

Study on Healthcare Professionals Satisfaction Towards Curofy

By

Bhavya Arora

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

Academic year, 2015-2017



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Bhavya Arora student of **MBA Hospital and Health Management** from The IIHMR University, Jaipur has undergone internship training at Curofy, Gurgaon from 6 Feb, 2017 to 6 May, 2017

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

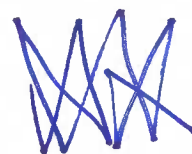
The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dean, Academic and Student Affairs

The IIHMR University, Jaipur



Professor

The IIHMR University, Jaipur



911 India Healthcare Pvt. Ltd.

CIN: U85100DL2012PTC242590

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of Verified Doctors

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The certificate is awarded to

Bhavya Arora

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

Business Development

and has successfully completed her Project on

A Study on Healthcare Professional Satisfaction towards Curofy

Date: 06-May-2017

Curofy

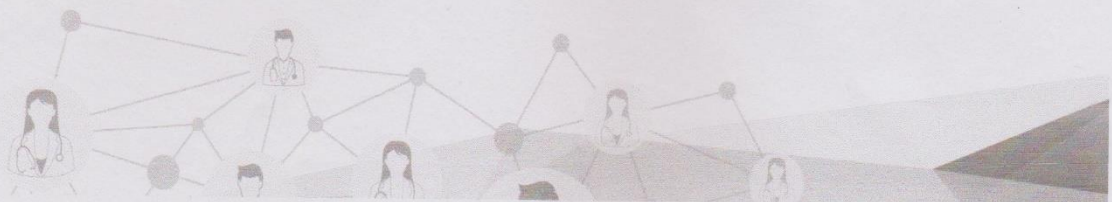
She comes across as a committed, sincere & diligent person who has a
strong drive and zeal for learning

We wish her all the best for future endeavours

For 911 INDIA HEALTHCARE (P) LTD.

Director

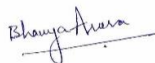
Nipun Goyal
Director, Curofy



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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled A study on Healthcare Professional's Satisfaction towards use of Curofy and submitted by Ms. Bhavya Arora Enrollment No. IIHMR-U/01/2015-17/0268 under the supervision of Dr. Alok Mathur for award of Postgraduate Diploma in Hospital and Health Management of the University carried out during the period from 6 February 2017 to 6 May, 2017 Maembodies 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.

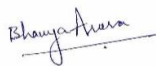


Signature

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 A study on Healthcare Professionals Satisfaction towards Curofy

A handwritten signature in black ink, appearing to read 'Bhavya Sharma', with a horizontal line underneath.

Signature of student

ABSTRACT

Background: In today's hyper-partisan political arena, it is rare to find an issue that offers such a compelling and vital opportunity for cooperation as does modernizing our healthcare system through digitization and information technology. Doctor to doctor communication has been an untapped area. Communication between doctors has always been confined to either physical interaction or to the whatsapp groups. The trend that Physicians using internet to gather medical information, socialize and improve their knowledge has increased in the recent years. According to AMAI (American Medical Informatics Association), 96.7% of physicians use an online site indicates that they consider their on-line information source accurate & reliable.

Objectives: The present study is undertaken to understand the satisfaction level of Healthcare Providers towards Curofy. Hence, the objective of study was to study the user satisfaction of the curofy's application and determine the measures to be taken to improve the application and make it more useful.

Methods: The study tool was prepared about the Curofy application and it was a questionnaire using Likert scale. The data was collected from the 140 Curofy doctors. Questionnaire was sent through e-mail and answers were received. The data was analyzed using MS-Excel and interpretations were made to inform and enable the software department to improve Curofy application.

Results: According to the survey, it was found that majority of Curofy doctors are satisfied with the main focus of the app, i.e., to get their queries and cases related to their patient cases solved by other doctors and treat their patients much more efficiently. About 82% of doctors have given a rating above 3. In terms of NPS, Curofy achieved a score of 6.9. The feedback was taken from users as the last question.

Conclusion: If the organization is not progressing, it is regressing. This also holds good for Curofy. The results were a mixture of various parameters on which we need to focus. Hence, the study needs to be carried out at continuous interval. The interval may depend on new targets and emerging needs which will continuously improve Curofy application re-targeting and becoming better every day. With increasing smartphone market, Curofy is on growth stage and is capturing the market on a faster pace. In order to progress company has to keep on innovating to maintain the satisfaction level of existing customers.

GUIDE's SIGNATURE:

ACKNOWLEDGMENT

The dissertation opportunity with Curofy, Gurgaon was a great chance for learning and professional development. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this dissertation period.

I am highly grateful and would like to express my deepest gratitude and special thanks to my mentor, Mr. Nipun Goyal, Co-founder, Curofy who in spite of being extraordinarily busy with his work, took time out to hear, guide and keep me on the correct path and arranging all facilities to make life easier and allowing me to carry out my project at their organization during my dissertation. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Pawan Gupta (Co-founder, Curofy), Mr. Abhishek Sharma (VP- Product) , Mr. Sudip Chattui, (Head of Growth) , and all of the support staff at Curofy, for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way.

Sincerely,

Ms. Bhavya Arora
MBAHM 20

For 911 INDIA HEALTHCARE (P) LTD.

Director

Mr. Nipun Goyal
Co-founder, Curofy
Place: Gurgaon
Date: 6 May, 2017

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LIST OF ABBREVIATIONS

S.No.	Abbreviation	Full form
1	AMAI	American Medical Informatics Association
2	CME	Continuous Medical Education
3	HCP	Healthcare Professional
4	NPS	Net Promoter Score
5	HIPPA	Health Insurance Portability and Accountability Act
6	PG	Post Graduate
7	POC	Point-of-care

INTRODUCTION

User satisfaction survey is a systematic process for collecting consumer data, analyzing this data to make it into actionable information, driving the results throughout an organization and implementing satisfaction survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customers' point of view. The use of mobile devices by health care professionals has transformed many aspects of clinical practice. Mobile devices have become common place in health care settings, leading to rapid growth in the development of medical software applications (apps) for these platforms. Several apps are now available to assist physicians with clinical decision-making, medical education and training and for reference and information gathering. Mobile devices and apps provide many benefits for doctors, perhaps most significantly increased access to point-of-care tools, which has been shown to support better clinical decision-making and improved patient outcomes. However, some HCPs remain reluctant to adopt their use. Despite the benefits they offer, better standards and validation practices regarding mobile medical apps need to be established to ensure the proper use and integration of these increasingly sophisticated tools into medical practice. These measures can raise the barrier for entry into the medical app market, increasing the quality and safety of the apps currently available for use by HCPs.

Smartphone can be utilized by both medical student and doctor populations, to enhance educational and workplace activities, with the potential to improve overall patient care.

Curofy is a mobile application platform for doctors with over 200,00+ doctors from across 1500+ cities. It has recently launched webpage but the major chunk of doctors are using mobile application. Mobile applications have been gaining rising popularity due to advances in mobile technologies and large increase in the no. of mobile users. Consequently, several app distribution platforms, which provide a new way for developing, downloading & updating software applications in modern mobile devices, have recently emerged. Medical apps for many purposes are available, including ones for electronic prescribing, diagnosis and treatment, practice management, coding and billing, and CME or e-learning

A mobile application is a software application designed to run on smartphones, tablet computers & other mobile devices. They are usually available through application

distribution platforms, which are typically operated by the owner of mobile operating system such as Apple app store, Google play store etc. Some apps are free while others must be bought by usually, they are downloaded from the platform to the target device, such as iphone, Blackberry, Android or Windows phone

There are various no. of healthcare based mobile applications such as Curofy, Practo, 1mg and so on. Curofy is a doctor centric mobile application with a mission to become the digital world of doctors. It aims to make doctors much more efficient everyday.

The setting of MBA final year project on Healthcare Professional/User Satisfaction objective is the corner stone of a systematic process.

OBJECTIVES

To study the user satisfaction of HCPS (users) of the curofy's app and determine the measures to be taken to improve the app based on the results of survey.

LITERATURE REVIEW

“A study done by C. Leela Ventola on Mobile Devices and Apps for Health Care Professionals: Uses and Benefits found that medical devices and apps are already invaluable tools for HCPs, and as their features and uses expand, they are expected to become even more widely incorporated into nearly every aspect of clinical practice. However, some HCPs remain reluctant to adopt their use in clinical practice. The use of medical apps has become frequent and widespread; 70% of medical school HCPs and students reported using at least one medical app regularly, with 50% using their favorite app daily. Health care professionals use medical devices and apps for many purposes, most of which can be grouped under five broad categories: administration, health record maintenance and access, communications and consulting, reference and information gathering, and medical education. Social networking apps are useful tools for enabling discussion, consultations, and collaboration among HCPs. Doximity is a HIPAA-compliant social networking site that has been described as a ‘Facebook for doctors.’”¹

“A study done by Abu Saleh Mohammad Mosa on A Systematic Review of Healthcare Applications for Smartphones found that many medical applications for smartphones have been developed and widely used by health professionals and patients. The use of

smartphones is getting more attention in healthcare day by day. Medical applications make smartphones useful tools in the practice of evidence-based medicine at the point of care, in addition to their use in mobile clinical communication. Also, smartphones can play a very important role in patient education, disease self-management, and remote monitoring of patients.”²

“A study done by Steve Wheeler on how smartphones are changing the face of mobile and participatory healthcare found that mobile health (m-health) applications are on the rise, with many clinicians and allied health workers already adopting smartphones successfully in a diverse range of practices. Smartphones are useful to keep clinicians up to date with the latest medical techniques, and it is easy and cost effective to communicate updates, advice and guidelines to a distributed community of practice in this way. Further, with the Internet playing an increasing role in medical education, it is likely that for itinerant health workers the most important access portal to this information will be handheld devices such as smartphones. Indeed, Georgetown Medical School in the USA, for example, is now requiring every medical student to have an iPhone, and surgeons are finding the device (and its apps) very useful in improving their diagnostic skills and education. Smartphones are therefore useful to the medical and health related professions because they are agile, handheld, easy to use and can be used on the move .”³

“A study done by Marcio Von Muhlen on reviewing social media used by clinicians found that Social media use by clinicians is widespread, especially by younger clinicians for personal and reference purposes. Awareness and interest is evident across multiple disciplines, as are concerns regarding the potential for misuse. Efforts to quantify the impact of social media are in their infancy, as demonstrated by the lack of widely used terminology and research methods. Further studies are necessary to characterize use better, define training requirements, and discover what, if any, uses for social media will be appropriate in clinical training.”⁴

“A study done by Errol Ozdalga on the Smartphone in Medicine: A Review of Current and Potential Use Among Physicians and Students found that apps for pharmacology, medical references, and a myriad of other categories are providing physicians with quick and practical medical information that will aid in education and patient care. Communication within hospitals and between patients is improving. Additionally, developing countries now have the potential to access better diagnostic tools in resource-poor regions. However, many obstacles still stand in the way of this progress.

The question regarding whether smartphones in medicine will lead to a healthier population with better doctor–doctor communication remains to be answered. By informing the medical community of the numerous ways in which the mobile applications & smartphone can be used to benefit health care providers, patients, and their families, the smartphone may one day be recognized as a diagnostic and therapeutic tool that is as irreplaceable as the stethoscope has been in the practice of medicine.” 5

“A study done by Aditi Goyal onWhatsApp for Teaching Pathology Postgraduates: A Pilot Study found that mobile phone internet has changed the way people interact with one another. Taking advantage of the ease of use and accessibility of mobile apps, several internet-based companies have launched medical case sharing apps specifically designed for doctors. Apps such as Curofy are mostly used by specialists to discuss cases and get second opinion by experts. The other apps such as daily round for doctors, prognosis: your diagnosis provide case scenarios for testing the decision-making skills of doctors. Pathologists are taking note of the emergence of social media.”6

RATIONALE

This Report is intended to find out the HCPs satisfaction towards use of Curofy app to fulfil their continual and impulsive needs as main goal is to make doctors efficient everyday and help them treat their patients better. Curofy being a doctor driven app, makes doctor the major contributing factor towards success and growth of Curofy, so learning about their satisfaction with the services provided by Curofy was essential and hence, this study was conducted.

RESEARCH METHODOLOGY

- **Type of study** : Analytical study
- **Study population**: Targeted doctors at Curofy (20,000)
- **Study area** : Pan India
- **Duration of Study**– 3 Months
- **Technique**– Selection of sample was done on the list of doctors that company excel sheet had and the doctors whose id were in multiples of 13 were selected for the study.
- **Sample size** – 140
- **Sampling technique**- Random sampling technique
- **Data collection**-Primary data collection (3 weeks)
- **Study tool**- Questionnaire method using likert scale

FINDINGS

FIGURE 1

Q1. On the scale of 1-5, how effectively do you get your queries solved on Curofy?

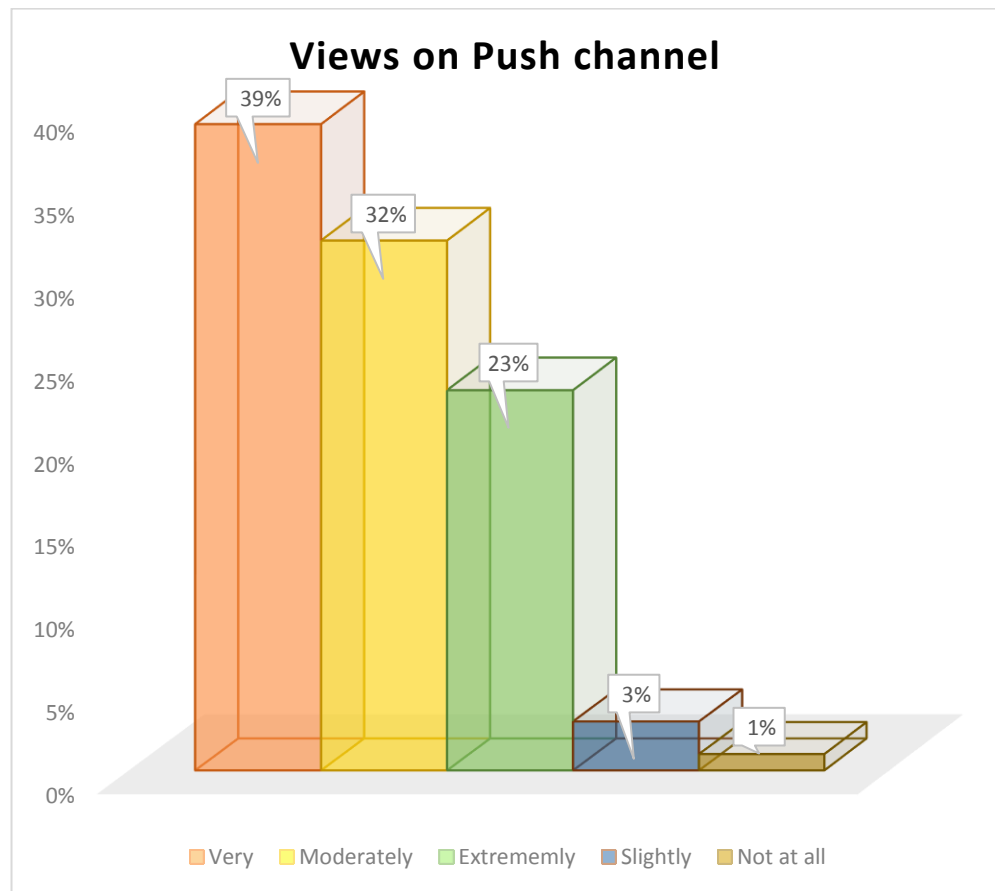
Inference: A cumulative of 54% of people found the app to be effective in resolving their queries posted on the app which is on higher end.

Q2.Do you find relevant cases with respect to your specialty on Curofy?

Inference: 47% of people were found to be completely satisfied with cases posted i.r.t the departmental related queries.

FIGURE 3

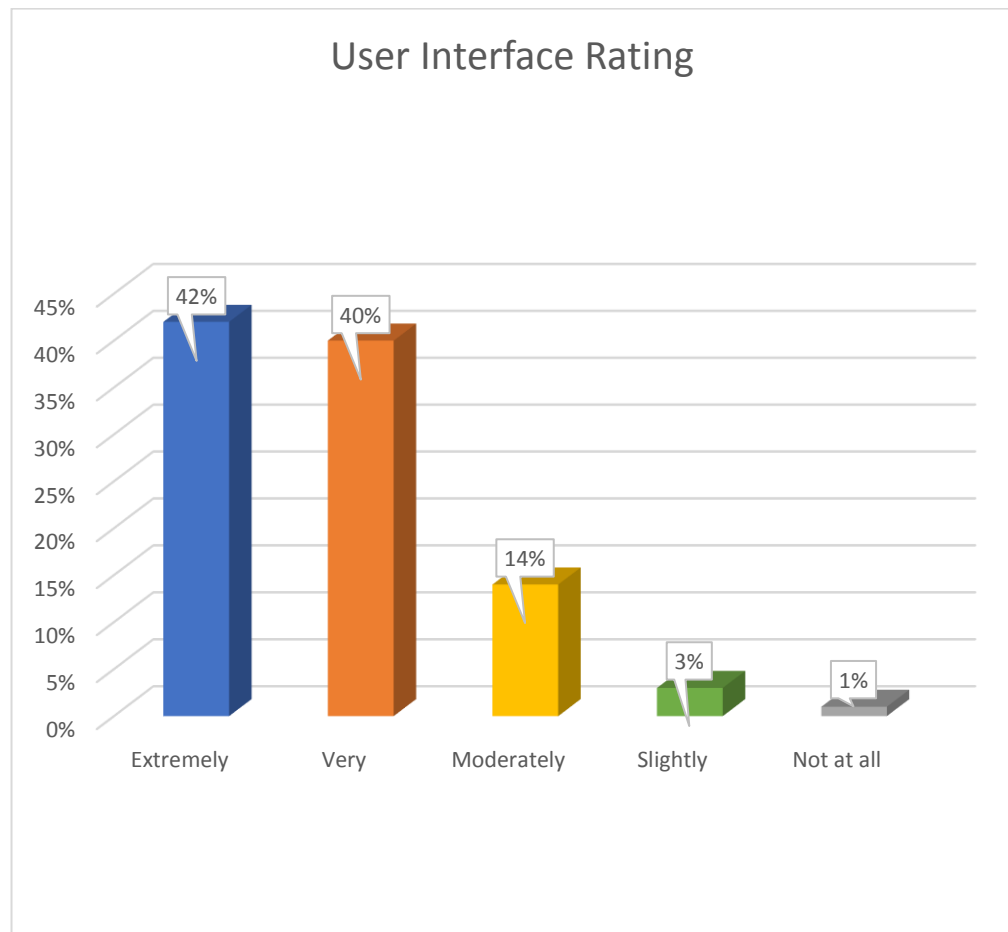
Q3. Do you find our notifications/e-mails helpful & knowledgeable?



Inference: The graph depicts that on an average the scores were on higher end. Which indicates that the company is providing good bit of knowledge material to the users through push engagement

FIGURE 4

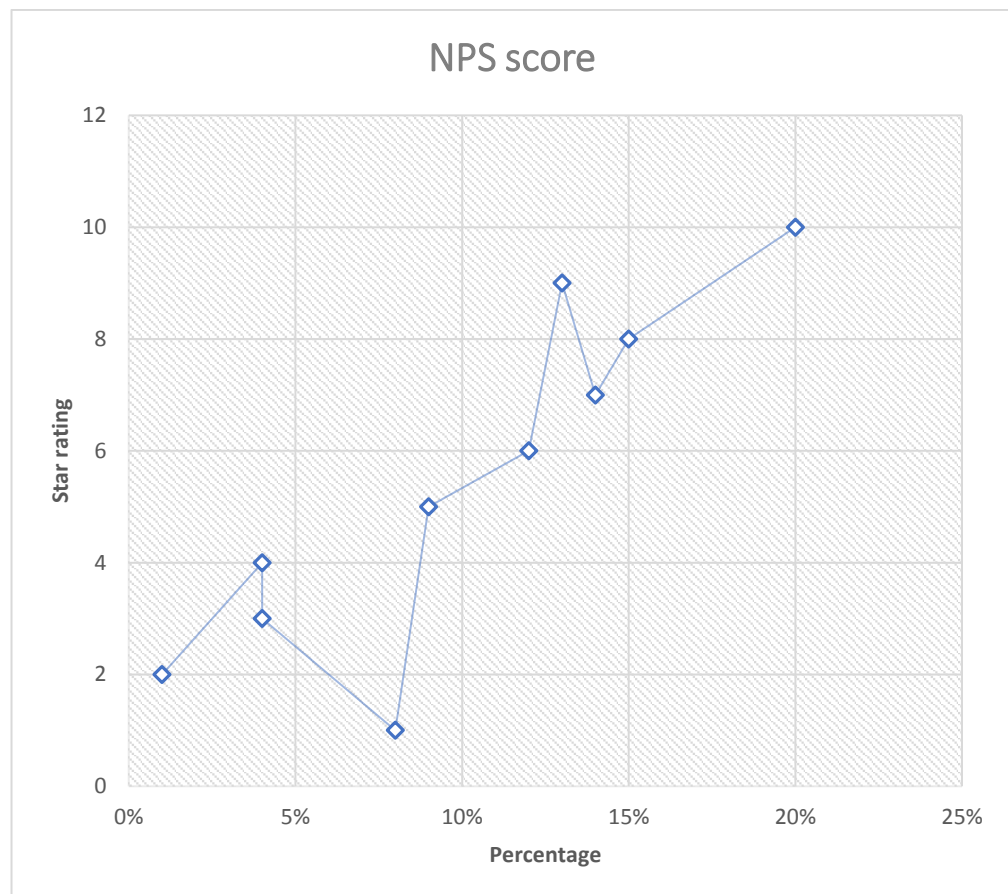
Q4. Do you find Curofy, an easy to use app?



Inference: A cumulative of 82% of people found the app to be easy to use and for 18% people who didn't find the app easy to use, there is a need to

FIGURE 5

Q5. How likely is that you would recommend Curofy to a friend or colleague?



Inference: The calculation of NPS score was one of the key objective of doing the study. The analysis says, the NPS for Curofy is 6.9

TABLE 1

Q6.We want to get better. Your comments will help immensely. Tell us anything you feel like about Curofy and how it can get better?

Percentage	Responses
38%	Didn't respond
25%	Appreciation
9%	Case conclusion/Summary
7%	More content
5%	More Traffic
4.80%	More info on PG Preparation
3%	Addition of more guidelines & MCQs
3%	CME/Webinar/Teleconference for cases
2%	Not clear with concept of app
2%	Difficult to use app
0.60%	More Jobs
0.60%	Irrelevant cases with respect to specialty

Inference:All the responses have been taken into consideration and accordingly will work on the app features to increase productivity.

DATA ANALYSIS

1. According to the survey, it was found that majority of Curofy doctors are satisfied with the main focus of the app, i.e, to get their queries and cases related to their patient cases solved by other doctors and treat their patients much more efficiently as 82% of doctors have given a rating above 3.
2. Curofy has always been concerned with what makes doctors engaged the most on the app, and that depends on what content are they seeing on the app. For them to find the most relevant cases, it is important to show them the cases which they can feel connected to. Hence, according to the results 47% of the Curofy doctors feel that they often find cases related to their specialty but at the same time , 27% doctors said they seldomly find cases relevant to their specialty.
3. Curofy is a platform which focuses on “pull” instead of “push” but still reminding the users about the content and to keep them posted about what do they need to know, pushing the mails and notifications are important. Study by Localytics shows that 52% of app users find notifications annoying and leads to app uninstallation. It is important to know what knowledge, doctors are getting through these pushes and do they find them useful or not. 71% of the Curofy HCPs felt the pushed channels knowledgeable.
4. Most of the doctors are not that tech savvy and hence, efforts have to be put to make the app as easy as possible. Indegene’s 2015 digital savvy HCP survey also revealed that doctors four out of 10 Indian doctors prefer going completely digital, hence to make doctors adopt technology a simple user interface is the key. An app which has a simple user interface with clear segments is important for doctors to achieve what knowledge they derive from the app. Hence, Curofy has always tried to make it as simple and attractive as possible. According to the survey 82% of the users find it an easy to use app whereas 18% still find it not so user friendly.
5. One of the objective to conduct this study was to find out where does Curofy stands in terms of NPS score and how loyal our users are. Hence, Curofy has got a NPS score of 6.9 and we are proud of it. This helped us to decide our path.
6. The feedback was taken from users as the last question. The results were a mixture of various parameters on which we need to focus. Hence, the study would be continued depending on re-targeting and becoming better everyday.

7. In all, HCPs actually are using Curofy as a invaluable tool to obtain knowledge and stay updated and they are expected to become even more widely incorporated into nearly every aspect of clinical practice.

RECOMMENDATIONS

1. A lot more focus has to be given in getting the cases and queries solved by the Curofy HCPs on the app. It can be done through specific targeting and bringing in more doctors on the app through marketing.
2. Efforts should be made to push much more knowledgeable content and keep doctors updated.
3. More MCQs with a lot more focus on PG Preparation and image based MCQ questions should be added.
4. Curofy has an interactive user interface and should always maintain this standard with much more innovations, if possible.
5. Specialty wise more updated journals should be added to the Library and users should be notified about it on regular basis especially for Dentistry and Ayurveda doctors.
6. CME/ Webinars should be conducted on regular intervals for all the specialties.

CONCLUSION

From the research, I came to know about the important conclusion regarding the customer satisfaction of Curofy.

Curofy has been in market since past 2 years and is being used by more than 2,00,00 doctors and offers doctor a platform to get connected with peers and also to expand their professional network list with the advantage of peer to peer learning. Curofy, is clearly emerging as an alternate for whatsapp for doctors to discuss their cases.

The word of mouth has been great advantage to aware the customers about the offerings and benefits of Curofy. With increasing smartphone market, Curofy is on growth stage and is capturing the market on a faster pace but company has to keep on innovating to maintain the satisfactory level of existing customers.

Because with given enough time platforms such as Docplexus, PlexusMd are a capable product and they might overtake Curofy, unless some new innovations are continuously adopted by the leading and largest doctor platform.

QUESTIONNAIRE

Q1. On the scale of 1-5, how effectively do you get your queries solved on Curofy?

1

2

3

44

55

Q2. Do you find relevant cases with respect to your specialty on Curofy?

Always

Often

Sometimes

Seldom

Never

Q3. Do you find our notifications/e-mails helpful & knowledgeable?

Extremely

Very

Moderately

Slightly

Not at all

Q4. Do you find Curofy, an easy to use app?

Extremely
Very
Moderately
Slightly
Not at all

Q5. How likely is that you would recommend Curofy to a friend or colleague?

									
Not likely									Very likely

Q6. We want to get better. Your comments will help immensely. Tell us anything you feel like about Curofy and how it can get better?

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