, Indore, Jaipur and Ranchi. It also caters international patients from Africa and SAARC nations- Afghanistan, Bangladesh and Nepal.

CH is an **end to end solution** for hospitalization needs – from searching for the right doctor, to scheduling appointments, diagnostics, surgeries & post-op care. It interacts with customers via website, mobile app, telephone & WhatsApp to provide them a complete solution.

Rationale

The Indian environment is largely influenced by the private sector as the Government has lack of resources or ability to fulfill its social role to provide quality healthcare to the people of India.

Currently, Healthcare industry is opaque, not easily accessible, out of reach of the common man.

The study was done with the purpose to improve the process flow and turnaround time of the medical assistance provided by Credihealth to the patients and their family in need, by:

1. Working in collaborations with the different teams- Medical Operations, Digital marketing, Product Managing team and Business Development team
2. Empathizing and understanding needs of the patients requiring medical help through human touch
3. Studying the problem areas and encouraging a more holistic approach by recommending the possible solutions

Research Question

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

Research Objectives

The study was done to achieve the following objectives:

- To map the current process flow.
- 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

Methodology

Study Type - Descriptive Study

Study Area - Six major cities of India- Major Metropolitan Cities Bangalore, Chennai, Delhi-NCR, Hyderabad, Kolkata and Mumbai and Four Minor Cities – Jaipur, Indore, Pune and Ranchi. The cities are segregated on the basis of the number of contracted hospital in the city

Study Period - Data Tracking for Three months (4th February- 3 May 2019)

Study Respondents - Visitors on Credihealth Platform through different digital sources or portals

Sample Size - Distant online data of people who have visited the different digital sources tracked through dashboard

Sample Method - Non- probability Convenient Sampling

Data Collection Technique - Online Data tracking (Website, Android app, telephonic, Google search, social media campaign leads)

Ethical Consideration

- The data confidentiality will be maintained throughout the study.
- The personal details of the employees and patients are kept confidential.
- This will be shared for the dissertation purpose only.

Process Flow of Credihealth

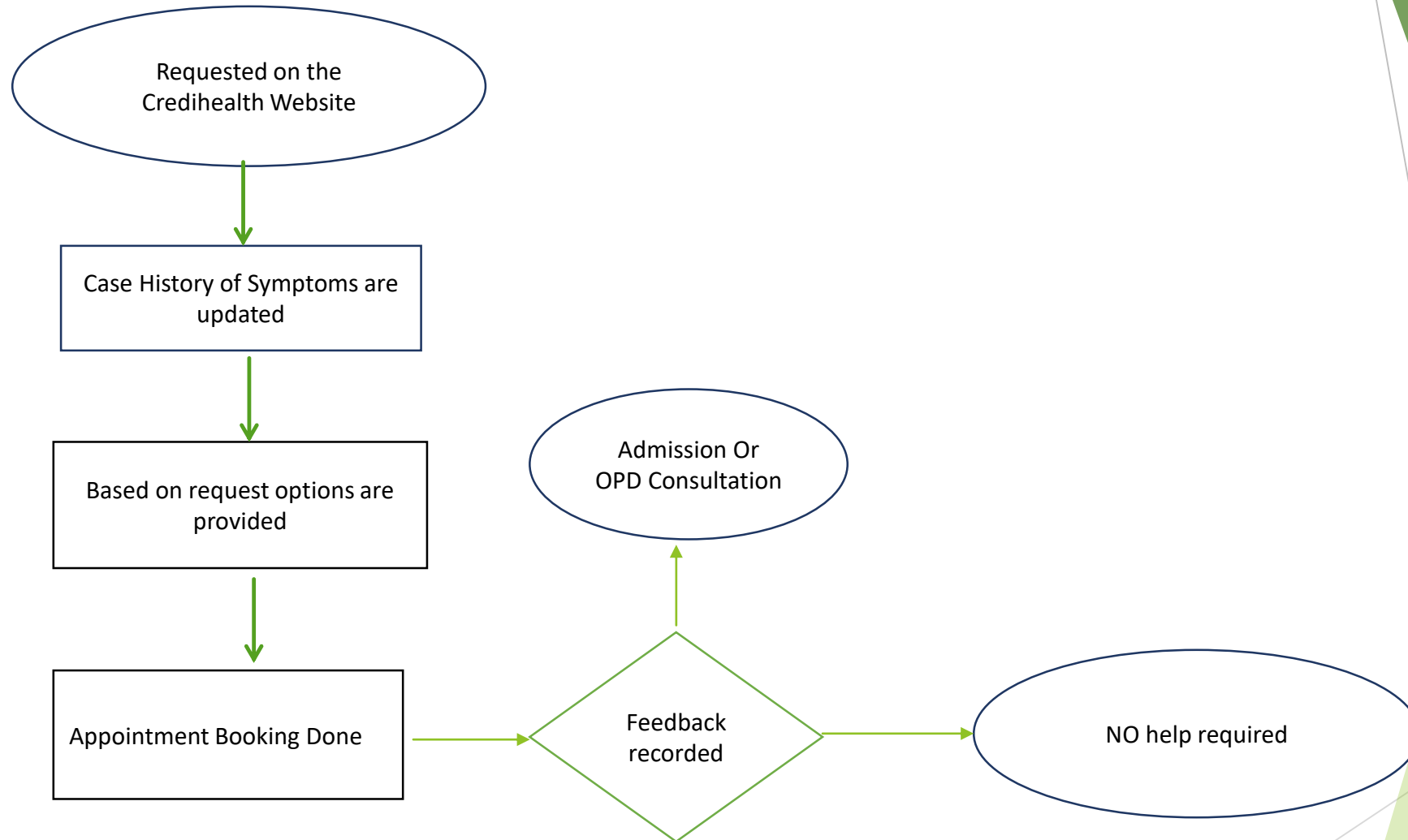


FIG 1.1 SOURCES OF REQUEST FOR CREDIHEALTH

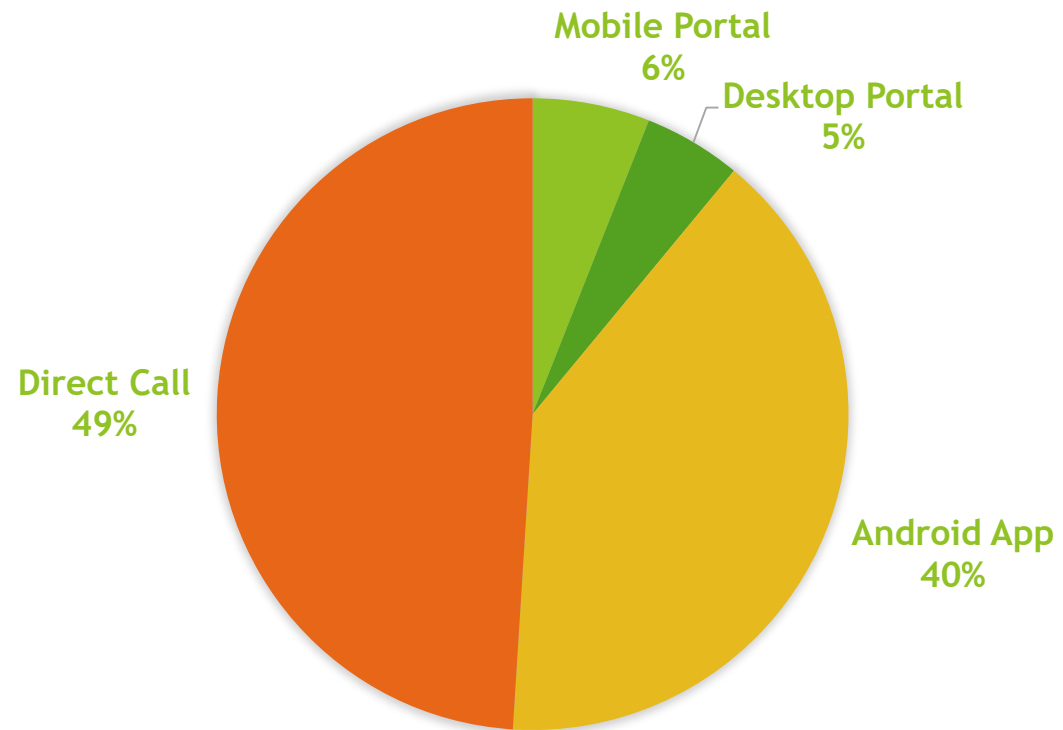


Fig 1.2 City wise Comparison of Search Attribute- Profile of hospitals

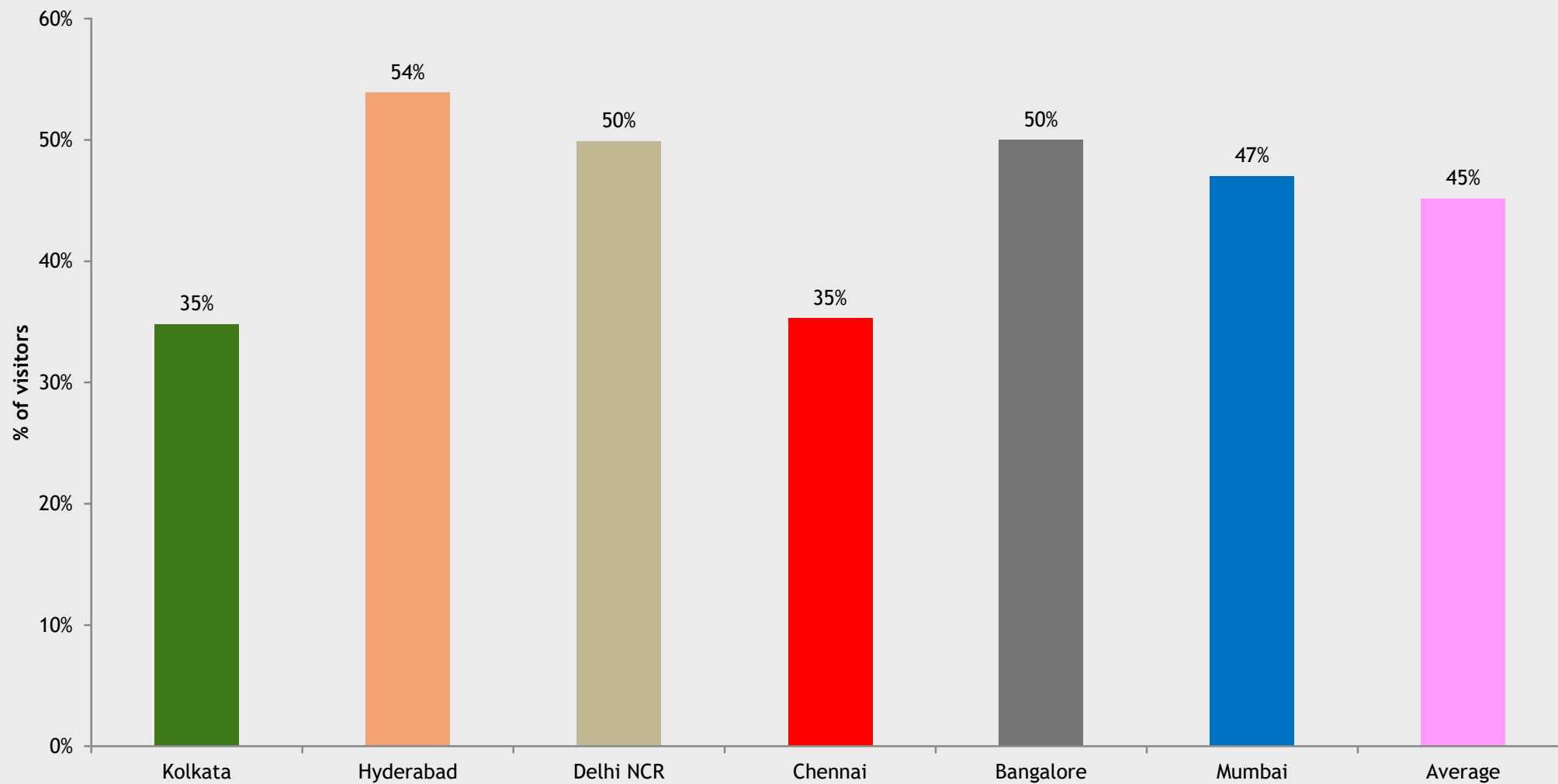


Fig 1.3 Overall Conversion Due to average TAT for Credihealth

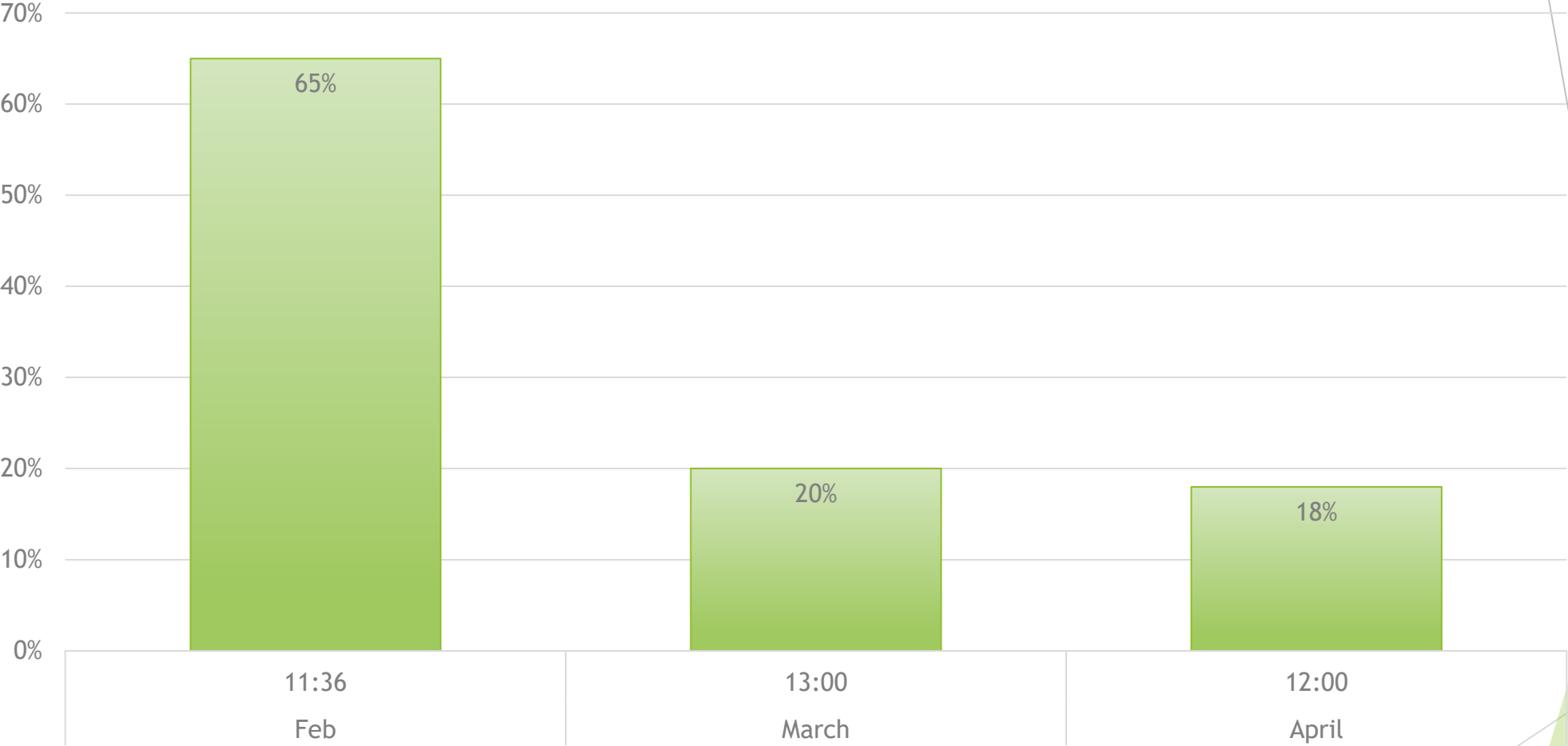
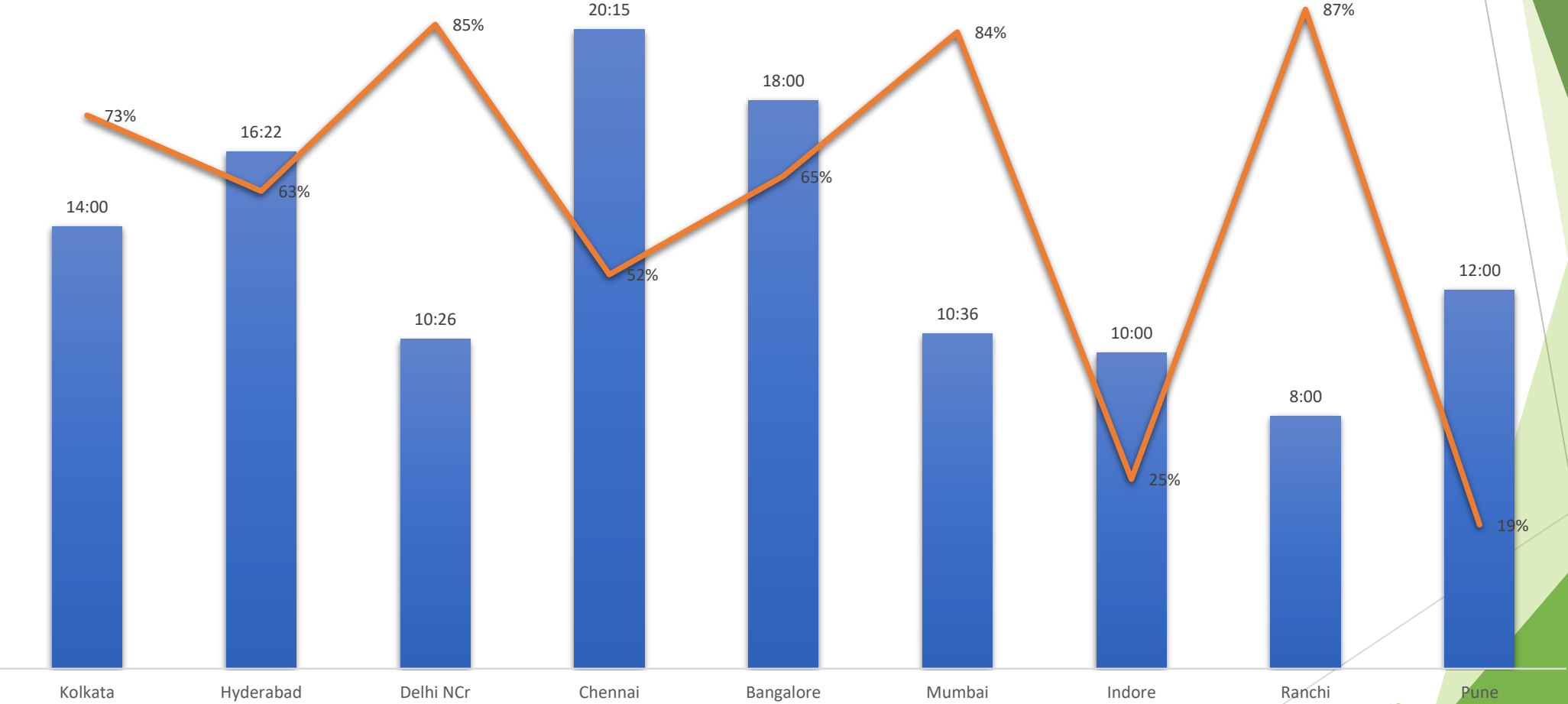
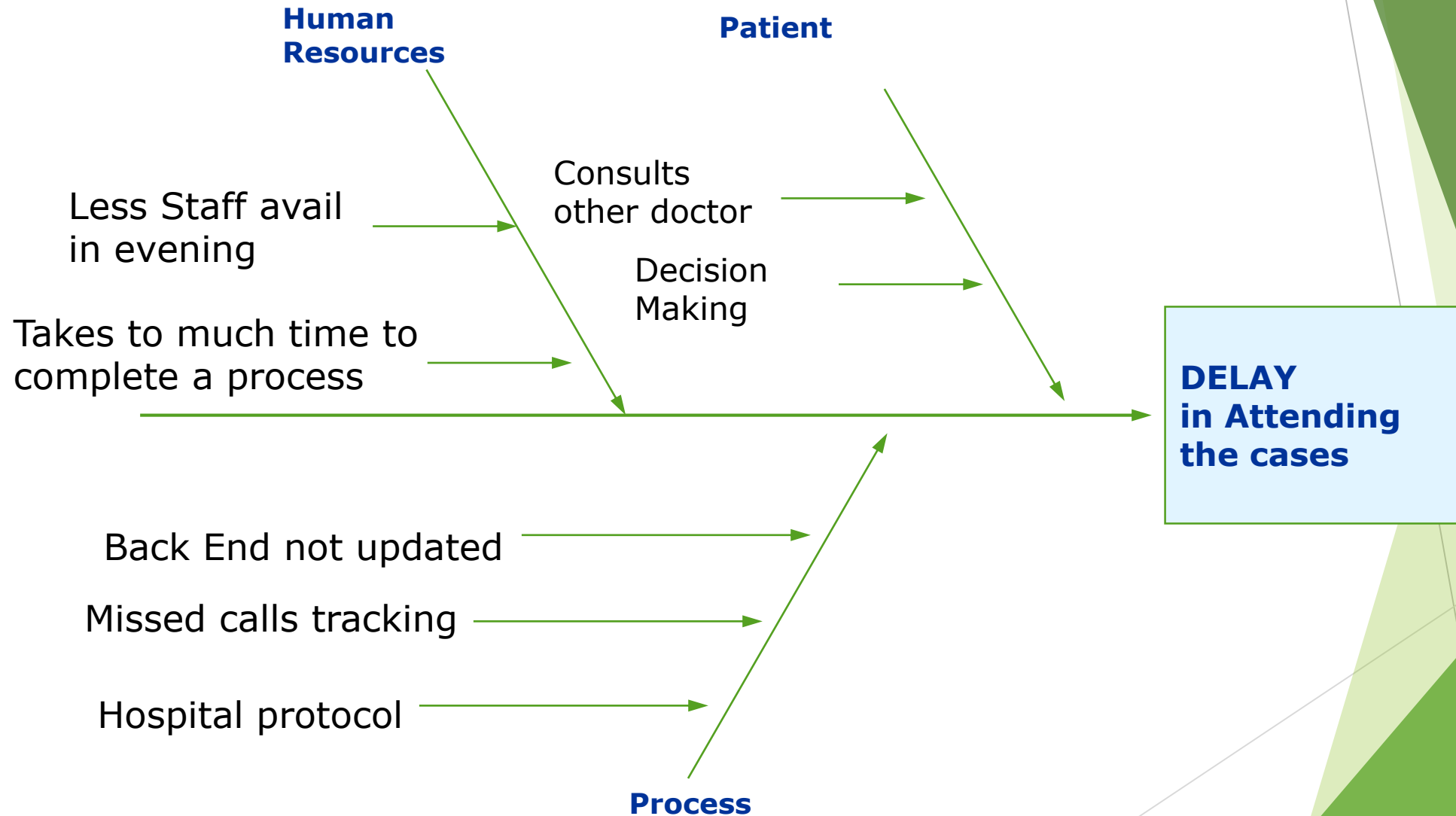


Fig 1.4 City wise Conversion Due to TAT

Tat Conversion



Cause And Effect Diagram Showing Reason For Delay in TAT



Analysis and Results

The overall analysis is made on the following basis:

- Total No. of Requests generated= approximately 25000
- Out of these requests, 75% of cases were booked.
- Out of these cases booked, 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.

Conclusion

The study observations indicate that the credihealth services have the potential to match the demand over supply of the healthcare services, as it reduces the hassle and the add-ons in the guidance for treatment, by bringing transparency and convenience, but at the same time, it comes with several drop-offs due to delayed responses which needs to be addressed to continue internal collaboration with the external outcomes for a sustainable profitable model.

Suggestion

- Tracking of the missed calls on the systems
- Use of artificial intelligence to automate the time-consuming and unnecessary process. (Example- Automation of the message sent to the patient on putting the request that they will be reached soon by a medical professional to guide them, assistance by a bot)
- Queuing system as per priority of the case
- Quicken Customer interaction
- Define SOP
- Updating all the back-end information regarding hospital information

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Thank You