



Customer Satisfaction level towards Deendayal Prime Minister Jan Aushadhi Stores (DPMJAS)

MEENU SHARMA

MBA- Human Resource Management

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IIHMR UNIVERSITY

Jaipur



INTRODUCTION

- The Central Medical Stores Organization (C.M.S.O) was established in 1978 under Health and Family Welfare Department. Govt. of Gujarat and was entrusted with the functions of procurement, storage, distribution of medicines, surgical goods, medical equipment / instrument and insecticides for the health care institutions under Govt. of Gujarat.



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With a view to match the changing demands and pace of development in the health sector, CMSO was transformed into "**Gujarat Medical Services Corporation Limited**" (GMSCL) as an autonomous body and was incorporated under Companies Act, for

- systematic procurement,
- inventory management,
- management information system and
- to infuse professional management with establishment, development and strengthening the use of information technology in medical store organization.
- website name is <http://www.gmscl.gujarat.gov.in>



CUSTOMER SATISFACTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

Top six reasons why customer satisfaction is so important:

- It's a leading indicator of consumer repurchase intentions and loyalty.
- It's a point of differentiation.
- It reduces customer churn.
- It increases customer lifetime value.
- It reduces negative word of mouth.
- It's cheaper to retain customers than acquire new ones.



DEENDAYAL PRIME MINISTER JAN AUSHADHI STORE (DPMJAS)

Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) is an ambitious program conceived and implemented by Govt. of Gujarat to provide generic medicines at affordable prices. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) pharmacy reflects Govt. of Gujarat's strong commitment to reduce the cost of treatment or out-of-pocket expenditure for the patients. Lakhs of patients will benefit from this initiative. Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) would be selling generic drugs (all specialties), and implants at very affordable prices. Patients can buy medicines and implants at up to 80 percent cheaper prices than the open market from Deendayal Prime Minister Jan Aushadhi Store (DPMJAS).



In first phase 52 Store (DPMJAS) Pharmacies would be setup in major hospitals across all districts. The pharmacies in medical colleges would be running

24 X 7. About 1000 drugs to be made available in the beginning, including around 500 Essential Drug List (EDL) drugs and rest Non EDL drugs. In the next phase, number of drugs will be increased to 2000.

The second phase, it is proposed to expand the network to around 500-1000 stores across the state. These stores will cover even taluka locations. There will be multiple stores in the bigger towns and cities.



Drugs stores operated under this scheme shall have the following products:

- Generic drugs
- Specialized drugs for tertiary care
- Over the counter drugs
- Surgical implants (in next phase of implementation)
- Hospital consumables

All drugs dispensed through Deendayal Prime Minister Jan Aushadhi Store (DPMJAS) will subject to stringent quality checks through NABL accredited laboratory

OBJECTIVES OF STUDY

PRIMARY OBJECTIVE

- To find out customer satisfaction towards Deendayal Prime Minister Jan Aushadhi Store.

SECONDARY OBJECTIVES

- To identify customer satisfaction towards services rendered by Deendayal Prime Minister Jan Aushadhi Store.
- To assess customer satisfaction towards acceptability, availability, accessibility, adaptability and affordability of Deendayal Prime Minister Jan Aushadhi Store.

RESEARCH METHODOLOGY

- Descriptive research is followed in this research.
- Population includes customers of Deendayal store, i.e.
 - Civil Hospital, Ahmedabad
 - Sola civil, Ahmedabad
 - V.S. Hospital, Ahmedabad,
 - L.G. Hospital, Ahmedabad
- Samples were chosen from the population by using Convenience Sampling Technique.
- Data Collection Method: Survey Method.
- Primary Data were collected using Structured Questionnaire

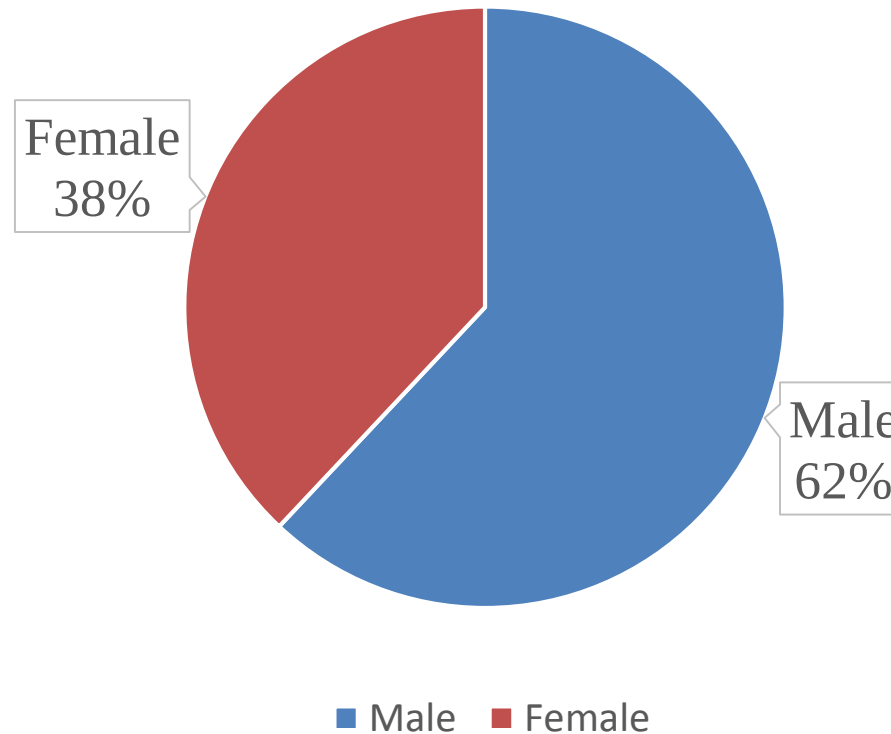
LIMITATIONS OF STUDY

- The study is conducted in Deendayal Stores located in Ahmedabad Region with 100 respondents only. The result of which may vary in other locations.
- The respondents' response may have to bias.



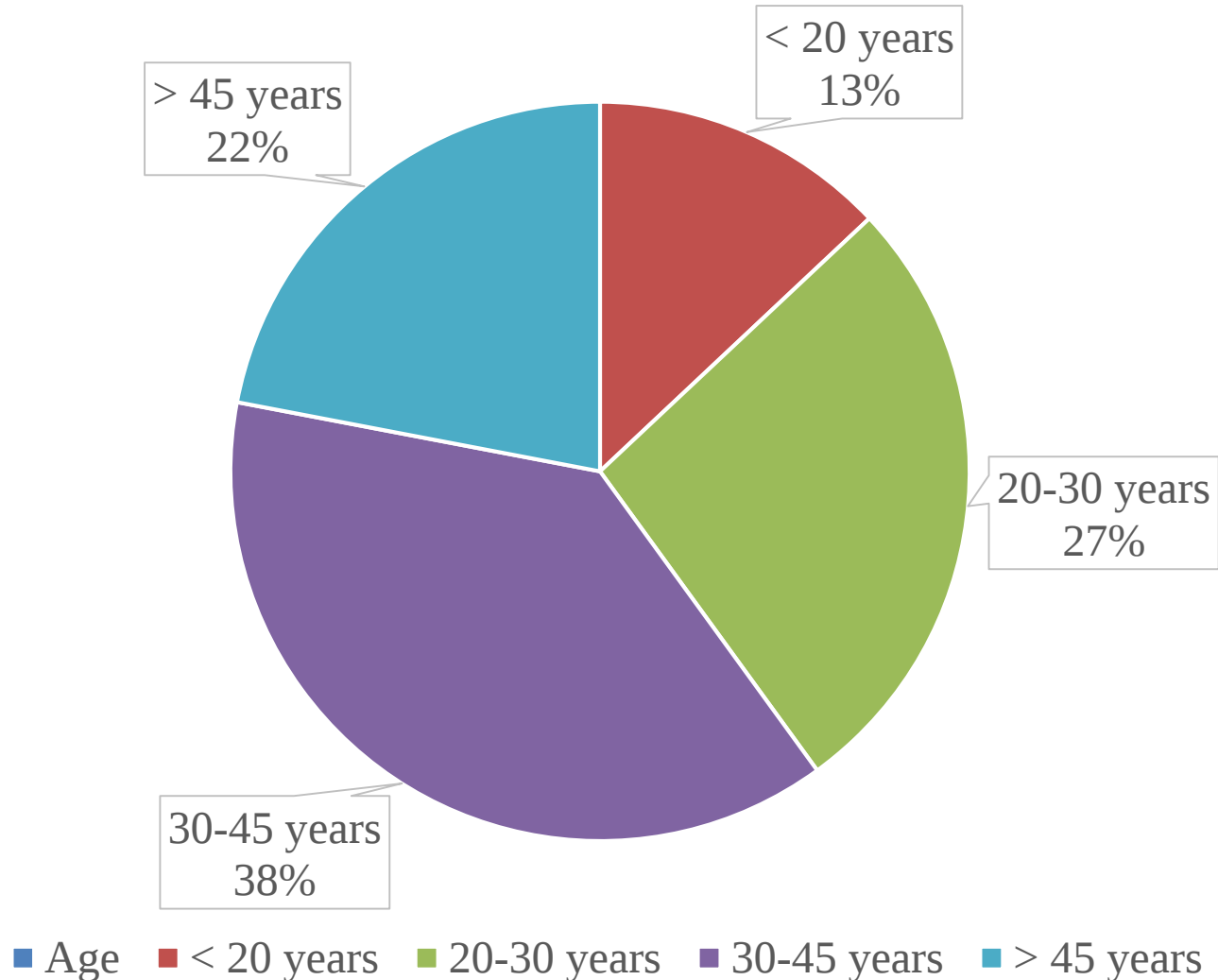
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Gender

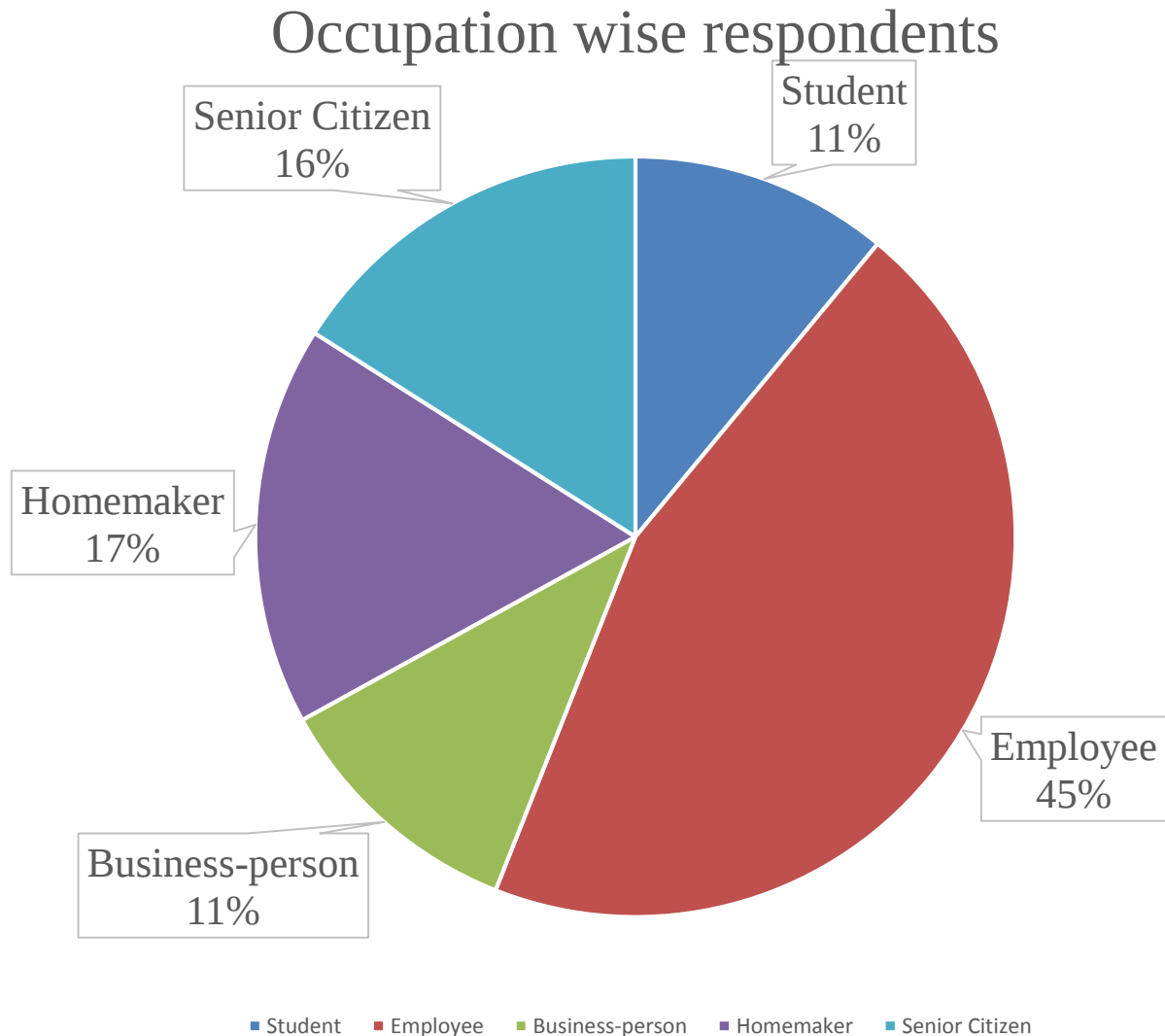




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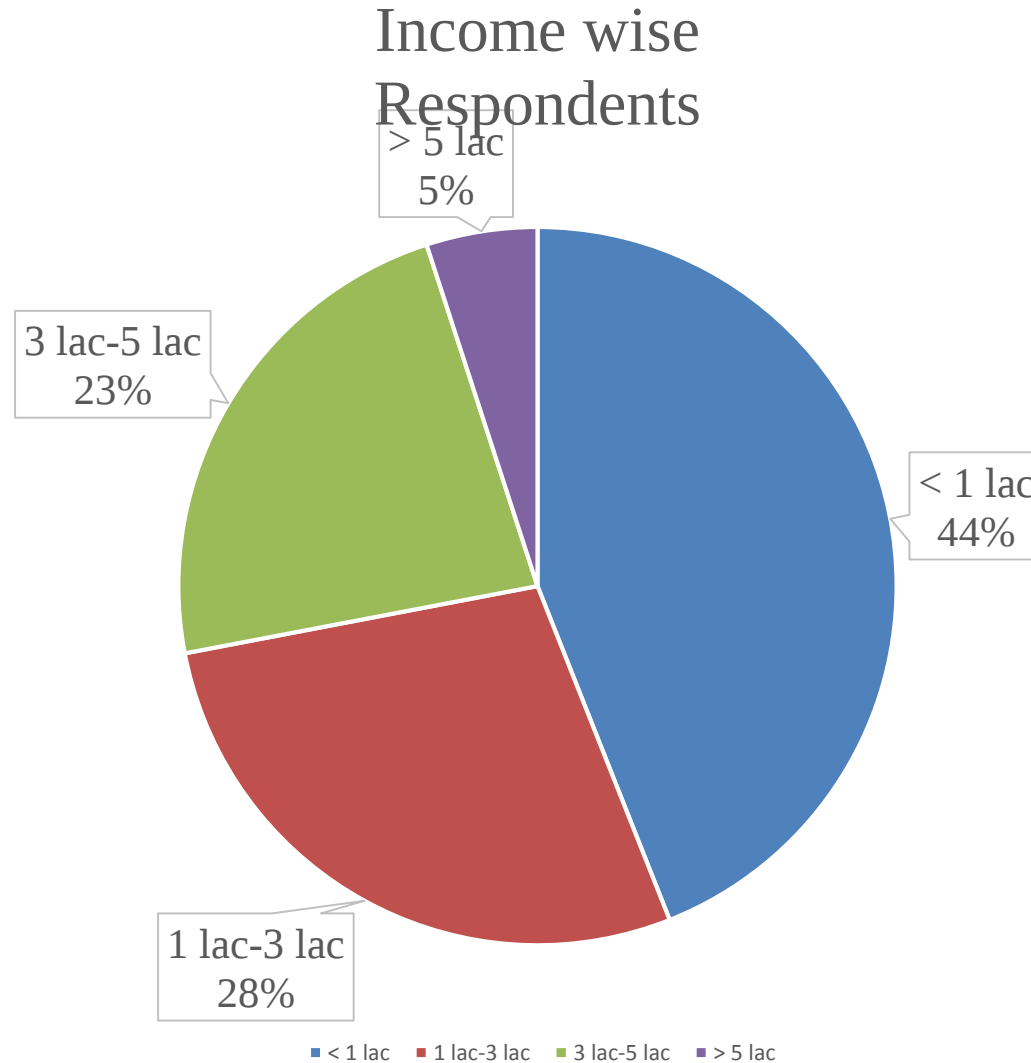


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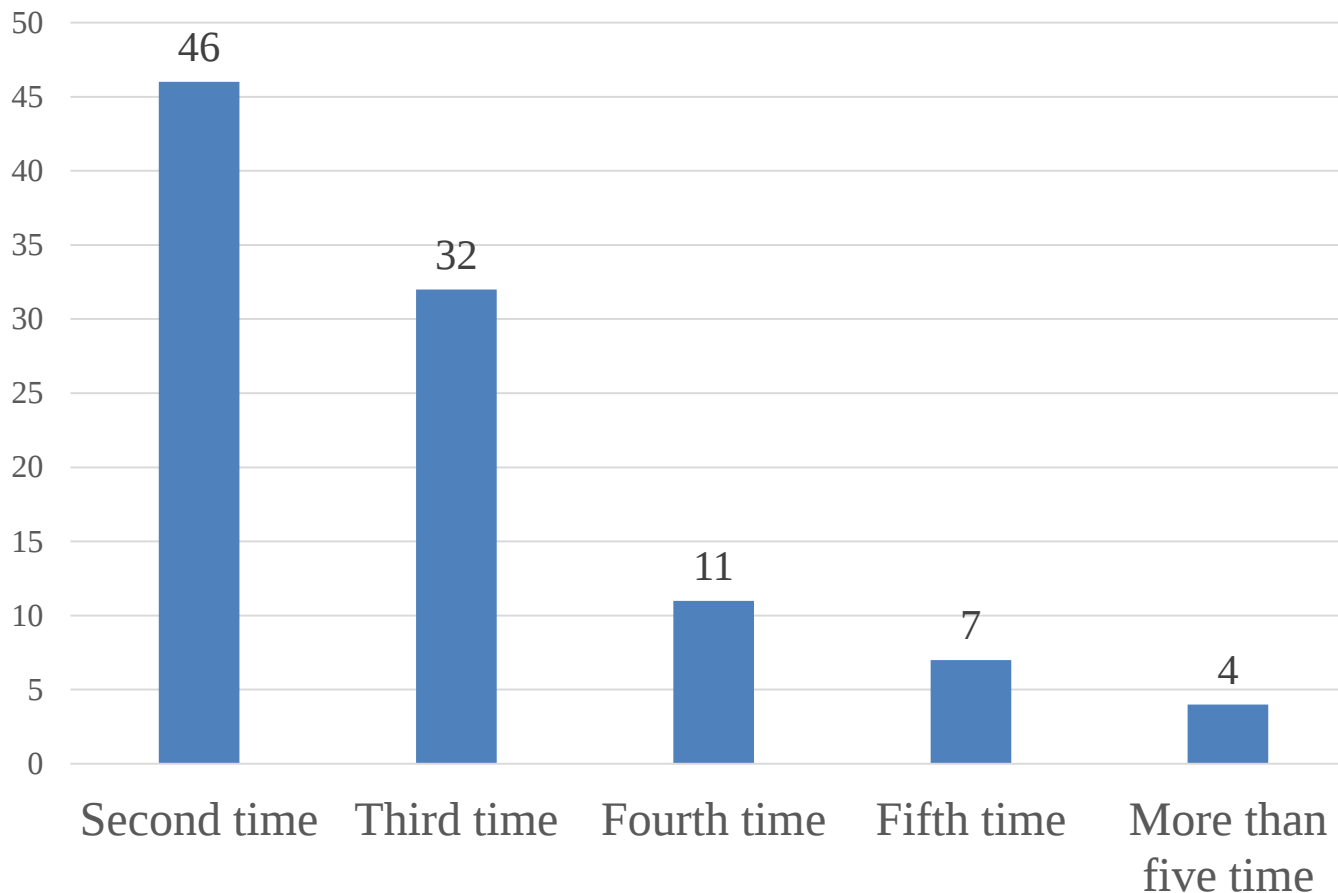
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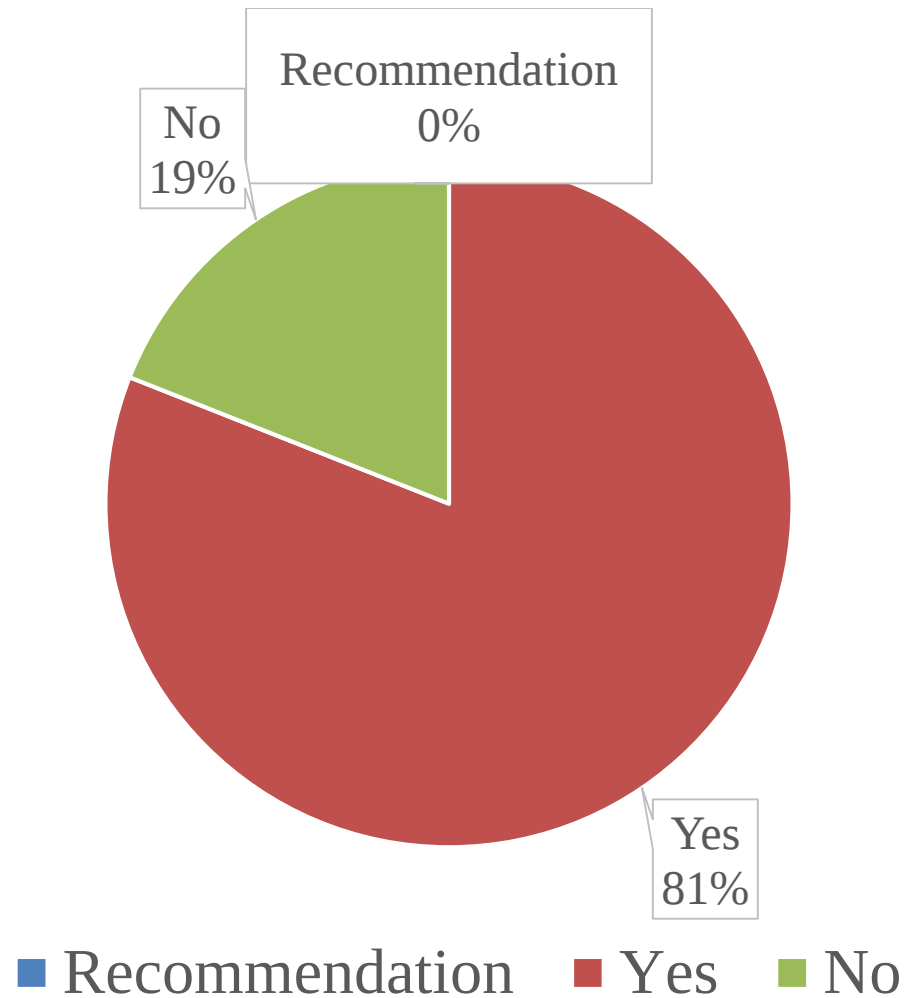
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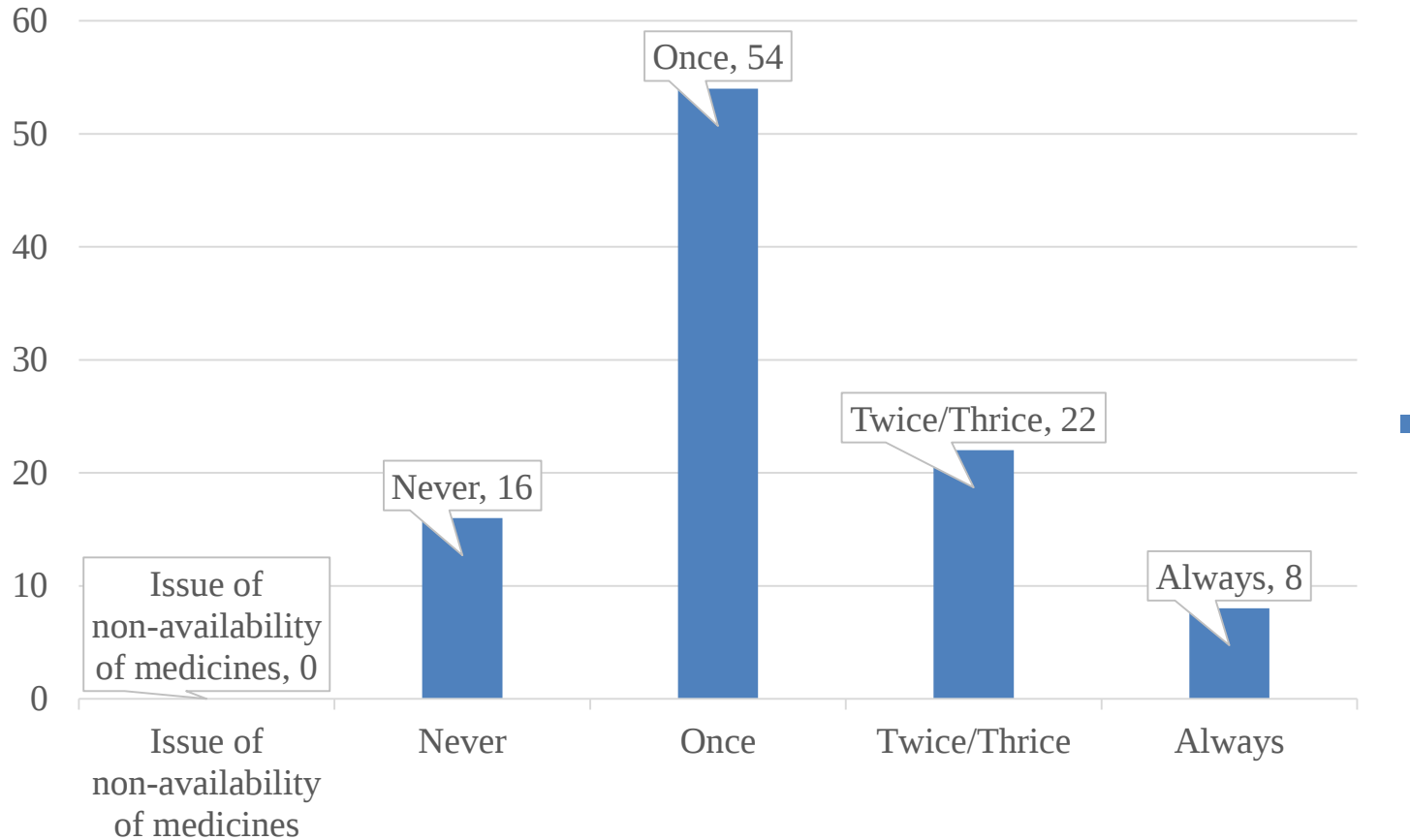
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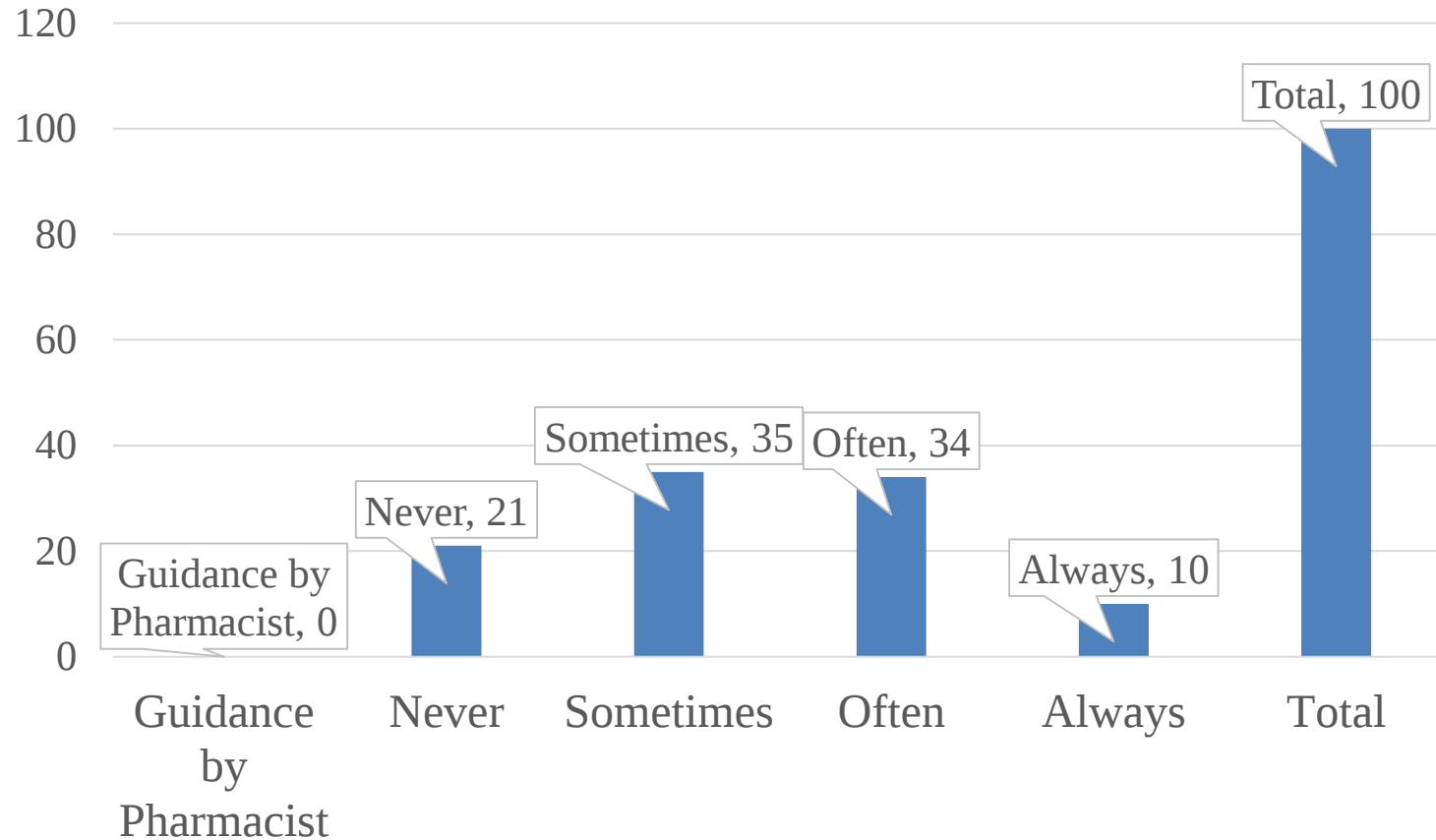




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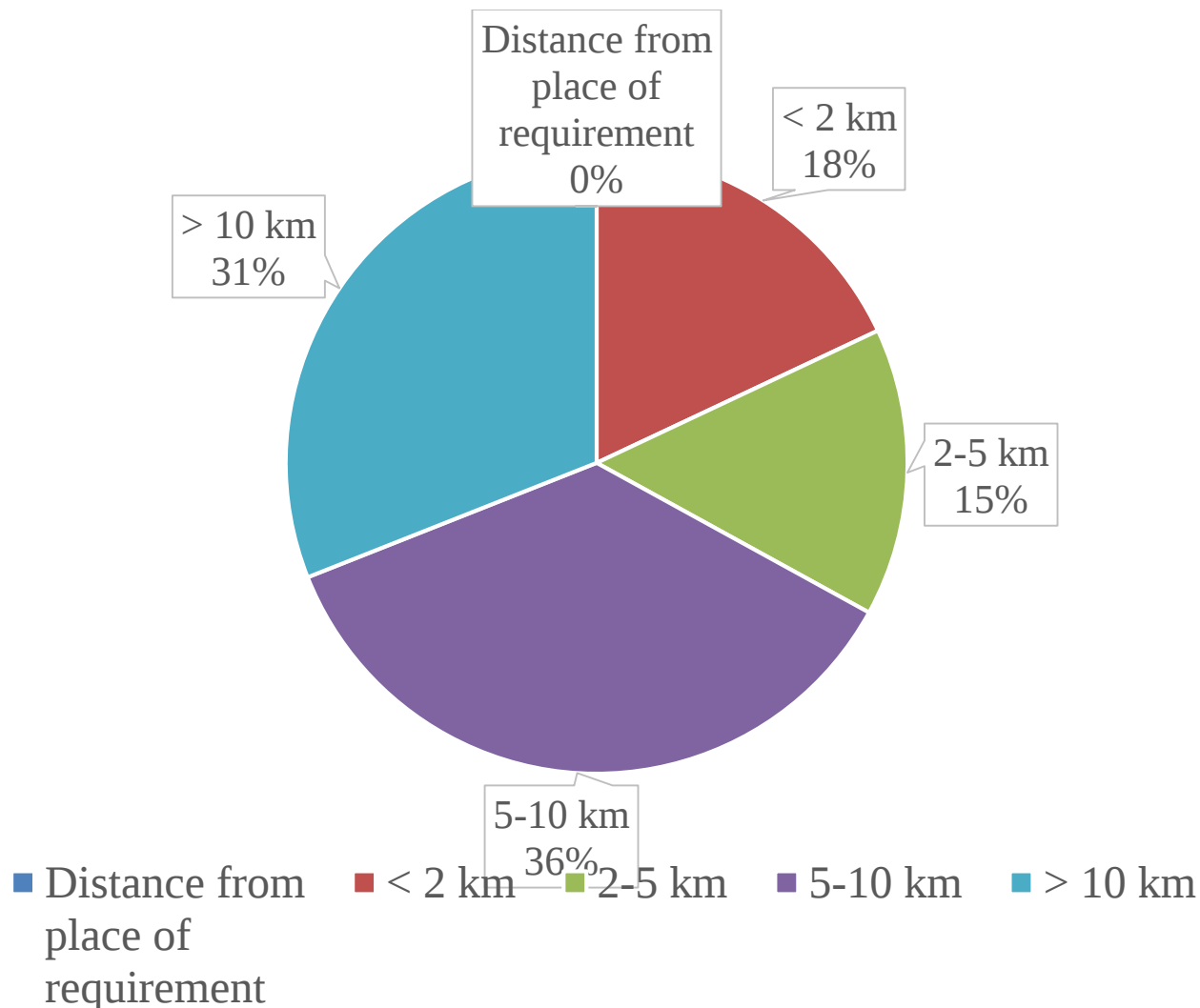








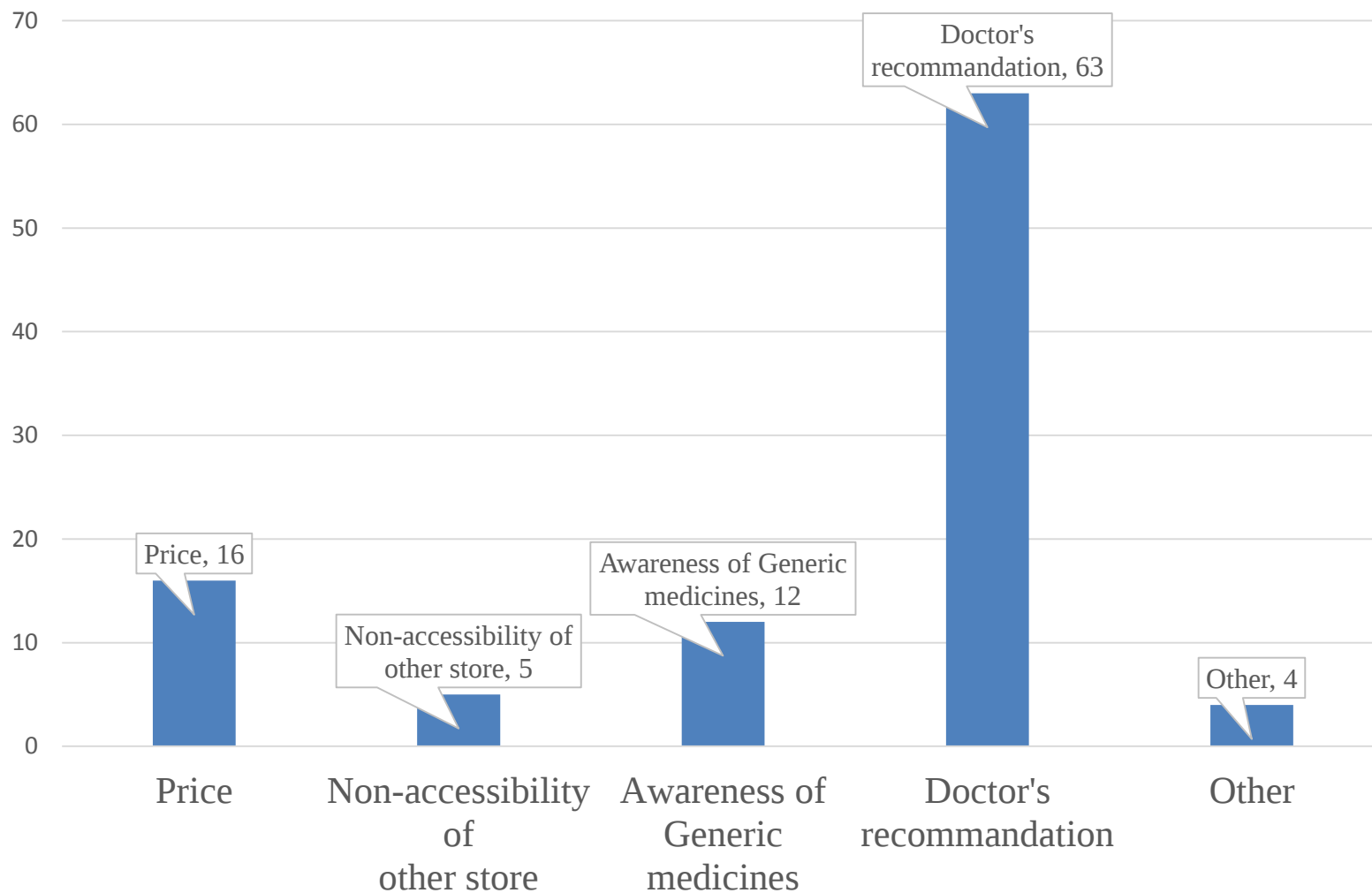
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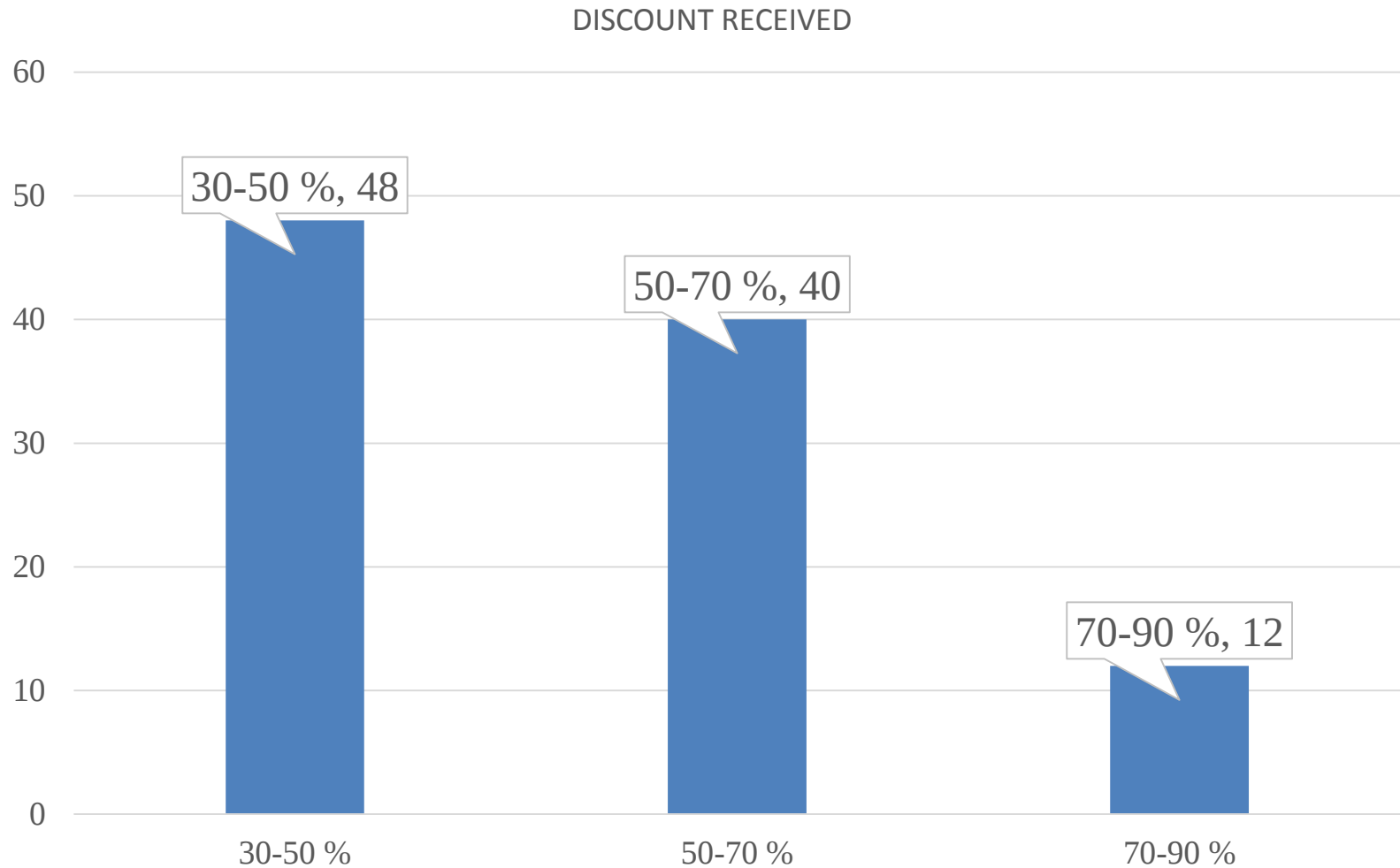
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reason for switching from other service provider





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CONCLUSION

- **Acceptability:** Initially all the stores were filled with most of the medicines and at that time there was no issue of non-availability.
- **Availability:** Most of the respondents have faced issue of non-availability but there are two types of non-availability. One is non-availability of specific brand prescribed by doctors while the second type of non-availability is non-availability of specific molecule.
- **Accessibility:** Almost all the medicines available at Deendayal Store are offered with at least 30% of discount which may extend up to 90% which itself masks the problem of accessibility.



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- **Adaptability:** From the data obtained we can come to know that doctor's support is one of the major reason for increasing adaptability of Deendayal Stores. Price is second most reason for adaptability of Deendayal Stores.
- **Affordability:** All the respondents are admitting that they are getting at least 30% discount on any medicine available at Deendayal store which is the salient feature of this scheme. Affordability is directly related to the Customer Satisfaction



RECOMMENDATIONS

- There is need to improve upon rigorous IEC (Information Education Communication) activities.
- Customers are coming from various disciplines and their understanding levels are different from each other. It is required to have some kind of Capacity Building Sessions for Pharmacist to train them to improve convincing power, interpersonal skills, communication skills etc.
- To address issue of non-availability, it is required to adapt new methods for procurement, pstorage and supply of medicines.



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THANK YOU



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