



A STUDY ON CUSTOMER EXPERIENCE OF PRIVATE HOME HEALTHCARE SERVICE (PATIENT ASSISTANCE PROGRAM) WITH REFERENCE TO PORTEA PVT.LTD

Submitted by,
Ravjyot Kaur Arora
MBA PM 08

Under the guidance of
Dr. Ashok Peepliwal

Content Layout with List

- **Introduction**
 - **Project Objective**
 - **Rationale**
 - **Methodology**
 - **Key Findings**
 - **Recommendations**
 - **Conclusion**

Patient Assistance Programs

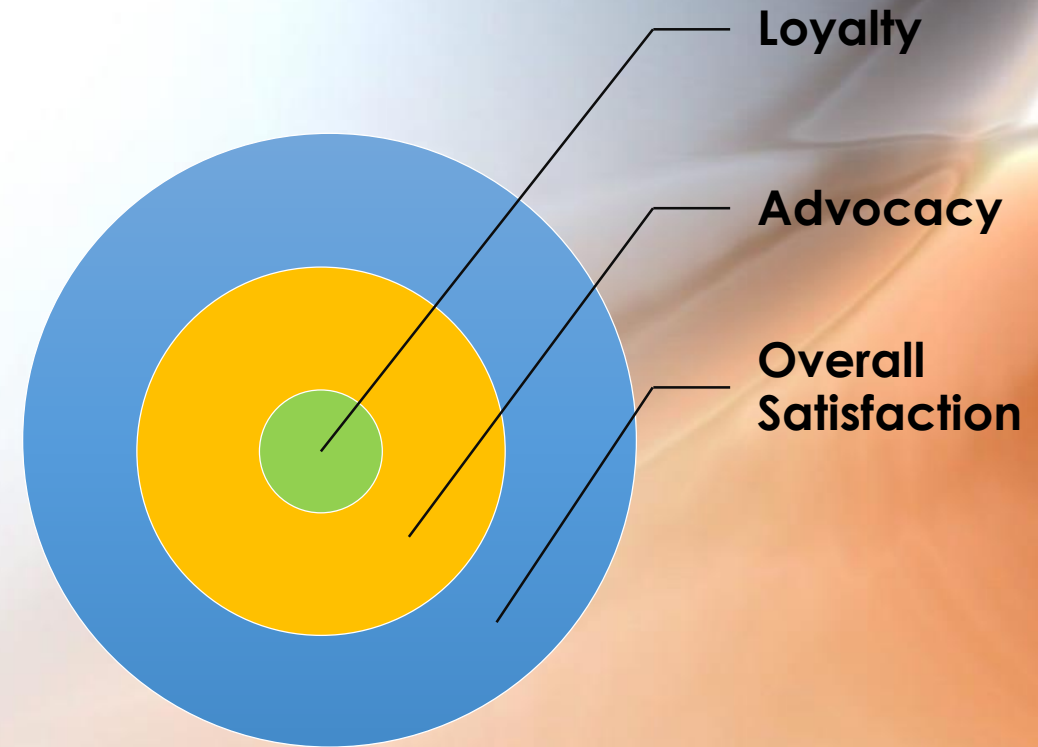
- The efforts that has emerged to help patients who do not have a health insurance or prescription drug coverage to get medication as per their need.
- Pharmaceutical companies run such programs where they provide free or low-cost prescription drugs to qualifying individuals.
- Disease management associations and NGOs also use this to create access to medication and get patients the assistance to care and financial services as per requirement and need.
- To get enrolled in a PAP program, they need to be eligible by having a valid prescription of the medicine, a consent from the health care practitioner or physician also a proof of citizenship.

Introduction

- In many ways, **customer expectations** in the healthcare industry's scenario can be linked to other industries
- Healthcare sector is known by recognizing that customer retention comes with **repeatability, pleasant experience** matching the patient's **wants and needs**.
- As patients behave more likely as customers, healthcare companies need to deliver a higher level of **personalized service**, satisfaction, and overall experience- or risk losing business of the competition.

Customer Experience

- ✓ The goal of CEM is to optimize interactions from the **customer's perspective** and foster **customer loyalty**.
- ✓ The goal of CEM is to optimize interactions from the customer's perspective and **foster customer loyalty**.
- ✓ Understanding of good experiences and gathering individual definitions.



Project Objective

1

To Study the level of satisfaction of patient service with reference to Patient Assistance Programs at Portea.

2

To Study the factors affecting patient satisfaction with reference to Patient Assistance Programs

3

To Suggest different drivers of measurement of customer experience strategy and design

Rationale

- This study helps us to understand customer/patient engagement and their insights so that we deliver a better health outcome and a meaningful experience.
- Customer experience is a leading indicator to measure customer loyalty, to identify the customers who aren't satisfied, reduce the churn, and ultimately increase the revenue.
- And to get to the bottom line of identifying loyalty and patient advocacy.

Study Methodology

- **STUDY DESIGN:** Descriptive study focusing on understanding customer experience towards home healthcare service for the patients under three different Patient Assistance Program.
- **SETTING:** The study has been conducted in Portea, which is a star-up providing at home healthcare services based in Bengaluru, Karnataka.
- **STUDY PARTICIPANTS:** The registered patients who had enrolled under the program to avail services for at home delivery of medications
- **SAMPLE SIZE:** 100 customer insights
- **SAMPLING:** Patient data (name, contact number, location, name of the medicine, dosage) the patients who had availed services during March and April 2018.
- **SAMPLING TECHNIQUE:** Purposive convenient sampling.
- **SAMPLE SELECTION:** The associated customers/patients of the company will be included in the study sample which are available and willing to participate. The exclusion criteria will be those not available or willing to be a part of the study.

DATA COLLECTION PROCEDURE:

TOOL – Telephonic interview

- An interview schedule was developed using six parameters
 - Agents response over the call
 - Time taken to place order
 - Time taken for medicine delivery
 - Response to meet urgent requirements over call
 - Time taken for resolution of complaints
 - Overall experience rating (on a scale of between 1-10, where 1-being the lowest and 10-being the highest)
 - Also, if any additional comments.

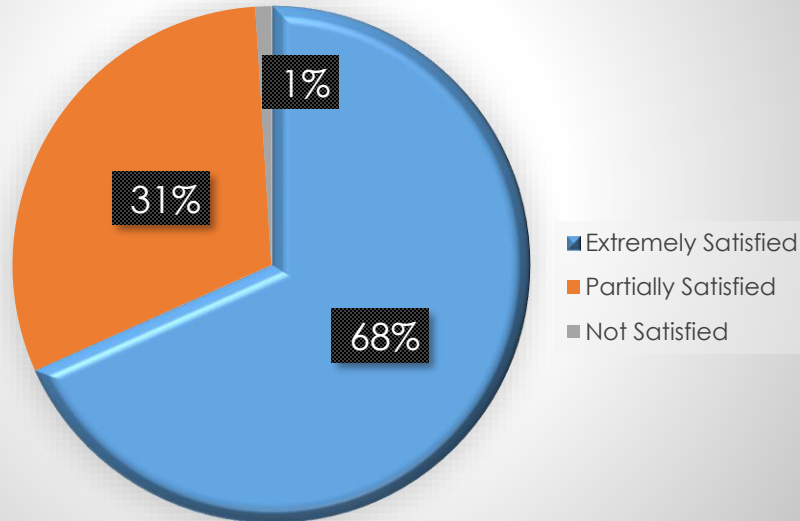
DATA COLLECTION INSTRUMENT:

- To measure the degree of patient satisfaction five-point rating was used-
- **Outstanding** – Very satisfied with service, never had any issues
- **Good** – Are satisfied with the service
- **Average**- Have a valuable feedback, sometimes had issues which go resolved
- **Poor** – not up to the mark service
- **Unsatisfactory**- were not satisfied

PERCENTAGE DISTRIBUTION OF RESPONDANTS BY THEIR DEGREE OF SATISFACTION

1. Overall Consumer Satisfaction

Consumer Satisfaction Level-
Overall Experience

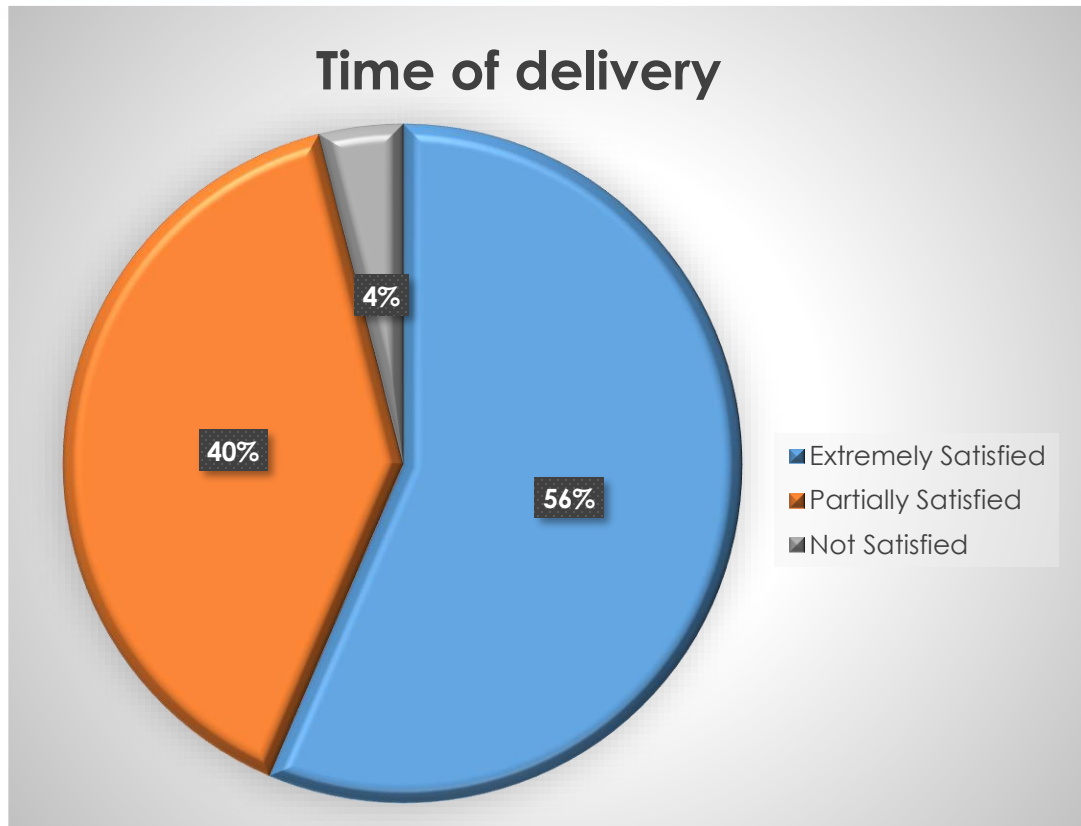


- The Overall Experience - rating was gathered basis the questions with respect to each attribute, to understand the collective satisfaction that the patient has been having for the service delivery.

• Inference

Overall experience of the services offered is 68% extremely satisfied but with respect to time of delivery the % lowers down to 56%, therefore if time of delivery improves it will be a driving factor.

2. Time taken for order generation

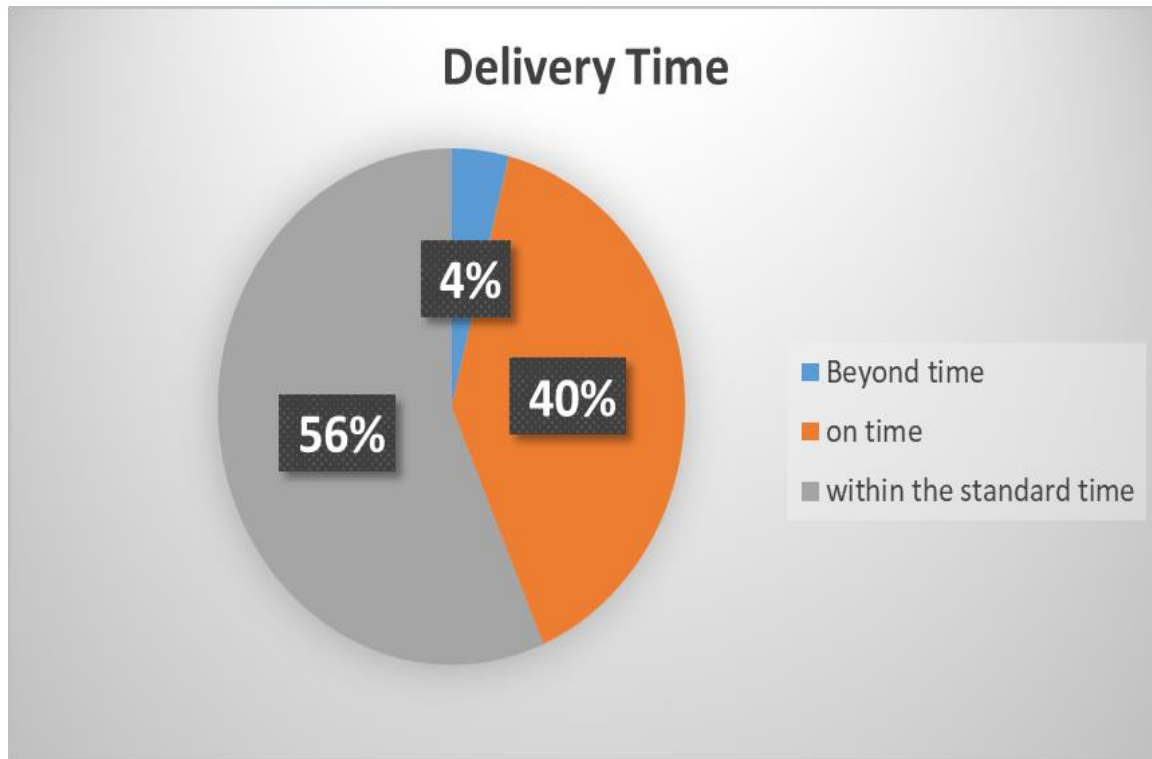


- When a patient requires the medicine, he calls to place his order. The alertness of the call agent is also included in the same as to how quickly does he take up the intention of call and does not leave the patient on hold.

• Inference

57% of the patients received the medicine within the TAT stated. 40% of the patients have no issues with the time taken for delivery and stated that they received it on time. With 3% of the patients have had to follow up on the delayed delivery - where they got the delivery done beyond the TAT.

3. Delivery time of medicine

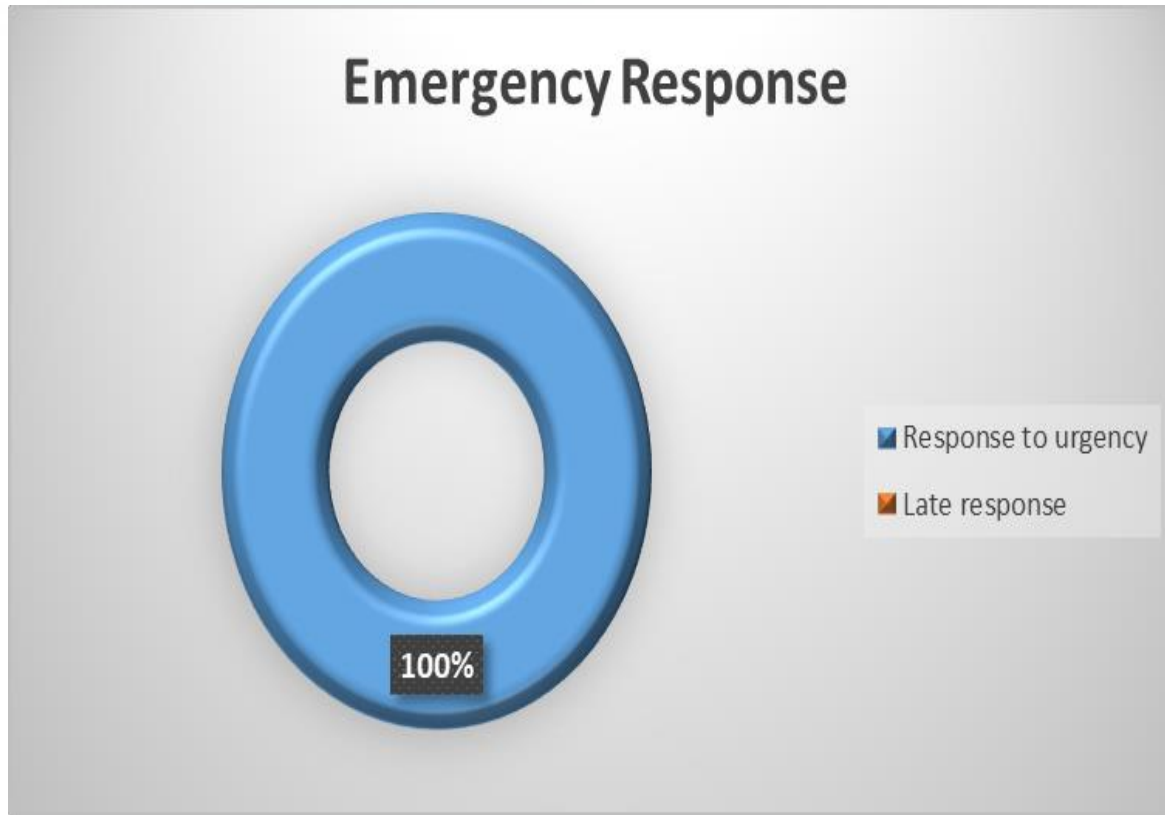


- TAT is 4-6 hours. If it is a town or remote locality the TAT is within 48 hours. As per the geographical location the delivery is promised to satisfy the patient to get their medicine for use on time.

• **Inference**

The analysis states that 56% of the patients had got their medicine as per or before TAT, 40% were happy with the delivery but not accurate to be precise. And only 4% of the customers had an unpleasant experience with the delivery of the product, where they did not get the product delivered on time and place as assured.

4. Response to meet urgent responses by call



- As we are dealing with patients and their medical conditions, there might be an urgent need to deliver the products on time or before time if advised so by the physician in times of emergencies.

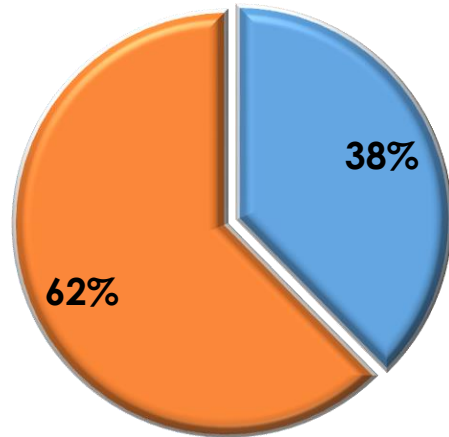
• **Inference**

100% Response for quick delivery experience. All the escalations have been successfully handled for all the request for emergency delivery response.

5. Differentiation of percentages of delivered made at home to the once done at hospitals where their treatment happens.

Place of Availability

■ At Hospital ■ At Home



• Inference

According to the complete sample size, 62% of the patients would order medicines at home and the rest of 38 % would prefer to collect it at the pharmacy store at the treatment hospital where they have it available during treatment and time of administration.

Different drivers for the measurement of customer expectation strategy -

1

- **Readiness to share experiences**

2

- **Personal experiences and peer networks**

3

- **Staff's attitude and Customer's moments of truth**

Conclusion

What we could do to provide a better customer experience, apart from the one we have been following through the process of a general customer feedback on satisfaction and recommendation of service,

- Dedicate in understanding your customers and specific to their preferences.
- Open forums for customer feedback
- Engage with customers through multiple and digital touchpoints to educate them, provide awareness and benefit access to care.
- Being proactive in terms of not only delivering needed service but also going beyond and accompanying them throughout the patient's journey.
- Commit to leadership to enhance better customer experience.