

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

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Introduction about Credihealth

- Established in 2014
- First Omni channel layer in the hospitalization/inpatient business
- Operable in ten cities across India
- End to end solution for hospitalization needs
- CH helps navigate through the complex healthcare system and aspires to leverage technology to expand the healthcare boundaries, by enabling
 - ✓ Access to healthcare
 - ✓ Transparency
- *Credihealth enables users to make informed choices and manages the entire treatment lifecycle for patients*
- Credihealth Team

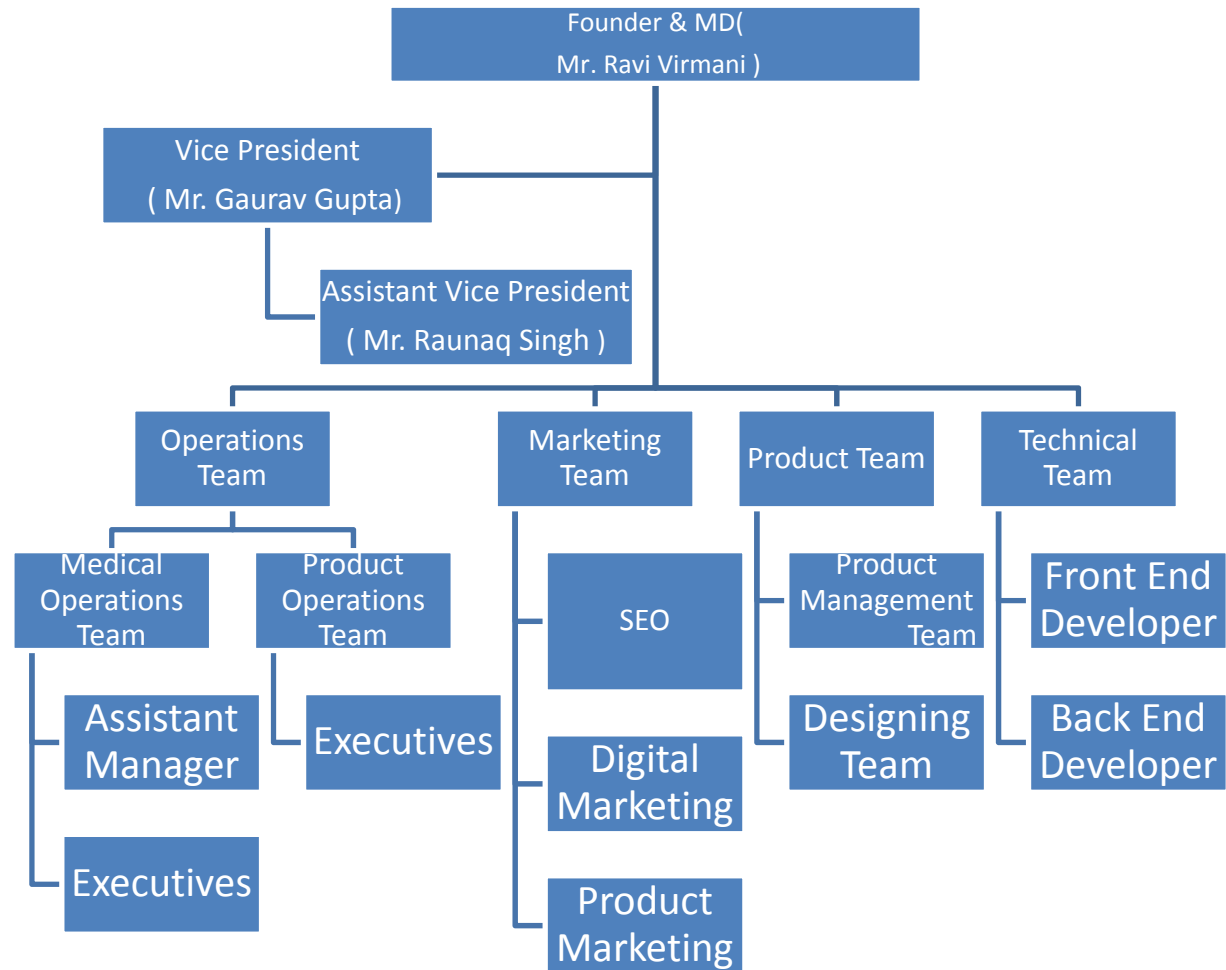
How Credihealth Works

Credible
healthcare
information on
hospital/doctors/
Treatment

**Medical
Assistance
through
hospitalization
journey**

**Book
appointment and
compare
treatment prices**

Organogram



Introduction about Topic

Modern Healthcare system – Rapidly expanding cost, complexity of diseases and Different treatment options



Difficulty in making optimal treatment option



Credihealth Provide Technology based Medical assistance



Credi employees are required to be aware about their company's working and services that are being delivered through it . Also company should know the opinion of their employees about the same



For smooth working and sustainability of business requires Optimal utilization of technology to decrease human dependency at the same time to ensure human touch and empathy for the patients

Review of Literature

Studies were done which indicated a positive relation between improvement in Awareness level of employees of a company of its services that it delivers ultimately Improves the efficiency of a company and thus create a market hold for its long term Sustainability and profitability .

Improving employee engagement is not simply about improving productivity — although organizations with a high level of engagement do report 22% higher productivity, according to a new meta-analysis of 1.4 million employees conducted by the Gallup Organization. This has been approved through study done by John Baldoni In July 2013

Training the employees lead to their better performance and improved productivity which enhances long term sustainability of company. This was proved in one of Meta-analysis done by Uma S N in November 2013 and showed 46% improved performance outcomes of company with trained employees .

Aim of Research

The research aimed primarily at knowing the general awareness level of employees of Credihealth about its working and service delivery.

The overall aim of the research was to engage Credi employees and make the site more user friendly.

Ultimately, this will improve the efficiency of the quality of medical assistance provided by the Credi employees.

Research Question

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

Research Objectives

- **General Objective**

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

- **Specific Objective**

- ✓ 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

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

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

Interpretation: The Cumulative score with correct response using ten question statement came out to be 25 and the maximum score is 40 .

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

Interpretation: The Cumulative perception score using four question statement came out to be 11 and the maximum score is 16.

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

Interpretation: The Cumulative score with correct response using ten question statement came out to be 132 and the maximum score is 270.

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	5070
4	Do you think Relation of time spent per case is less with automation	100

Interpretation: The Cumulative perception score using four question statement came out to be 75 and the maximum score is 108.

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

Interpretation: The Cumulative score with correct response using ten question statement came out to be 76 and the maximum score is 130.

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 Credihealth 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

Interpretation: The Cumulative perception score using four question statement came out to be 25 and the maximum score is 52.

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

Interpretation: The Cumulative score with correct response using ten question statement came out to be 26 and the maximum score is 60.

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 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	33

Interpretation: The Cumulative perception score using four question statement came out to be 8 and the maximum score is 24.

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

Interpretation: The Cumulative score with correct response using ten question statement came out to be 30 and the maximum score is 60.

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

Interpretation: The Cumulative perception score using four question statement came out to be 6 and the maximum score is 24.

Cumulative analysis for Awareness level

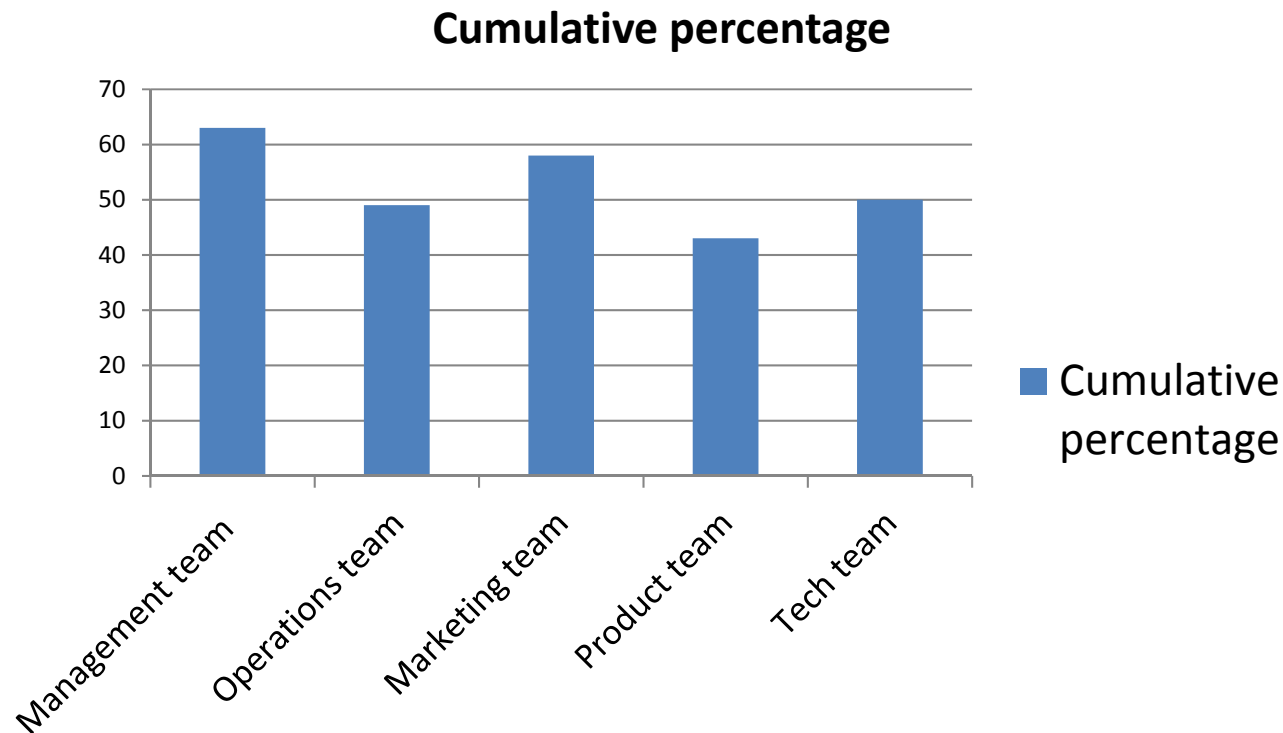
Response notation was done i.e. for every correct response/ yes = 1 score was awarded and for every incorrect response/ no = 2 score was awarded.

For each team cumulative scoring was done,

Cumulative score of each team

S.no	Team	Cumulative score	Total Maximum score
1	Management team	25	40
2	Operations team	132	270
3	Marketing team	76	130
4	Product team	26	60
5	Tech team	30	60

Result: Comparison of all teams in terms of cumulative percentage of awareness level of Services of Credihealth among its employees



Inference: Management team was the most aware and the product team is the least aware. Also overall 52 percent employees were aware of services of Credihealth

Cumulative analysis for Perception level

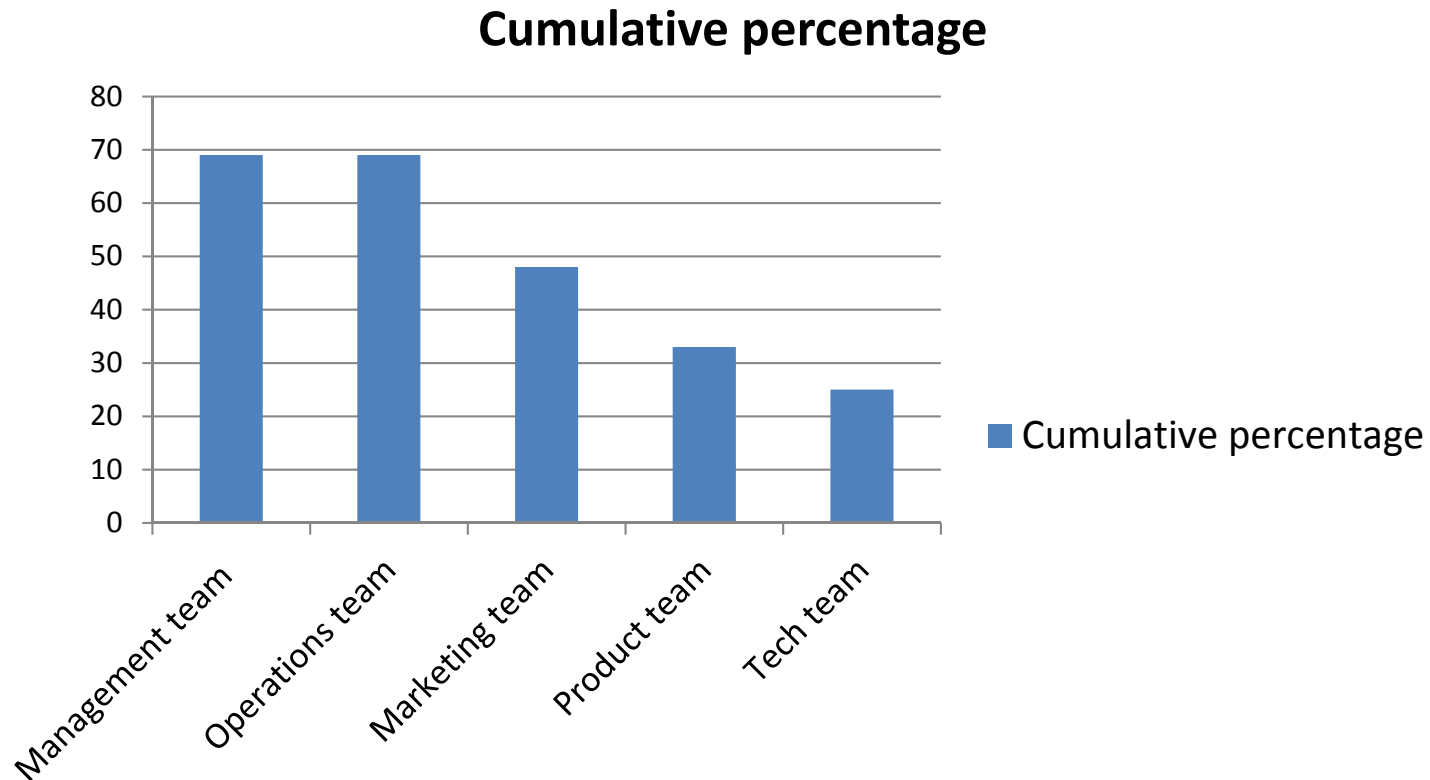
Response notation was done i.e. for every positive perception/yes = 1 score was awarded and for every negative perception/ no = 2 score was awarded.

For each team cumulative scoring was done,

Cumulative score of each team

S.no	Team	Cumulative score	Total Maximum score
1	Management team	11	16
2	Operations team	75	108
3	Marketing team	25	52
4	Product team	8	24
5	Tech team	6	24

Result: Comparison of all teams in terms of cumulative percentage of Perception level of Services of Credihealth among its employees



Inference: 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

Summarization of Result

- 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
- 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 lower level of awareness is hindering the efficiency of process flow of online medical assistance provided by Credihealth.

Recommendations

- Regular training sessions are required for Credi employees so that they are updated on new features of Credi website and guide patient accordingly.
- Automated features need to be incorporated in the website so that it is user friendly for both employees as well as patients/customers.
- 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.

