

A STUDY ON JOB SATISFACTION OF THE KANGA & ROO CARERS WORKING IN HOME HEALTHCARE

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INTRODUCTION

- ◉ Mobey and Lockey (1970) expressed as “ job satisfaction and dissatisfaction are function of the perceived relationship between what are one expects and obtains ones job and how much importance or value one attributes to it”.
- ◉ Job satisfaction describes how contended an individual is with his or her job. There are various factors that influence a person’s level of job satisfaction, some of these include:
 - The level of pay and benefit.
 - The perceived fairness of the promotion system within a company.
 - The quality of the working condition.
 - Leadership and social relationship.
 - The job itself – the variety of task involved, the interest, and challenge the job generates.

LITERATURE REVIEW:

- Robyn Stone (2007) examined data from a survey of more than 3,000 home care workers representing over 160,000 individuals employed by certified home health agencies.
- Of all the groups, home care aides were least likely to be satisfied at work. Only 34.4 percent said they were "extremely satisfied" with their jobs, Only 7 percent of home care aides were "extremely satisfied" with their wages, and just 10 percent felt the same way about their benefits. Nearly half (49.3 percent) of home care aides said they were at least “somewhat likely” to leave their jobs within the year.

RATIONALE:

Kanga & Roo carers in Home Healthcare face a lot of stress whether physical or mental and might feel pressurized by work. It is important to assess the factors that can lead to satisfaction and dissatisfaction of the Kanga & Roo carers and thereby coming up with the solution to address those factors.

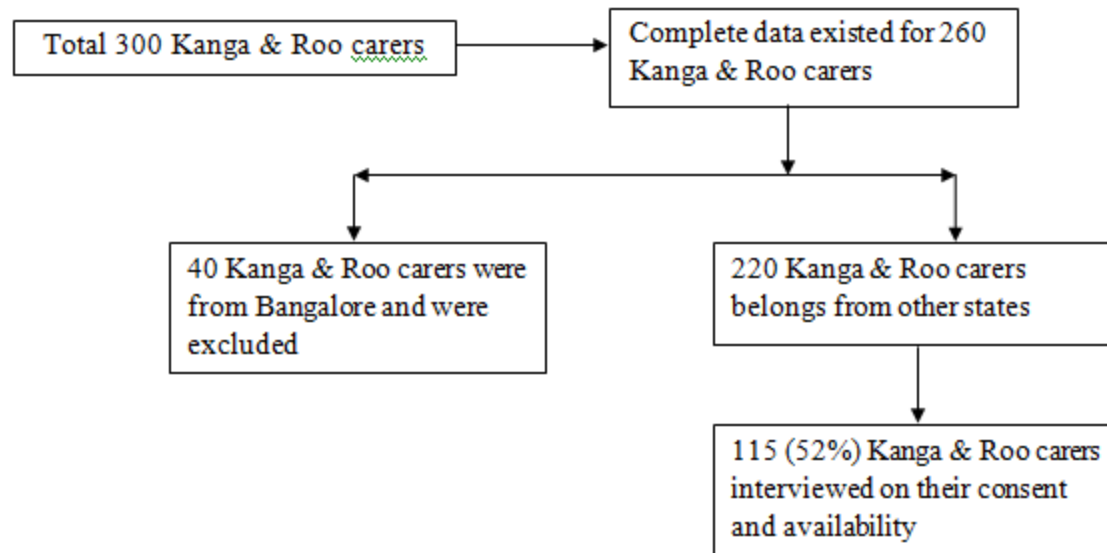
OBJECTIVES:

This study was done with the following objectives:

- A. To study the satisfaction level of Kanga & Roo carers
- B. To study the factors which leads to satisfaction and dissatisfaction among the Kanga & Roo carers working in Portea Home Healthcare

METHODOLOGY:

- ◉ **Study design:** A Descriptive Cross-sectional study
- ◉ **Study Setting:** Portea Medical, Bangalore
- ◉ **Study duration:** 6th Feb 2017 – 10th may 2017
- ◉ **Sampling Technique:** Convenient sampling
- ◉ **Sample size:** 115 Kanga & Roo carers



METHOD AND TOOL OF DATA COLLECTION:

- ⦿ The primary data was collected from the Kanga & Roo carers by interacting with them using a self-administered questionnaire.
- ⦿ The questionnaire was designed in a manner to assess properly the Kanga & Roo carers level of satisfaction using Likert scale. The responses to the questionnaire were taken from the Kanga & Roo carers by showing and explaining them the following pictures.



1	Strongly satisfied	
2	Satisfied	
3	No response	
4	Dissatisfied	
5	Strongly dissatisfied	



FRAMEWORK FOR QUESTIONNAIRE:

The following factors were considered in the questionnaire

- Duration and amount of work
- Working conditions
- Relationship with the Co-workers
- Relationship with the Supervisors
- Recognition from Supervisors
- Relationship with the Patients and their Family
- Pay and the non-monetary benefits
- Career advancement
- Working conditions

DATA ANALYSIS TECHNIQUE:

- The data was analyzed with the help of advanced Microsoft Excel functions using proportions and averages.

Percentage of respondents = $(\text{no. of respondents} / \text{total no. of respondents}) * 100$

Satisfaction level = $\text{Average of the ratings} (\text{sum of all respondents} / \text{Total no. of respondents})$

ANALYSIS AND KEY FINDINGS:

Demographic profile of the respondents:

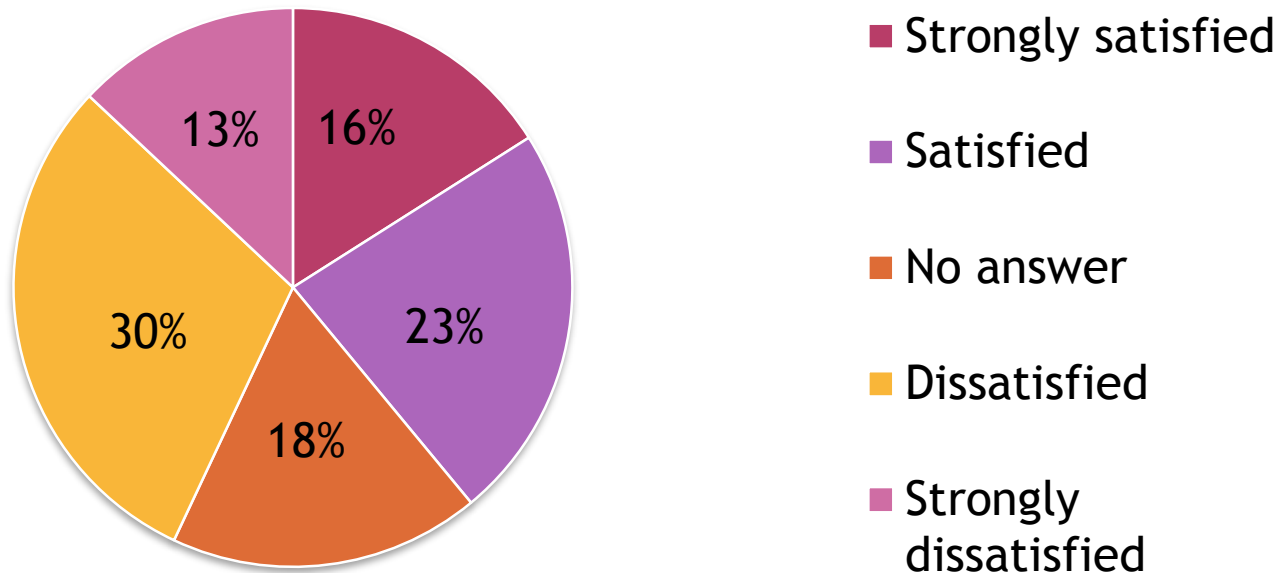


characteristics	Total respondents	Frequency (%)
Marital status		
single	46	40%
married	69	60%
Age (in years)		
21-25	48	42%
25-30	42	37%
>30	25	21%
Education		
Primary	22	18%
secondary	36	31%
Higher secondary	32	28%
Graduation	20	17%
Post graduation	6	6%
Experience		
0-6 months	39	34%
7-12 months	36	31%
>1 year	27	23%
>2 year	14	12%



1) Physical conditions of the work

Graph 1. Percent distribution of respondents by their satisfaction with the physical conditions of the work:

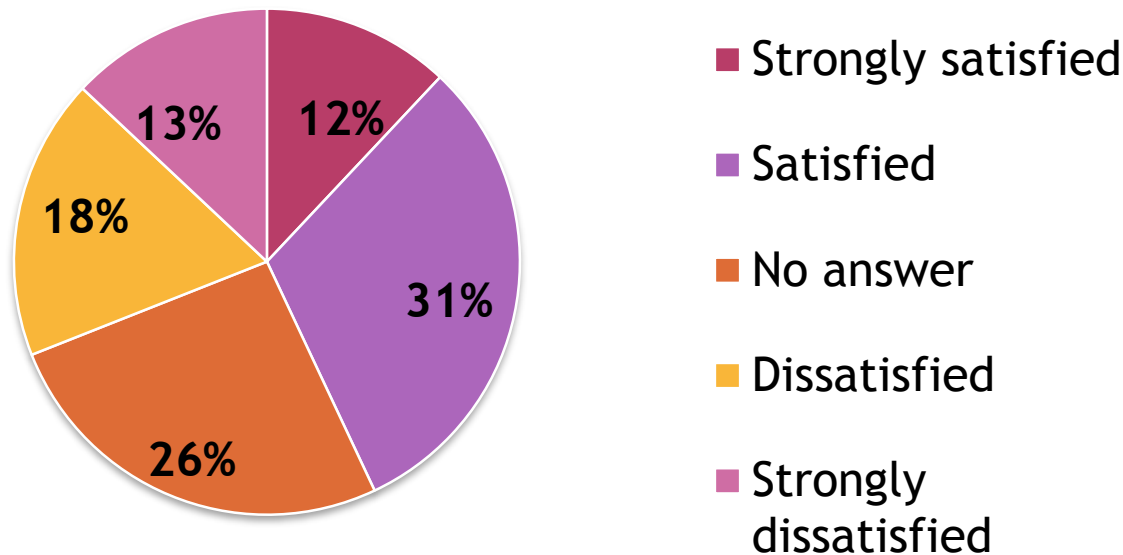


Interpretation:

- 39% of the employees are satisfied with their jobs.
- 30% are dissatisfied with the physical conditions of the work
- 13% are very dissatisfied.

2) Duration of work:

Graph 2: percent distribution of respondents by their satisfaction with the duration of work

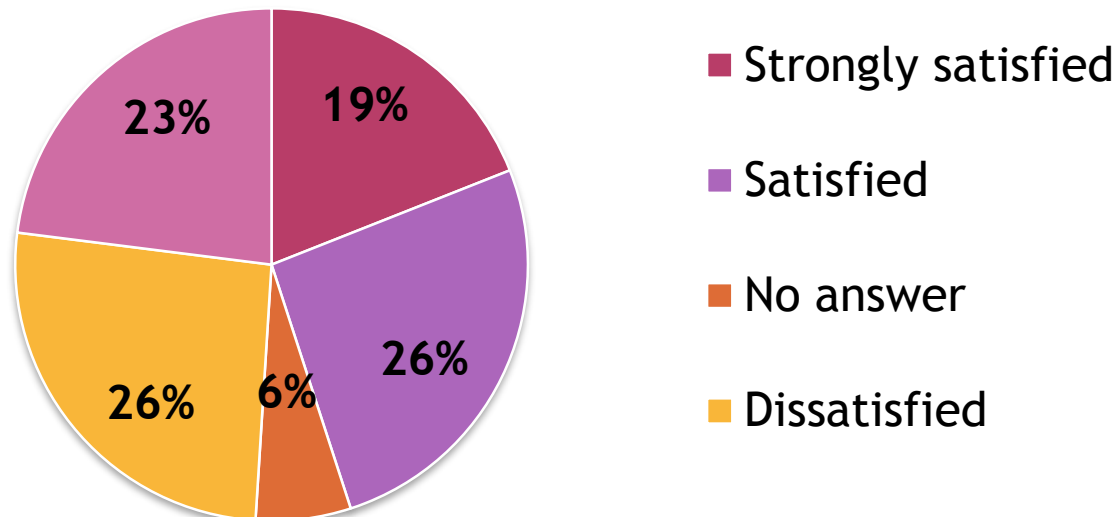


Interpretation:

Nearly 18% of the respondents are dissatisfied and 13% are very much dissatisfied with the duration of work. Approximately 43% of the respondents were found to be satisfied with it 12% are being very satisfied and around 26% dint responded.

3) Amount of work

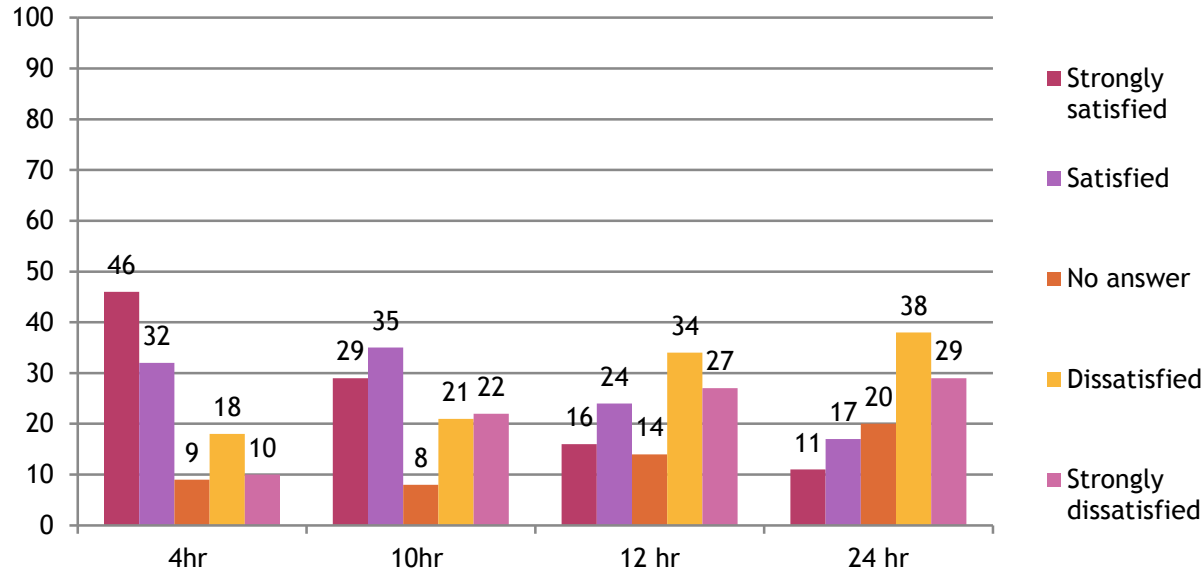
Graph 3: percent distribution of respondents by their satisfaction with the amount of work



Interpretation:

49% of the employees were dissatisfied with the duration of work assigned and around 45% were satisfied . so it was concluded that approx half of the employees were not happy with the duration of work. To clarify it further the satisfaction level was calculated depending upon the number of hours a carer is doing the service.

Graph 4: percent distribution of respondents by their satisfaction level of respondents doing various duties:

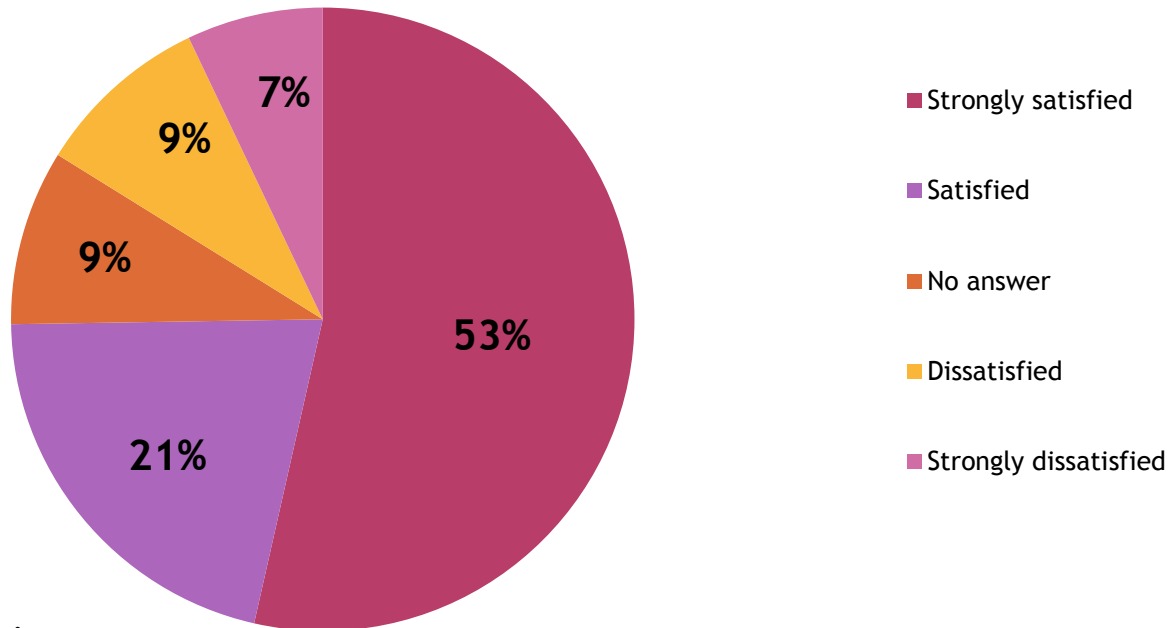


Interpretation:

From graph 4 it was inferred that dissatisfaction was high among the carers doing 12 or 24 hour of service while most of the people were satisfied to do a 4hour service. In case of 10 hr service the response was mixed.

3) Relationship with co-workers

Graph 5: percent distribution of respondents by their satisfaction with the relation to the co workers

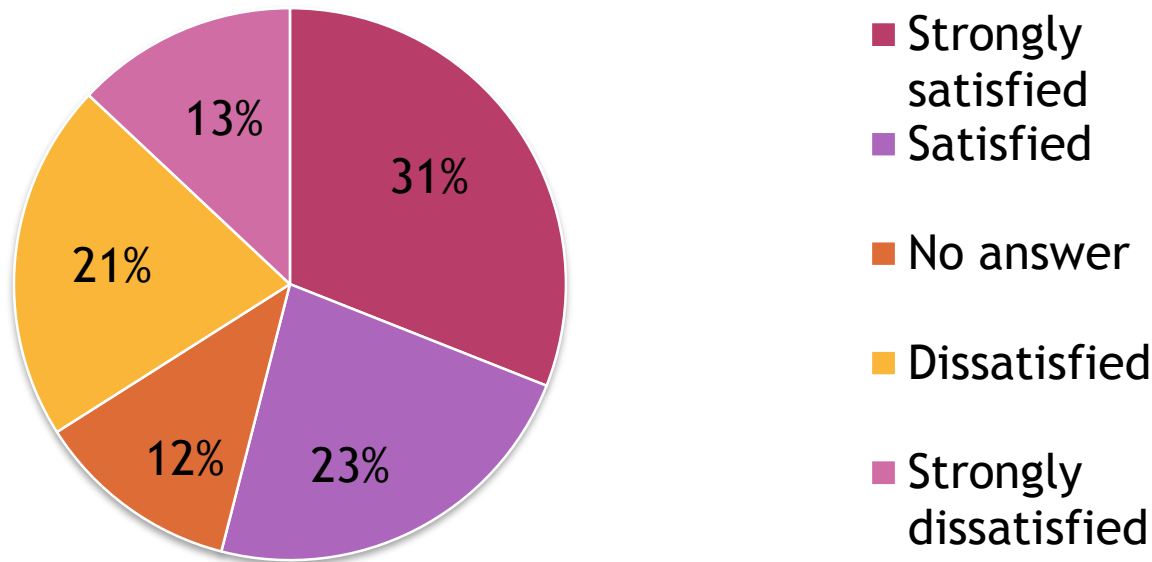


Interpretation:

- Employee satisfaction in terms with the relation to their co workers was observed high.
- 53% of the employees were highly satisfied with their relationship with other employees.
- 74% were satisfied with their co workers while only 16% were dissatisfied with their relation to their co workers

4) Relationship with the manager:

Graph 6: Percent distribution of respondents by their satisfaction in relation to support provided by the coordinator:

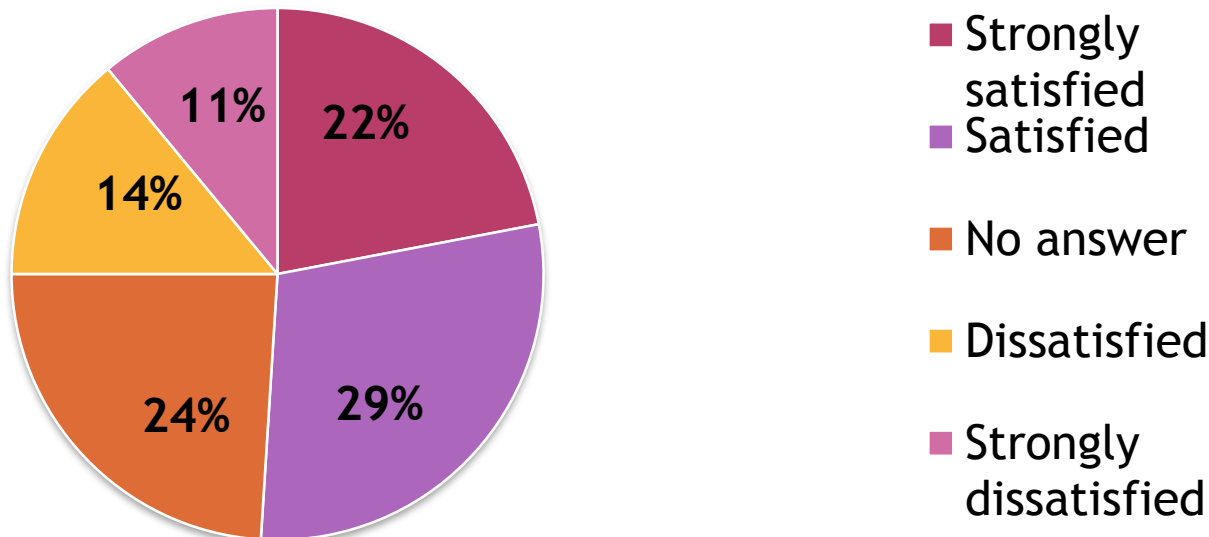


Interpretation:

Approx 54% of Kanga & Roo carers were satisfied with their managers while 34% were either dissatisfied or was highly dissatisfied.

5) Recognition from the supervisors:

Graph 7: Percent distribution of respondents by their satisfaction in relation to the recognition they receive from the supervisors:

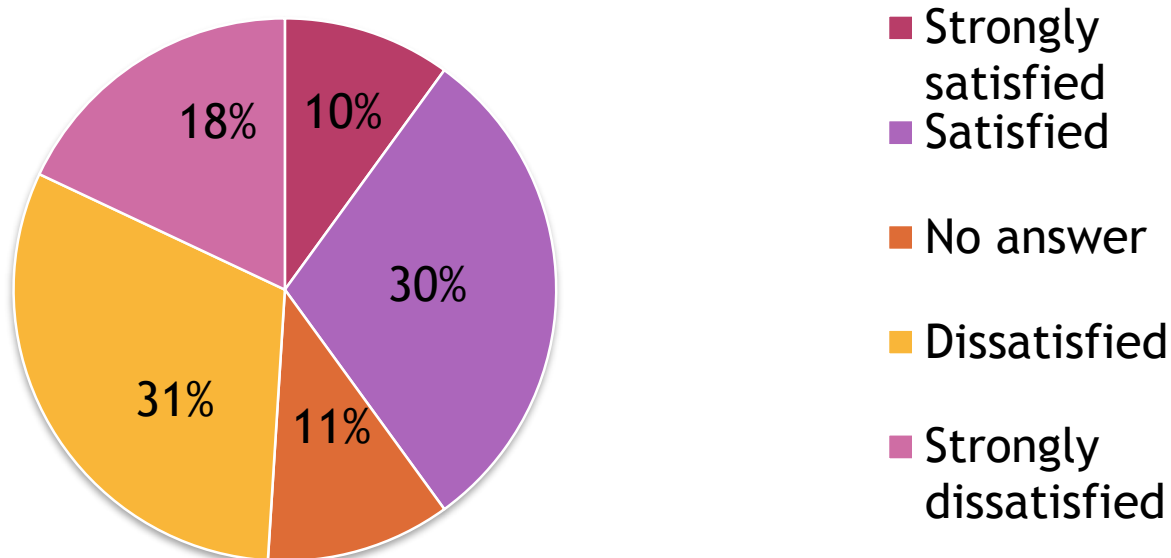


Interpretation:

- 51% of the respondents were satisfied. Nearly
- 11% were highly dissatisfied with the recognition they get for their work while
- 24% were neither satisfied nor dissatisfied.

6) Satisfaction with the pay or salary

Graph 8: Percent distribution of respondents by their satisfaction in relation to the pay or salary

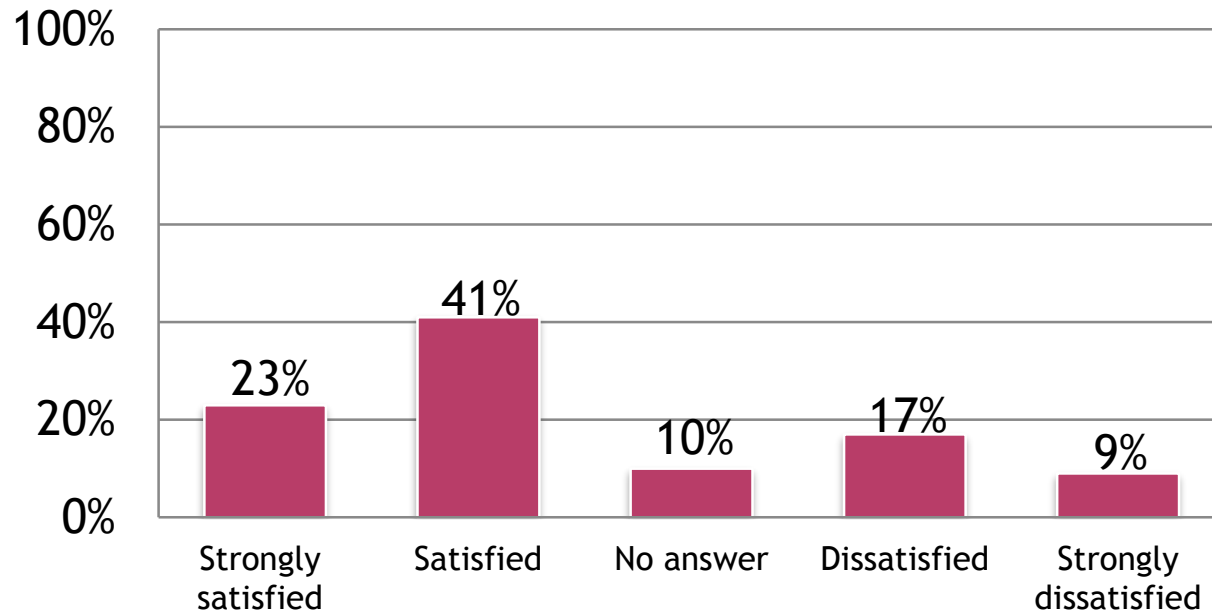


Interpretation:

- Around 49% of the respondents were dissatisfied.
- 40% were either satisfied or highly satisfied with the amount of salary they get.

7) Appreciation by the patient and the family

Graph 9: Percent distribution of respondents by their satisfaction in association with the appreciation provided by patients or their families:

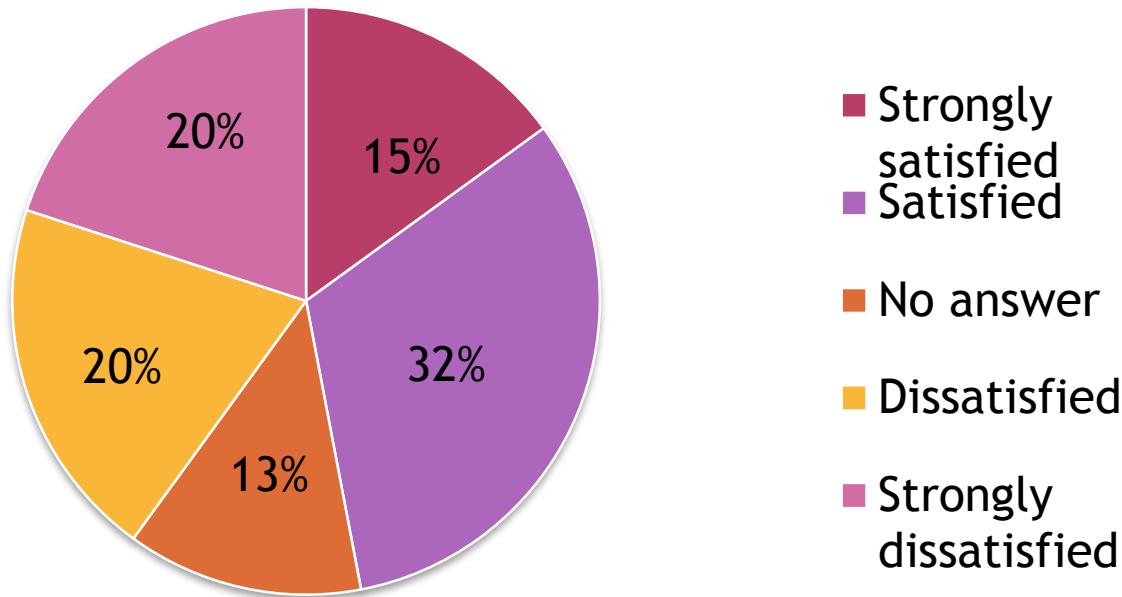


Interpretation:

- Around 64% of the employees or carers were satisfied. Only 26% of the carers were not satisfied with the appreciation they get.

8) Career advancements

Graph 10: Percent distribution of respondents by their satisfaction in relation to the career advancements

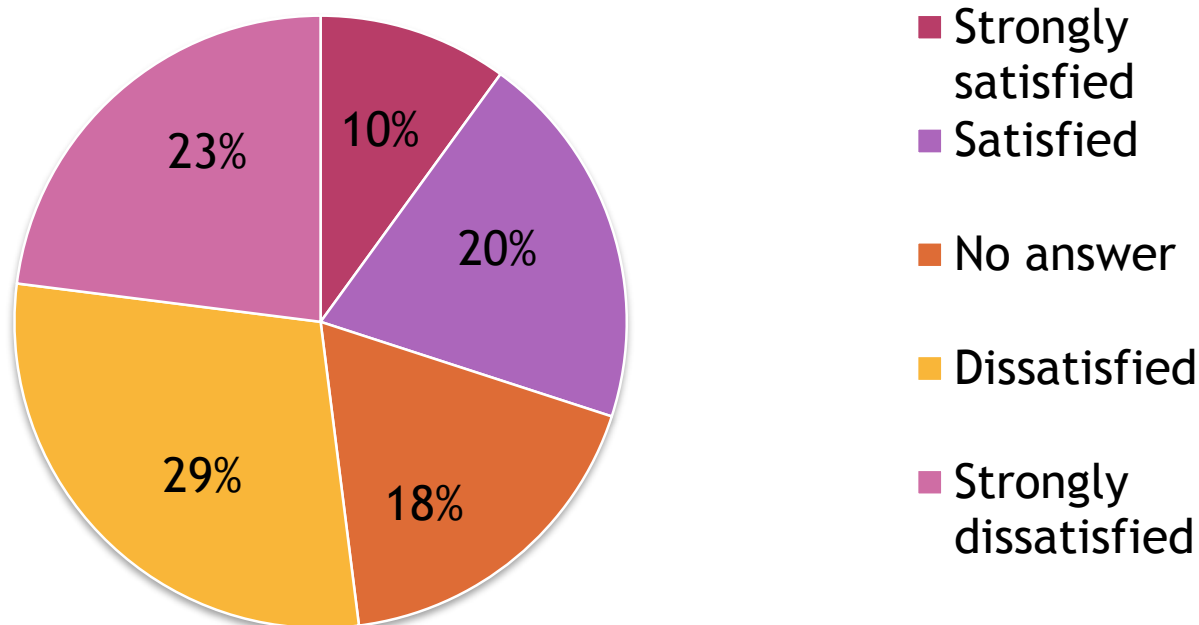


Interpretation:

- 47% of the respondents were satisfied with the career advancement they have with company.
- Nearly 40% of the carers felt that the career advancements associated were not satisfactory.

9) Satisfaction to non-monetary benefits

Graph 11: Percent distribution of respondents by their satisfaction to non-monetary benefits



Interpretation:

- Almost one third of the respondents ie around 30% were found to be satisfied when it comes to non- monetary benefits.
- 47% of the respondents were dissatisfied with the non-monetary benefits provided by the organization.

AVERAGE SCORE FOR VARIOUS PARAMETERS FOR SATISFACTION

s.no	parameters	Average score
1	Physical condition of the work	3.06
2	Duration of work	2.92
3	Amount of work	3.00
4	Relationship with co workers	1.95
5	Relationship with the manager	2.62
6	Recognition from the supervisors	2.64
7	Satisfaction with the pay/salary	3.16
8	Career advancements	2.92
9	Appreciation by the patient & the family	2.49
10	Satisfaction of non monetary benefits	3.33

Overall average satisfaction score for Kanga & Roo carers 2.81

CONCLUSION:

- ◉ The conclusion derived from the above analysis is that more than half of the Kanga & Roo carers are not satisfied with the duration and amount of work they are doing, dissatisfaction was more among the carers doing more number of 12hour and 24hour service.
- ◉ Then most of the carers were not satisfied with their salary and non monetary benefits associated with the job. Nearly 50% were dissatisfied or were not happy with their supervisors and their manager or coordinators.
- ◉ Dissatisfaction was found more when it came to the promotion and carrier advancements associated with the job. Then among the motivating factors the type of work was found out to be the most motivating factor among all followed by the pay and then the carrier advancements.

SUGGESTIONS:

- ⦿ The salary structure needs to be improved according to the experience of the carer and the duration of work a carers do in a month
- ⦿ Incentive programme has to be designed for star performers in the service.
- ⦿ The carers who are doing more of 12 hour and 24 hour service should be given 4 hour or 10 hour duty as a part of the fatigue and stress management.
- ⦿ For carers doing 12 hour and 24 hour service non monetary benefits are to be included like food coupons and pick and drop facility by the company.
- ⦿ The education of the customers has to be made important regarding the do's and don'ts of the service undertaken by them.
- ⦿ Training of supervisors and managers has to be done regarding their behaviour with the carers.
- ⦿ A pre training psychometric test can be done to understand the behaviour and attitude of the carer towards the job.
- ⦿ As the carer associated generally comes from low socio economic status so the timeliness of their salary and other benefits has to be ensured.
- ⦿ The incentive programme for cross selling of services and the associated non monetary benefits has to be made visible to all the carers as they are unaware.

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Thank you