

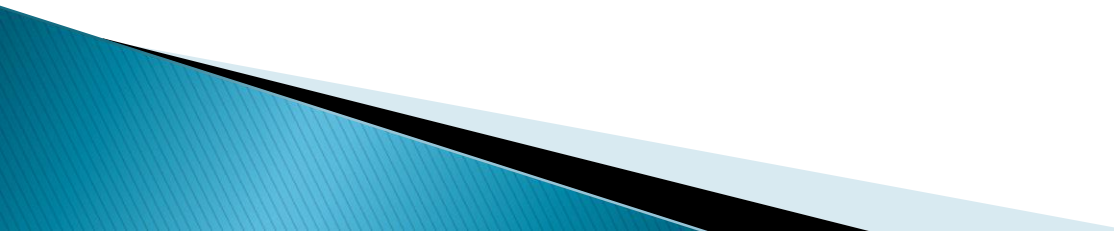
“To Study Consumer’s Perception About Home Healthcare services”

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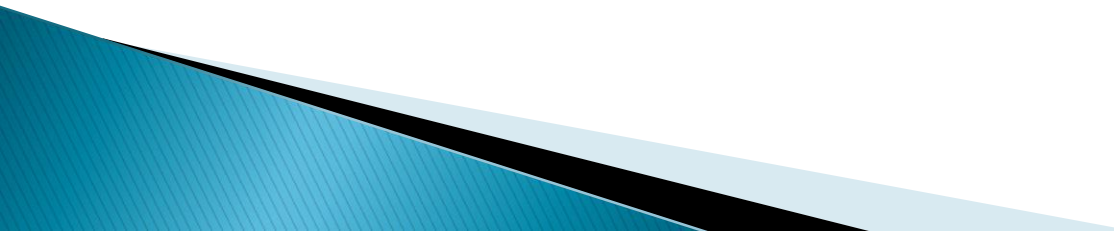


PORTEA
HEAL AT HOME

INTRODUCTION

- ▶ Palliative care is an evolving area of medicine with prospective to affect positively many chronically ill patients.
 - ▶ One of the most important goals of health care is ensuring that ill, elderly, and disabled patients receive high quality, personal, and compassionate care
 - ▶ Home health care is intended to meet these **needs by offering personalized service in the convenience of a patient's home/door steps.**
 - ▶ The number one benefit of home Health care is that it allows patients to receive personal care in the privacy and comfort of their own homes.
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OPERATIONAL DEFINITION

- ▶ **Home Health Care:** Home care, (also referred to as domiciliary care, social care, or in-home care), is supportive care provided in the home. Care may be provided by licensed healthcare professionals who provide medical treatment needs or by professional caregivers who provide daily assistance to ensure the activities of daily living (ADLs) are met.
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Research Methodology

▶ Statement of problem:

With the growing health care burden and cost of illness do the health care stakeholder i.e. Consumer realizes the importance in the delivery of health care at home both as a cost-effective manner and quality efficient?

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Objectives:-

- ▶ To study the factors influencing the choice of consumers to use Home health care services.
- ▶ To study the benefits and challenges of Home health care services with respect to consumers perception.

- ▶ **STUDY DESIGN:** Descriptive- Exploratory Study
- ▶ **AREA OF STUDY:** Home Health Care Organization- Portea Medical, Bangalore
- ▶ **DURATION OF STUDY:** 3 months
- ▶ **SAMPLE SIZE:** A random sample of 100 Patients was taken through Non- Probability, Convenient Sampling
- ▶ **SAMPLING TYPE:** Non Probability (Convenient sampling.)

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- ▶ **SAMPLE SELECTION:**

- **INCLUSION CRITERIA:** Patients/Consumers who have already availed Home health care services.

- ▶ **DATA COLLECTION PROCEDURE:** Primary data was collected through telephonic interview and then it was analyzed for the results and conclusion.
- ▶ **DATA COLLECTION TOOL:** In Depth questionnaire for telephonic interview of the Respondents.
- ▶ **DATA ANALYSIS PROCEDURE:** Analysis includes three concurrent flows of actions- Data reduction, focuses, simplifies, and transforms raw data into more manageable forms. Data display- which presents the data as organised and compressed assemblies of information

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Data Analysis

Major Reasons

- Comfortable & convenient
- Reduced wastge of time
- Faster recovery
- Minimal infections

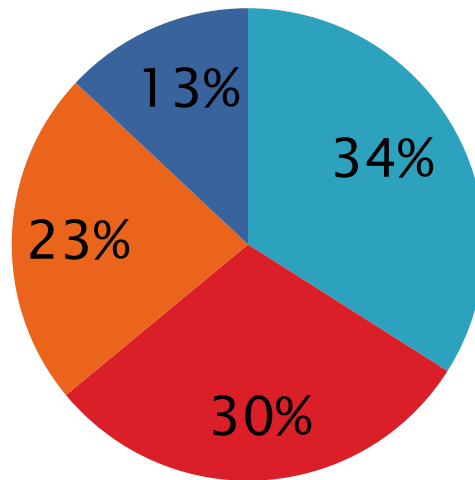


Figure 1: “ Reasons for Selecting Home Healthcare Services”

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- Taken service from Multiple places- Yes
- Taken service from Multiple places- NO

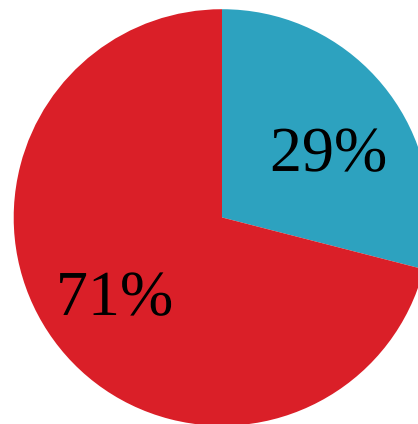


Figure 2: Level of awareness regarding Different Home Healthcare Organizations

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■ Quality of services ■ Timely Availability
■ Affordability/Cost

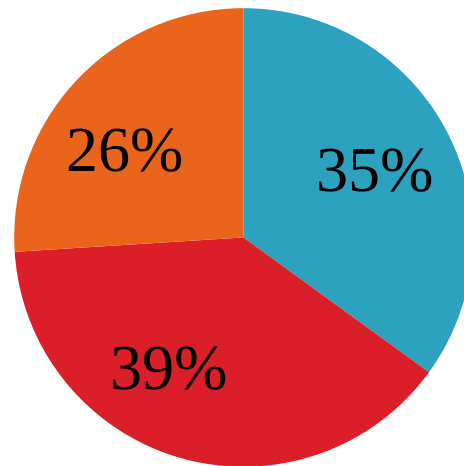


Figure 3: “Factors which consumers consider before Selecting Home Healthcare Services”

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- Easy to book appointments- Yes
- Easy to book appointments- No

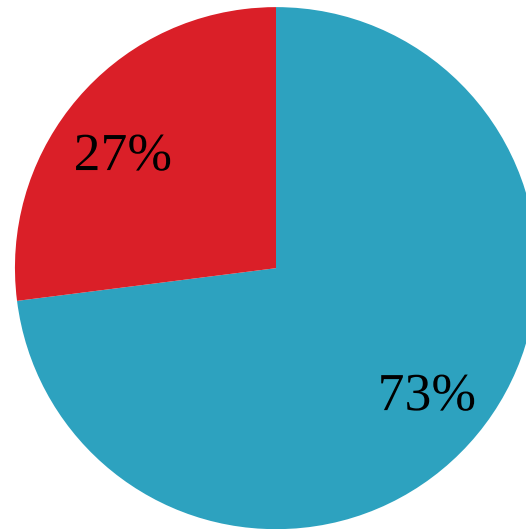


Figure 4: Accessibility to Home Healthcare services

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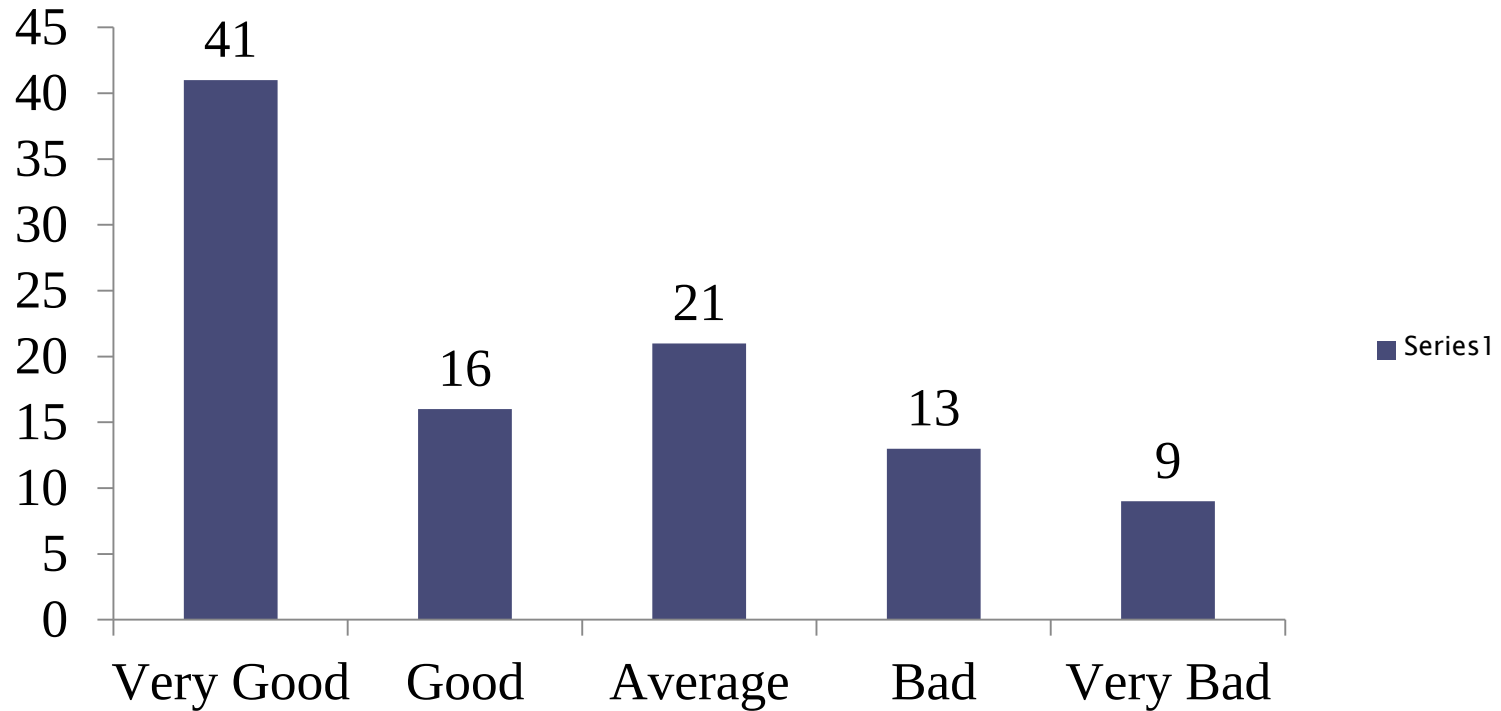
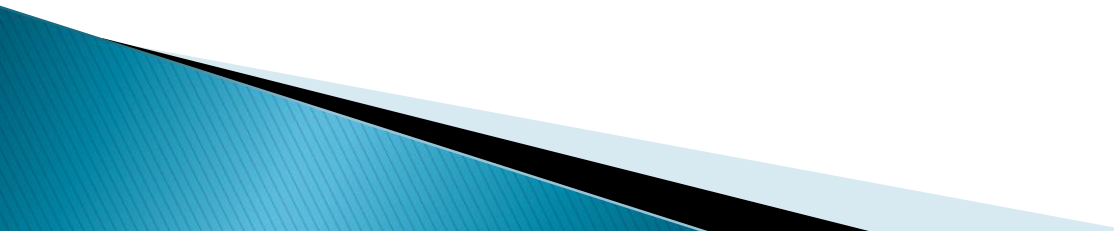


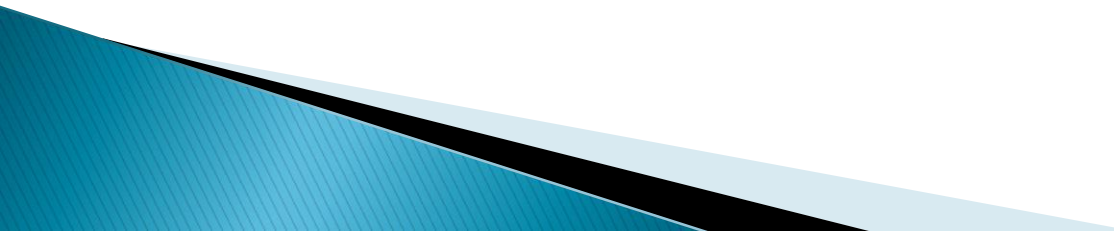
Figure 5: Consumers Satisfaction from Home Healthcare services

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Challenges of Home health care

- ▶ Although they find it convenient and comfortable, along with which they complained the staff which was assigned to deliver the services was **not skilled and professional** in delivering the services so they had to replace the staff with a better one.
 - ▶ Few of them complaint about **Prices/Cost of the services**, consumers are of the views that prices of some services are very high even for a person who can pay for it.
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- ▶ **Unavailability of staff**, for some of them this was also a Challenge as when they wanted to book an appointment or were in the need of a particular service, there was no availability of the staff.
 - ▶ **Quality of service**, although a very few but customers complains of quality of service . They complained that the service which was delivered, the quality standards were not Upto the mark.
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Conclusion:

- ▶ According to the views of the patients the number one benefit of home health care is that they feel **Comfortable & convenient** recovering at their home, other than this other benefits are **Fast recovery, Minimal infections, Reduced wastage of time.**
 - ▶ Patients **considers Quality of Home healthcare, Timely Availability, Affordability/ Cost** as important factors before selecting the Home Healthcare organizations .
 - ▶ “Patients choose such home care organizations because quality of home healthcare is in such a way that they will receive the **one-on-one attention** .
 - ▶ Challenges that people still face about the home health care services **includes affordability**, other major challenges **are Unavailability of Staff, Unprofessional Staff, Quality of services** is also not maintained sometimes.
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- ▶ As the demand is increasing day by day, there are times when due to **unavailability of the staff**, consumers don't get the services on time due to which they have **a negative feedback in their mind**.
- ▶ The entire concept of home health care is based on the technology, people sometimes also face some sort of **communication issues** where what they demanded is replaced by thing which is not needed.

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Recommendations

- ▶ Health care companies have to keep in pace with the availability of staff and that too professional and skilled staff in coming time as awareness among the consumers and the demand both is increasing, to keep up with such a increasing demand they have to maintain adequate staff available all the time.
- ▶ Consumers have high expectations from Home care setups as they are known for their quality standards, be it any home care consumers expect high quality standards for the cost which they are paying. Therefore, it is very necessary for the Home care setups to maintain that continuity of Quality every time when a service is delivered.



Thank
you!!