

Study on Awareness Level and Perception of Employees of Credihealth for Its Services

By

Sania Loona

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2015-2017



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Study on Awareness Level and Perception of Employees of Credihealth for Its Services

By

Sania Loona

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2015-2017

Credihealth Pvt. Ltd., Gurgaon



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr. Sania Loona of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Credihealth, Gurgaon from 20th February, 2017 to 19th May, 2017.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.



(Col.) Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Dr. Neetu Purohit
Associate Professor
The IIHMR University, Jaipur

Registered Office

710, Ansal Chamber-II, 6 Bhikaji Cama Place, New Delhi - 110066

CIN: U85100DL2013PTC249274, Email: info@credihealth.com

Phone: +911244342555

credihealth
Your Medical Assistant

Certificate of completion of Internship/dissertation

The certificate is awarded to

Dr. Sania Loona

In recognition of having successfully completed her
Internship in the department of

Medical Operations

and has successfully completed her Project on

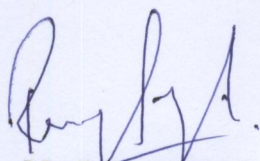
A study on Awareness level and Perception of employees of Credihealth for its services

Date: 15th May 2017

Organization: Credihealth Pvt. Ltd.

She comes across as a committed, sincere & diligent person who has a strong
drive and zeal for learning

We wish her all the best for future endeavors



Mr. Raunaq Singh
AVP- Service Delivery

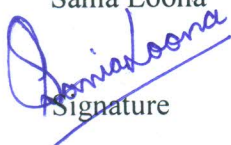


Mr. Ravi Virmani
Founder & Managing Director

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled '**A Study on Awareness level and Perception of Employees of Credihealth for its services in Credihealth Pvt. Ltd (Medical Operations)**' and submitted by **Dr.Sania Loona** Enrollment No. **IIHMR-U/01/2015-17/0343** under the supervision of **Dr.Neetu Purohit** Associate professor **IIHMR University Jaipur** for award of **MBA in Hospital and Health Management** of the University carried out during the period from **20th February to 19th May 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.

Sania Loona



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 study on awareness level and perception of employees of Credihealth for its services.

A handwritten signature in blue ink, appearing to read 'Sonia Kona', is written over the printed text 'Signature of student'.

Signature of student

Acknowledgment

Internship is successful largely due to the effort of a number of dexterous people who have always given their valuable advices or lent a helping hand. I sincerely appreciate the inspiration; support and guidance of all those people who have been instrumental in making this summer training a success.

I, **Dr. Sania Loona**, the student of IIHMR University, Jaipur, consider it as privilege and honor to work as a management trainee at **CREDIHEALTH, Gurgaon** for 3 months.

At this juncture, I feel deeply honored in expressing my sincere thanks and gratitude to my **Mentor, Mr. Raunaq Singh** Assistant Vice President, Credihealth, Gurgaon, for the confidence bestowed in me and for making resources available at right time and providing valuable insights leading to successful completion of my projects during dissertation period of my internship.

I also wish to extend special thanks to **Mr. Ravi Virmani**, Founder & MD, Credihealth for their aspiring guidance, invaluable constructive criticism and friendly advices during the training period.

I am sincerely grateful to **Mr. Mayank Sharma**, Business Analyst and **Mr. Chitrang Dalal** Head-Product Management for sharing their truthful and illuminating views on a number of issues related to the project.

I am obliged to all the staff members of **different departments of Credihealth** for the valuable information provided by them in their respective fields. I am grateful for their co-operation during the course of my training period.

I express my heartfelt appreciation to **IIHMR University** for providing the dissertation opportunity and owe my profound gratitude to my **College Mentor Dr. Neetu Purohit, Associate Professor IIHMR University, Jaipur**, who helped me throughout for solving various doubts and queries.

A million thanks to all the **Employees of Credihealth**, without their cooperation; the training would not have been successful. At the end, I would like to thank God for allowing me to complete my project, my family and friends for being a constant source of inspiration to me.

Dr Sania Loona

MBA HM 20, 0343

The IIHMR University, Jaipur

ABSTRACT

A Study on Awareness level and Perception of Employees of Credihealth for its services

Author:

Dr. Sania Loona

Guided By: Dr. Neetu Purohit

BACKGROUND

Gurugram-based **Credihealth** is an online healthcare marketplace that provides end to end services including information on various medical ailments, doctors, hospitals, treatments and their implications and post treatment care. The start-up's core business lies in providing its customers with detailed information about hospitals and healthcare providers. Started from Delhi in January 2014, Credihealth initially focused on Delhi–NCR market but now has its presence in the ten cities across India-it is now active in Delhi NCR, Mumbai, Kolkata, Bangalore, Hyderabad, Pune Ranchi, Indore, Jaipur and Chennai. It caters both domestic as well as international patients- mainly from Africa, SAARC Nations- Bangladesh, Afghanistan and Nepal.

The start-up helps people to search for doctors and hospitals across major cities in India, book appointments with the doctor of their choice, also helping in getting quotes from hospitals for any treatment or surgery.

The company has also launched its apps for Android users. It enables users to get a second opinion about their medical diagnosis or treatment method by uploading medical reports from specialists, for a nominal fee.

The company has partnered with more than 630 hospitals. Leading names include Apollo Hospitals, Fortis Group, Medanta, Narayana Hrudalaya, Jaslok, Columbia Asia, BLK and Artemis. The start-up's service is free for users.

Rationale

Three months Credihealth data analysis (from December 16 to February 17) done show 30 percent decrease in new requests coming in. Different factors were proposed and one of the factors which can affect the decrease in traffic of new patients is the awareness level of employees working in the company for its services. Hence this study will enable us to know the level of awareness about the details of the Credihealth website and will be used as a base to improve the quality of medical assistance provided by CH.

What is the awareness level and perception of Employees of Credihealth of its services?

Objectives

- ✓ To suggest the solutions that will ensure the market hold for sustainable profitable model for online healthcare and as a secondary plan to make optimal mix of technology and Human touch.
- ✓ To assess the general awareness level among the Credihealth employees about its services
- ✓ To know the perception of employees about the services offered by Credihealth

Methodology

Study type-Descriptive study

Study Area- Gurugram, Haryana

Study Period- Three months ((February- April 2017)

Sample Size- Census (All Credi employees)

Study Respondents- Operations team including all the medical professionals and patient care executives, Business Development Team, Digital Marketing Team, Product Operations Team, Technical Team and Management team

Data type- Primary data

Data Analysis –Quantitative Data Analysis

Data Collection Tool- Self structured Questionnaire

Data Collection Technique- Online Questionnaire

Data Analysis- The data analysis will be done in MS Excel

Result:

The questionnaire results indicated the level of awareness and the perception about the services offered and the details on the Credi website or app; they are using the whole day.

The analysis showed 52 percent employees were aware about the services provided by Credihealth involving technology based medical assistance.

Also 56 percent employees gave positive perception (yes) about services of Credihealth.

Key Words:

Awareness, Perception, Sustainability, Profitability, Productivity, Online Medical Assistance, Technology

About the Organization

Credihealth (CH), established in 2014, is the first Omni-channel player in the hospitalization/ inpatient business. The organization is currently operable in ten cities across India- Delhi NCR, Mumbai, Kolkata, Hyderabad, Chennai, Bangalore, Pune, Indore, Jaipur and Ranchi. It also caters international patients from Africa and SAARC nations- Afghanistan, Bangladesh and Nepal. CH is an **end to end solution** for hospitalization needs – from searching for the right doctor, to scheduling appointments, diagnostics, surgeries & post-op care. It interacts with customers via website, mobile app, telephone & WhatsApp to provide them a complete solution

Founded and led by Ravi Virmani – ex COO of Max Healthcare

Need to establish CH

Since every family has a healthcare need, CH helps navigate through the complex healthcare system and aspires to leverage technology to expand the healthcare boundaries, by enabling

a) Access to Healthcare through Information and Delivery

Information – Hospital and Doctor Credentials, Procedures, Treatments, Feedback, and healthcare content for the common man

Ensuring Delivery – CH serves as credible partner to support the patient through the entire experience of their hospital journey.

b) Transparency

CH empowers people to make informed healthcare decisions, by way of verified reviews, price comparisons, multiple treatment options and a belief that **now** there's a better way!

CH follows a disruptive model that challenges the conventions of traditional healthcare. The key differentiators are tie ups with marquee hospitals, medical guidance from in-house doctors, providing second opinions and referrals, comparable packages of different packages of procedures in various hospitals, Hospital- concierge services, articles, blogs, videos, ambulance services, tie-up with loan facilities.

Users can search for doctors based on specialty, procedure, symptom, location, doctor name or hospital name. The search can be further refined based on the area inside the city, availability, timings and consultation fee. Patients can directly book appointments from the search results, which display relevant doctors, their timings, fees, reviews and address.

Credihealth has a proprietary algorithm running in the backend, which lists doctors on the site based on relevance, location, experience and specialty, feedback from patients and appointment experience.

Credihealth involves the online organic search to get valuable consultations and further the treatment from the best doctors. Engagement can be low to moderate. It can be increased with bundling other forms of content in the app. Notifications can also work if they are related to free stuff. Retention can be moderate to high. High retention can occur for satisfied users. Since health care services are of high involvement, a great experience will not only retain users but also drive a lot of recommendations too.

Vision of CH

“We envision a healthcare ecosystem where people from around the world can quickly find credible and reliable answers to their medical problems, along with easy access to the best healthcare experts to guide them towards a healthier, happier and more fulfilling life.

We aim to be the first port of call for customers having healthcare related need, doubt or query.

Mission of CH

To help people get credible information at the time of their need. Accidents can't be anticipated. Aged family members can fall sick at any time. Infants and children are fragile lives who require constant care. We at Credihealth aim to be your support system at the time of your need. Not just that, we recognize the constant increase in living expenses making medical bills more and more painful. Our overarching goal is to start 'The Right Cost Movement' in Indian Healthcare.

Conventional vs Credihealth scenario

The very moment a family member gets ill, the first point of information is our near friends and relatives to ask for the best service provider. The process follows as to first consult that GP- that usually is our family doctor, and moving forward to take second opinion for the same. Further, the patient lands up in the corresponding hospital based on the treatment advised and the urgency of the need. Meanwhile, what is missed out is the proper guidance in the process which burdens the family who is already in worry of their dear one.

Here Credihealth fits in. Credihealth provides the one-stop solution to every healthcare need-
beginning from getting the extensive information to help users to make an informed decision by

speaking to a empathizing medical expert, avoiding the long ques in the hospital, getting the estimated cost comparisons between different hospitals, getting the correct treatment route and also the post treatment care, all just a phone call away!

Value Proposition to the Credi Users

- Hassle free experience - diagnostics, procedures and documentation
- Transparent medical costs with discounts passed directly to Patients; Prevent touts and unethical practices
- Access to a larger pool of doctors, hospitals, diagnostic centres
- Credi concierge, 1-on-1 direct contact & post-op support
- Provide additional knowledge & helps ease decision making
- Find best Doctor for Patient's needs; get second opinions before committing to a procedure

Credihealth enables users to make informed choices and manages the entire treatment lifecycle for patients

CH stands unique with a large network of more than 630 hospitals- mainly Apollo Hospitals, Fortis Group, Medanta, Narayana Hrudalaya, Jaslok, Columbia Asia, BLK, Artemis, Medica and AMRI. The start-up's service is free for users. It charges a subscription and market development fee from hospitals.

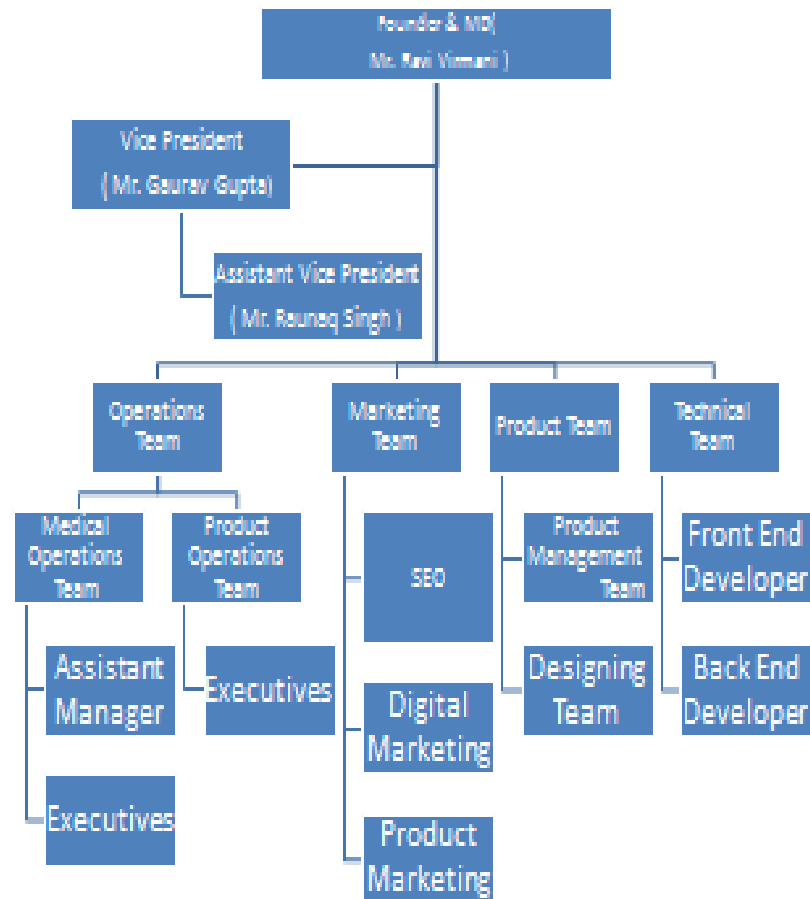
The Credi Team

The start-up is led by the clear vision of Mr. Ravi Virmani, Founder and Managing Director of Credihealth.

Credi Family comprises of:

- Operations team including all the medical professionals and patient care executives.
- Business Development Team
- Digital Marketing Team
- Product Operations Team
- Technical Team
- Management Team

Organogram



How Credihhealth Works

- ✓ CH provides Credible healthcare information on hospitals, doctors and treatments
- Search and short-list doctors and hospitals
- Select and compare from the largest hospital network in India

- Read from over a thousand articles on our health blog
- Watch hundreds of doctor interviews and patient feedback
- ✓ **Medical Assistance throughout hospitalization journey**
 - Get cost estimate on procedures
 - Personalized guidance by our in-house medical experts
 - Doctors and hospitals options customized to your needs
 - Get detailed information, make an informed decision
 - Share your hospital experience
 - Get cost estimates on procedures and treatments in hospitals
- ✓ **Book appointment and compare treatment prices**
 - Book your next doctor's visit from the comfort of your home
 - Request for treatment prices from hospitals from across India
 - Choose from the best hospital network
 - Have a smooth hospital journey

DISSERTATION REPORT

A Study on Awareness level and Perception of Employees of Credihealth for its services

1. Introduction

Credihealth is into a healthcare sector that serves as virtual point of contact with patients at the time of their healthcare need. As we know every family at one or other point in life has a healthcare need; Credihealth realizes this healthcare need and thus created 'An Online platform with a human touch '. In Modern healthcare system with rapidly expanding costs, Complexity of diseases and different types of treatment options one encounters a difficulty in making optimal treatment decision. Credihealth envisions supporting people through their entire hospitalization journey by providing correct and reliable information about hospitals, doctor's credentials, procedures, treatment, feedback and healthcare content for the common man. To help in taking this right treatment decision, Credihealth employees are required to be completely aware of services delivered through it to bridge the gap between healthcare professional and the patient. This will not only ensure happy and satisfied patients but also increased productivity of employees, efficiency in their working and sustainability of this technology based online business model.

2. Review of Literature

Studies have been done which proved that those employees who are aware of the services delivered through the company they are working in produce good results which ultimately creates a sustainable and profitable model by ensuring efficient working and increased employee's productivity.

Study done by John Baldoni in July 2013 showed that organizations with a high level of employee engagement do report 22% higher productivity, according to a new meta-analysis of 1.4 million employees conducted by the Gallup Organization

Study done by Uma S N in November 2013 showed improved performance outcomes of company with trained employees which enhanced long term sustainability of company.

Study done by Elif Ongel Business and Management, Manchester Metropolitan University, UK titled ‘The Relationship between Employee Engagement and Organizational Performance: implementations of Organizations’ showed “Achieving an engaged workforce will provide superiority to the organizations in a competitive business environment.” This was published on 30th July 2014 in International Journal of Social Sciences.

3. Rationale

Three months Credihealth data analysis (from December 16 to February 17) done show 30 percent decrease in new requests coming in. Different factors were proposed and one of the factors which can affect the decrease in traffic of new patients is the awareness level of employees working in the company for its services. Hence this study will enable us to know the level of awareness about the details of the Credihealth website and will be used as a base to improve the quality of medical assistance provided by CH.

4. Research Question

What is the awareness level and perception of Employees of Credihealth of its services?

5. Objectives

- ✓ To suggest the solutions that will ensure the market hold for sustainable profitable model for online healthcare and as a secondary plan to make optimal mix of technology and Human touch.
- ✓ To assess the general awareness level among the Credihealth employees about its services
- ✓ To know the perception of employees about the services offered by Credihealth.

6. Methodology

This study involves response analysis from various questions reflecting the overall awareness level of the employees in order to have a positive impact on the employee experience in achieving the ultimate goal of the organization, i.e. to provide maximum patient care.

The research data incorporated 12 statements from the respondents of Credihealth based on employees' awareness level about services it delivers. Based on the responses, the results were analyzed and cumulative scoring was done for each employee and the final inference obtained defining the awareness level of employee

For this, an intra-organization survey was conducted which involved Credi Team consisting of

- Operations team including all the medical professionals and patient care executives.
- Business Development Team
- Digital Marketing Team
- Product Operations Team
- Technical Team
- Management Team

A self-structured questionnaire was prepared with both open and close ended questions that give both qualitative and quantitative data.

This framework was evaluated using real patient data from the electronic health record.

1. Table showing explanation of each Question statement of the Tool used

S.no	Question	Response/ answer	Correct	Inference	Remarks
1	Have you ever tried to book an appointment through : a. Credihealth Website b. Call on 1800 c. Mobile App	Yes/No		To know awareness level of employee especially medical expert on customer behalf to how to book the appointment through each source channel and what each Status (in process, booked, and cancelled) mean.	Yes means Employee are aware. No means employee are not aware
2	How many clicks are required to a. Book an appointment through Credihealth website? b. Request for a call back? c. Tele-consultation?	10 6 10		To know how many steps are there those need to be filled by the patient/attendant in order to seek medical assistance. Also to know how lengthy is the form.	Correct response means employees are aware
3.	Is there any option on our Credi Website to overcome language barrier without dependency on human factor?	Yes/ No		Since CH works Pan-India, it is necessary to overcome language barrier so that patient can communicate freely with online medical expert without being dependent on Translator/ human. This	Yes means Employee are aware. No means employees are not aware

			also sets a basis to improve on Credi website	
3a.	If yes, then what?	Open –ended question	Shows CH has started to work on language barrier.	
4.	How many tabs are available on the Credihealth website?	9	To know if the CH employee knows about usefulness of the Credi site and how much informative is the site	Credi employee will be able to guide the patient only if he/she knows what all features are there at the website. Correct response means employees are aware
5	Enumerate the tabs	Ambulance, Mobile app, Apply for medical loan, Region, Blog, Login, language, How it works, Search for doctor/hospital/procedure	To know if the CH employee knows about usefulness of the Credi site and how much informative is the site	Credi employee will be able to guide the patient only if he/she knows what all features are there at the website. Correct response means employees are aware
6	Do you think there is a lot of	Yes/No	This forms the basis of	If majority of

	unnecessary text on Credi website?		improvement and changes that can be made to make the website easily accessible and useful for the users	employees say Yes that means the changes are required to be made
7	The Credihealth website is available in how many languages?	1/2/3	This is important so that first line of contact persons can guide the patient accordingly	Correct response is 2 i.e. Hindi and English
8	Do you feel that you should be oriented to know that how the website of Credi healthcare is visible to our customers?	Yes/ No	Here there is no correct response.	If majority of employees say Yes that means there is need to conduct the training session for them.
9	Are you using relevant key words every time for symptom/Procedure tagging?	Yes/ No	Tagging is one of the elements to form the basis of AI as enables the easy search	To know how Techno friendly the employees are
10	Do You have patient testimonials on your Credi website letting visitors know how happy others are with your services?	Yes/ No	Credi website has patient testimonials	Simply to check the awareness level on features available at our site
11	Do you think time spent per case is more due to less automation?	Yes/ No	AI reduces human dependency	If the majority says time spent per case is more that means there is a need for

				automation and improvement
12	Provide one additional feature you wish to have on the Credi website.	Open ended	To know their perception as the employees are the first hand users.	The Responses can be evaluated and the viable suggestions can be incorporated to improve on the website

6.1 Various Parameters of Methodology

- Study type-Descriptive study
- Study Area- Gurugram, Haryana
- Study Period- Three months ((February- April 2017)
- Sample Size- Census (All Credi employees-56 in number)
- Study Respondents- Operations team including all the medical professionals and patient care executives, Business Development Team, Digital Marketing Team, Product Operations Team, Technical Team and Management team
- Data type- Primary data
- Data Analysis –Quantitative Data Analysis
- Data Collection Tool- Self structured Questionnaire
- Data Collection Technique- Online Questionnaire
- Data Analysis- The data analysis will be done in MS Excel

7. Analysis and Results

7.1 Steps in Analysis:

1. Various factors were selected to perform **a survey** for understanding the awareness level of employees regarding Credihealth
2. Self- Structured **Questionnaire to know the awareness level and the perception** was prepared and feedback was collected from Credi employees (Total census- 56).
3. **Collection of data** from various teams that include were Operations team, Business Development Team, Digital Marketing Team, Product Operations Team, Technical Team and Management Team
4. Data was analysed for each question statement for every team using Tables
5. Cumulative scoring was done for each team for every question
6. Cumulative percentage was calculated which defines the overall awareness level and perception
7. The result obtained help to understand the level of awareness and the perception level of Credi employees in relation to services offered by it
8. Suggestions and Strategies can be formulated to improve the awareness level ultimately leading to good quality service and market hold for sustainable profitable model using Technology based Medical Assistance

7.2 How to calculate Cumulative score

- For every correct response/ yes – score 1 given
- For every incorrect response/ no – score 2 given
- Counted the total number of ‘responses 1’ for every question
- Maximum score for that question was according to number of members in that respective team
- Cumulative score was calculated for all the question statements by adding individual scores for each question

- Cumulative percentage was calculated by dividing cumulative score/ maximum score
- Individual Cumulative percentage (for each question) and the overall cumulative percentage define the awareness level and the perception level.

7.3 Team wise percentage score of each question statement defining general awareness level and Perception

2. Table showing percentage scores of awareness level for Senior Management Team

S.no	Question Statement	Yes/Correct Response (% score)
1a	Booked Appointment through Credihealth Website	100
1b	Booked Appointment through Call	0
1c	Booked Appointment through Mobile App	50
2a	Number of clicks required to book an appointment through Credihealth website	25
2b	Number of clicks required for a call back request	0
2c	Number of clicks required for Tele-consultation	100
3	Feature on Credi website to overcome language barrier	100
4	Number of tabs available on Credihealth website	100
5	Number of languages the website is available	50
6	Patient testimonials on Credihealth website	100

3. **Table showing percentage scores of perception level for Senior Management Team**

S.no	Question Statement	Perception response(Yes) in % score
1	Do you think there is presence of unnecessary text on Credihealth website	100
2	Do you think there is Need of orientation towards visibility of website	25
3	Are you using relevant key words while tagging	50
4	Do you think Relation of time spent per case is less with automation	100

Key Findings (From table 2 and 3) showing awareness level and perception of senior management team

- The Cumulative awareness score with correct response using ten question statements came out to be 25 and the maximum score is 40.
- The Cumulative perception score using four question statements came out to be 11 and the maximum score is 16.
- Management team never tried to book an appointment through Credihealth Website.
- Also none of the managers were aware of the number of clicks required for a call back request.
- Half of the team had ever tried to book an appointment through mobile app.
- Fifty percent of the managers knew the number of languages the Credihealth website is available in.
- The team showed 100% awareness w.r.t number of clicks required for Tele-consultation and the number of tabs available on Credihealth website.
- Along with this everyone knew about the feature of patient testimonials related to happy patients on Credihealth website.
- Only 50 % of managers are of the opinion that they are using relevant key words while tagging.

4. **Table showing percentage scores of awareness level for Operations Team**

S.no	Question Statement	Yes/Correct Response (% score)
1a	Booked Appointment through Credihealth Website	100
1b	Booked Appointment through Call	33
1c	Booked Appointment through Mobile App	44
2a	Number of clicks required to book an appointment through Credihealth website	19
2b	Number of clicks required for a call back request	74
2c	Number of clicks required for Tele-consultation	4
3	Feature on Credi website to overcome language barrier	19
4	Number of tabs available on Credihealth website	100
5	Number of languages the website is available	48
6	Patient testimonials on Credihealth website	48

5. Table showing percentage scores of perception level for Operations Team

S.no	Question Statement	Perception response (Yes) in % score
1	Do you think there is presence of unnecessary text on Credihealth website	41
2	Do you think there is Need of orientation towards visibility of website	67
3	Are you using relevant key words while tagging	70
4	Do you think Relation of time spent per case is less with automation	100

Key Findings (from table 4 and 5) showing awareness level and perception of Operations team

- The Cumulative awareness score with correct response using ten question statements came out to be 132 and the maximum score is 270.
- The Cumulative perception score using four question statement came out to be 75 and the maximum score is 108
- This team showed 100% result in terms of awareness level w.r.t number of tabs available on Credihealth website and were able to enumerate them also.
- Everyone in the team has ever tried to book an appointment through Credihealth website.
- Near about three-fourth of employees were aware about number of clicks required for a call back request.
- Less than fifty percent of the employees knew about the number of languages the website is available in and also about the availability of patient testimonials of happy patients.
- One-third of the Ops team ever tried to book an appointment through call.
- Only nineteen percent of the employees knew about number of clicks required to book an appointment through Credihealth website as well as about the feature on Credihealth website to overcome language barrier.
- Hardly four percent employees were aware about number of clicks required for tele-consultation.
- Nearly 70 % of the employees were of the school of thought on using relevant key words while tagging.
- Whole of the Ops team perceive positive relation between time spent per case and automation.

6. Table showing percentage scores of awareness level for Marketing Team

S.no	Question Statement	Yes/Correct Response (% score)
1a	Booked Appointment through Credihealth Website	31
1b	Booked Appointment through Call	100
1c	Booked Appointment through Mobile App	100
2a	Number of clicks required to book an appointment through Credihealth website	23
2b	Number of clicks required for a call back request	23
2c	Number of clicks required for Tele-consultation	77
3	Feature on Credi website to overcome language barrier	0
4	Number of tabs available on Credihealth website	85
5	Number of languages the website is available	100
6	Patient testimonials on Credihealth website	46

7. **Table showing percentage scores of perception level for Marketing Team**

S.no	Question Statement	Perception response(Yes) in % score
1	Do you think there is presence of unnecessary text on Credi-health website	92
2	Do you think there is Need of orientation towards visibility of website	0
3	Are you using relevant key words while tagging	0
4	Do you think Relation of time spent per case is less with automation	100

Key Findings (from table 6 and 7) showing awareness level and perception of Marketing team

- The Cumulative perception score using four question statements came out to be 25 and the maximum score is 52.
- The Cumulative awareness score with correct response using ten question statements came out to be 76 and the maximum score is 130.
- All of the employees in this team have ever tried to book an appointment through call as well as mobile app but less than one-third of the employee tried booking an appointment through Credihealth website.
- Everyone in marketing team knew that website is available in two languages.
- Almost 85 percent of the marketing team were able to recall the tabs available on Credi website.
- Near about three-fourth of employees gave correct response w.r.t number of clicks required for tele-consultation.
- Less than fifty-percent of the employees knew that feedback showing patient testimonials about happy patients is there on our website.
- Less than one-fourth of the employees gave correct response that there are ten clicks required to book an appointment through Credihealth website.
- None of the employees use relevant key words while tagging as perceived by them

8. **Table showing percentage scores of awareness level for Product Team**

S.no	Question Statement	Yes/Correct Response (% score)
1a	Booked Appointment through Credihealth Website	0
1b	Booked Appointment through Call	100
1c	Booked Appointment through Mobile App	100
2a	Number of clicks required to book an appointment through Credihealth website	17
2b	Number of clicks required for a call back request	0
2c	Number of clicks required for Tele-consultation	0
3	Feature on Credi website to overcome language barrier	0
4	Number of tabs available on Credihealth website	17
5	Number of languages the website is available	100
6	Patient testimonials on Credihealth website	100

9. Table showing percentage scores of perception level for Product Team

S.no	Question Statement	Perception response(Yes) in % score
1	Do you think there is presence of unnecessary text on Credi-health website	100
2	Do you think there is Need of orientation towards visibility of website	0
3	Are you using relevant key words while tagging	0
4	Do you think Relation of time spent per case is less with automation	33

Key Findings (from table 8 and 9) showing awareness level and perception of Product team

- The Cumulative perception score using four question statements came out to be 8 and the maximum score is 24.
- The Cumulative score with correct response using ten question statements came out to be 26 and the maximum score is 60.
- Everyone in this team gave incorrect response w.r.t number of clicks required for a call back as well as for tele-consultation.
- Also none of them ever tried to book an appointment through Credi website.
- The team showed poor response on feature on website available to overcome language barrier.
- Almost 15 percent of the employees knew about number of clicks required to book an appointment through Credi website and also about number of tabs being available.
- There was a drastic difference in terms of awareness of employees in relation to number of languages the website is available in and also about patient testimonials feature for happy patients
- Everyone ever tried to book an appointment through phone call and Android app.
- One third of the employees of this team were of positive note in terms of relation of time spent per case with automation.
- Everyone think that there is lot of unnecessary text on website.

10. Table showing percentage scores of awareness level for Tech Team

S.no	Question Statement	Yes/Correct Response (% score)
1a	Booked Appointment through Credihealth Website	0
1b	Booked Appointment through Call	100
1c	Booked Appointment through Mobile App	100
2a	Number of clicks required to book an appointment through Credihealth website	0
2b	Number of clicks required for a call back request	0
2c	Number of clicks required for Tele-consultation	0
3	Feature on Credi website to overcome language barrier	67
4	Number of tabs available on Credihealth website	33
5	Number of languages the website is available	100
6	Patient testimonials on Credihealth website	100

11. Table showing percentage scores of perception level for Tech Team

S.no	Question Statement	Perception response(Yes) in % score
1	Do you think there is presence of unnecessary text on Credihealth website	100
2	Do you think there is Need of orientation towards visibility of website	0
3	Are you using relevant key words while tagging	0
4	Do you think Relation of time spent per case is less with automation	0

Key Findings (from table 10 and 11) showing awareness level and perception of Technical team

- The Cumulative score with correct response using ten question statements came out to be 30 and the maximum score is 60.
- The Cumulative perception score using four question statements came out to be 6 and the maximum score is 24.
- None of the employees in this team ever tried to book an appointment through Credihealth website but all of them have done through phone call or mobile app.
- The team was completely unaware of number of clicks required to book an appointment through Credi website, call back as well as tele-consultation.
- Almost two-third of the employees knew that till now there is no feature on Credihealth website available to overcome language barrier without dependency on human factor.
- Only one- third of the tech team knew that there are nine tabs available on Credi website.
- None of the employees in tech team perceived automation as important feature w.r.t relation of time spent per case.
- Also none of them use relevant key words while tagging in contrast everyone perceives that there is lot of unnecessary text on Credi website.

7.4 Cumulative analysis for Awareness level

For each team cumulative scoring was done (explained the steps above)

S.no	Team	Cumulative score	Total Maximum score	Cumulative Percentage (in %)
1	Management team	25	40	63
2	Operations team	132	270	49
3	Marketing team	76	130	59
4	Product team	26	60	43
5	Tech team	30	60	50
Overall Score		289	560	52

Table shows that Management team was the most aware and the product team was the least aware. Also overall 52 percent employees were aware of services of Credihealth

7.5 Cumulative analysis for Perception level

For each team cumulative scoring was done (explained the steps above)

Cumulative score of each team

S.no	Team	Cumulative score	Total Maximum score	Cumulative percentage
1	Management team	11	16	69
2	Operations team	75	108	69
3	Marketing team	25	52	48
4	Product team	8	24	33
5	Tech team	6	24	25
Overall Score		125	224	56

Management team and the operations team had the most positive perception and the Tech team had the least. Also overall 56 percent employees had positive perception.

8. Recommendations

- Regular training sessions are required for Credi employees so that they are updated on services provided by Credihealth
 - The training sessions will be done team wise based on the scores received.
- Automated features need to be incorporated in the website so that it is user friendly for both employees as well as patients/customers. This was suggested as most of the employees perceived automation as the important feature in terms of time spent per case.
- Human dependency needs to be reduced

Medical expert is the first point of contact with the patient hence there human touch/empathy is required. After that everything should be automated to make the process easier and short.
- Tagging is very essential- Symptom, Procedure and Doctor needs to be done accurately and completely.

9. Conclusion

Employees need to be aware of the services provided by them in order to make the Credihealth website more user friendly so that there is better communication between medical experts and the patients. Also in order to increase the number of new requests coming in which will lead to sustainable and profitable model for the company.

References

1. Diana Forsythe, An anthropologist in the world of artificial intelligence, Stanford: Stanford University Press, 2001. (For a critical perspective on the design and use of expert systems in the medical field)
2. Steven Dilsizian and Eliot Siegel, "Artificial Intelligence in Medicine and Cardiac Imaging: Harnessing Big Data and Advanced Computing to Provide Personalized Medical Diagnosis and Treatment," Current Cardiology Reports 16, no. 441 (2014): 18, <https://www.ncbi.nlm.nih.gov/pubmed/24338557>
3. N. Razavian, S. Blecker, A.M. Schmidt, A.SmithMcLallen, S. Nigam, D. Sontag, "PopulationLevel Prediction of Type 2 Diabetes using Claims Data and Analysis of Risk Factors Big Data: Data and Healthcare Special Issue (January 2016), <http://online.liebertpub.com/doi/pdf/10.1089/big.2015.0020>
4. Nicholas Carr, "Automation Makes Us Dumb," Wall Street Journal, Nov 21, 2014 <http://www.wsj.com/articles/automationmakesusdumb1416589342>
5. Peter M Rothwell, "Factors That Can Affect the External Validity of Randomised Controlled Trials," PLoS Clin Trials vol 1 iss 1, May 2006), <http://journals.plos.org/plosclinicaltrials/article?id=10.1371/journal.pctr.0010009>
6. AiCure, "AiCure: Advanced Medication Adherence Solutions" <https://www.aicure.com>
7. <http://searchcio.techtarget.com/definition/AI>
8. ETHealthWorld .Future of Artificial Intelligence in Healthcare in India.December 26, 2016, 03:19 IST
9. Teresa Meek, "Cognitive Computing: Your New Trusted Adviser." Forbes. Forbes Magazine, 9 Sept. 2016.
<http://www.forbes.com/sites/opentext/2016/09/09/cognitive-computing-your-new-trusted-adviser/#65dd78b74873>
10. Virmani Ravi. Future of Healthcare-Machine Learning and Predictive analytics. 8 May 2017

Annexure 1:

Questionnaire to Determine the Awareness Level of Credi Employees about Artificial Intelligence:

Dear Team,

Please spend few minutes to give your valuable feedback and suggestions. It will help us to understand the problems you are facing and thereby help in improving the quality of services provided to the patients by CH.

- Please rest assured that your name and identity will be kept confidential.

✓ Name:

✓ Email id :

✓ Age:

✓ Gender

Instructions: Selecting the relevant and honest response will be appreciated.

S. No	Question	Response		
1.	Have you ever tried to book an appointment through : a) Credihealth Website	Yes	No	
	b) Call on 1800	Yes	No	
	c) Mobile App	Yes	No	
2.	How many clicks are required to a) Book an appointment through Credihealth website?	3	6	10
	b) Request for a call back?	3	6	10
	c) Tele-consultation?	3	6	10
3.	Is there any option on our Credi Website to overcome language barrier without dependency on human factor?	Yes		No
3a.	If yes, then what?			
4.	How many tabs are available on the Credihealth website?	7	8	9
5.	Enumerate the tabs?			
6.	Do you think there is a lot of unnecessary text on Credi website?	Yes	No	

7.	The Credihealth website is available in how many languages?	1	2	3
8.	Do you feel that you should be oriented to know that how the website of Credi healthcare is visible to our customers?	Yes	No	
9.	Are you using relevant key words every time for symptom/Procedure tagging?	Yes	No	
10.	Do You have patient testimonials on your Credi website letting visitors know how happy others are with your services?			
11.	Do you think time spent per case is more due to less automation?			
12.	Provide one additional feature you wish to have on the Credi website.			

Thanking you for taking time to fill out the questionnaire. You can be assured we will take corrective measures on your comments in the required areas to improve the services.
Wish you good health and good fortune.