Customer Perception and Buyers Characteristics Towards Healthcare Services

By

Shivin Sultan

Dissertation submitted for the partial fulfillment of the

MBA Pharmaceutical Management

Academic year, 2015-2017

The IIHMR University, Jaipur

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INSTITUTE OF HEALTH
MANAGEMENT RESEARCH
(WHO Collaborating Centre for District Health System Based on Primary Health Care)

IIHMR UNIVERSITY

TO WHOMSOEVERMAY CONCERN

This is to certify that **Mr. Shivin Sultan** student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **The IIHMR University, Jaipur** from **February 06, 2017** to **May 05, 2017**.

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

Associate Professor
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THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Customer Perception and Buyers Characteristics Towards Healthcare Services** and submitted by (Name) **Mr. Shivin Sultan** Enrollment No **IIHMR-U/01/2015-17/0045** under the supervision of **Dr Sandeep Narula** for award of MBA in Pharmaceutical of the University carried out during the period from **February 06, 2017 to May 05, 2017** 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

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled Customer Perception & Buyers Characteristics Towards Healthcare Services.

Signature of student

Acknowledgement

The success of any task would be incomplete without the expression of gratitude to the people who made it possible. I express sincere gratitude towards everyone who helped me directly or indirectly in completion of my dissertation from the IIHMR University, Jaipur

At the onset of my report, I would like to acknowledge my sincere thanks to our institute, Institute of Health Management and Research, Jaipur for providing us with the platform to gain knowledge and skill in different aspects of health research.

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Contents

Introduction

Any efforts made to engage consumers on the basis of healthcare cost, quality and reform issues must start with a robust understanding on their habitual way of thinking about this topic. With an eye towards learning how to engage the consumers, study was conducted to understand the perception of the consumer's prevailing attitudes and awareness key related to healthcare issues. Details related to these gaps in consumers' understanding of how the health system works, as well as areas for additional research that will help complete our picture of how consumers view healthcare costs, quality and delivery reforms.

(CONSUMER UNION POLICY AND FROM CONSUMER REPORTS n.d.)

Health information exchanges, the involvement of medical and administrative data electronically crosswise healthcare institutions, which has the potential to improve healthcare superiority, safety, and efficiency, and develop the use of HIE which has an important role in the healthcare alteration. Healthcare customers are the important shareholders as their consent will be compulsory for their medical details to be mutual electronically by their surgeons and other healthcare members.

In accumulation, healthcare customers could convert HIE users by their own system. Consumers may have method to their medical information as verified by their provider and healthcare association or health proposal and the ability to arrive, store and segment their medical evidence and communicate robotically with their healthcare crew.

It is conceived that consumer HIE use can also improve healthcare eminence and safety and reduce payments.(. Chaudhry B n.d.)

Important variations always take residence in the health care organization which underlines on the importance of customers related issues and evaluate the labyrinthine choices which they face. These fundamental changes are:

- The quick growth in the accessibility and in the use of health care evidence, supplied in large quantity by the Internet.
- An increasing wish these days seen in many American users to be more active and get involved in the organization of their health care system.
- A movement to shift more responsibility for the cost of health Insurance assistances and the securing of health services to individuals concluded consumer-directed health procedures.
- The upward customization of products and healthcare services, which embrace Health benefit strategies that offer the consumers to indicate among the heights of premiums, deductibles, and coinsurance, as well as influence a degree of high-quality within hospital and doctor systems. (Interactiv n.d.)

As life expectancy increases, the Administration on Aging missions that the percentage of people 65 and older will improve from 15 to 22% of the population between the years 2014 and 2040. That means there will be a higher percentage of people in the age group who use the most health care funds.

Conferring to the Centers for Disease Control (CDC), there is also an increasing number of obese adults and of those anguish from chronic diseases. All these factors equate to a gratitude in health care resources used, a larger need for caregivers.

Measures of attitudes of health care consumers concerning their own health conducts and health care institutions disclose the overall pattern of their views as well as their segmented sentiments. Outcomes suggest that some customers may take a more methodical approach to health care and hindrance than others and that demographics, health status, and health perception are partial conjecturers of that consumer approach. Policy makers for health care should formulate and target programs with changed divisions of the population in mind.
(Kukarkin-Parenago relationship n.d.)

The healthcare procedure has changed irreversibly in recent years with the incidence of healthcare consumers who rather than being compliant has taken a more energetic role in his exact healthcare. While there is greatly that mechanism well, there are many complications in our healthcare organization such as; high prices, wasteful injurious care, unjustified distinction in health care costs across providers, a lack of cost clearness and unacceptable variation in worth. Consumer nutrition for effective dealings to control costs and increase the quality of care is ultimate to getting representative and regulator action. But efforts to participate consumers on health care cost, quality and reform issues must start with a robust thoughtful of their existing frame of reference that is, their fundamental, habitual way of thinking about the topic. Why? Information must be crafted with this frame of situation in mind. When consumers receive evidence that is outside this frame of allusion, they may act upon it, but they may also discard the information and/or streamline why the new evidence is not true. It is often the case that values and perceptions are often more central than facts in terms of fetching consumers. This study will provide details about consumer's fundamental attitude and responsiveness of key health care topics:

(1) Cost of healthcare
(2) Paying for healthcare
(3) Quality of healthcare
(4) Getting healthcare (delivery system)
(5) Reforming healthcare
(6) Taking action

Need for the Study:

Healthcare sector is a complex structure and still there is a debate question that who is a consumer and who is a customer?

According to that case how customers treat healthcare facility as a burden or as a commodity? Marketing policy if we analyze is completely vast because of the broader spectrum. Responses, awareness and knowledge towards healthcare sector is growing and developing day by day, so here in this study we took our consumer as compliance and to know what they have perception towards the rising cost of the healthcare services.

Questionnaire which was being prepared was mainly for those customers, who had ever visited in a hospital for the treatment and for any diagnostic test purpose, means who are having a marginal idea of the cost related to health issues.

It shows how they are going to opt for the services in current era of healthcare world, which brings main focus:

On how customer is going to select from the number of choices provided by healthcare centres because awareness towards healthcare needs is getting flourished day by day in patients are getting educated due to competition in market. ,

It will be a high priority based question that how customer will get a right option, on the general basis which will be cost effective & quality wise maintaining their standards & services.

The new technology based health care sector, which will be more customer perception oriented under which effective transition will be seen in future head, maximum market of healthcare which is going to be occupied are for services.

Main key findings:

- Consumer's Income level and how they are using the services according to their income level
- Consumers feel difference in cost if we compare area wise for doctor's consultation charges, OPD, diagnostic facilities. (Awareness due to competition)
- Government doctors and drug companies are the factors mainly responsible for increase in health care cost.
- Rating for their health and future planning.
- Consumers are getting enlightened towards the health care plans (Insurance Plans).

Literature Review:

- **A study of Consumer's Preference for various Medical facilities while choosing a hospital.**

In,2011 study it was discovered that the availability of good doctors, nearness to the hospital and the infrastructure of the hospital, endorsement from friends, relatives and affordability came out to be the mostly chosen reasons for selecting a particular hospital

Further so many researches were taken place and by which different factors were identified which were preferably focused by the patients while selecting any hospital. According to the patient the most important factors were found to be like appropriate instructions given to the patients by the physicians, health insurance, proximity to the hospital, awareness of the service area that patients are fictional to take delivery, supportive neighboring.

Majority of the studies based on the hospital special has been conducted in India as well as outside the country, but this article strongly emphasized particularly on the factors that affect healthcare service user‘s choice. (Channa & Kumar, December,2015)

- **A study of buying behavior of customers towards life Insurance Policies.**

According to this study it reveals that the Insurance is usually supposed of as a merchandise that spreads the jeopardy of serious, but low-probability, damages among a group of personalities, thus providing some financial fortification to each individual on the serious note.
Study reveals that the typical life insurance agreement provides a package of options or rights to the strategy owner that is not precisely duplicated by any other arrangement of commonly available contracts.
Life insurance appreciates a select position in the field of investments and should be refereed in this light. The paper shows that an options viewpoint provides a more complete explanation of policy owner behavior towards life insurance than the conventional savings-and-protection view.

Definitely, this study seeks to: consider the association between sensitive satisfaction and significant concepts, such as provision quality, customer loyalty, and relationship quality, and elucidate that the role of the emotional gratification in forecasting the customer's devotion and relationship quality
The results show that package quality is positively related with emotional satisfaction, which is positively connected with both customer faithfulness and relationship quality. (Sahu & Pandey, August 2009)

- **Effect of customer's perception on performance of private hospitals in NAIROBI: A case study of KAREN HOSPITAL**

This study was based on the theoretical concept that every human being considers the cost and the benefit of any offering before deciding to use the product or services, it also indicates that the customer weighs the value provided by the product or service and compares this to what other competing firms in the society are offering. The theory of competitive advantage depicts that an organization can become competitive in the market place by having unique resources, innovation, unique processes or unique knowledge and value proposition that other organizations do not have.

This theory was applied in the study to illustrate how employees in hospitals and the ability of the hospital to deal with its clients has the ability to make the hospital competitive and have better performance that its competition.

Study established that a private medical college in Gujarat was perceived by customers to be charging high prices compared to comparable hospitals in that specific region. That high pricing negatively affected satisfaction of clients who were visiting that hospital and they reduced their visits to that hospital. The study established that cost plays a major factor in determining customer loyalty.

A study in India established that expectations of customers and their perceptions on how the hospital is performing their duties are very important in determining the success of that hospital in its service delivery. Ability of a service organization to attract more customers and retain the ones it already has depends mostly on the perception of the customers towards the staff. Competent employees according to a study are able to relate well with customers and thus improve customer loyalty.

A study revealed that the quality of process and quality of infrastructure are positively related to patient satisfaction and they affect reputation of the hospital positively. However, the study found no effect of quality of object, quality of interaction and quality of atmosphere on satisfaction of patients and reputation of the hospital. However, it established that the physical facilities that the hospital has influence the perception of the service delivery by patients.

A study in Turkey revealed that of all the qualities considered, only empathy of hospital staff was significant in influencing return decisions by customers. Similarly, it established that, concern shown by the doctor was the most important factor that was indicated by the patients surveyed which affected their satisfaction and loyalty to a particular health provider. (Maina)

- **Appraisal of Patient Satisfaction in Shija Hospital and Research Institute, Manipur.**

Quality and satisfaction are inter-linked to each other in, the theory, practice, literature, etc. Probably, there is no opposite believes or views in this respect and thus these two areas got important importance in research. Even different values have been set to test the quality provided in a creation or services and to test the degree of customer gratification level as well.

The inventions and innovations made in the field of medical sciences have substantially transformed the perception of quality anticipated by a large number of patients and attendants. The development of info-tech and its conversion into knowledge expertise has played a positive role in growing and irritating the levels of expectations in customers.

Satisfaction is a person’s feelings of preference or disappointment resulting from associating a product’s perceived presentation in relation to his or her expectation.

It is the contentment level only which push patients to select the same hospital for the next time and later on transform patient gratification into patient’s loyalty towards the hospital.

A number of dimensions have been recommended in nonfiction that influence gratification vis-a-vis health care quality and these include physician care, nursing care, supporting staff performance, convenient visiting hours, accessibility of emergency aid and food, room, appearances and treatment. Overall doctors, nurses, management, facilities and cleanliness are the major factors which affect satisfaction.

A high quality hospital service includes not only on the basis of diagnosis, treatment and surgery, but also the nursing, the hospital atmosphere which includes sanitary ward maintenance, the quality of food supplied to the patients and accompanying relatives and the uniforms and dresses. Gender, education, age, income, profession are authoritative factors for studying the awareness of customers as health needs vary have enough money to these factors and also because their concentration in moderating the association between satisfaction and loyalty. (Laishram & Sorokhaibam, November,2012)

- **Service Quality, Customer Value and Patient Satisfaction on Public Hospital**

The service establishment that wants to grow and gain inexpensive rewards should be able to provide quality facilities at reasonable prices, faster delivery, and good provision to its customers. To meet customer approval in the service industry, quality of service is life-threatening achieved company with good. Service quality underwrites expressively to the creation of variation, positioning and economical strategy governments.

Service quality is an important component of customer reactions as in the case of pure service, such as health care, economic services, and education.
If the services received or apparent as expected, then the professed service quality is upright and satisfactory. If the facilities received or perceived exceed customer prospects, the quality of service perceived as an ideal quality.

Conversely, if the services unadventurous are lower than anticipated, the quality of service apparent as poor excellence. The superiority of health precaution is multidimensional which involves of health care service hands (patients and families), health care bill payer (hospital) and upraised funds to finance health care.
Customer approval is one’s sentence about the concert of the products or filling station in relation to expectations. Satisfaction plays an important role in the realization and survival of the company.
The satisfaction of the customers’ feelings on the results of the merchandise or service he felt. Consumer satisfaction is a function of presentation and expectations. If performance meets expectations, consumers gratified. Vice versa; satisfied or dissatisfied customers can also be interpreted as a judgment between the opportunities of consumers with apparent performance on after obtaining the product or service.

The essential cognizance of advertising is a wide variety of client desires and develop a proposal to offer higher value. Through the institution of customer rate complex then management can provide and produce higher value to bondholders as well. Marketing can be seen as the documentation, creation, communicating, and monitoring the delivery of customer value.
Customers making some achievements will account for a bid that will provide the maximum worth. The beginning that helps consumers choose merchandises to encounter their needs is the value and satisfaction. They want value with exploration costs and limited by knowledge, mobility, and imperfect income; they form an anticipation of value and in accordance with it.

It purposes to involve patients in the expansion of services in order to encounter the forecasts of patients, even if it may overdo their prospects. An accurate awareness of the patient’s occasions is a necessary. Hospitals should realize the hopes of patients in the average design and customer satisfaction.

Design and customer fulfillment standards are developed on the origin of consumer expectations. Based on this study it shows:

- High service quality would lead consumer value.
- High customer value would chief patient satisfaction.
- Gender as a moderating suggestively influence between customer assessment and patient satisfaction. (Surydana, 2017)

- **CUSTOMERS' PREFERENC FOR SELECTING PRIVATE HOSPITAL**

The hospital characteristics that are associated with patients choosing rural hospitals and the study shows that patients were more likely to choose nearby hospitals, larger hospitals, and hospitals that offered more services and technologies.

Study conducted at the Government Medical College Hospital, shows that owing to inflation and rising costs of commodities, some people belonging to the upper middle class can no more afford the costs incurred in the private medical sector and has to therefore seek the medical services of a government hospital. The study clearly shows that patients gave multiple reasons for choosing a government hospital.

There are significant differences in the hospital utilization models for various population groups and medical service categories. In particular, the results indicate that men prefer teaching hospitals, whereas women do not.

It found that distance matters, and that patients prefer nearby hospitals, more so for some medical conditions than others.

There are also different patterns of utilization for different socioeconomic groups of the population. These differences involve the relative importance of physicians versus hospitals' service scope as a determinant of hospital choice.

In general, physicians are less important for poorer patients, whereas the scope of hospital service is more important for poorer patients.

Many people distinguish healthcare facilities based upon their proficiency in treating a particular type of infection. Customers incline to be open to by means of various hospitals based upon their observations of the clinical proficiency of each. The other big distress for many unrestricted members is the relation incidence of medical errors unswerving in each of the facilities under consideration. (Giridhari Singh & Shah, 2011)

Research Question:

- To know the perception of customers towards the rising cost of healthcare services?

Objective:

- To understand the customer's perception towards Healthcare Services especially:
  - Hospital facilities.
  - Diagnostic Centers & Physicians Consultation charges.
  - Insurance Premium Plans.
  - Rising cost of Drugs.

Research Plan:

Study Design: Descriptive Study

Study Methodology:

Study Ares: The study was conducted in Jaipur.

Target Population: It includes males & females both.

Sampling Technique: Purposive Sampling

Sampling & Sample Size Selected: **Purposive Sampling Respondents 200**

- Male: 118
- Female: 82

The data had been collected from both men and women and in all fixed age groups among the respondents. Then Data collection for the study had been done.

Methods of Data Collection:

Primary Data: The primary data for this project was collected by doing surveys.

Data Collection Technique: Data which was collected by doing surveys and all it consists of Structured Questionnaire which includes closed ended questions.

Study Duration: 3 months (8th Feb 2017 – 6th May 2017)

Data Analysis Procedure: Data analysis has been done through MS Excel.

Operational Plan:

Step 1: After the proposal got awarded, the proposal had been submitted to the Institutional Ethics Review Board for their approval.

Step 2: Followed by the approval the data collection tools had been developed in English and later on quality check were also done.

Step 3: The tools had been pre-tested, other than the sampled areas. The final tools had been pre-reviewed.

Step 4: Mentor's permission had been sought for the respective study.

Step 5: First visit had been done on 13^{th} of feb 2017 and initiation of the data collection process started. The data collection had been done by interviewing the respondents by me.

Step 6: The data thus collected had been screened & accumulated by data entry methods. The data cleaning acceptance of only data which is good in quality had been involved in assessment. Partial/incomplete data had been rejected.

Step 7: The analysis of data in the form of frequency table/ charts had been done and forwarded as Draft Report to Institute. After the incorporating suggestion from the reviews by the Institute, a final report had been prepared and forwarded.

Data management

The data once collected had been securely stored. This had been done after the satisfaction with the data quality. All the identifiers had been removed and the transcripts had been coded to ensure the confidentiality of data. Screening of the data had been done to check the data quality. Data entry had been done in MS Excel followed by Cleaning of data Analysis of the data is to find the variation/ frequencies and variability of the data gathered had been done.

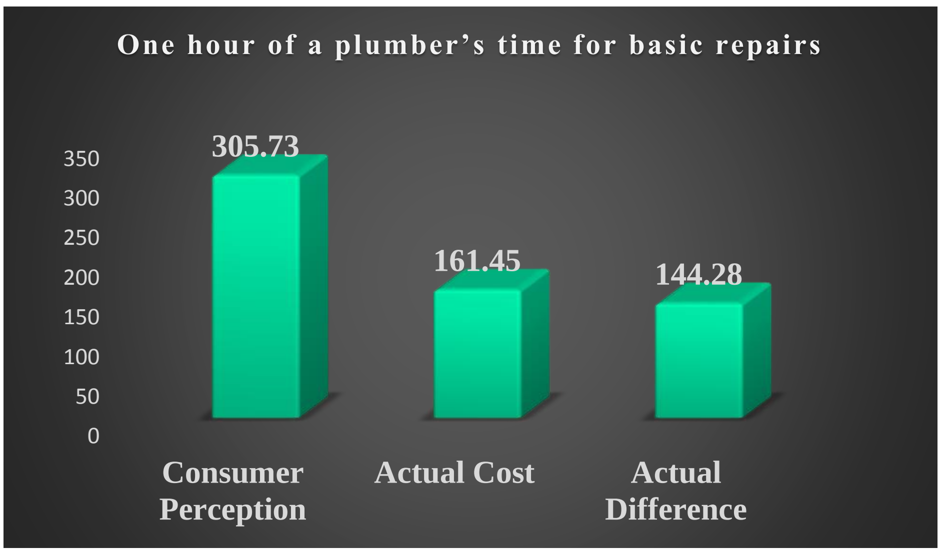
Ethical Concern

Voluntary participation of the stakeholders is must to be included in the study. Privacy & confidentiality has been maintained for the sake of keeping anonymity and safeguard the right of each respondent; only initials had been taken of each respondent instead of the full detail of the stakeholders. A benefit involved in the study was to know the understanding level of the customers towards the healthcare services.

Data Interpretation:

1. According to you what is the average estimated cost of the following Product\Services?

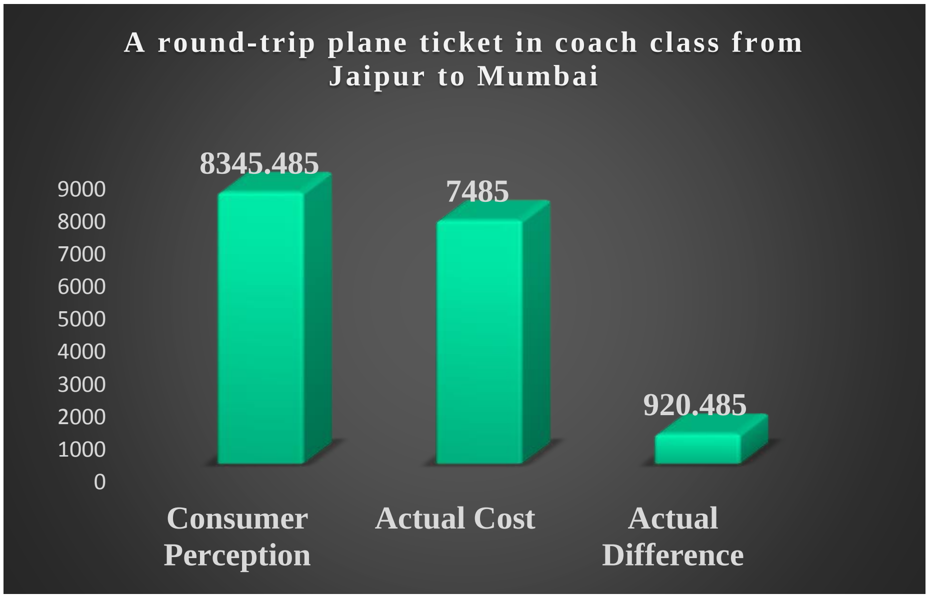
(a) One hour charges of Plumber for a basic repair?



Interpretation:

- According to the consumer's perception the avg. cost was around Rs 305.73 and the actual Avg. cost was Rs 161.45.
- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs 144.28.

(b) A round trip plane ticket in coach class from Jaipur to Mumbai?

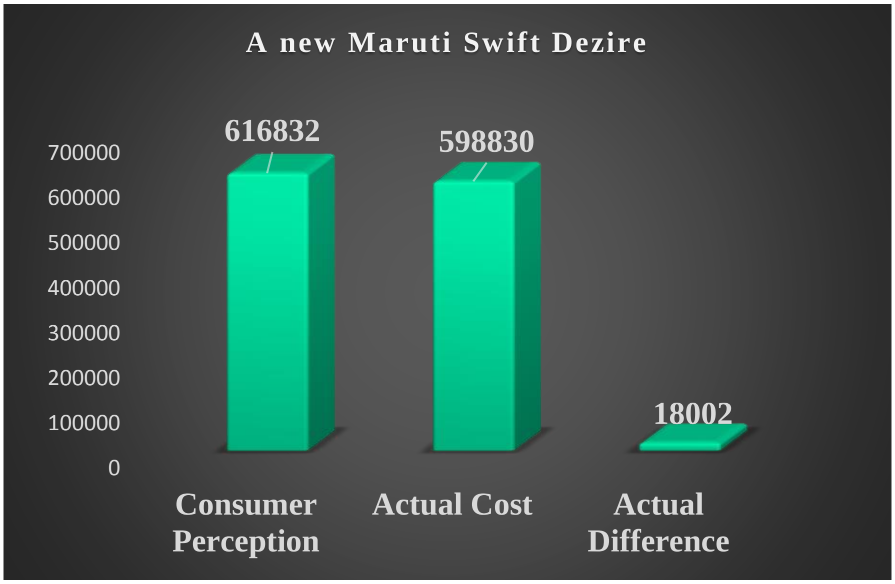


Interpretation:

- According to the consumer's perception the avg. cost was around Rs 8345.485 and the actual Avg. cost was Rs 7485.00.

- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs 920.485.

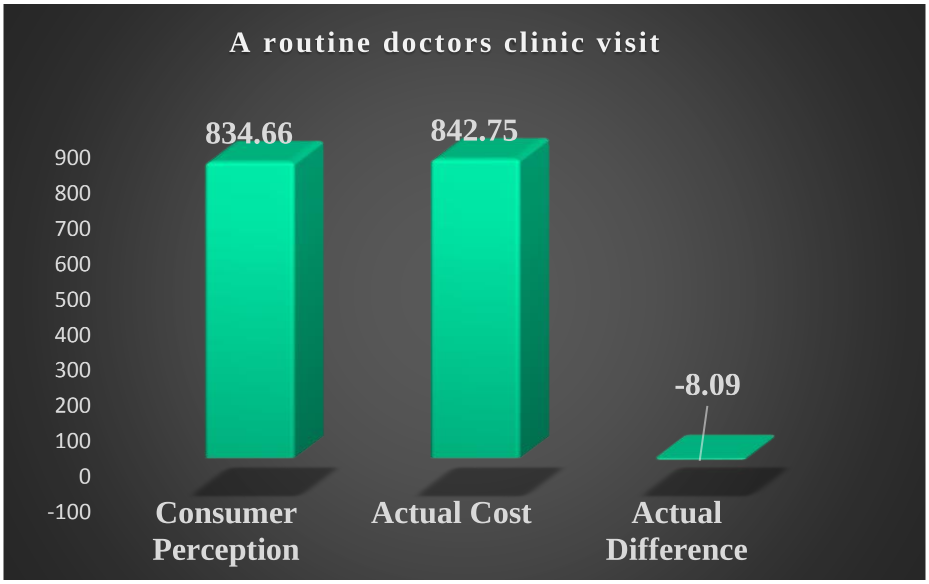
(c) Cost of New MARUTI SWIFT Dezire?



Interpretation:

- According to the consumer’s perception the avg. cost was around Rs 616832 and the actual Avg. cost was Rs 598830.
- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs 18002.

(d) A routine Doctor Clinic Visit?

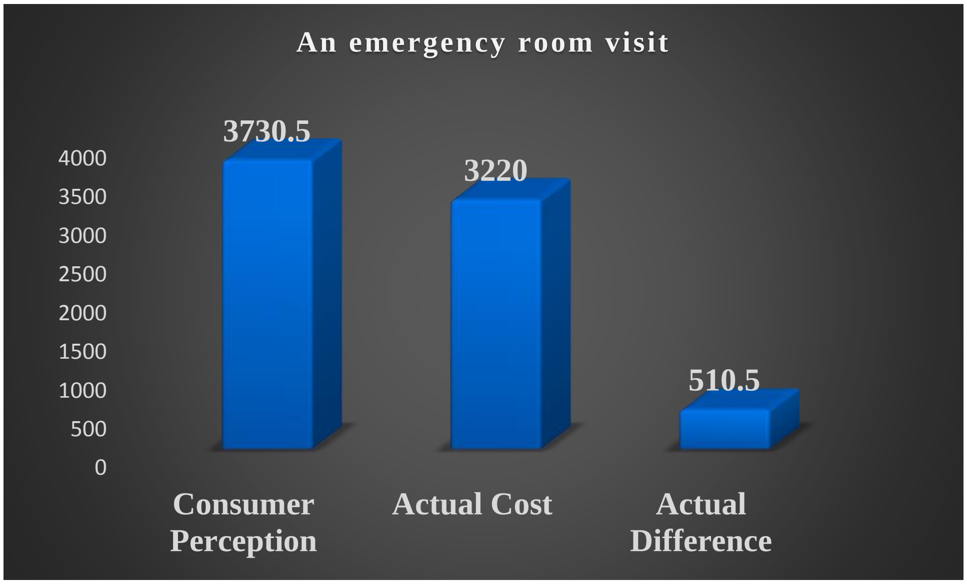


Interpretation:

- According to the consumer's perception the avg. cost was around Rs 834.66 and the actual Avg. cost was Rs 842.75.

- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs -8.09.

(e) An emergency room visit?

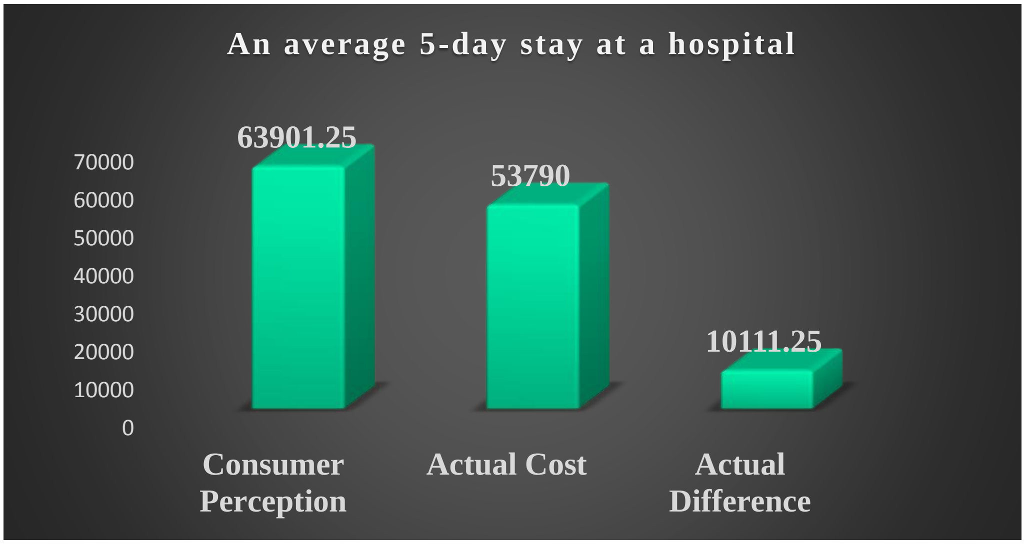


Interpretation:

- According to the consumer’s perception the avg. cost was around Rs 3730.5 and the actual Avg. cost was Rs 3220.

- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs 510.5.

(f) An average 5-day stay at a hospital?

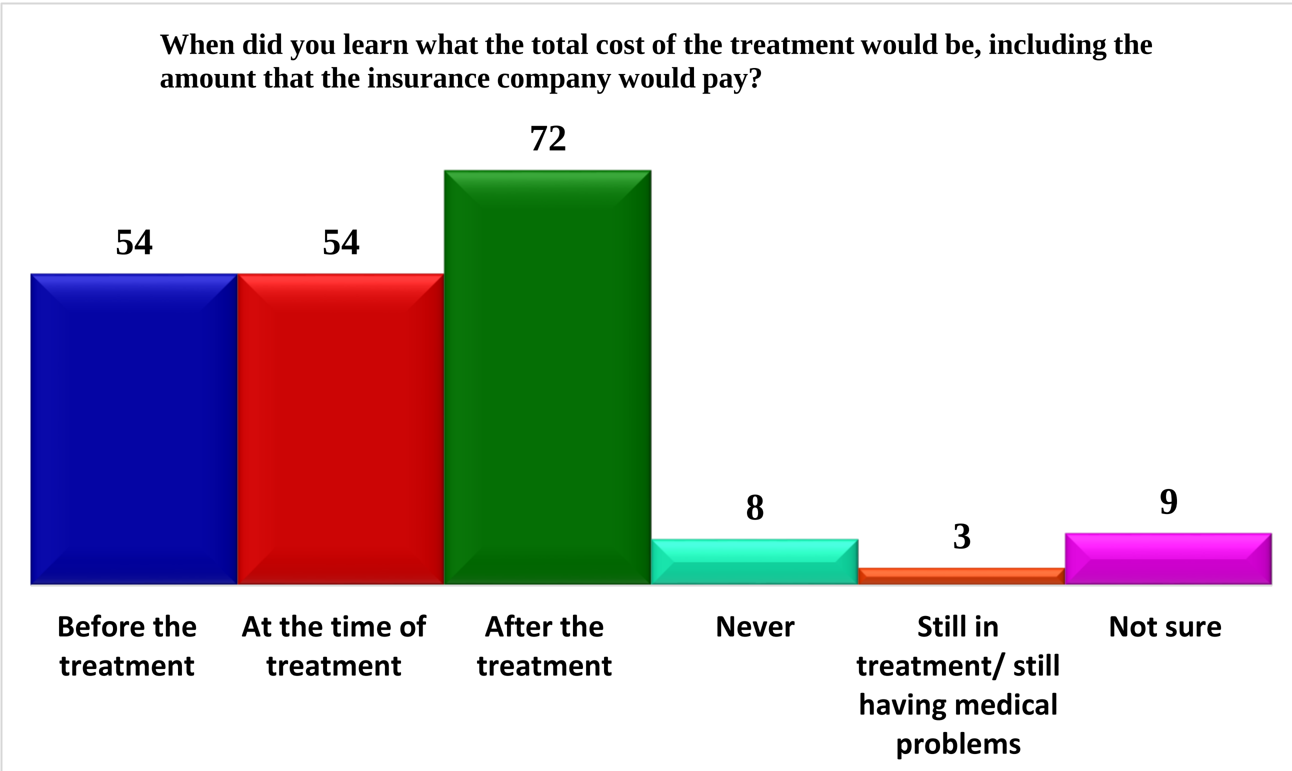


Interpretation:

- According to the consumer's perception the avg. cost was around Rs 63901.25 and the actual Avg. cost was Rs 53790.00.

- The Actual Difference between the Consumer Perception Cost and the Actual Cost was Rs 10111.25.

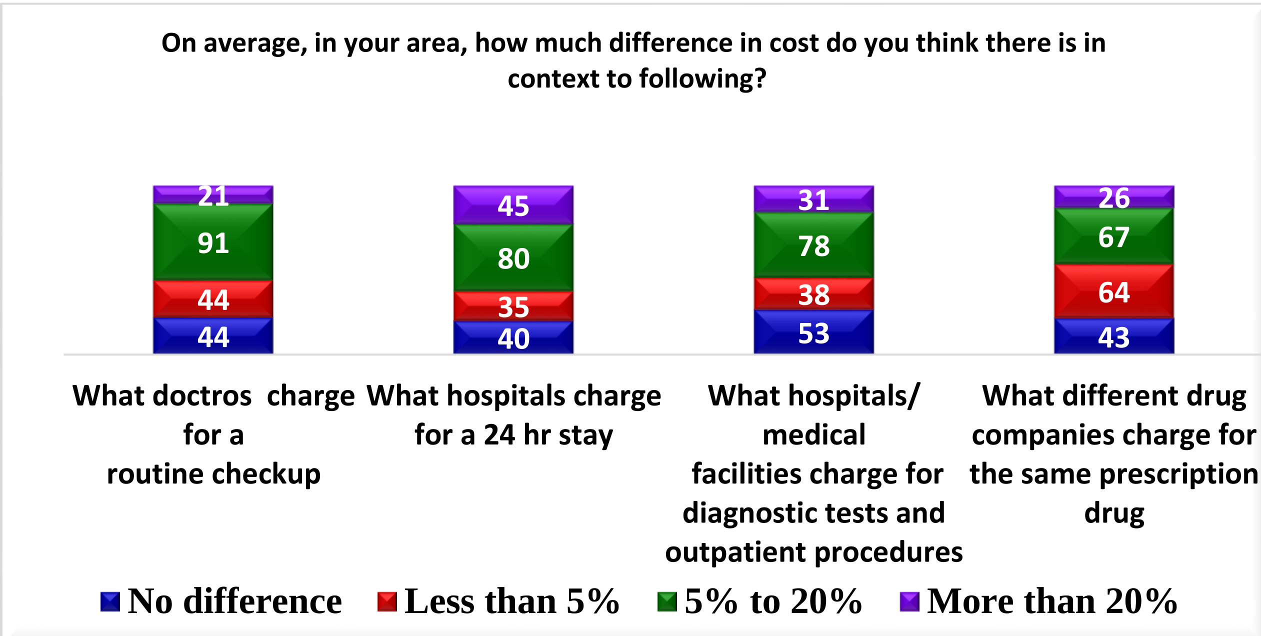
2. When did you learn what the total cost of the treatment would be, including the amount that the insurance company would pay?



Interpretation:

- Around 72 respondents feels that, they got to know the total cost of the treatment related to health issues was after the treatment.
- Around 54 respondents feels that, they got to know the cost of treatment at the time of treatment.
- Around 54 respondents feels that, they got to know the cost of treatment before the treatment.

3. On average, in your area, how much difference in cost do you think there is in context to following?



Interpretation:

<u>What Doctor Charges for routine checkup</u>?

- According to 21 respondents says Doctor's charge for a routine checkup is more than 20%.
- According to 91 respondents says Doctor's charge for a routine checkup is between the range of 5% to 20%.
- According to 44 respondents says Doctor's charge for a routine checkup is less than 5%.
- According to 44 respondents says there is no difference in the doctor's charges for a routine checkup in their area.

What hospital charge for a 24hr stay?

- According to 45 respondents says hospital charge for 24hr stay is more than 20%.
- According to 80 respondents says hospital charge for 24hr stay is between 5% to 20%.
- According to 35 respondents says hospital charge for 24hr stay is less than 5%.
- According to 40 respondents says hospital charge for 24hr stay there is no difference seen by them in the hospitals which comes in their area.

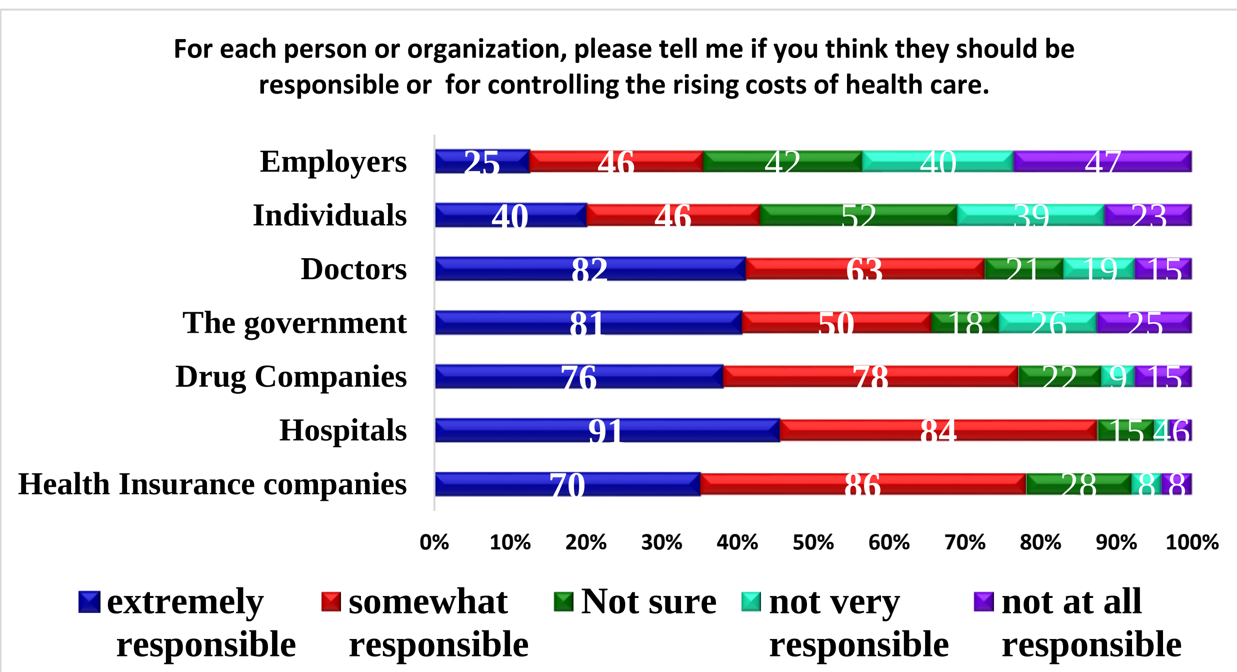
What hospital/medical facilities charges for diagnostic tests and outpatient procedure?

- According to 31 respondents feels, that hospital/medical facilities charged for diagnostic tests and outpatient procedures is more than 20%.
- According to 78 respondents feels, that hospital/medical facilities charged for diagnostic tests and outpatient procedures is between 5% to 20%.
- According to 38 respondents feels, that hospital/medical facilities charged for diagnostic tests and outpatient procedures is less than 5%.
- According to 53 respondents feels, there is no difference that hospital/medical facilities charged for diagnostic tests and outpatient procedures.

<u>What different drug companies charge for the same drug prescription</u>?

- According to 26 respondents feels, that the different drug firms charge for the same drug prescription is more than 20%.
- According to 67 respondents feels, that the different drug firms charge for the same drug prescription is between 5% to 20%.
- According to 64 respondents feels, that different drug companies charge for the same drug prescription is less than 5%.
- According to 43 respondents feels, that there is no difference in the charges charged by the different drug companies for the same prescription.

4. <u>For each person or organization, please tell me if you think they should be responsible or for controlling the rising costs of health care</u>?



Regarding Employers: -

- 25% of respondents' perception is that the employers are extremely responsible or for the controlling the rising cost.
- 46% of respondents' perception is that the employers are somewhat responsible or for the controlling the rising cost.
- 42% of respondents' perception is that the employers are not sure that who are responsible or for the controlling the rising cost.
- 40% of respondents' perception is that the employers are not very responsible or for the controlling the rising cost.
- 47% of respondents' perception is that the employers are not at very accountable or for the monitoring the rising cost.

Regarding Individuals: -

- 40% of respondents' perception is that the individuals are extremely responsible or for the controlling the rising cost.
- 46% of respondents' perception is that the individuals are somewhat responsible or for the controlling the rising cost.
- 52% of respondents' perception is that the individuals are not sure that who are responsible or for the controlling the rising cost.
- 39% of respondents' perception is that the individuals are not very responsible or for the controlling the rising cost.
- 23% of respondents' perception is that the individuals are not at totally accountable or for the monitoring the increasing cost.

Regarding Doctor's: -

- 82% of respondents' perception is that the doctors are extremely responsible or for the controlling the rising cost.
- 63% of respondents' perception is that the doctors are somewhat responsible or for the controlling the rising cost.
- 21% of respondents' perception is that the doctors are not sure that who are responsible or for the controlling the rising cost.
- 19% of respondents' perception is that the doctors are not exact responsible or for the controlling the rising cost.
- 15% of respondents' perception is that the doctors are not at wholly responsible or for the controlling the rising cost.

Regarding Government: -

- 81% of respondents' perception is that the doctors are extremely responsible or for the controlling the rising cost.
- 50% of respondents' perception is that the doctors are somewhat responsible or for the controlling the rising cost.
- 18% of respondents' perception is that the doctors are not sure that who are responsible or for the controlling the rising cost.
- 26% of respondents' perception is that the doctors are not very responsible or for the controlling the rising cost.
- 25% of respondents' perception is that the doctors are not at all responsible or for the controlling the rising cost.

Regarding Drug Companies: -

- 76% of respondents' perception is that the drug companies are extremely responsible or for the controlling the rising cost.
- 78% of respondents' perception is that the drug companies are somewhat responsible or for the controlling the rising cost.
- 22% of respondents' perception is that the drug companies are not sure that who are responsible or for the controlling the rising cost.
- 09% of respondents' perception is that the drug companies are not very responsible or for the controlling the rising cost.
- 15% of respondents' perception is that the drug companies are not at all responsible or for the guiding the rising cost.

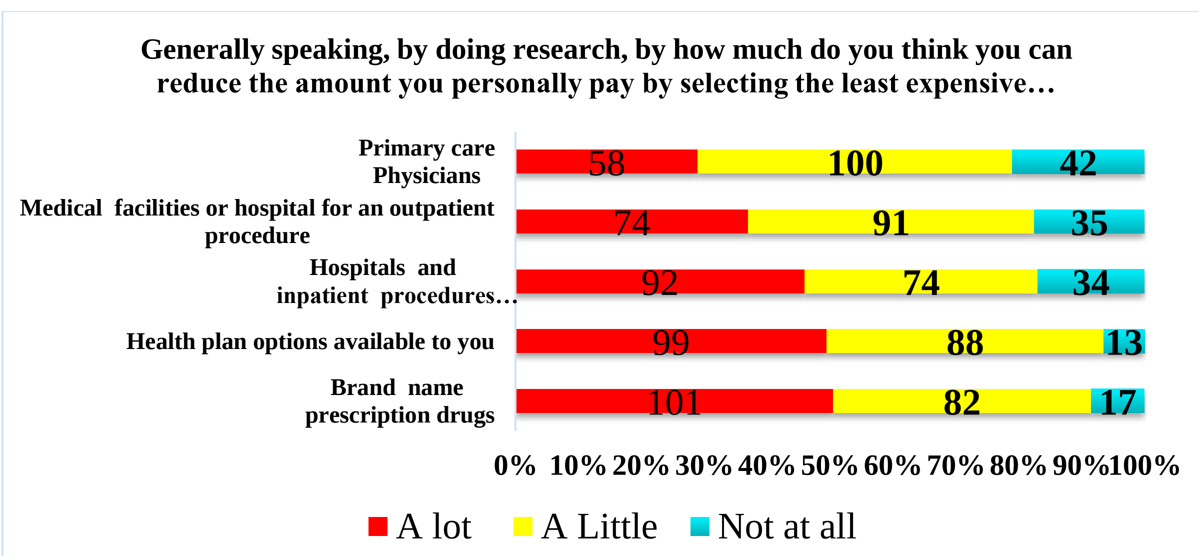
Regarding Hospitals: -

- 91% of respondents' perception is that the hospitals are extremely responsible or for the controlling the rising cost.
- 84% of respondents' perception is that the hospitals are somewhat responsible or for the controlling the rising cost.
- 15% of respondents' perception is that the hospitals are not sure that who are responsible or for the controlling the rising cost.
- 04% of respondents' perception is that the hospitals are not very responsible or for the controlling the rising cost.
- 06% of respondents' perception is that the hospitals are not at all responsible or for the monitoring the expanding cost.

Regarding Health Insurance Companies: -

- 70% of respondents' perception is that the drug companies are extremely responsible or for the controlling the rising cost.
- 86% of respondents' perception is that the drug companies are somewhat responsible or for the controlling the rising cost.
- 28% of respondents' perception is that the drug companies are not sure that who are responsible or for the controlling the rising cost.
- 08% of respondents' perception is that the drug companies are not very responsible or for the controlling the rising cost.
- 08% of respondents' perception is that the drug companies are not at totally responsible or for the controlling the rising cost.

5. Generally speaking, by doing research, by how much do you think you can reduce the amount you personally pay by selecting the least expensive…



Regarding Primary Care Physicians: -

- According to 58 respondents, they feel that they can reduce the cost by selecting the least expensive.
- Around 100 number of respondents, feel it will affect a little by selecting on their personal side.
- According to 42 respondents, feel that it will not at all reduce the cost by selecting their own side.

Regarding Medical Facilities or Hospital for an outpatient procedure: -

- According to 74 respondents, they feel that they can reduce the amount or charges by choosing the hospital for an outpatient procedure and medical facilities which are required.
- Around 91 number of respondents, feel that they can control the amount but up to little level it will not affect that much.
- According to 35 respondents, feel that it will not at all reduce the cost by selecting the hospital by their own side.

Regarding Hospital & in-patient procedure: -

- According to 92 respondents, they feel that they can reduce the amount or charges by selecting the hospital & in-patient procedure.
- Around 74 number of respondents, feel that they can control the amount but up to little level it will not affect that much.

- According to 34 respondents, feel that it will not at all reduce the cost by selecting the hospital by their own side.

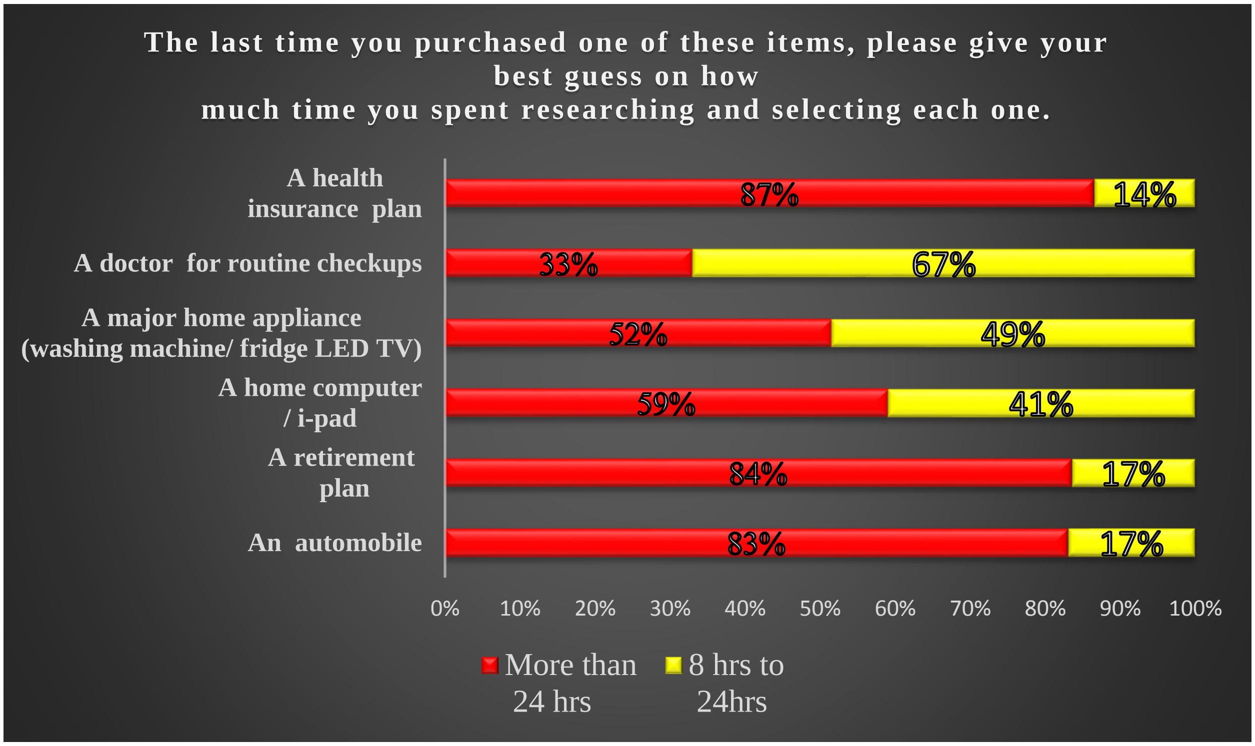
Health Plan options available: -

- According to 99 respondents, they feel that they can reduce the amount or charges by choosing the health plan options which are available.
- Around 88 number of respondents, feel that they can control the amount but up to little level it will not affect that much.
- According to 13 respondents, feel that it will not at all reduce the cost by selecting any health plan which are available.

Brand name prescription drugs: -

- According to 101 respondents, they feel that they can reduce the amount or charges by selecting the prescription drugs which are available in the market.
- Around 82 number of respondents, feel that they can control the amount but up to little level it will not affect that much.
- According to 17 respondents, feel that it will not at all reduce the cost by selecting the brand name or generic name as the chemist will offer only that medicine which will available at their counter and which will be written in the prescription.

6. The last time you purchased one of these items, please give your best guess on how much time you spent researching and selecting each one.



Interpretation:

<u>A Health Insurance Plan:</u>

- ➢ While selecting a health insurance plan, around 87% need more than 24hrs to decide whether which plan they need to opt.
- ➢ While selecting a health insurance plan, around 14% need a period of 8hrs to 24hrs to decide whether which plan they need to opt.

A doctor for routine checkups: -

- While selecting a doctor routine checkup, around 33% need more than 24hrs to decide whether they need to go or not.
- While selecting a doctor routine checkup, around 49% need a period of 8hrs to 24hrs to decide whether they need to go or not.

A major home appliance: -

- While selecting a major home appliance, around 52% need more than 24hrs to decide whether they need to buy it or not.
- While selecting a major home appliance, around 49% need a period of 8hrs to 24hrs to decide whether they need to buy it or not.

A home computer/I-pad: -

- While selecting a home computer/I-pad, around 59% need more than 24hrs to decide whether they need to purchase it or not.
- While selecting a home computer/I-pad, around 41% need a period of 8hrs to 24hrs to decide whether they need to purchase it or not.

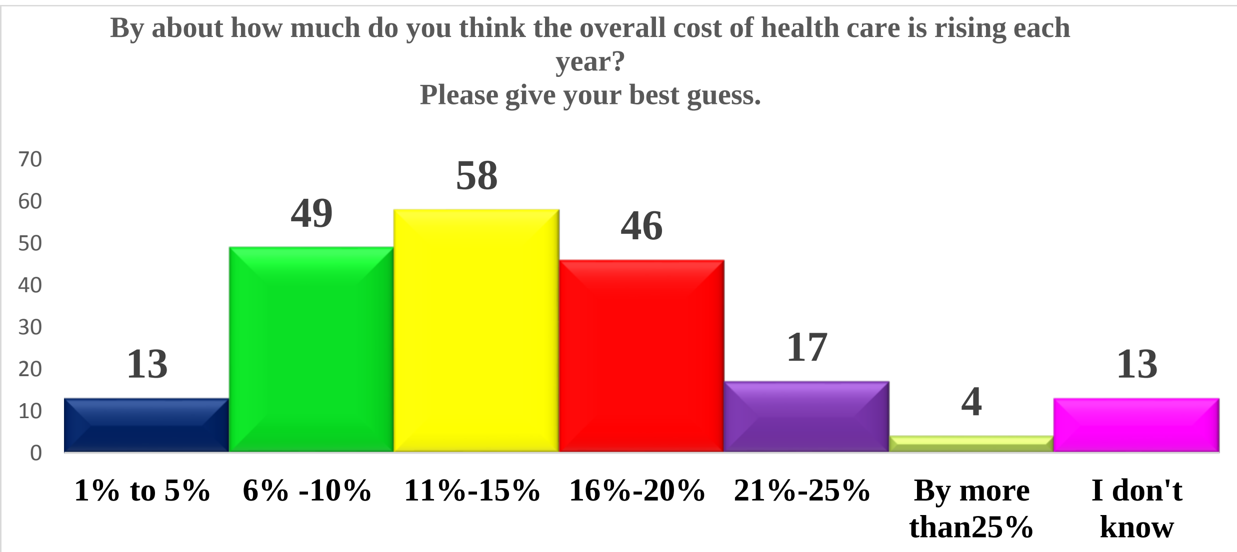
A retirement plan: -

- While selecting a retirement plan, around 84% need more than 24hrs to decide whether which plan they need to opt.
- While selecting a retirement plan, around 14% need a period of 8hrs to 24hrs to decide whether which plan they need to opt.

<u>An Automobile</u>: -

- While selecting an automobile, around 83% need more than 24hrs to decide whether they need to buy it or not.
- While selecting an automobile, around 17% need a period of 8hrs to 24hrs to decide whether they need to buy it or not.

7. By about how much do you think the overall cost of health care is rising each year? Please give your best guess.

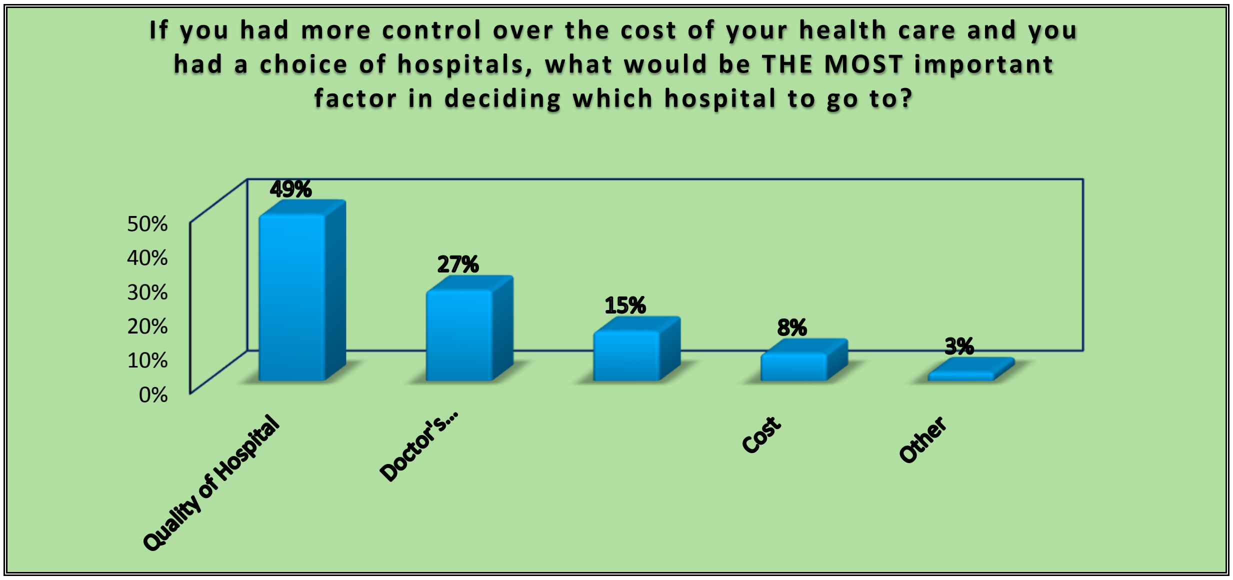


Interpretation:

- Around 58 respondents, feels that the overall charge of health care is growing individually year by 11%-15%.
- Around 49 respondents, feels that the overall charge of health care is intensifying each year by 06%-10%.

- Around 46 respondents, feels that the overall cost of health care is escalating each year by 16%-20%.
- Around 17 respondents, feels that the overall cost of health care is growing each year by 21%-25%.
- Around 13 respondents, feels that the overall cost of health care is increasing each year by 01%-05%.
- Around 13 respondents, feels that they don’t know about overall climbing cost of health care for each year.
- Around 04 respondents, feels that the overall cost of health care is escalating each year by more than 25%.

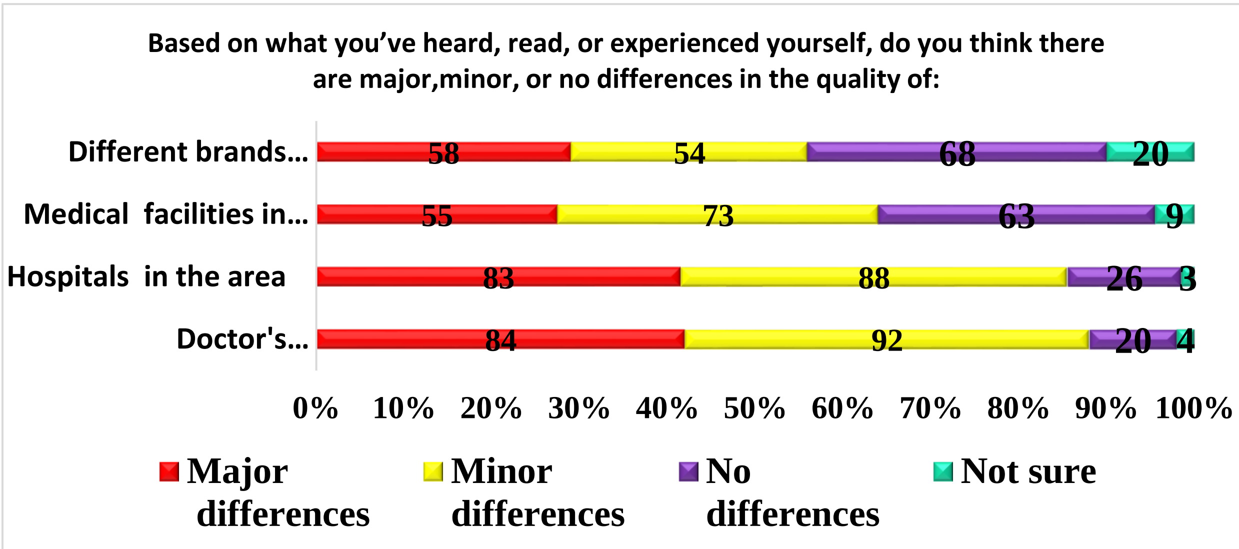
7. If you had more control over the cost of your health care and you had a choice of hospitals, what would be THE MOST important factor in deciding which hospital to go to?



Interpretation:

- 49% of respondents feels that if they had a regulator over the cost of health care and then they need to select a hospital they will choose a hospital on the basis of certain important factors like as quality of hospital.
- 27% of respondents feels that if they had a control over the cost of health maintenance and then they need to select a hospital they will prefer a hospital on the basis of certain important factors like as Doctor's recommendations.
- 15% of respondents feels that if they had a control over the price of health care and then they need to select a hospital they will prefer a hospital on the basis of certain important factors like as convenience/location.
- 08% of respondents feels that if they had a control over the cost of health care and then they need to select a hospital they will select a hospital on the basis of certain important factors like as cost.

8. Based on what you've heard, read, or experienced yourself, do you think there are major, minor, or no differences in the quality of:



Interpretation:

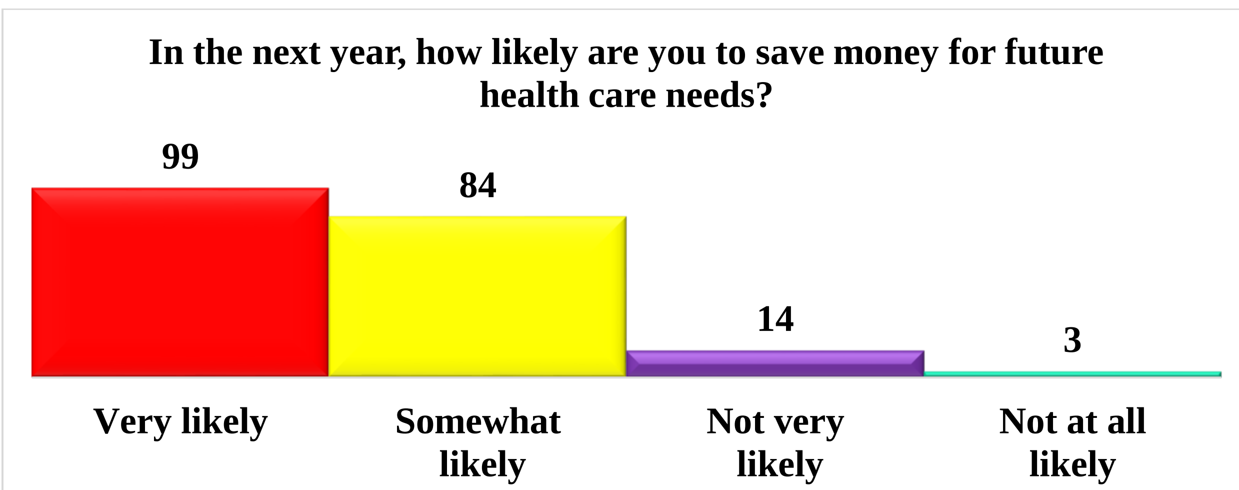
<u>Different brands of same prescription drugs</u>: -

- 58 respondents feel there is a major difference in different brands for the same prescription drugs.
- 54 respondents feel there is a minor difference in different brands for the same prescription drugs.
- 68 respondents feel there is no difference in different brands for the same prescription drugs.
- 20 respondents are not sure regarding different brands for the same prescription drugs.

<u>Medical facilities in the area that perform test and outpatient procedure</u>: -

- 55 respondents feel there is a major difference in the medical facilities provided in their area and test performed test with outpatient procedure.
- 73 respondents feel there is a minor difference in the medical facilities provided in their area and test performed with outpatient procedure.
- 63 respondents feel there is no difference in the medical facilities provided in their area and test performed with outpatient procedure.
- 09 respondents are not sure regarding the medical facilities provided in their area and test performed with outpatient procedure.

9. In the next year, how likely are you to save money for future health care needs?

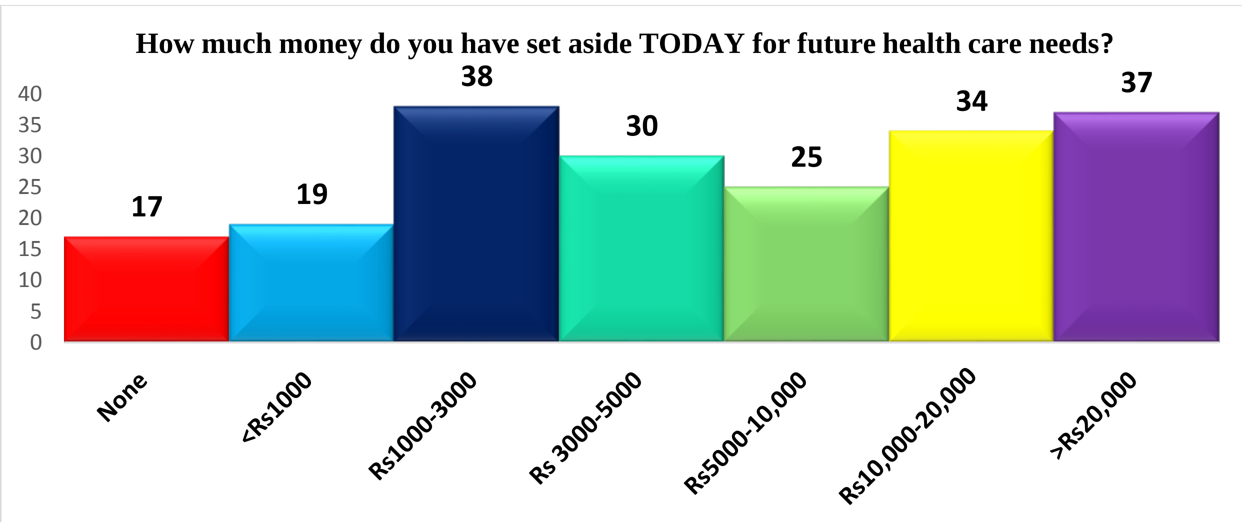


Interpretation:

- According to 99 respondents, they are very likely interested to save the money for prospect healthcare needs.

- According to 84 respondents, they are somewhat likely interested to save the money for upcoming healthcare needs.
- According to 14 respondents, they are not very likely interested to save the money for imminent healthcare needs.
- According to 03 respondents, they are not at all likely interested to save the money for upcoming healthcare needs.

10. How much money do you have set aside TODAY for future health care needs?

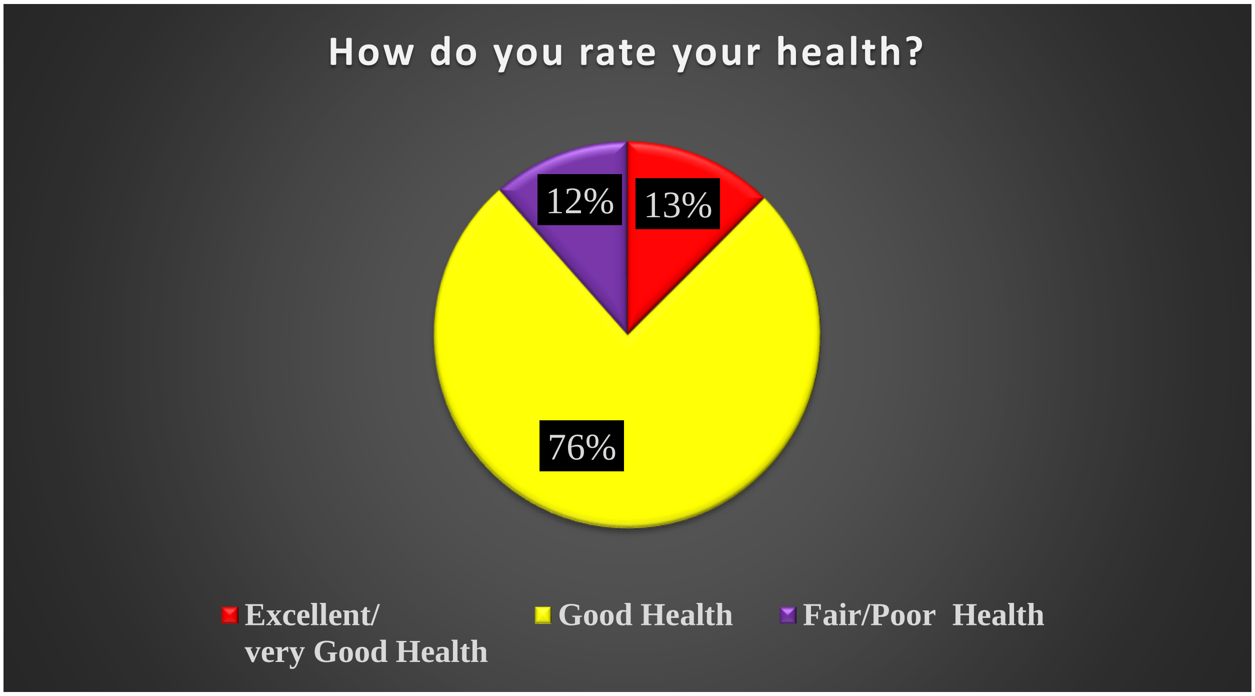


Interpretation:

- According to 38 respondents, they have set aside Rs1000-Rs3000 for future health care needs.
- According to 37 respondents, they have set aside more than 20,000 for future health care needs.
- According to 34 respondents, they have set aside Rs10,000-Rs20,000 for future health care needs

- According to 30 respondents, they have set aside Rs3000-Rs5000 for future health care needs.
- According to 25 respondents, they have set aside Rs5000-Rs10,000 for future health care needs.
- According to 19 respondents, they have set aside less than Rs1000 for future health care needs.
- According to 17 respondents, they are not interested to kept aside some amount for future health care needs.

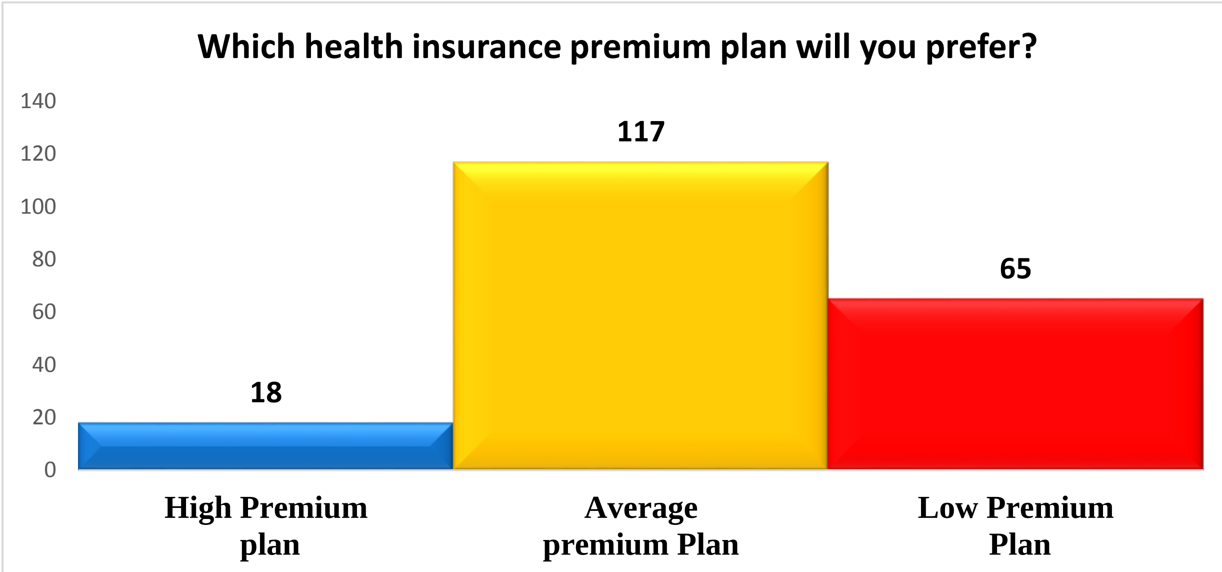
11. How do you rate your health?



Interpretation:

- 76% of respondents has said they rate their health as Good Health.
- 13% of respondents has said they rate their health as Excellent health.
- 12% of respondents has said they rate their health as Fair/poor health.

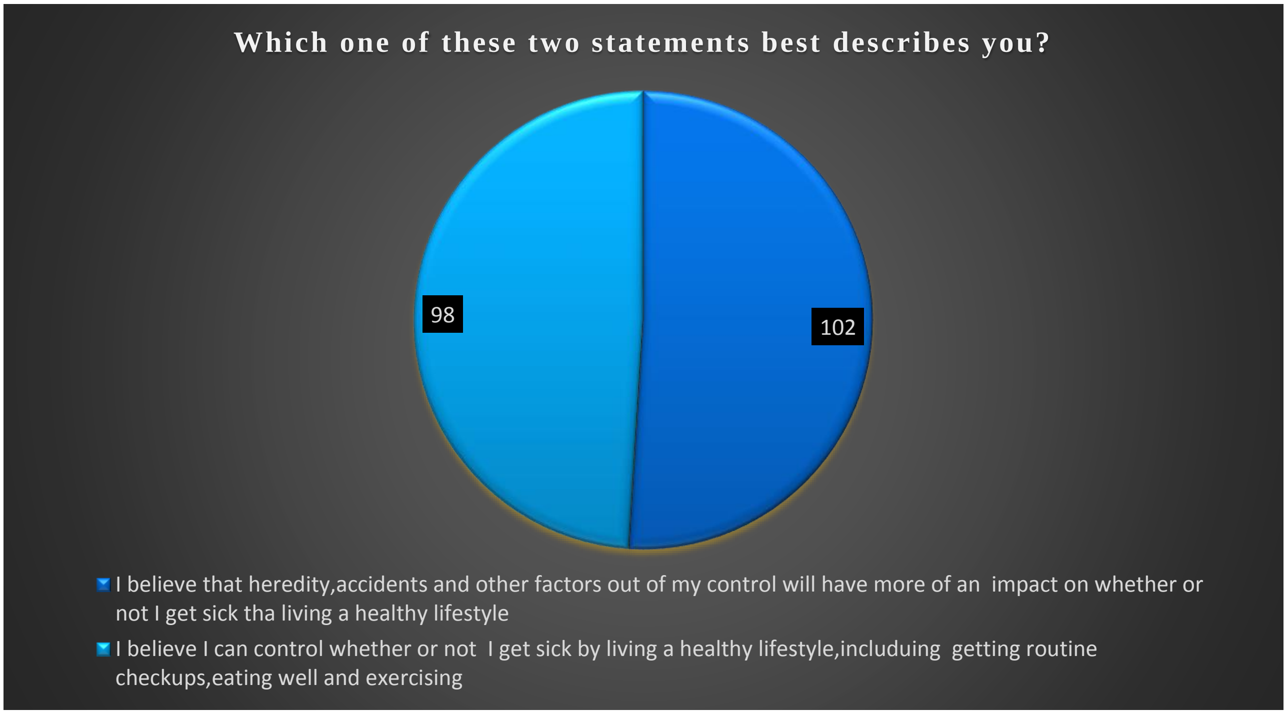
12. Which health insurance premium plan will you prefer?



Interpretation:

- According to 117 respondents they said, they will prefer an average premium plan on the basis of their income.
- According to 65 respondents they said, they will prefer a low premium plan on the basis of their income and because of other basic needs.
- According to 18 respondents they said, they will prefer a high premium plan because of their high income scale and age issue.

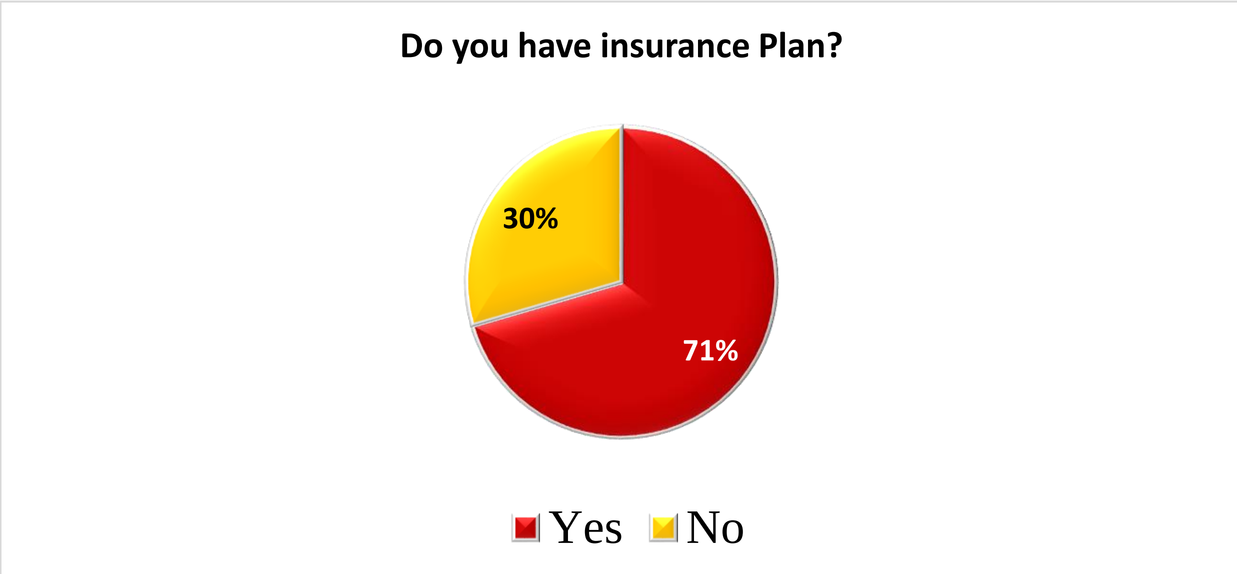
13. Which one of these two statements best describes you?



Interpretation:

- According to 102 respondents, they best pronounce themselves by the statement that, I believe that inheritance, accidents and other issues out of my control will have more of an impact on whether or not I get sick the living healthy lifestyle.
- According to 98 respondents, they best describe themselves by the statement that, I believe I can regulator whether or not I get sick by living a healthy life style, including getting routine checkups, eating well and exercising.

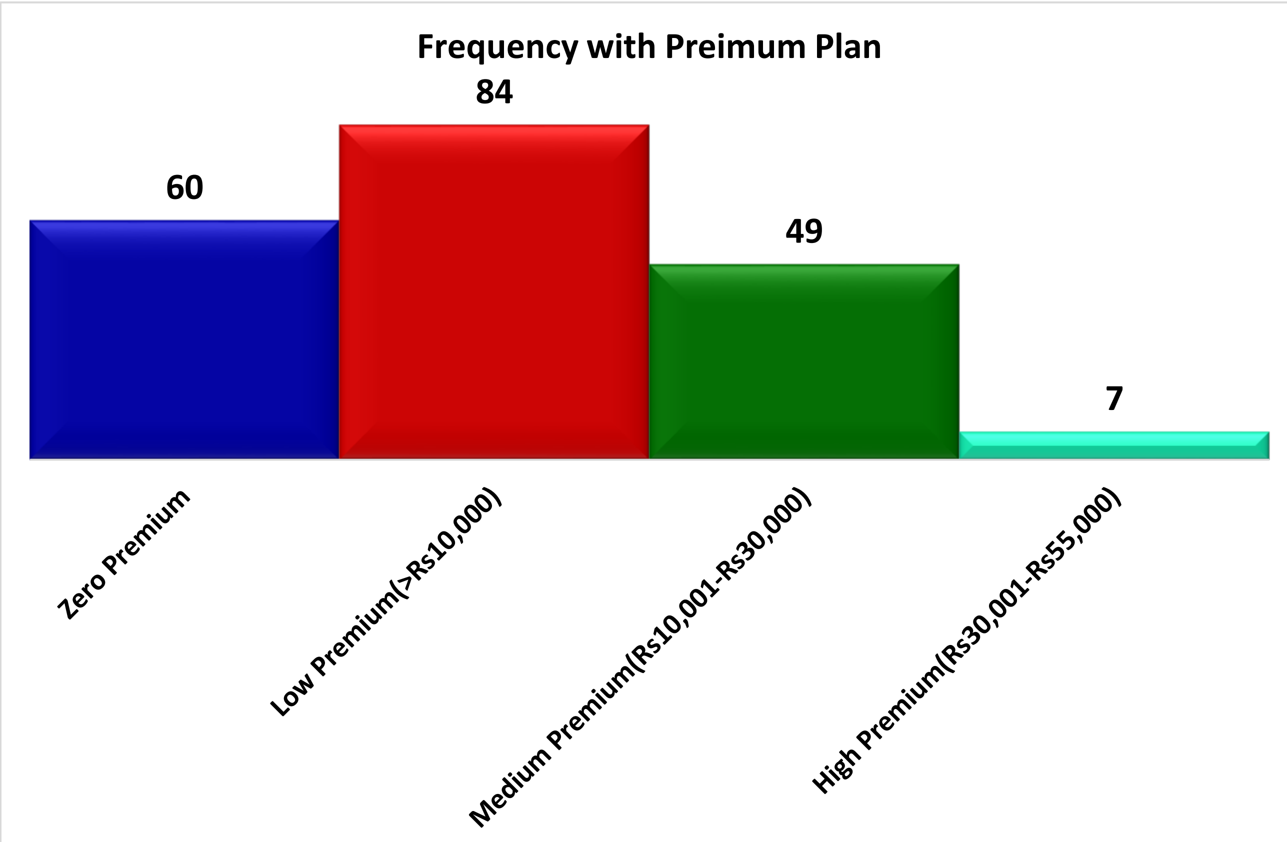
14. Do you have insurance Plan?



Interpretation:

- 71% of respondents says that they have health insurance plan.
- 30% of respondents says that they don't have health insurance plan.

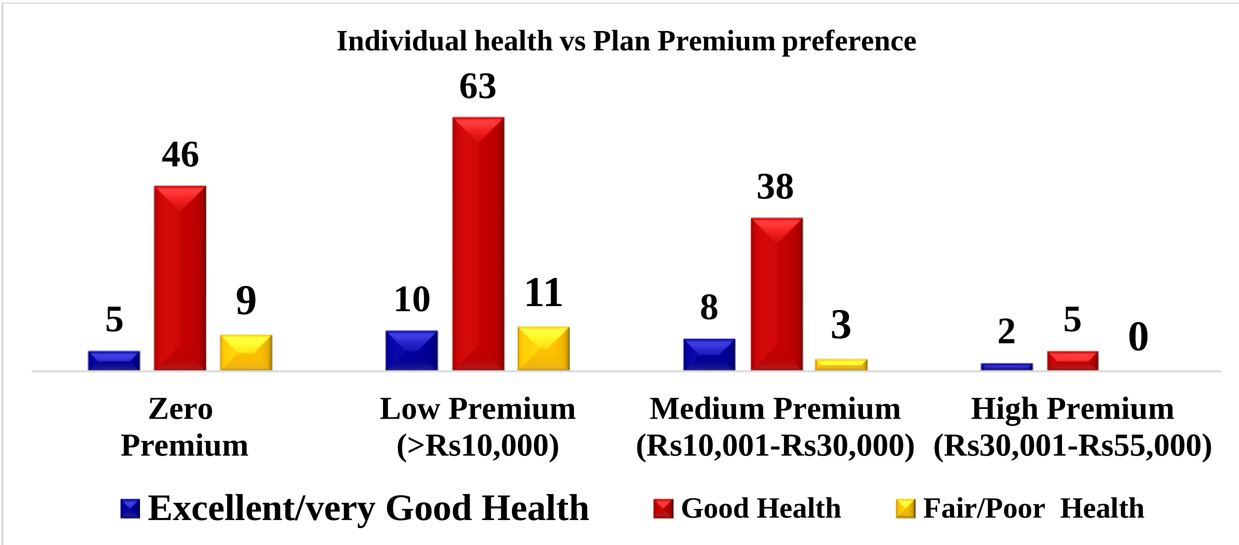
15. If yes, then how much annual premium you pay for your plans?



Interpretation:

- Around 60 number of respondents pay zero premium.
- Around 84 number of respondents pay low annual premium which is less than Rs 10,000.
- Around 49 number of respondents prefer medium annual premium plan which is in the range of Rs 10,001-Rs30,000.
- Around 7 number of respondents prefer high annual premium plan which is in the range of Rs 30,001-Rs55,000.

16. Comparison between the Individual health vs Plan Premium preference



Interpretation:

<u>Zero Premium Plan Vs Individual Health</u>: -

- 5 Respondents feel that they are having an excellent health and they are appropriate and they don't want to compensation any annual premium.
- 46 Respondents feel that they are having a good health and they don't need to finance in any health insurance plan.
- 9 Respondents feel that they are having a fair health but due to other basic needs they can't economics for annual premium.

<u>Low Premium Vs Individual Health</u>: -

- 10 Respondents feel that they are having an excellent health and they are suitable and they should pick for a low annual premium plan.
- 63 Respondents feel that they are having a good health and they should take a low premium health insurance plan.
- 11 Respondents feel that they are having a fair health but due to other straightforward needs they can opt for a low annual premium.

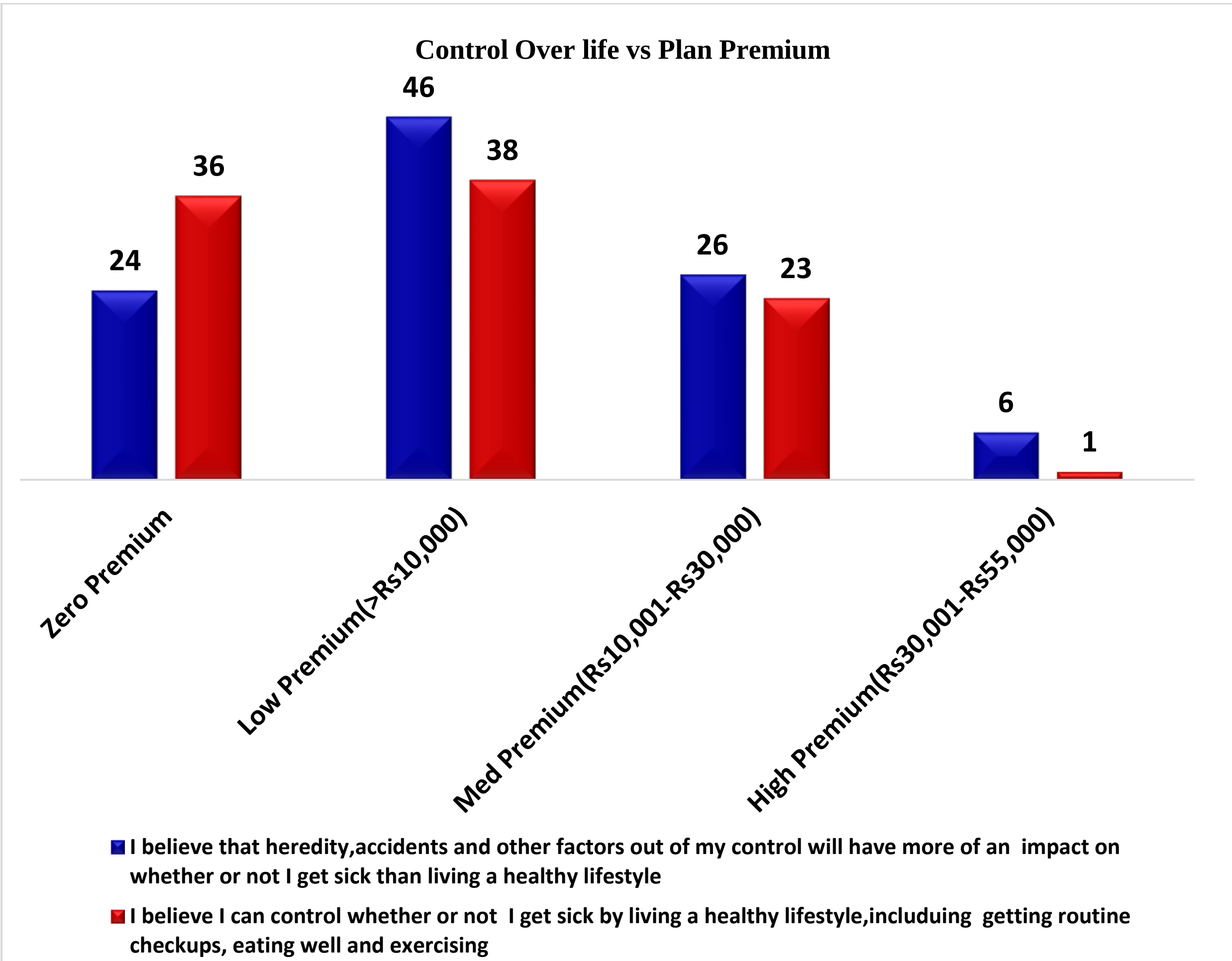
<u>Medium Premium Vs Individual Health</u>: -

- 08 Respondents feel that they are having an outstanding health and they can choose a medium annual premium plan on the basis of their income
- 38 Respondents feel that they are having a good health and they should take a medium premium health insurance plan in place of low premium plan for upcoming health care needs.
- 3 Respondents feel that they are having a poor health and they should take a medium health insurance plan for coat they need to take it in future.

<u>High Premium Vs Individual Health</u>: -

- 02 Respondents feel that they are having an outstanding health and they are fit and they should opt for a in height annual premium plan because of their age issue.
- 05 Respondents feel that they are having a good health and they would take a high premium health insurance plan for future reimbursements at the time of old age.

17. Comparison between Control Over life vs Insurance Plan Premium?



Interpretation:

<u>Zero Premium Vs Control over life</u>: -

- According to 24 respondents, they believe that heredity, accidents and other factors out of my control will have more of an impact on whether or not I get sick than living a healthy lifestyle.
- According to 36 respondents, they believe that they can control whether or not I get sick by living healthy life style, including getting routine checkups, eating well and exercising.

Low Premium Vs Control over life: -

- According to 46 respondents, they believe that heredity, accidents and other factors out of my control will have more of an impact on whether or not I get sick than living a healthy lifestyle. So, i.e. the reason they are preferring for low premium plan.
- According to 38 respondents, they believe that they can control whether or not I get sick by living healthy life style, including getting routine checkups, eating well and exercising because of that they are preferring for low premium plan.

Medium Premium Vs Control over life: -

- According to 26 respondents, they believe that heredity, accidents and other factors out of my control will have more of an impact on whether or not I get sick than living a healthy lifestyle.
- According to 23 respondents, they believe that they can control whether or not I get sick by living healthy life style, including getting routine checkups, eating well and exercising.

High Premium Vs Control over life: -

- According to 06 respondents, they believe that heredity, accidents and other factors out of my control will have more of an impact on whether or not I get sick than living a healthy lifestyle.

- According to 01 respondents, they believe that they can control whether or not I get sick by living healthy life style, including getting routine checkups, eating well and exercising.

Important finding from the study: -

- Consumers perception towards the other commodities was very high while at the time of comparison with the actual cost.
- Large no. of people had got to know about the cost of health services provided by the hospital after taking a treatment.
- Around 45% of respondents felt that there is a rise in cost of health services provided by the hospital, medical facilities and in the charges of physician in their area by 5%-20%.
- According to the respondents, hospitals, drug companies, doctor's, health insurance companies are extremely and somewhat responsible for the rising cost and if they will try they can cut throat it.
- 87% & 84% of respondents take more than 24hrs of time to decide whether which insurance plan they need to take in place of other commodities if they had to buy, they will take less time.
- Around 49% of respondents feel that there is a rise in the cost of health care services by 6% -15%.
- Around 49% of respondents, will choose a hospital on the basis of their quality provided by the hospital if they will get a chance to select a hospital for the treatment.
- More than 75% of respondents are interested to save money for future healthcare needs.
- Around 117 respondents want to take an average premium health insurance plan.
- Around 76% of people has rated their health as "Good".
- 70% of people were having their health insurance.

Limitations of the study:

- The study was inadequate to Jaipur.
- Sample size was limited.
- Use of consistent questionnaires for estimation of customer's fulfillment may limit the customer's opportunity to rapid concerns about different pieces of care.
- Customer's may have a complex set of significant beliefs that cannot be stated in terms of simple satisfaction
- Time and cost reasons.
- The questionnaire developed to assess the responses of the consumer's may also have been a little difficult for the consumer's to understand and rate.
- In any consumer's perception survey, striking a balance between questionnaires that cover as many possible parameter of satisfaction and making it easy enough for the respondents to rate the services accurately is a difficult task for the researcher.

Suggestion:

- Good news for health insurance companies to cover the market.
- Great chance for the companies like health care at home, home delivery pharmacy to excel in market.
- Great chance and caliber of government initiative to work for the project of Jan aushadhi program for consumer benefits.
- As competition is getting increased whole era of healthcare market is governed by service oriented-marketing, improvement in services and more customer satisfaction process can be introduced.

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