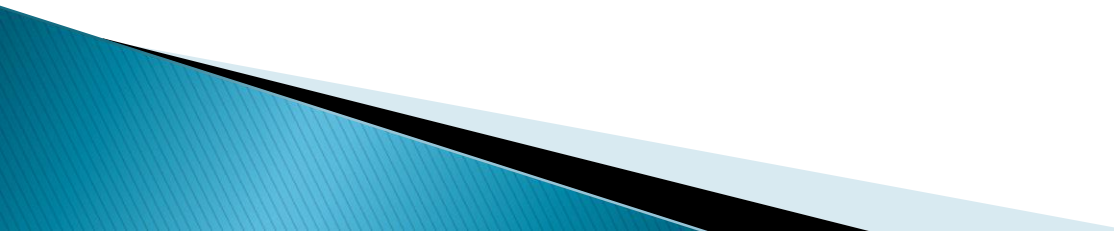


Customer Perception towards E-Health services with respect to CallHealth

By-
Meghna
Shrivastava(0072)

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Introduction

E-Healthcare in India

E-Health is defined as the use of ICT in health. As India has a strong presence in IT, the integrated health Information System serves the need of all take holder by contributing approx. 8% to the GDP.

e-Health initiative has a vision to delivery better health outcomes in terms of –

Access, Quality, Affordability

Lowering of disease burden

The use of e-health technology allows a mutually beneficial collaboration and involvement of patients and medical professionals in the prevention and treatment of chronic disease. Overall ICT can be used to ensure the top quality healthcare of citizens.

About the Organisation(CallHealth)

- ▶ CallHealth is a technology-powered healthcare company that brings healthcare services to the doorstep of the customer. Doctor Consultations, Medicines Delivery, Diagnostic Tests, Nursing Care and Physiotherapy can now all be done at home with CallHealth dedicated team of specialists and trained medical health officers.
- ▶ CallHealth belief in giving the best medical care starting from a doctor's advice to post-hospitalization care. Also have chosen the best team of qualified doctors, trained nurses and experienced physiotherapists to deliver "Everything about Health" to your home.

- ▶ **Major services are-**

Medicine at home
Doctor Consultation
Wellness

Diagnostics
Medical Tourism
Nursing

Objective of study

- ▶ To analyse the customer perception towards E-health services(CallHealth).

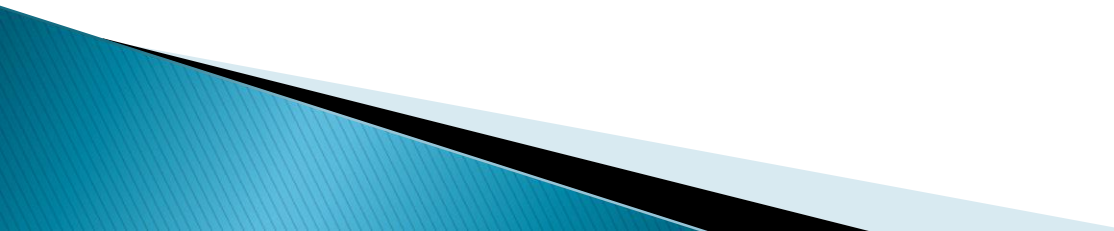
Scope of Study

- ▶ The study is concerned with E healthcare company named CallHealth Service Pvt ltd and the topic is Perception of Customer towards 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 .

Research Methodology

- ▶ **Sample Size** – 200(From which 15 orders got rescheduled and 6 orders got cancelled.
- ▶ **Total response recorded** – 179
- ▶ **Sampling** – Non- Probability- Convenient sampling.
- ▶ **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).
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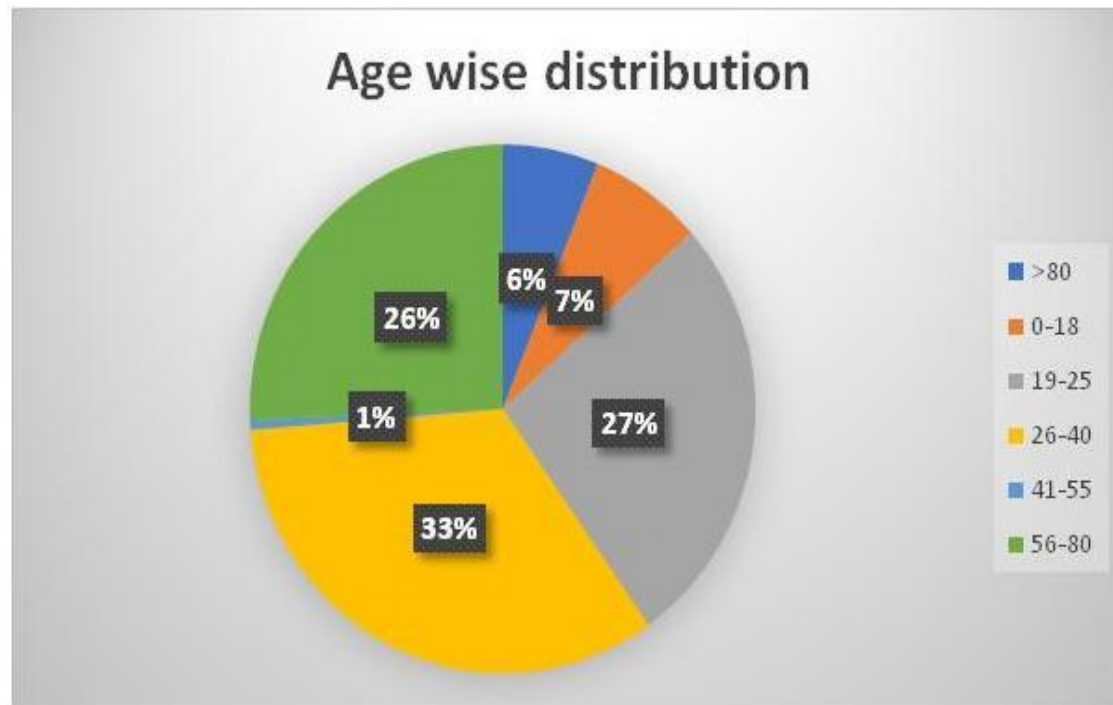
Data Analysis

► General Information

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

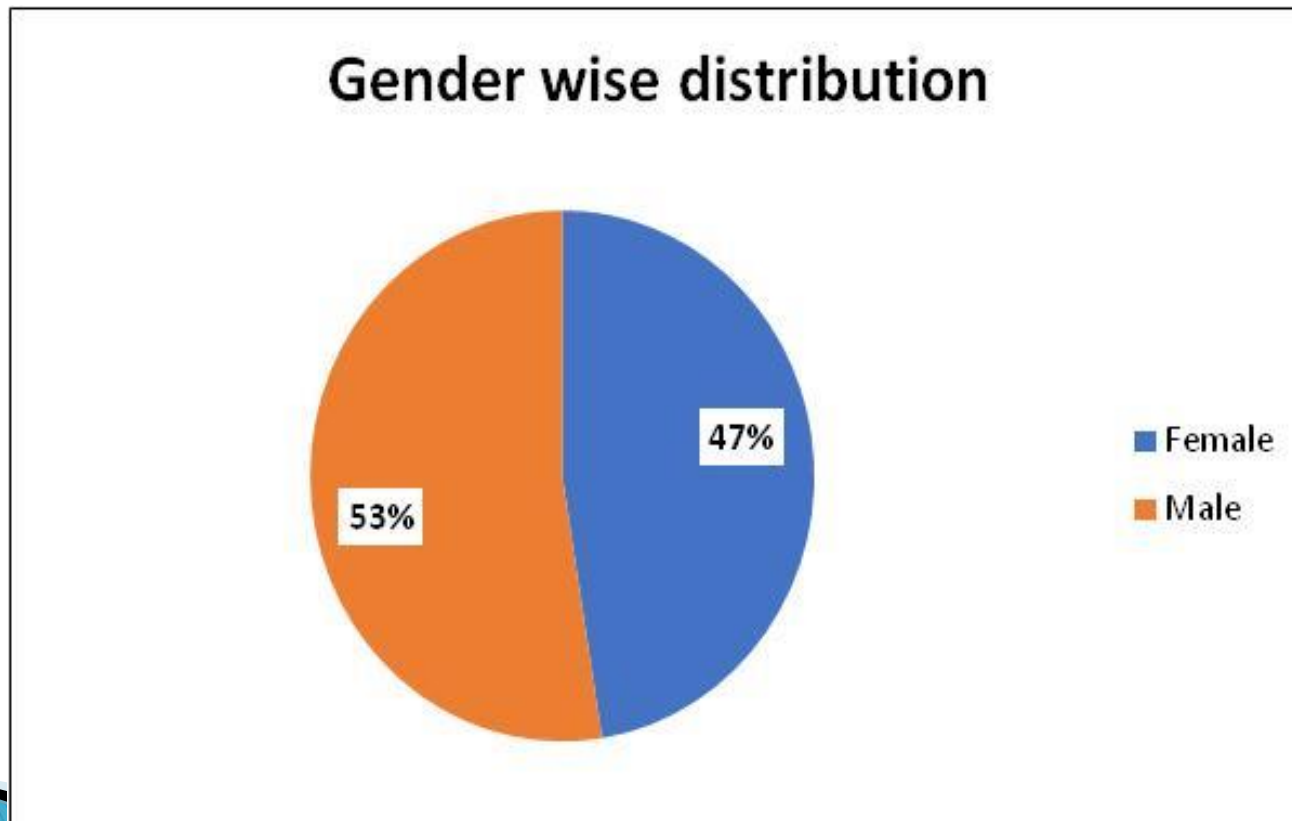
Graph 1.Age wise customer Perception.

The Study shows that 33% of the respondent lies between 26-40 age group who are responding regarding the services.(Total 180 response recorded).



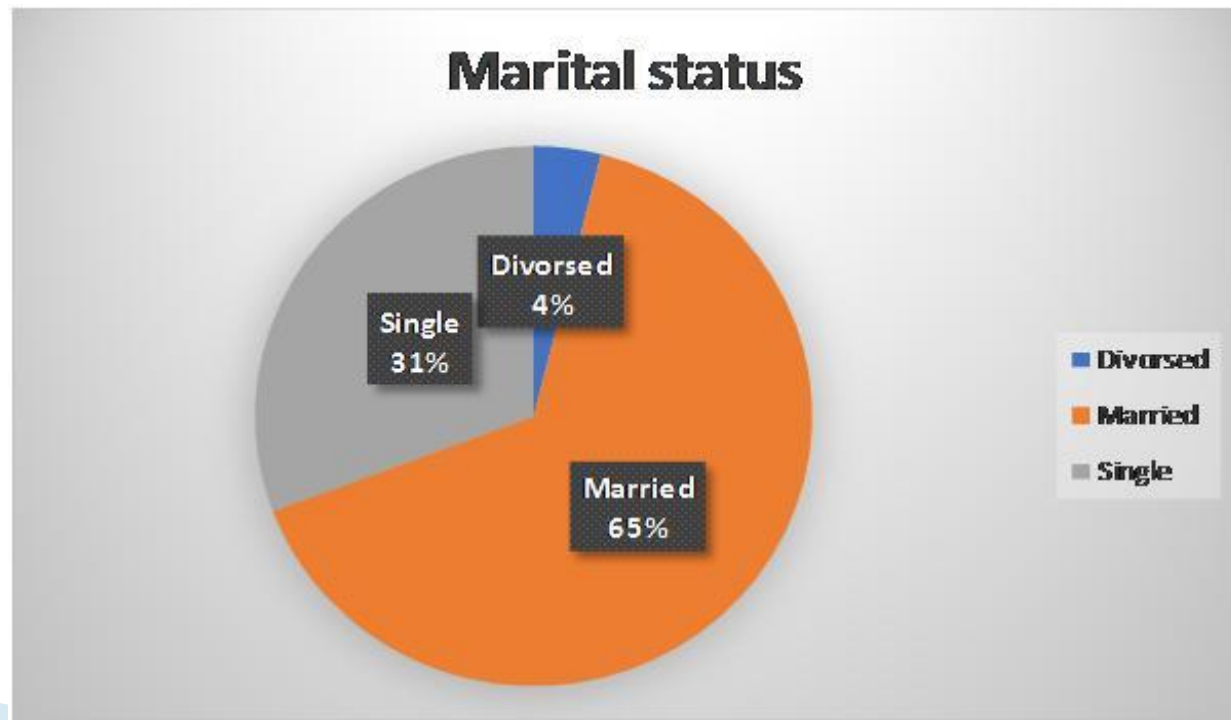
Graph 2 – Gender wise Customer Perception

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



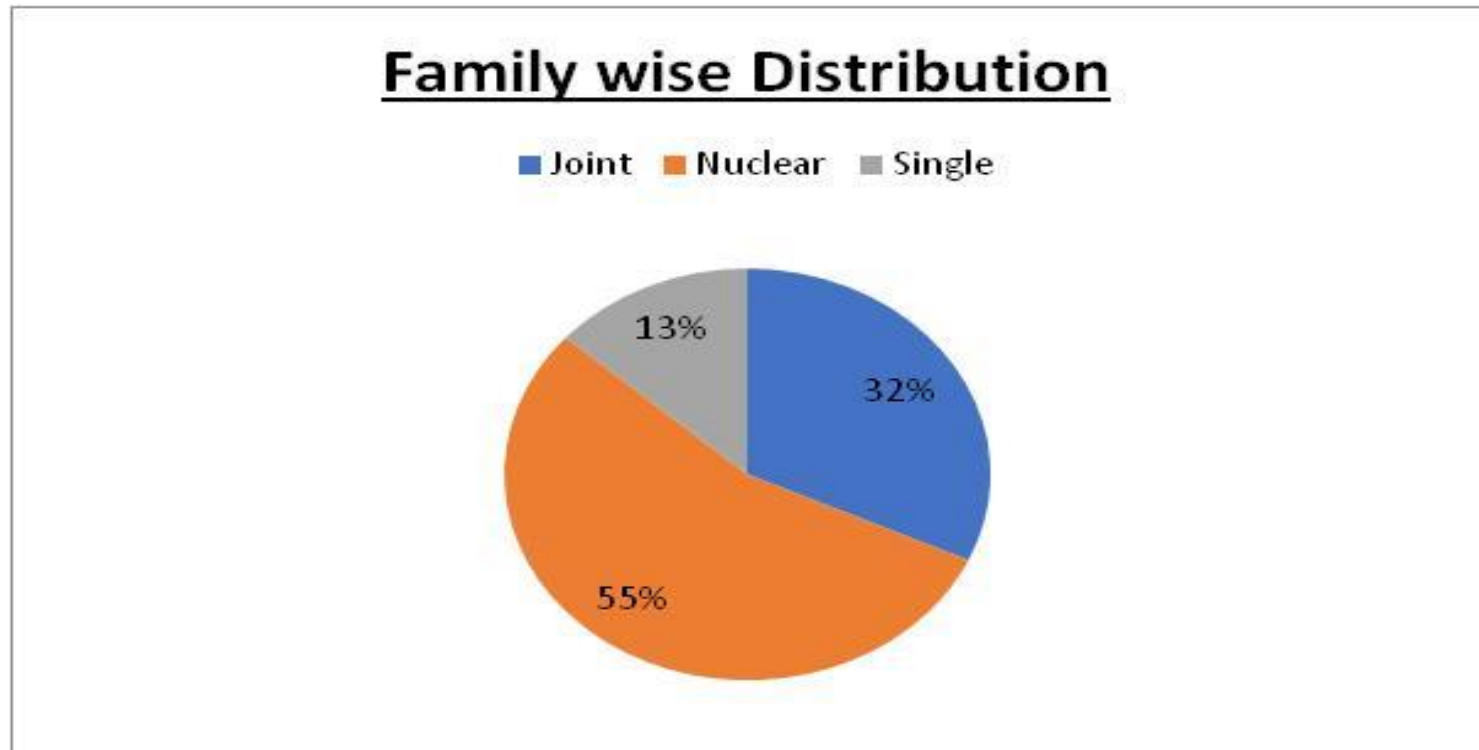
Graph 3. Customer perception regarding Marital Status.

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



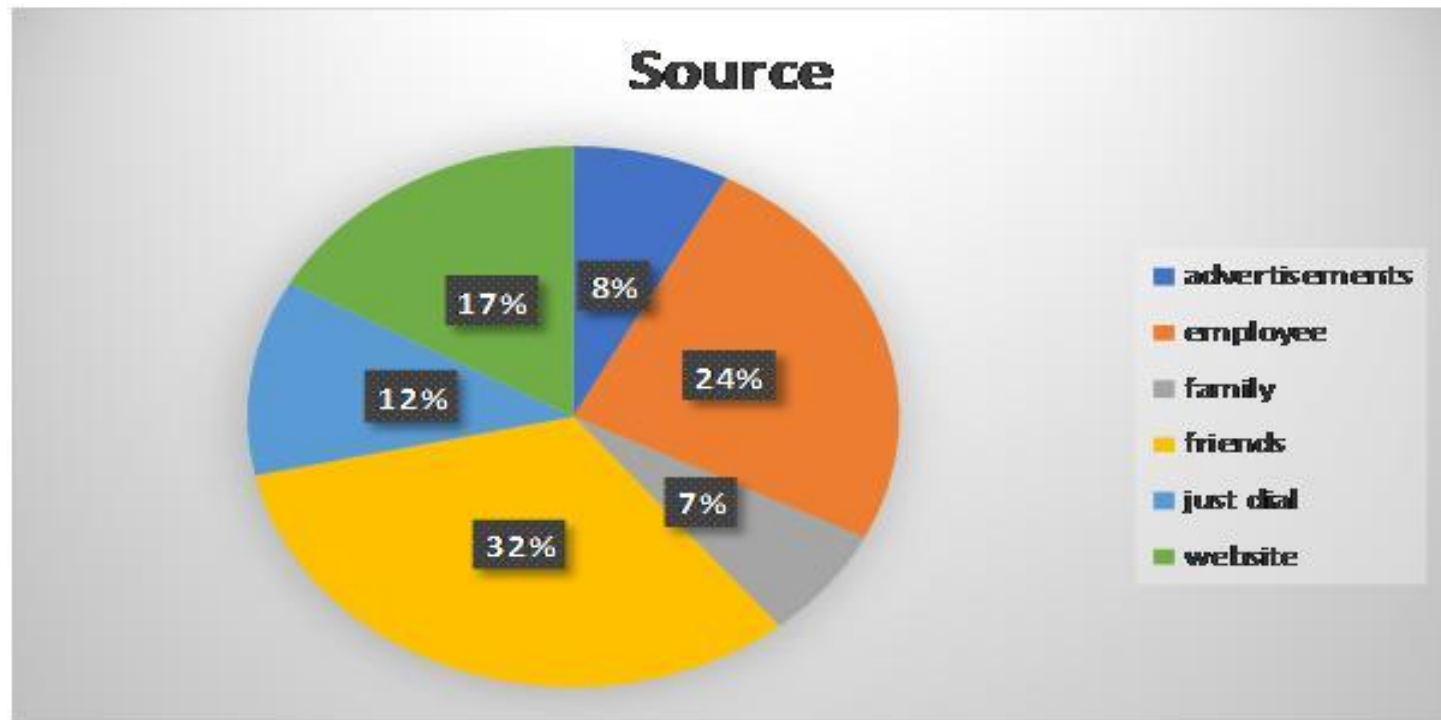
Graph 4. Customer Perception towards family size.

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



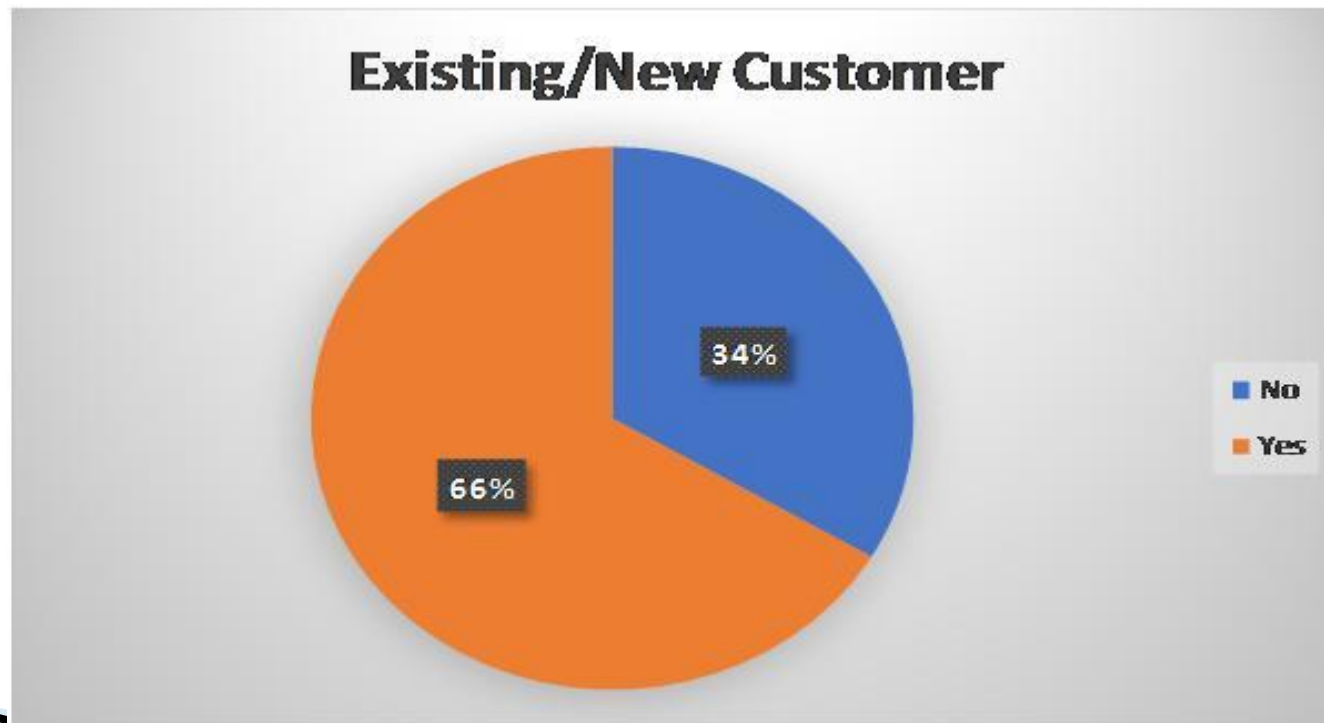
Graph5. Source preferred by the customer for knowing about the organisation

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



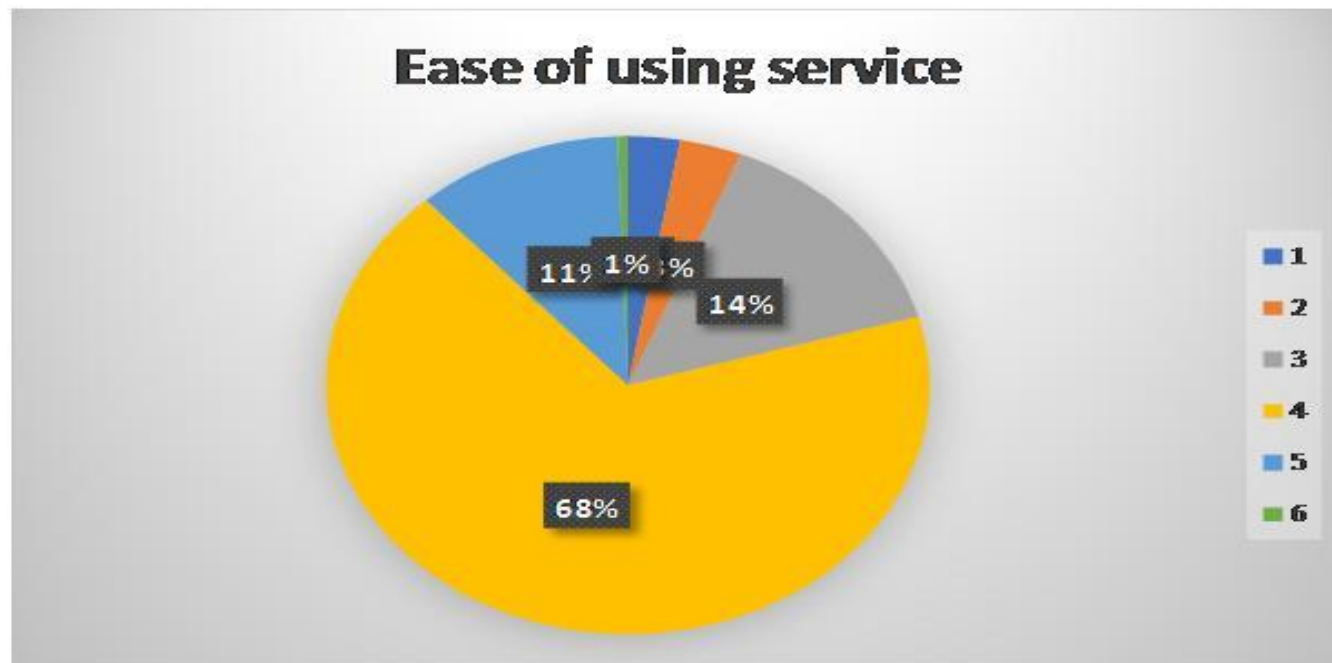
Graph 6. Number of Customers using CallHealth service

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



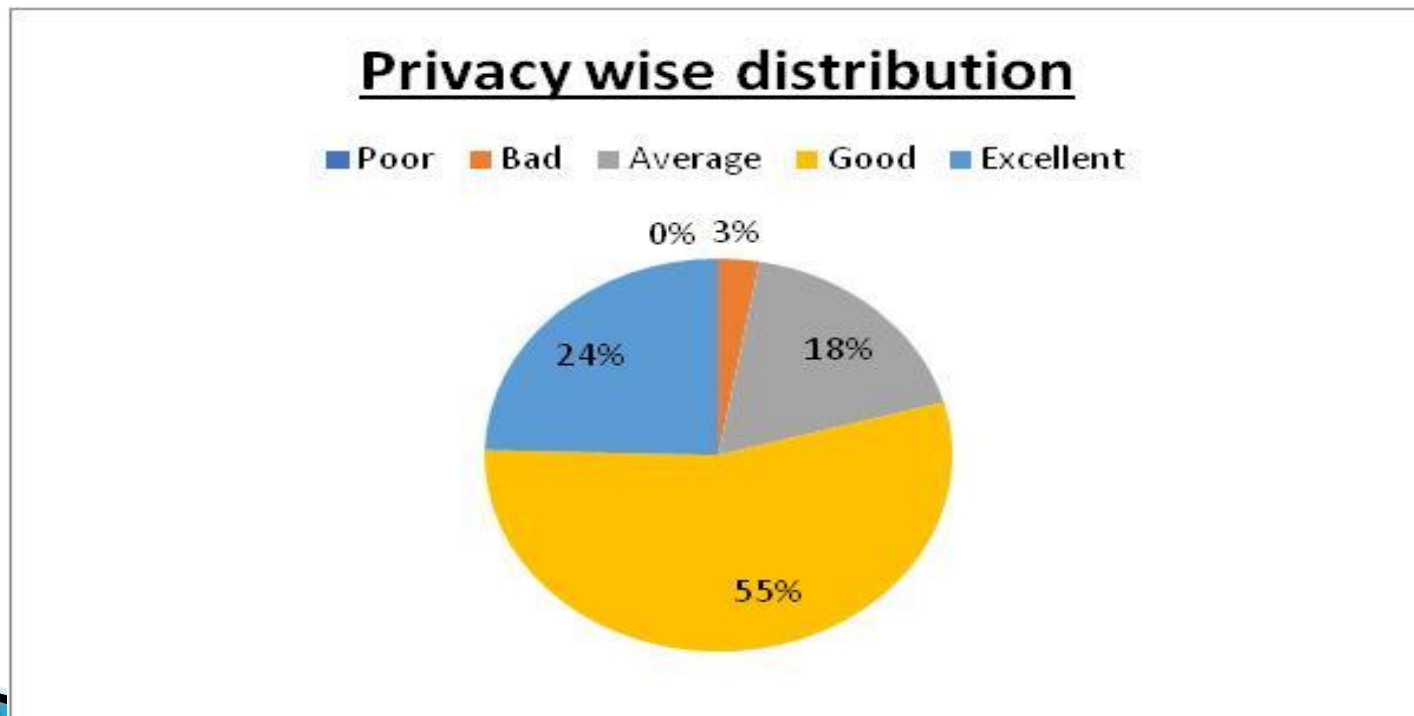
Graph7. Customer Perception towards Ease of using E-Health service.

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



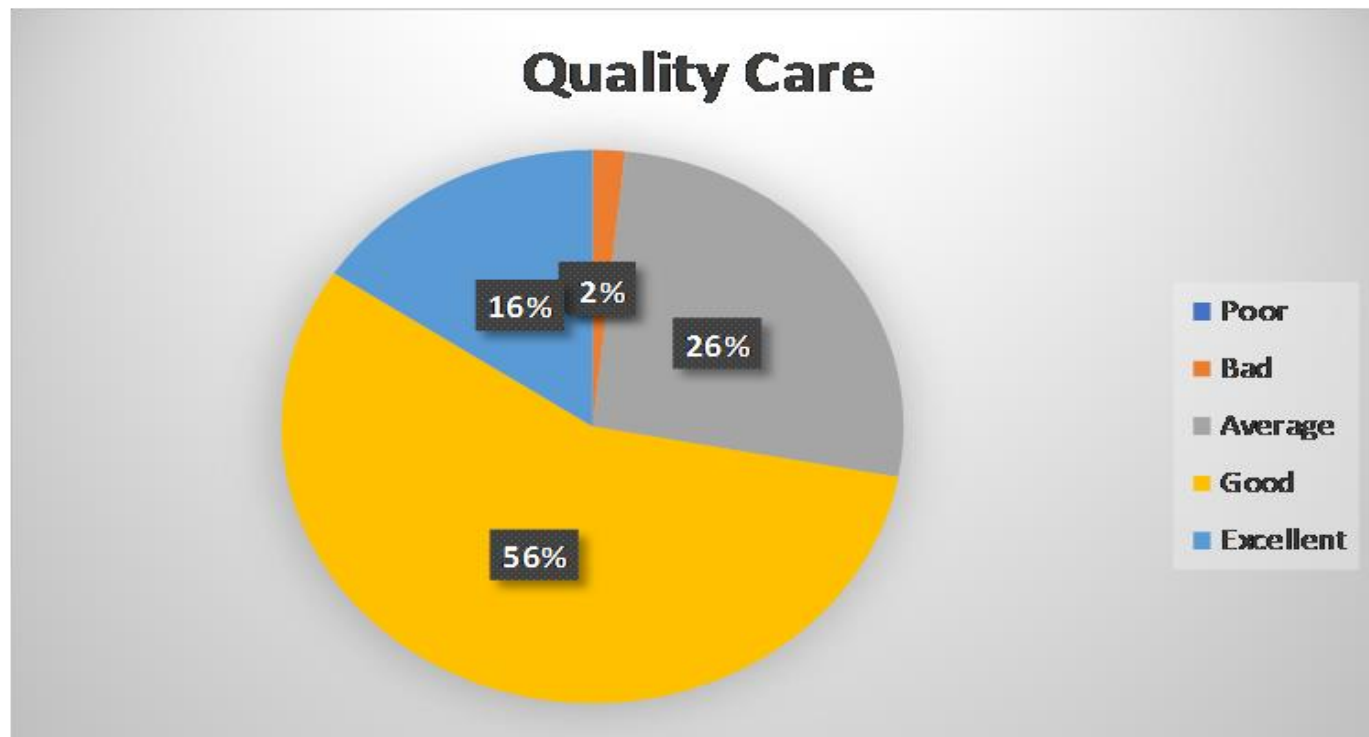
Graph8. Customer Perception towards privacy of consultation and examination room

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



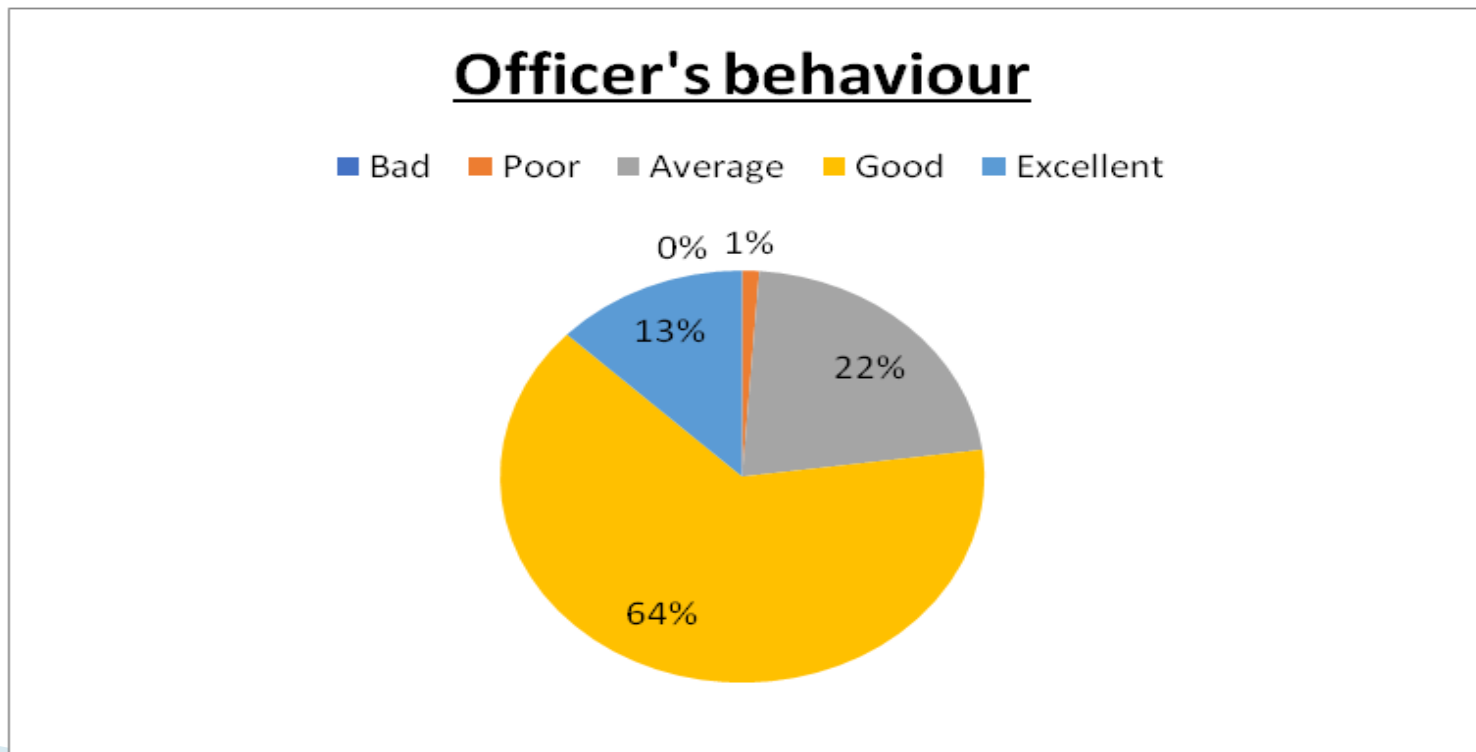
Graph9.Customer Perception towards Quality care.

56% of the customers received good quality service



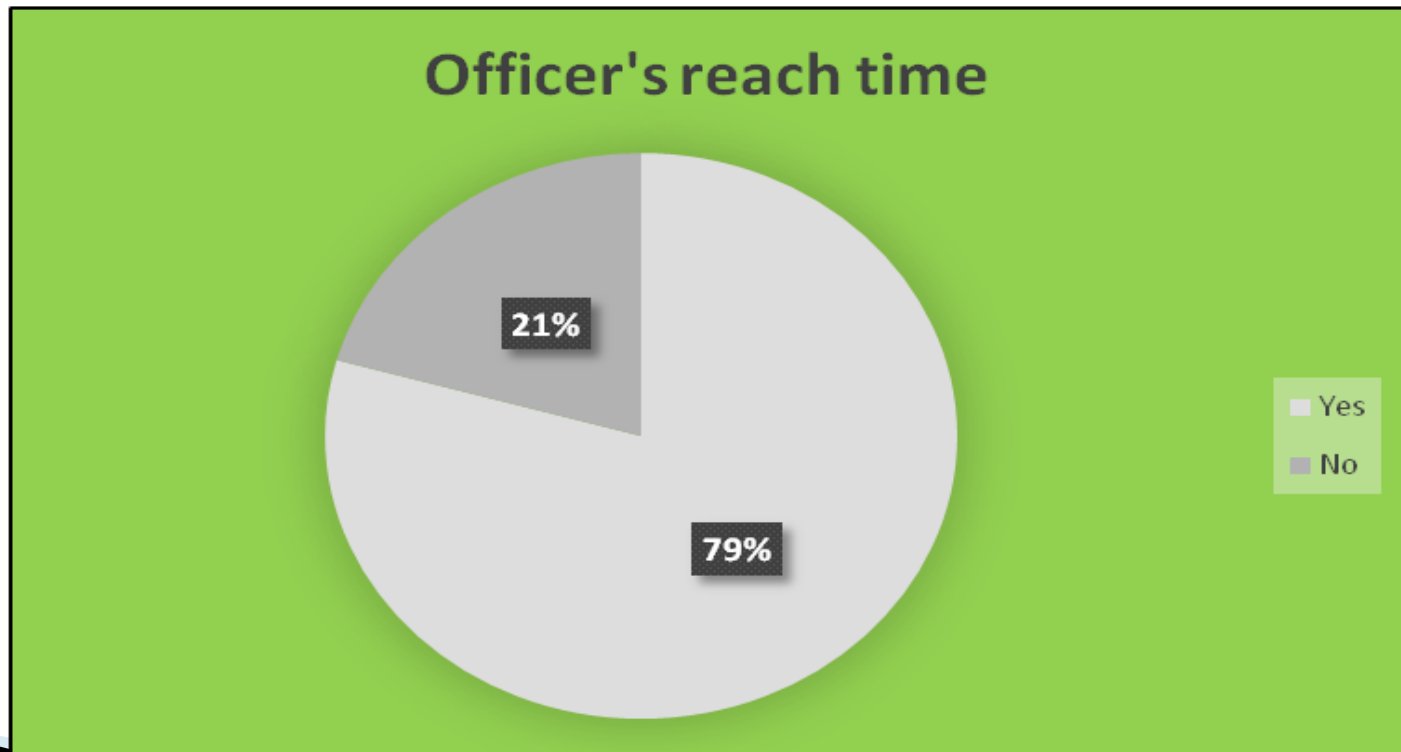
Graph 10. Customer Perception regarding customer behaviour.

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



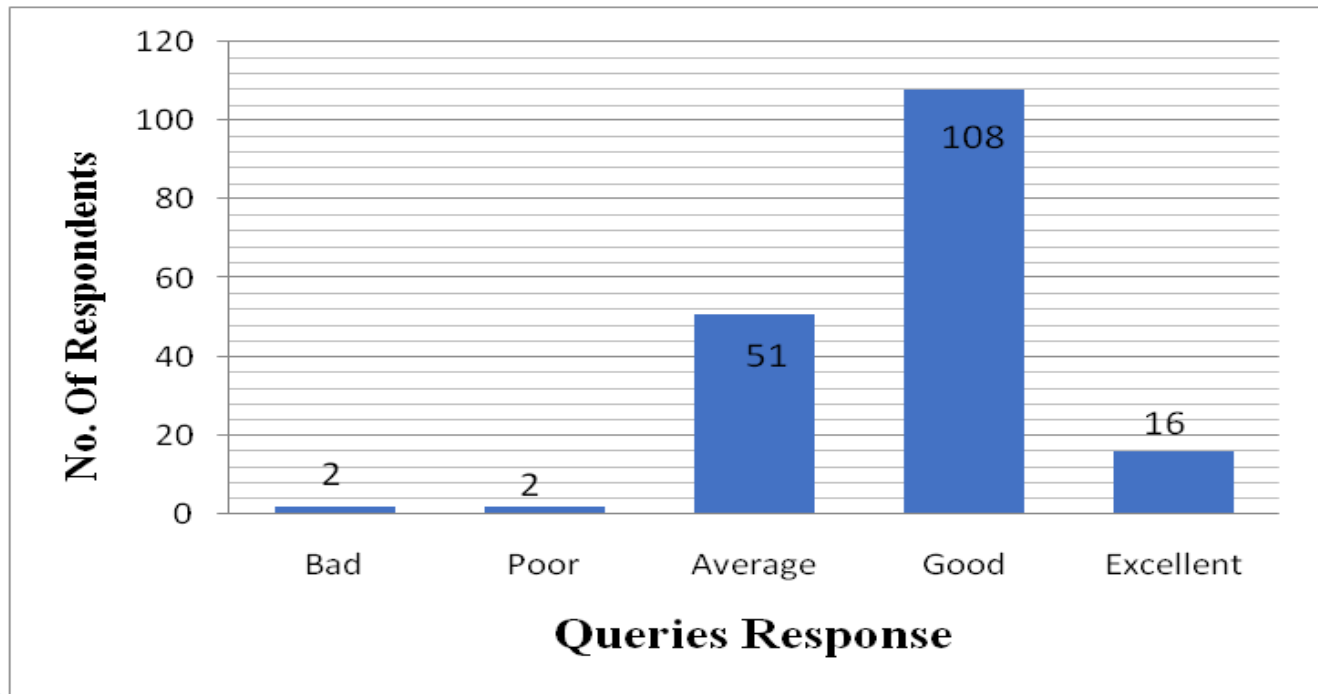
Graph 11. Customer Perception towards Officers reach time.

The graph shows that 79% of the officer's reach on time for service delivery.



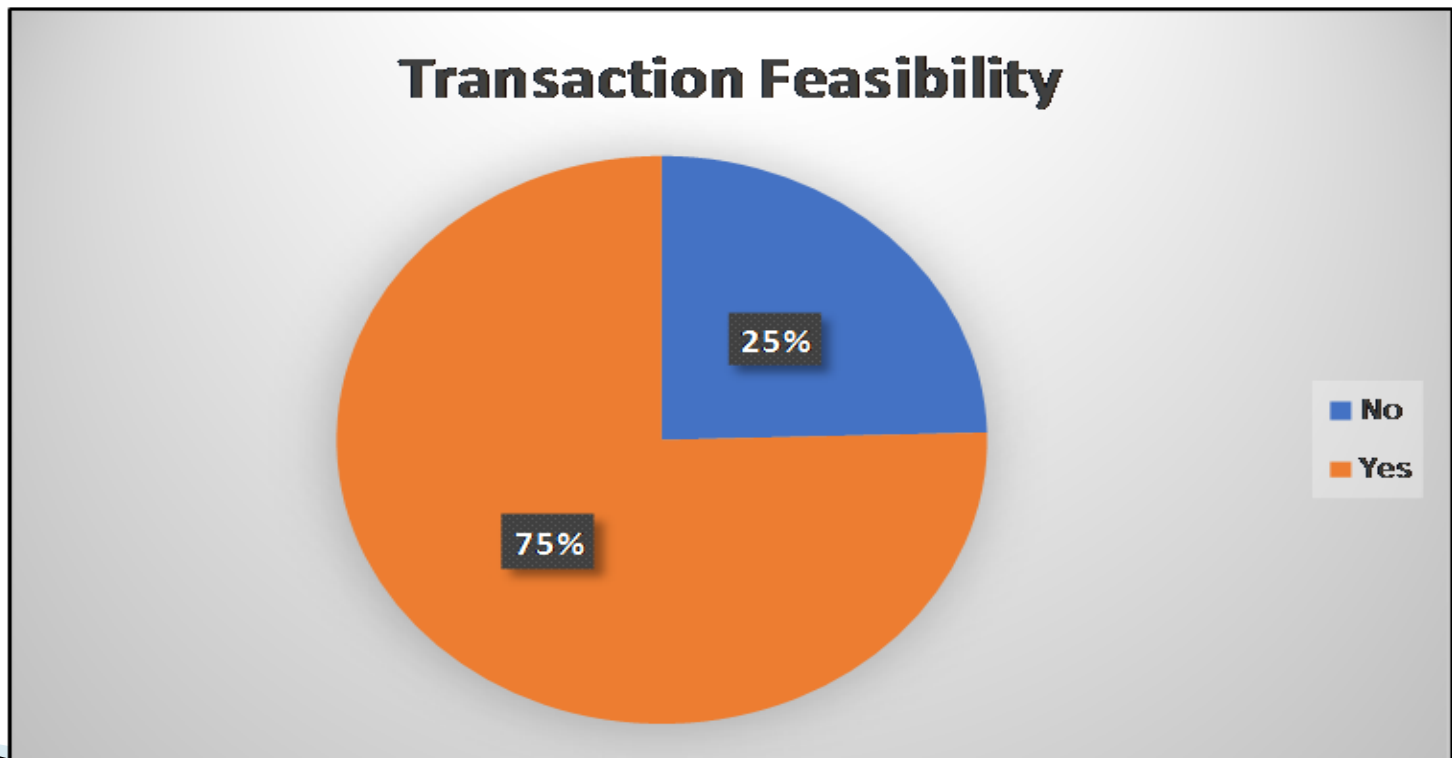
Graph 12. Customers Perception towards queries based on response.

The graph shows that 108 of the officers able to answers all the queries of the customers.



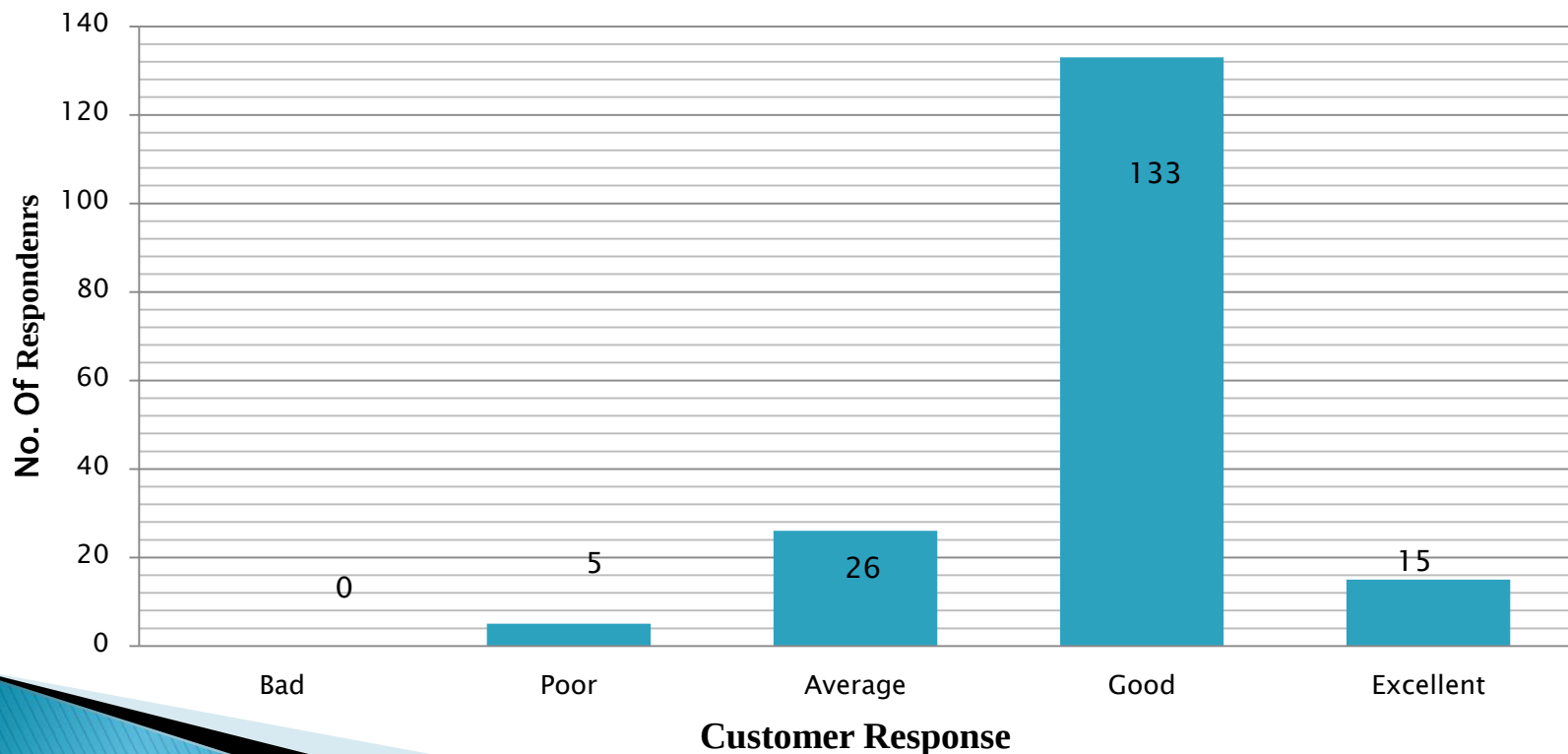
Graph 13. Customers Perception towards transaction feasibility

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



Graph 14. Customer Perception towards overall customer experience.

The graph shows that the overall customers response was good. 133 customers gave good response towards services i.e.74%



► **Table2. Response of customers towards E-Healthcare Service delivery.**

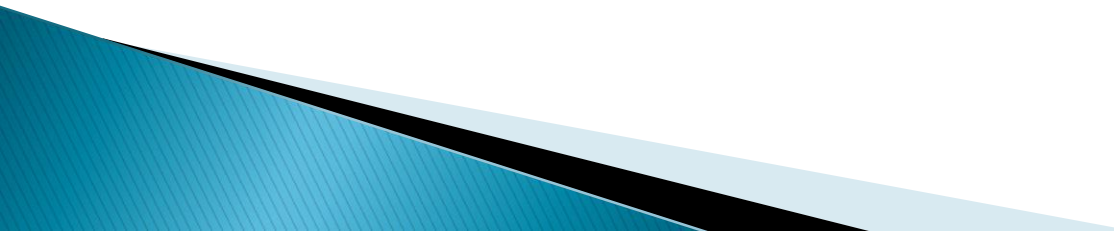
S.NO	Level Of Satisfaction	No of Respondents	Percentage
1	Excellent	15	8%
2	Good	133	74%
3	Average	26	15%
4	Poor	5	3%
5	Bad	0	0%
Total	Total	179	100%

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.

Conclusion

- ▶ The use of e-health technology allows a mutually beneficial collaboration and involvement of patients and medical professionals in the prevention and treatment of chronic disease. Overall ICT can be used to ensure the top quality healthcare of citizens.
- ▶ 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
- ▶ 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.

- ▶ Customer perception towards overall customer experience results that the E-Health services was good i.e.74%.
 - ▶ 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.
- 

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.

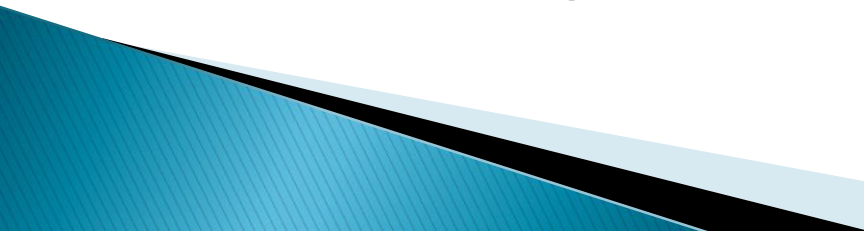
- ▶ Customer perception towards overall customer experience results that the E-Health services was good i.e.74% so to increase orders as well as service can classified people based on their disease profile and send them reminders in monthly basis.

Reference

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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 Website Just 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

