

Customer Perception Towards E-Healthcare with Respect to CallHealth

By

Meghna Shrivastava

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2016-2018



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Appendix D(Certificate from guide and Dean Academic and Student Affairs)

TO WHOMSOEVERMAY CONCERN

This is to certify that Meghna Shrivastava student of MBA Hospital and Health Management/ Pharmaceutical / Rural Management from The IIHMR University, Jaipur has undergone internship training at Call Health Pvt. Ltd. from 5th Feb 18. to 5th May 2018

The Candidate has successfully carried out the study designated to him 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 him all success in all his future endeavors.

Dean, Academics and Student Affairs
The IIHMR University, Jaipur

Asso. Professor
The IIHMR University, Jaipur

Dated: **11th May 2018**

Place: **Hyderabad**

To Whomsoever It May Concern

This is to confirm that **Ms. Meghna Shrivastava (Officer ID: 12104)** has been working with us as **Management Trainee** in our **Product Management** Business since **07th of March 2018** to **till date**.

She comes across as a committed, sincere and diligent person who has a strong drive and zeal for learning and we wish him all the success with continued service with us.

Note: This letter has been issued upon her request for college degree certification purpose and **not** valid for any other purpose.

For CallHealth Services Pvt. Ltd.,

R. Samson Peters,
Business Integrator – Talent Engagement
Human Resources

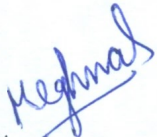


CERTIFICATE OF ORIGINAL WORK

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Customer Perception towards e-healthcare services with respect to CallHealth" and submitted by Meghna Shrivastava Enrollment No.....0072.....under the supervision of Dr.Seema Mehta for award of MBA in Pharmaceutical Management of The IIHMR University carried out internship during the period from 5th Feb 2018 to 5th May 2018 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

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1.Introduction

‘1.1 E-Health in India’

“Consumer-oriented e-health resources ,are meant to help consumers ,manage the heavy demands of health management. Indeed, it may be difficult for consumers to meet some of the ,demands without e-health tools. “e-Health” is a broad term for the heterogeneous and evolving digital resources and practices that support ,health and health care. ‘E-Health resources enable consumers, patients, and informal caregivers to gather information, make healthcare decisions, communicate with healthcare providers, manage ,chronic disease, and engage in other health related activities’.

“E-Health includes, the interaction between ,patients and health service providers or peer-to-peer communication between, patients and/or health professionals.”

“Home healthcare service aim to support people ,who are chronically ill or who are rehabilitating. These service ,gather patient sensitivity information that is then interpreted by medical professional, to manage their disease.”

“Trust Management for Home healthcare service”

“Home healthcare services has been propose to, decrease the cost of healthcare while making it more comfortable for the patient”. “These services aim to support people who ,are chronically ill(eg diabetes) or people who are being rehabilitated.” “They monitor the health and well being of people, enabling tailored assistance where and when needed. In particular they gather sensitive personal information.” “The adoption of such services ,however hardly relies on the trust that both patient and medical professionals ,have in the provided healthcare services”.

1.2.Best use-

“ICTs have been used in ,various ways to ,help achieve outcomes such as these.”

“Any health system needs to rest on basic pillars. These are four, key ones identified by, the Disease Control Priorities Project in its ,latest publication, Priorities in Health (Jamison, 2006).”

“Clearly each of these pillars can benefit from the use of ICTs. In practice, the use of ICTs in the, health sector has tended to focus, on three broad categories that incorporate, these pillars:”

“1..Improving the delivery of health care through better diagnosis, better mapping of, public health threats, better training and ,sharing of knowledge among health workers, and supporting health workers, in primary health care, particularly rural health ,care including”-

- Diagnostic imaging
- Quality ,assurance system
- Disease surveillance ,and epidemiology

1.3. Objective of study- To analyse the customer perception towards E-health services(CallHealth.)

1.4. Scope of study –

The study is concerned with E healthcare company named CallHealth Service Pvt ltd and the topic is Perception of E-Health with respect to CallHealth services . The customers needs following need to be fulfilled i.e. the Service and cost should be fair and reasonable .

‘2. Literature Review’

2.1.INDUSTRY PROFILE

HEALTHCARE INDUSTRY IN INDIA

“Introduction”-

‘Healthcare has become one of India’s largest sectors ,both in terms of revenue and employment’. ‘Healthcare comprises hospitals medical devices, clinical trials, outsourcing, telemedicine, ‘medical tourism, health insurance, and medical equipment.’ ‘The Indian ,healthcare sector, is growing at a ,brisk pace due’, to its strengthening coverage, services and increasing ,expenditure by public, as well private players’.

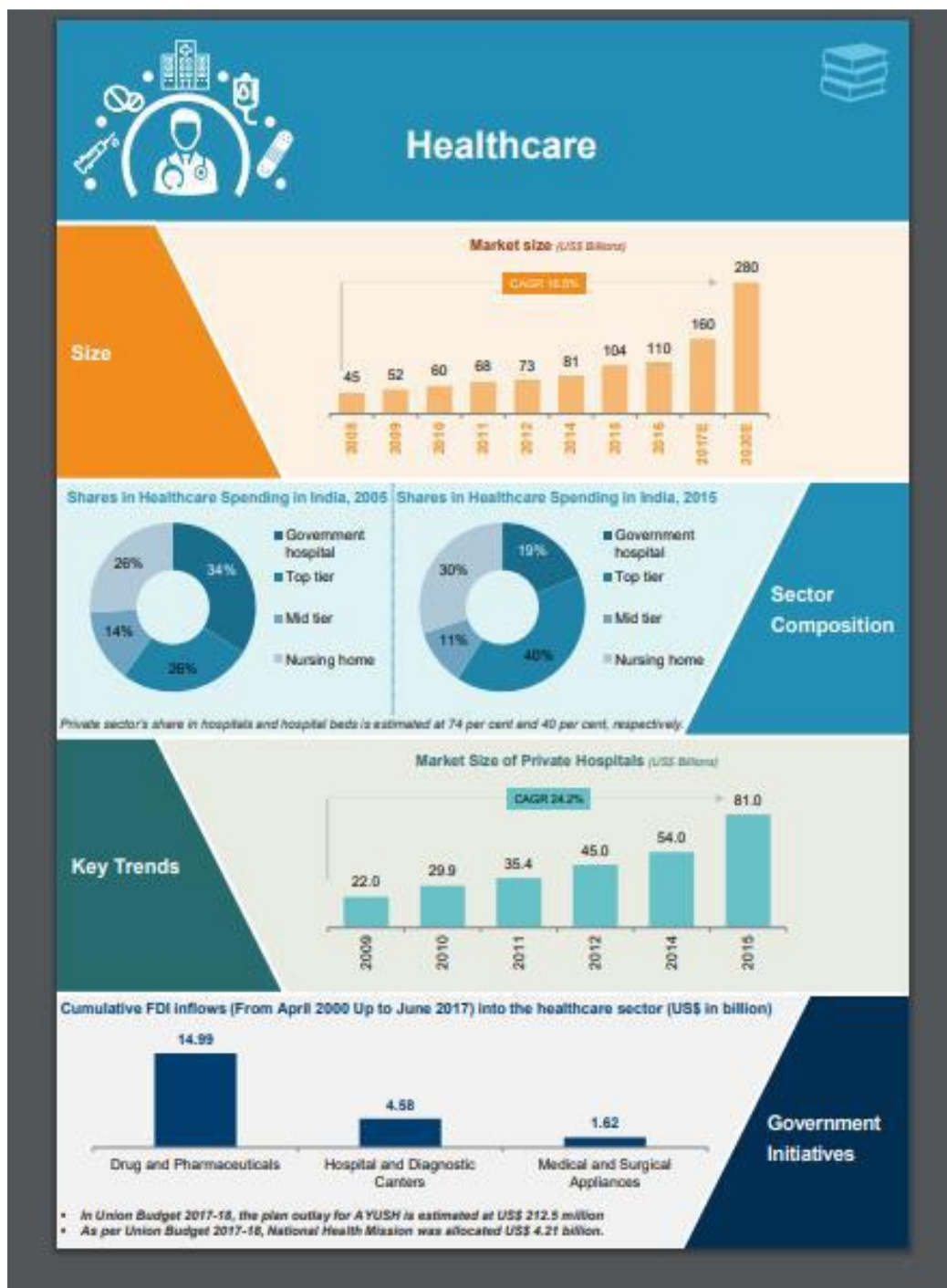
‘Indian healthcare delivery system is, categorized into two major components’- ‘public and private’. ‘The Government, i.e. public healthcare system, comprises limited secondary and, tertiary care ,institutions’ in key cities and focuses on providing basic, healthcare facilities, in the form of primary healthcare centres ,(PHCs) in rural areas.

‘2.2Market size’

Deloitte Touché Tohmatsu,’ India has ,predicted that ,with, increased digital adoption’, the Indian ,healthcare market, which is, worth ,around, US\$ 100 billion, will likely, grow at a, CAGR of 23 per cent ,to US\$ 280 billion by 2020. The healthcare market, can increase three, fold to US\$ 372 billion by 2022.

‘India is experiencing, 22-25 per cent growth in medical tourism’ and the industry is expected, to double its ,size from present ,(April 2017) ,US\$ 3 billion to, US\$ 6 billion by, 2018. Medical tourist ,arrivals in India ,increased more than ,50 per cent to 200,000 in, 2016 from 130,000 in 2015’.

Fig1. E-Health statistics in India



3. Research Methodology

3.1 Objective of study- To analyse the customer perception towards E-Health services(CallHealth).

3.2. Scope of study-

The study is concerned with E healthcare company named CallHealth Service Pvt ltd and the topic is Perception of E-Health with respect to CallHealth services . The customers needs following need to be fulfilled i.e. the Service and cost should be fair and reasonable .

Sampling – Non-Probability -Convenient Sampling

Sample size- 200(From which 15 orders got rescheduled and 6 orders got cancelled.

Total response recorded-179

Sampling Technique–

All 8 pops (point of presence) in Hyderabad have been included in the study. POP is an area from where they enables smoothening in logistics. 5 days given to each POP and expect to interview 5 patients each day for the patient feedback analysis through convenient sampling and then the sample size is calculated according to $5 \times 5 \times 8$ (

five patient in each day, 5 days in each pop and total 8 POP. Total sample size is 200 from which 15 orders got rescheduled and 6 orders got cancelled and overall response recorded is 179.

Data Type - Primary data and Secondary data.

- ▶ **Tools used for Analysis-** ‘Data is collected by means of structured questionnaire, which was on five point Likert scale.’
- ▶ **Tools used for Data collection–** Online survey
- ▶ **Tools used for Data Analysis-** Descriptive stats(percentage method)

4. Data Analysis and Presentation

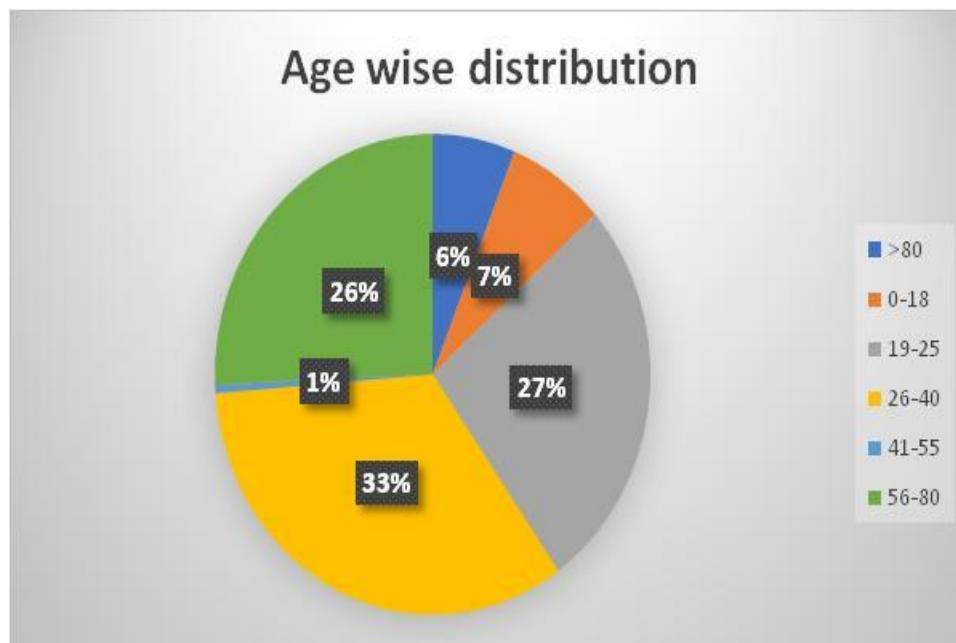
General Information

This section presents the general information of the respondents including: gender, age bracket, service satisfaction etc.

4.1:Customer sample Distribution.

4.1.1 Age wise customer sample distribution.

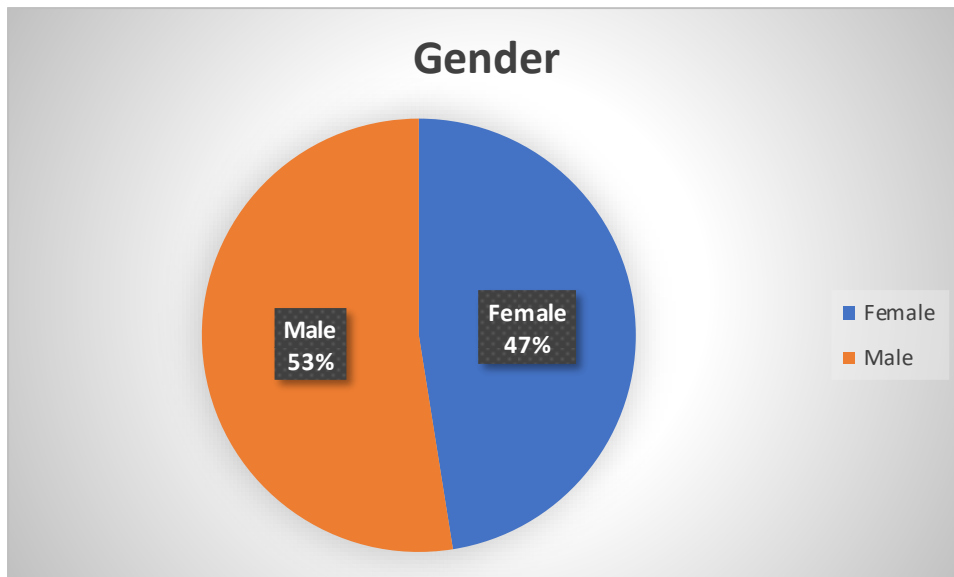
The Study shows that 33% of the respondent lies between 26-40 age group who are responding regarding the services.(Total 179 response recorded).



Graph 4.1 : The graph showing the age wise customer sample distribution.

4.1.2 Gender wise Customer perception.

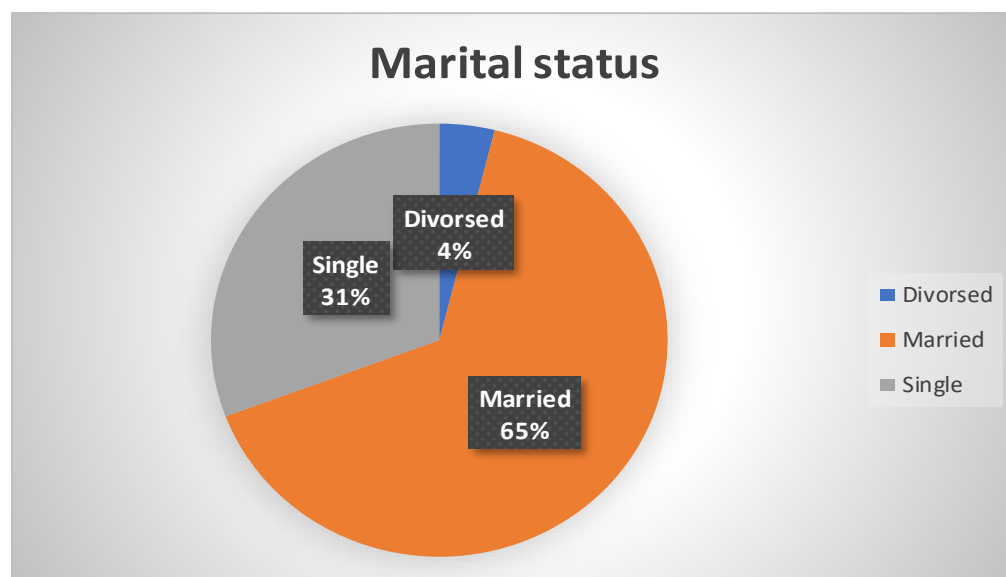
On Sample distribution by gender ,the study found that 53% were males and 47% were Female.



Graph 2. The graph showing age wise customer perception.

4.1.3Customer perception regarding marital status.

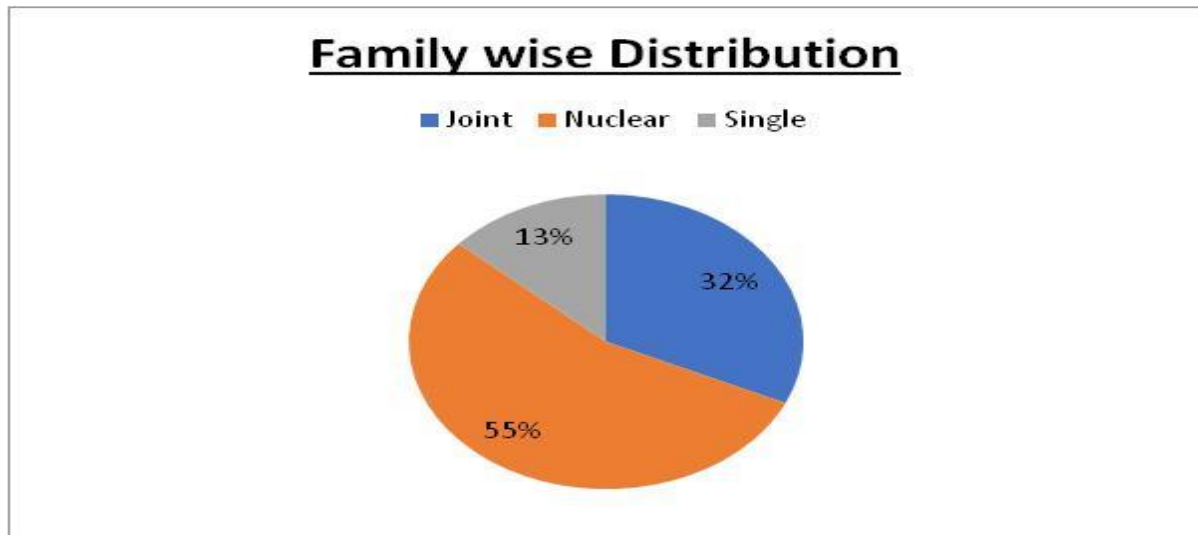
On Marital Status of the Respondents ,the study shows 65% were married.



Graph 3. The graph showing customer perception regarding marital status.

4.1.4. Customer perception towards family size.

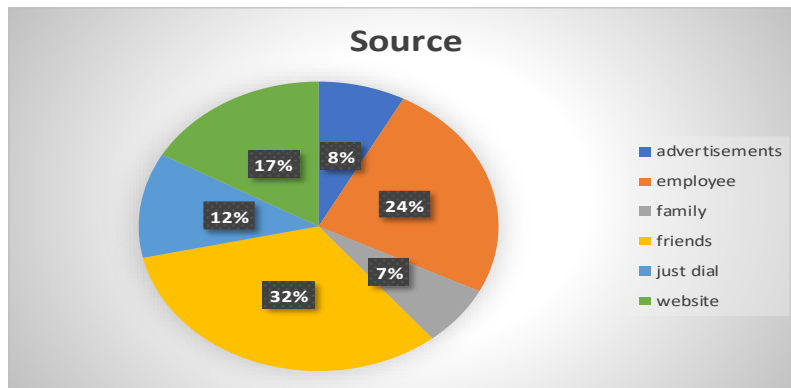
The study on the Sample distribution by family size shows that 55% of the people belongs to nuclear family.



Graph 4. The graph showing Customer perception towards family size.

4.1.5. Source preferred by the customer for knowing about the organisation.

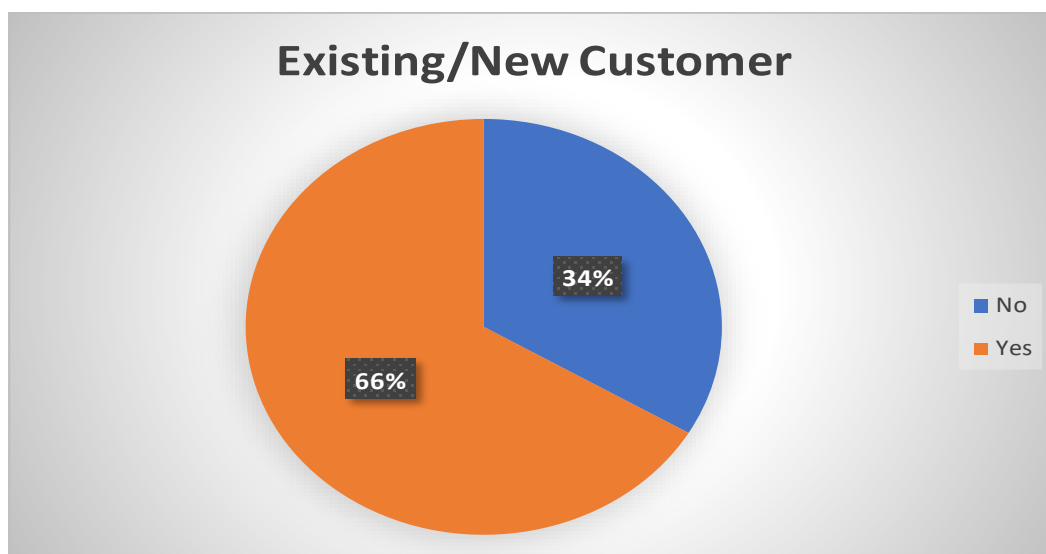
It is observed that 32% of the traffic flow was directed from friends while 32% was from the employees.



Graph 5. The graph showing the sources preferred for knowing about the organisation.

4.1.6 Number of customers using CallHealth services

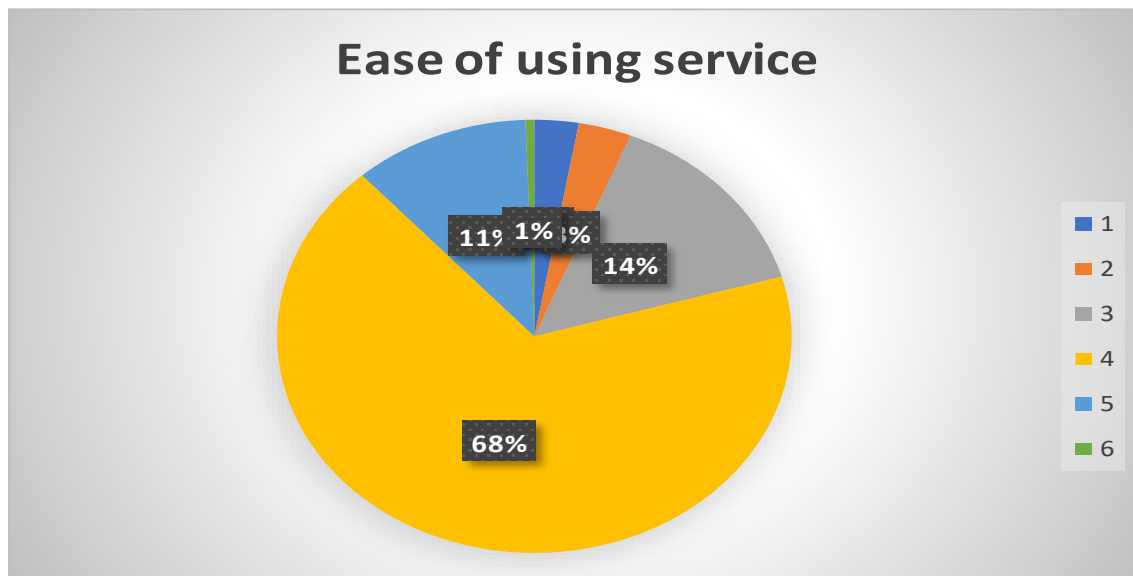
It is observed that 66% of the respondents are existing customers while 34% are new.



Graph 6. The graph showing number of customer using the service.

4.1.7 Customer Perception towards Ease of using E-Health service.

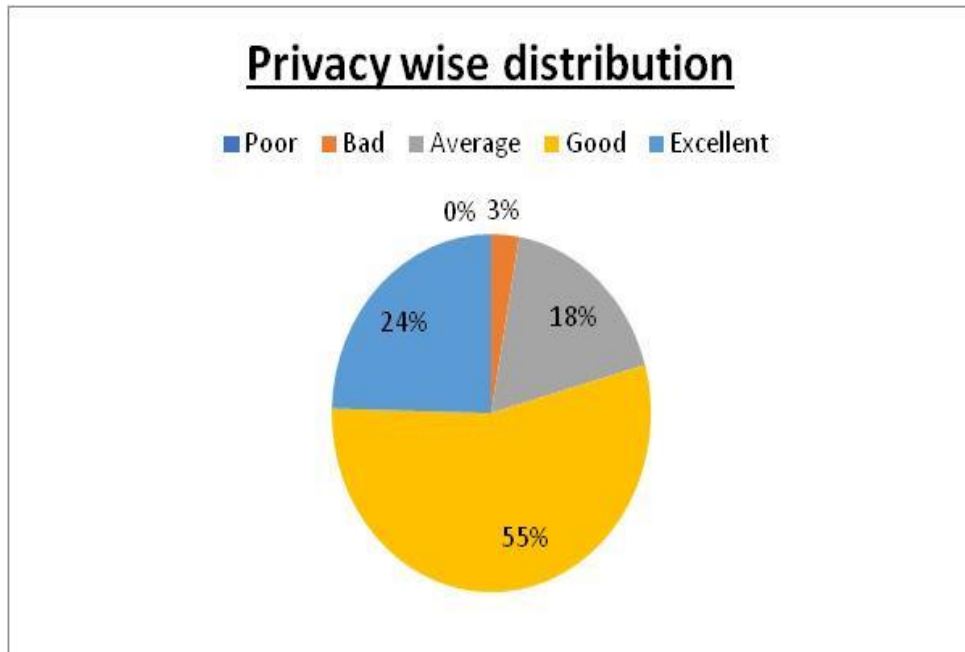
With respect to the usage of application 68% of the respondents feels that it is user friendly.



Graph 7. The graph showing customer perception towards ease of using service

4.1.8. Customer perception towards privacy of consultation room and examination room.

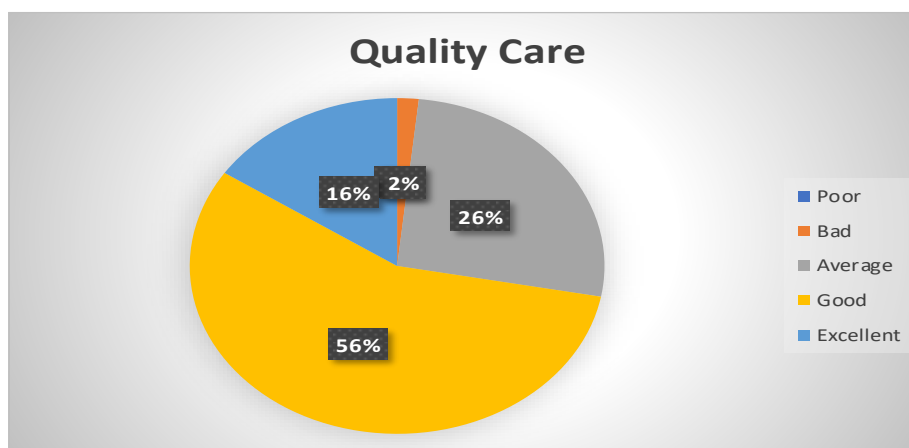
55% of the respondent felt that privacy of the consultation room was good enough to interact with the doctors.



Graph 8. The graph showing customer perception towards privacy of consultation room.

4.1.9 Customer perception towards quality care

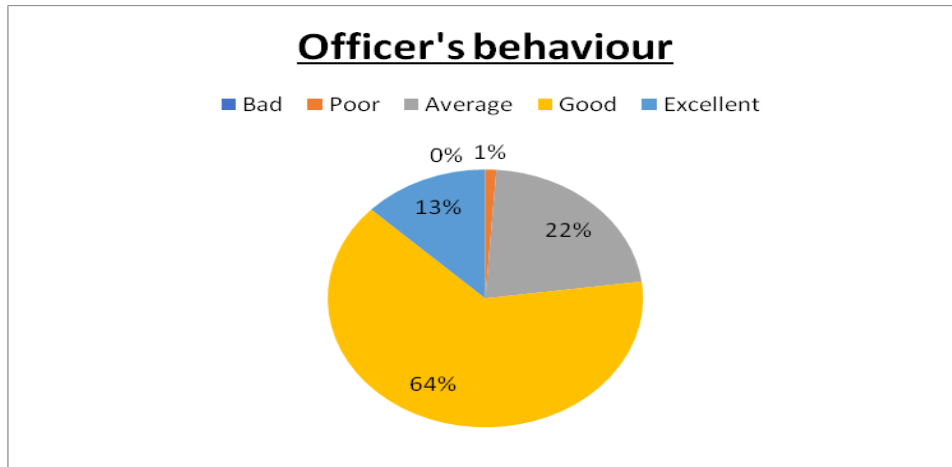
56% of the customers received good quality service.



Graph9. The graph showing customer perception towards quality of care

4.1.9. Customer perception regarding Officers behaviour.

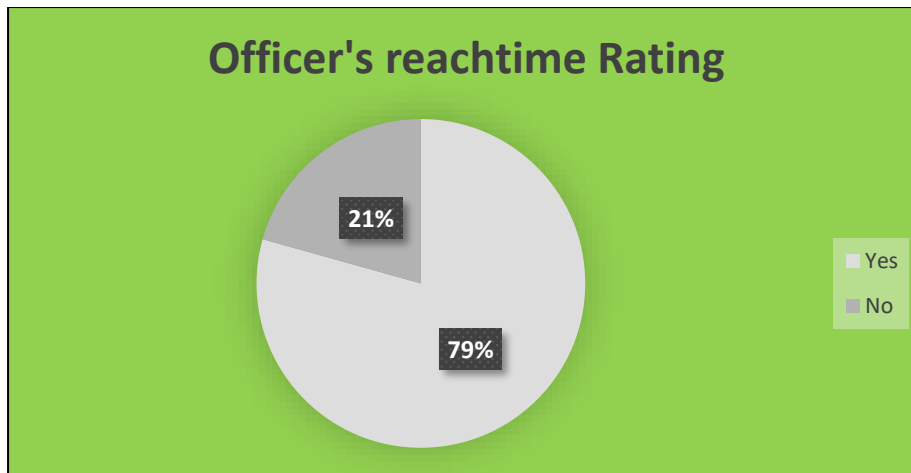
65% of the customers observed that officers behaviour was good and friendly.



Graph9. The graph showing customer perception regarding officers behaviour

4.1.11. Customer perception towards officer's reach time

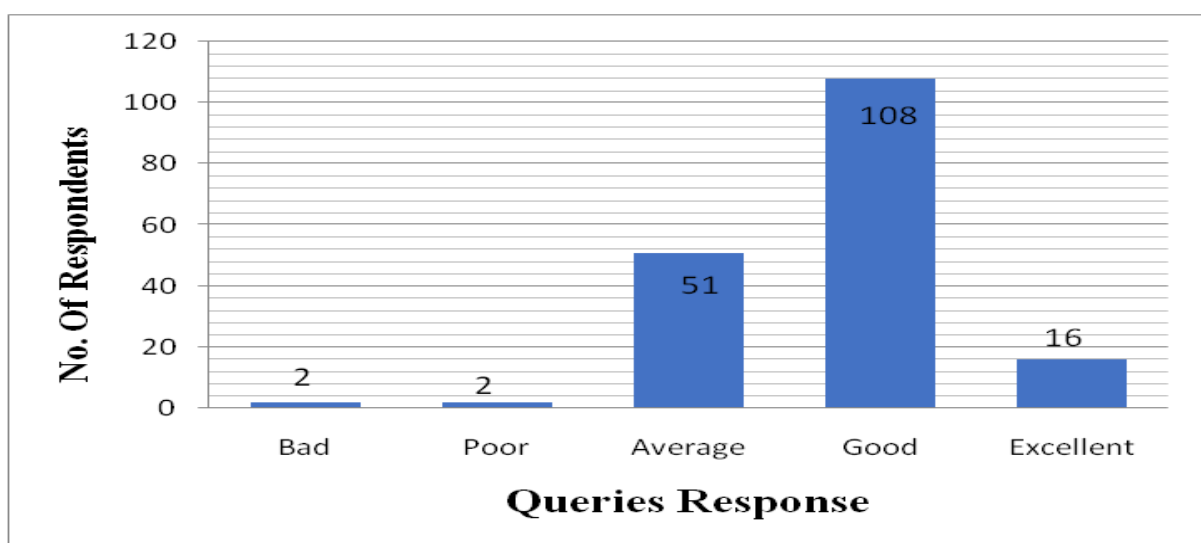
It is observed that 79% of the officer's reach on time for service delivery.



Graph 11. The graph showing customer perception towards officer reach time

4.1.12.Customer perception towards queries based on response

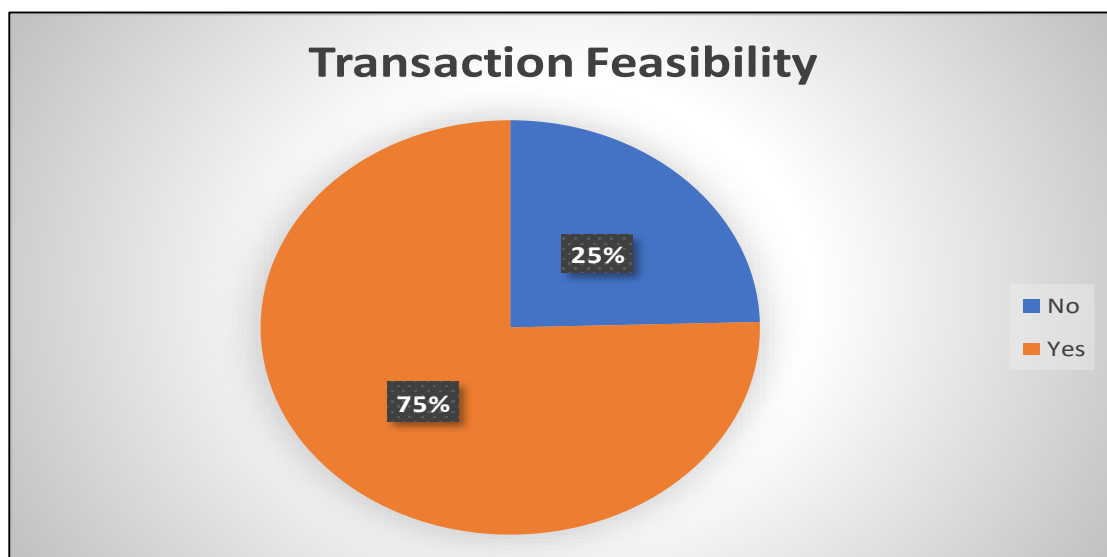
The graph shows that 61% of the officers able to answers all the queries of the customers.



Graph 12. The graph showing customer perception towards queries based on response.

4.1.13. Customers Perception towards transaction feasibility

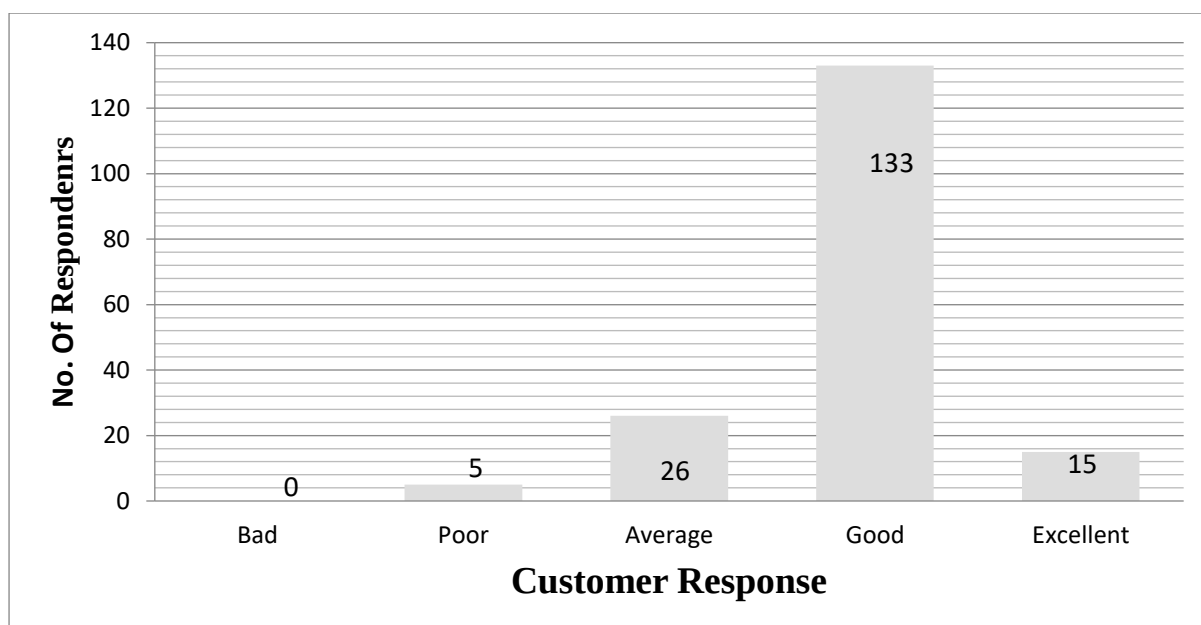
In 75% cases the officers always carried enough change to return to the customers..



Graph 13. The graph showing customer perception towards transaction feasibility.

4.1.14. Customers perception towards overall customer experience

The graph shows that the overall customers response was good (74%).



Graph 14. The graph showing the overall customer response.
Table2. Response of customers towards E-Healthcare Service Delivery.

S.no	Level Of Satisfaction	No of Respondents	Percentage
1	Excellent	15	8%
2	Good	133	74%
3	Average	26	15%
4	Poor	5	3%
5	Bad	0	0%
	Total	179	100%

Source – Field Analysis

Analysis- 74% of the customers feels that E-Health Services (CallHealth) are comfortable and convenient while 3% feels that it is little cumbersome.

5. Conclusion

1. Sample distribution is done based on the quality of care shows that 56% of the customer received good quality of service while 68% of the respondent feel that it is a user friendly.
2. Based on the privacy of the consultation room and examination room results that 55% of the respondent felt that privacy of the consultation room was good enough to interact with the doctors.
3. Customer perception towards overall customer experience results that the E-Health services was good i.e.74%.
4. The study finally concludes that mobile health is used to a very large extent in communication with the patients as well sharing patients information. This improves the quality of healthcare service delivery.

6. Suggestions

- ▶ “Customer Perception based on the quality of care received, shows that” the 56% of the customer received good quality of service ,so “the remaining customer can be addressed on the quality of service” .
- ▶ 55% of the respondent felt that privacy of the consultation room was good enough to interact with the doctors so can improve web experience of people.
- ▶ Customer perception towards overall customer experience results that the E-Health services was good i.e.74% so to increase orders as well as service can classified people based on their disease profile and send them reminders in monthly basis.

7. References

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Annexure
Customer Survey Form

1.Name(optional)-

2.Age

- 0-15 16-25 26-50 51-75 >75

3.Gender

- Male Female

4.Marital status

- Single Married Divorced

5.Family size?

- Single Nuclear Joint

6.How do you rate your general health?

- Excellent Good Average Bad Poor

7.Which mode do you prefer?

- Employee family friends WebsiteJust dial Advertisement

8. Are you an existing customer?

- Yes No

9. How comfortable do you feel while communicating with the physician?

- Excellent Good Average Bad Poor

10. How is the privacy of consultation room and examination room?

- Excellent Good Average Bad Poor

11. How is the quality of care you received?

- Excellent Good Average Bad Poor

12. How is the officer's behaviour?

- Excellent Good Average Bad Poor

13. Do the officer's reach on time?

- Yes No

14. Is officer's able to respond all of your queries?

- Yes No

15.Do the officer return change money?

- Yes No

16.Overall how would you rate your experience with CallHealth?

- Excellent Good Average Bad Poor