

Study on NPS CSAT Score in HOME Healthcare

By

Nandita Bhargava

*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 **Dr. Nandita Bhargava** student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Portea Medical, Bangalore from **6th February 2017** to **5th 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 her future endeavors.



Dean, Academic and Student Affairs
The IIHMR University, Jaipur



Asso. Professor

The IIHMR University, Jaipur

10th May 2017

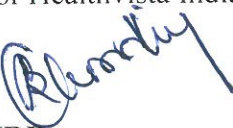
TO WHOM IT MAY CONCERN

This is to certify that **Ms. Nandita Bhargava**, USN No. – **IIHMR - U/01/2015-17/0307**, student of MBA – Indian Institute of Health Management Research , 1, Prabhudayal Marg, Near Sanganer Airport, Jaipur, Rajasthan 302029, has undertaken a project work on “**A Study on NPS CSAT Score in Home Health Care**” at Healthvista India Pvt Ltd from 06-02-2017 to 10th May 2017 in our Organization. And completed the same successfully.

During this tenure, she was found to be hardworking, and sincere and was sensitive to quality delivery as a professional.

Thanking you,

For Healthvista India Private Limited


HRD

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THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**A study on NPS-CSA score in Home Healthcare**” submitted by **Dr. Nandita Bhargava** Enrollment No. IIHMR-U/01/2015-17/0307 under the supervision of **Dr. Tanjul Saxena** for the award of MBA in Hospital and Health Management of the University carried out during the period from 6th February 2017 to 5th May 2017. This 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.

Nandita Bhargava.
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 NPS-CSA score in Home Healthcare"**

Nandita Bhargava

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Introduction

Home Social insurance administrations are given by human services experts to patients at their own particular homes. These administrations are additionally called formal or gifted care administrations. Respiratory treatment, recovery administrations, home implantation treatment, incompetent home care, telehealth, and so forth are some real home Social insurance administrations gave. The move from regular treatment to proactive observing is opening up new open doors in the home Social insurance showcase.

Portea gives doctor's facility quality social insurance in the solace of patient's home. Portea give specialists, attendants, and physiotherapists for home visits who have passed our thorough enlisting principles and have had their experiences and therapeutic information confirmed by senior specialists. It encourages lab tests at home and restorative hardware rentals, making human services more available for patients.

Portea Medicinal's clinical methods were produced in meeting with driving home human services experts in the Assembled States, guaranteeing that they get just the most astounding quality restorative care; the majority of our specialists are individuals from global therapeutic accreditation bodies. Accordingly of utilizing the administrations, the patients can remain in their homes longer, spare cash, and have genuine feelings of services.

Review of literature

Home health care industry-

Home healthcare, also referred to as formal or skilled care, is the support and care services that healthcare professionals provide at the patient's own home. These care services include respiratory therapy, home infusion therapy, rehabilitation services, telehealth, unskilled home care, and other services. The global home care and self care market has grown at a CAGR of 8.4% between 2009 and 2014. In India, Portea medical, a pioneer in home health care provides doctors, nurses and physiotherapists who have passed rigorous hiring standards along with trained attendants for the old and sick who have difficulty moving around.

Portea works with hospitals, insurance companies and individuals. The company has five tier-I corporate hospitals as partners, a network of referring physicians and handles around 2,000 home visits a month. Portea's procedures were developed in consultation with professionals in the US. Portea gets revenue from two streams - direct-to-consumer and business to business (B2B). In the former, it charges patients either for each visit or a flat annual fee. In the latter, mainly for geriatric and chronic patients, it charges an annual fee for customised services. B2B partners comprise hospitals and insurers.

The Net Promoter Score

is a client unwaveringness metric created in 2003 by administration expert Fred Reichheld of Bain and Organization in a joint effort with the organization Satmetrix. The goal was to decide a reasonable and effortlessly interpretable consumer loyalty score which can be analyzed after some time or between various businesses.

The NPS surveys to what degree a respondent would prescribe a specific organization, item or administration to his companions, relatives or partners. The thought is straightforward: in the event that you like utilizing a specific item or working with a specific organization, you get a

kick out of the chance to impart this experience to others. In particular, the respondent is asked the accompanying "extreme" question:

How likely would you say you are to suggest organization/mark/item X to a companion/partner/relative?.

Post propelling different item ,parcel of cancelation/re-plan happened. But no honest to goodness issues where found.

Several methods have been proposed in order to combat this. After deep diving it is analysed ,the correct mode to provide the reason of issues is customer. Initially tried to capture 10% of customers through call which eventually increased to 60% with the help of other modes like sms/mail etc. Thus NPS is implemented

Issues are bucketed into primary & secondary issue logs & same was forwarded to different departments for the action plans.

Effective Customer Account management for B2B businesses

In the event that there's an organization supporting alternate organizations, NPS is an extraordinary instrument to oversee Key Records. Tuning in to partners at numerous levels in client records is critical to give a 360 degree point of view. This information is likewise indispensable for Key Record administration gatherings as organizations have quantifiable information on what their customers feel about working together and how the organization has utilized persistent correspondence to hear them out and found a way to determine their issues. The higher experts in the administration gets a reasonable picture on the record's wellbeing and may get a chance to strategically pitch.

Promote , on getting the relationship between's client esteem and dedication is helpful to arrange advertising and administration blend.

In light of the esteem and faithfulness, clients can be grouped into the quadrants as examined previously

Clients in Q1 - high in reliability and esteem, they are high effect clients and can give bits of knowledge on what is done appropriately. Concentrate ought to be on rehashing what is finished with this client section. Does this portion constitute clients with comparative attributes? Ought to attempt and concentrate more on such client base. They will pay increasingly and it's additionally realized that do faithful clients whine less as well as eager to pay more.

Clients in Q2 - prompt consideration. This specific fragment being not all that devoted, they clearly are not bragged about working with the organization but rather are the significant ones. Need to comprehend what turned out badly and take a gander at settling their issues as losing them is something that can't be managed.

Clients in Q3 - low on esteem and unwaveringness. This specific portion ought to be thought on moving these clients to another quadrant? Produced income ought to have the capacity to counterbalance the spend on this client base. These are the sort of clients who ought to be maintained a strategic distance from in future.

Clients in Q4 - likely be interested in purchase more. They are the reliable ones however are not paying to such an extent. There could be a plausibility to strategically pitch .



NPS C-SAT information is frequently utilized for client bolster. This information can be utilized for Advertising, focusing on the Promoters, Passives and Spoilers independently. No doubt, Promoters are the clients connected with and could give into a greater question. Ought to approach them for a survey or tribute which can get into organization's site/social profiles. The vast majority of the organizations are blowing their own particular trumpet on social profiles. Clients ought to be made a request to compose their own particular surveys and tributes. This looks more real, as well as drives deals. A current research says , 61% of clients read online surveys before settling on a buy choice, those audits are presently fundamental for internet business destinations.

Passives ought not be locked in . Organizations can encourage Passives to take after via web-based networking media. A kind of low-touch approach to keep in contact that can in the end help to convert them as promoters.

Ginny Soskey from Hubspot archived that for Spoilers , organizations may offer and request that they take after an approach to withdraw from messages or either change what kind of messages they ought to get from them. In spite of the fact that it appears to be irrational, yet in the event that it can be innovatively situated to the withdraw, one can really make Depreciators cherish companies more.

After all, fundamental need is to call distinctively to each fragment and a zest of inventiveness goes far.

eNPS to Upgrade representative engagement and make more joyful clients

As indicated by the USA Today report, Marriott has picked up a normal of 11.3% a year for as long as 10 years, versus 7.9% for the Standard and Poor's 500-stock record with profits reinvested.

A considerable lot of the openly exchanging organizations named as Best Organizations to Work For in 2013 saw their stocks perform splendidly amid the most recent year:

- Entire Nourishments took off 31%, versus 13% for the S&P 500.
- Marriott increased 28%.
- American Express progressed 22%.

Ransack Markey says , "Organizations who ace the Promoter Flywheel reliably make the correct conditions in which their representatives have the specialist and responsibility for making more promoters among their clients. Consequently , the organizations invigorate "small scale advancements" in which representatives can really try different things with new methodologies of making promoters.

Representatives can participate in these small scale developments since they have the lucidity about the targets (making more promoters) and conventions inside which they can work (organization values, administrative necessities, and so forth.). Significant lucidity about the target powers thy creative energies. Lucidity about the conventions and qualities offers opportunity to their innovativeness from close supervision and the limitations of imagination murdering endorsement forms."

By and large, if an organization can keep representatives upbeat, then expenses and profitability make strides. Cheerful representatives stick around so it lessens enrollment and preparing costs. All things considered, nothing gives more positive vitality and inspiration than realizing that in your attempt to make an incredible client encounter, you have affected somebody's life emphatically and made a Fan for the organization

Objectives

Evaluate the NPS C – SAT score city wise , Account wise and service wise

Research question

What is the association between NPS & growth of the company ?

Methodology

Study type – Cross -sectional analytical

Study Duration – February , March and April

Sampling type – Convenience Sampling

Sample selection – Patients across Mumbai,Chennai,Hyderabad,NCR , Banglore, Indore and Kolkata

Data collection procedure – Various channels were used via Quality call , Call (Customer engagement team),SMS,Cloud Cherry – Platform , E-Mail and Clinician App

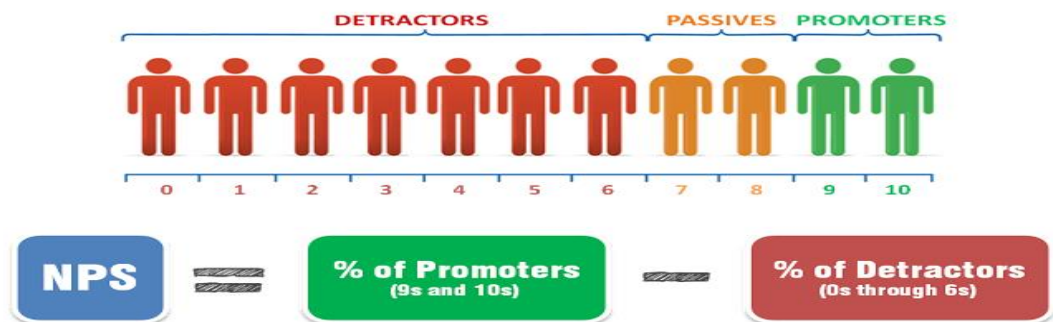
Data Analysis: Data collected would be analyzed using MS excel

NET PROMOTER SCORE (NPS)

Net Promoter Score, or NPS, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides the core measurement for customer experience management programs the world round.

It includes an index ranging from 0 to 10 that measures the willingness of the customers to recommend a company's products or services to others. It is a measure of overall satisfaction with a company's product or service and the customer's loyalty to the company

Rationale



Customers are surveyed on one single question. They are asked to rate on an 11-point scale the likelihood of recommending the company or brand to a friend or colleague.

“On a scale of 0 to 10, how likely are you to recommend this company’s product or service to a friend, family or a colleague?”

Based on their rating, customers are then classified in 3 categories: detractors, passives and promoters

NPS Calculation

DETRACTORS

‘Detractors’ gave a score lower or equal to 6. They are not particularly thrilled by the product or the service. They, with all likelihood, won’t purchase again from the company, could potentially damage the company’s reputation through negative word of mouth.

The percentage of Detractors is calculated as

% of Detractors -

$(\text{No. of respondents on Detractor} / \text{Total no. of Respondents}) * 100$

PASSIVES

‘Passives’ gave a score of 7 or 8. They are somewhat satisfied but could easily switch to a competitor’s offering if given the opportunity. They probably wouldn’t spread any negative

word-of-mouth, but are not enthusiastic enough about your products or services to actually promote them.

% of Passive =(No. of respondents on Passive/Total no.of respondents)*100

PROMOTERS

‘Promoters’ answered 9 or 10. They love the company’s products and services. They are the repeat buyers, are the enthusiastic evangelist who recommends the company products and services to other potential buyers.

% of Promoters = (No. of respondents on Promoters/Total no. of respondents)*100

For DETRACTORS & PASSIVES one more question has to be asked focusing on changes/improvement to be made, to convert them as promoters

“Can you please list out the areas of improvement that makes us to achieve the score of 10”

Note : Above calculation used for obtaining NPS/CSAT is considered worldwide

NPS –C-SAT (Customer Satisfaction Survey)

How to read a Net Promoter Score?

The essential develop of a Net Promoter Score is straightforward, subsequently its ubiquity and across the board use. In the event that an organization has a bigger number of spoilers than promoters the score will be negative and the other way around. A Net Promoter Score gives organizations a basic and clear metric that can be imparted to their cutting edge workers.

The Net Promoter Score is useful in that it can be utilized as inspiration for workers to enhance and to give the most ideal client encounter. A definitive goal here is to change over clients who were not as much as glad or neutral into promoters who will put the word out and consider expanded incomes and benefits.

Higher Net Promoter Scores have a tendency to show a more beneficial business, while bring down Net Promoter Scores can be an early cautioning to delve further into potential consumer loyalty and steadfastness issues. Net Promoter scores are frequently averaging very low.



DETRACTORS
0 - 6 RATING



PASSIVES
7 - 8 RATING



PROMOTERS
9 - 10 RATING

C-SAT Questionnaire

C-SAT is collected only through E-mail, SMS & cloud cherry. They are asked to rate on a 5-point scale

- How would you rate your appointment booking experience with PORTEA on a scale of 1-5?
- How would you rate us on the availability of slots/ session at the time of your requirement on the scale of 1-5?
- How would you rate the punctuality and reliability of PORTEA staff Physiotherapist/doctor/nurse/attendant on the scale of 1-5?
- How would you rate the improvement in your medical condition after PORTEA's services on the scale of 1-5?
- How would you rate PORTEA's customer support to address issues or feedback when required on the scale of 1-5?

C-SAT (Customer Satisfaction Survey) Calculation

C-SAT -Once we get the weighted average for all the 5 Qs & for all the 5 Services ,we do the below calculation (ref Screenshot 2)

- We do service specific average ,which we multiply with total service specific respondents. (ref formula)

To obtain an overall CSAT we need to sum the service specific CSAT respondents/total respondent s. (ref formula)

Screenshot-2

	B	C	D	E	F	G	H
2	CSAT	Weighted Average (on a scale of 1-5)					
3		Doctor	Nursing LT	Nursing ST	Phlebotomist	Physiotherapy	
4	Total respondents	1	1	3	13	1	19
5	CSAT Questions						
6	Appointment booking experience			4.0	3.7	4.0	
7	Availability of slots/ session	3.0	3.0	3.7	3.3	4.0	
8	Punctuality and reliability of clinician	3.0	3.0	3.7	3.3	4.0	
9	Improvement in the medical condition	3.0	3.0	4.0	-	4.0	
10	Customer support to address issues or feedback	3.0	3.0	3.7	2.5	4.0	
11	Overall CSAT (service wise) =AVERAGE(C6:C10)	3.00	3.00	3.80	3.20	4.00	
12	=C11*C4	3.0	3.0	11.4	41.7	4.0	
13	Overall CSAT for company	3.3 =SUM(C12:G12)/H4					

Channels for NPS collection

1. QUALITY CALL
2. CALL (CET)
3. SMS
4. Cloud Cherry- Platform
5. E-MAIL
6. CLINICIAN App

• Criteria used for collection of NPS (E-mails & SMS)

1. End of Service

- Mail & SMS will go to those patients who have at least one successful appointment with no future appointment.
- In case any feedback response is not received from patient up to 7 days, patient will receive another mail after 7 days.
- Once feedback has been received from patient, Mail & SMS will not be sent again to the patient.
- Fetching the records current date-3 days from the system, For example: current date is 12 Feb 2016, will fetch the records up to 9 Feb 2016(12-3=9).

2. Mid Of Service

- Mail & SMS should go to those patients who have more than 7 successful appointments along with future appointment. In case feedback response is not received from patient up to 7 days, patient will receive other email after 7 days.
- Once the feedback is received Mail & SMS will not be sent again to the patient. If the patient continues with the appointments after 15 days again one NPS email will go to the patient.

- Fetching the records current date-3 days from the system, For example: current date is 12 Feb 2016, will fetch the records up to 9 Feb 2016(12-3=9).

3. Cloud cherry

- Currently Survey is conducted for Physiotherapy Service only for PORTEA brand.
- Survey link to be sent via Email and SMS. For example, if the customer answers the survey through SMS, the survey link on the Email will be disabled.

4. End of service

- 3 days of gap since the last physiotherapy visit with no upcoming appointment booked in the next 5 days

• Criteria used for collection of NPS - E-mail & SMS Cloud cherry

1. How likely are you to recommend Portea to your friends and family? (NPS)

2.What is the reason for your rating?

For detractors and passives, (Should have option to select multiple)

Please select the appropriate reasons for your low rating, (multi select)

a) Detractors

- *Physiotherapist was not punctual*
- *Treatment provided was not the same as everyday*
- *Physiotherapist did not explain the treatment well*
- *Physiotherapist was not polite*
- *Physiotherapist was not professional in appearance*
- *Others --> will lead to open ended*

For promoter,(Should have option to select multiple)

How would you rate the physiotherapist on the following,

b) Promoter,

- *Physiotherapist was punctual*
- *Treatment provided the same as per expectation*
- *Physiotherapist explained the treatment well*
- *Physiotherapist was polite*
- *Physiotherapist was professional in appearance*

- Others --> will lead to open ended

Criteria used for collection of NPS

i. Call (Quality)

- Call will be made to patients with 3+ visit for both MOS & EOS.*
- Real time basis NPS will be updated in Portal, if already NPS is collected by any other source/team for that particular month, then Quality team will not call the patient. (currently NPS calls are happening for only Manipal & Medanta)*

ii) Call (CET)

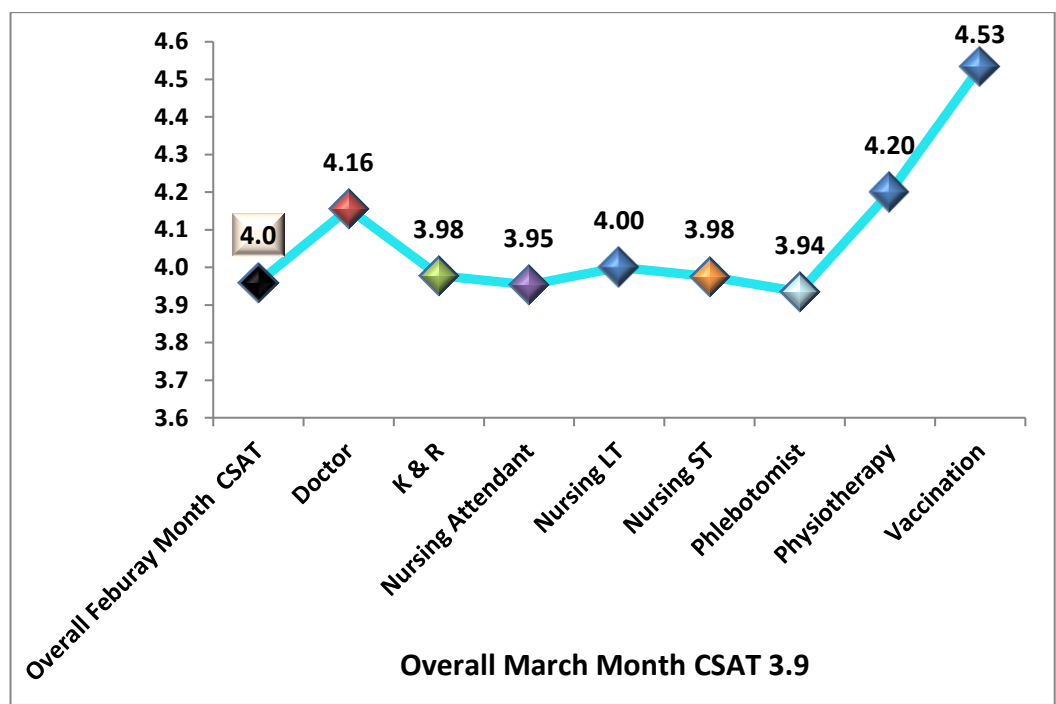
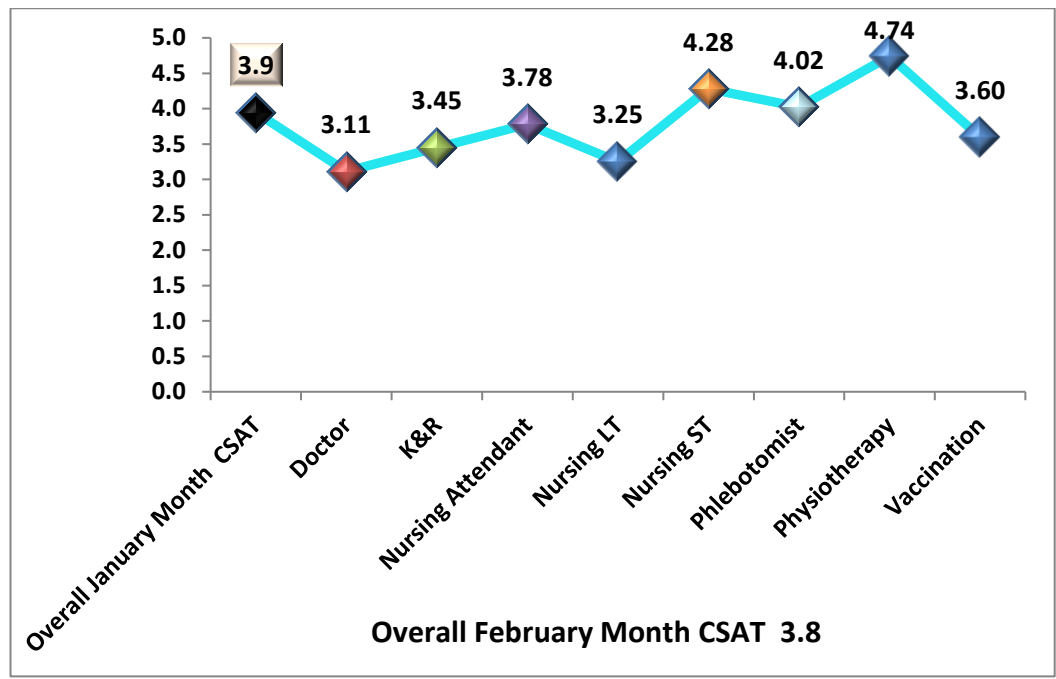
- CET team will call up patient to re-engage or for cross selling, same time they will ask for NPS*

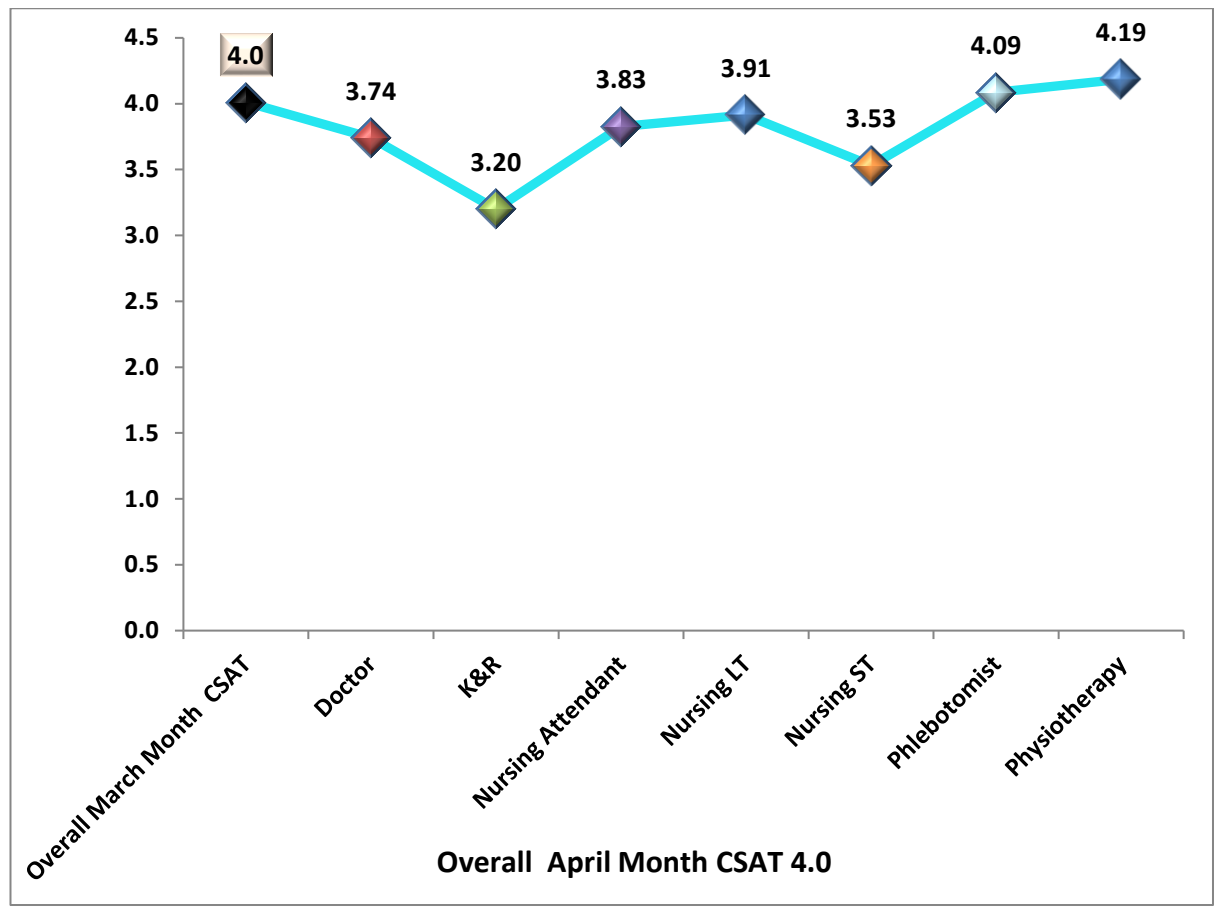
iii) Clinician App

- Through Clinician APP real time basis NPS will be collected after every first visit by the clinicians.*
- After first visit, one OTP will generate in patient's phone, same will be used to collect NPS by clinician through app*

iv) Reporting

- NPS city wise*
- NPS service wise*
- NPS Source wise*
- C-SAT Service wise*
- Average C-Sat*
- Overall issue log*
- Service wise primary & secondary issue log*





Conclusion and Results –

Overall NPS –

Jaslok Mum		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	6	100%
Promoters (9 - 10)	4	67%
Passive (7 - 8)		0%
Detractors (0-6)	2	33%
NPS	33%	
MS Ramaiah		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	1	100%
Promoters (9 - 10)		0%
Passive (7 - 8)	1	100%
Detractors (0-6)		0%
NPS	0%	
NH Kolkata		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	15	100%
Promoters (9 - 10)	11	73%
Passive (7 - 8)	1	7%
Detractors (0-6)	3	20%
NPS	53%	
Fortis Chennai		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	13	100%
Promoters (9 - 10)	8	62%
Passive (7 - 8)	3	23%
Detractors (0-6)	2	15%
NPS	46%	

Saifee Mumbai		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	7	100%
Promoters (9 - 10)	3	43%
Passive (7 - 8)	2	29%
Detractors (0-6)	2	29%
NPS	14%	
Seven Hill Mum		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	3	100%
Promoters (9 - 10)	2	67%
Passive (7 - 8)	1	33%
Detractors (0-6)		0%
NPS	67%	
Fortis NCR		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	4	100%
Promoters (9 - 10)	3	75%
Passive (7 - 8)	1	25%
Detractors (0-6)		0%
NPS	75%	

Columbia Asia Bgl		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	7	100%
Promoters (9 - 10)	5	71%
Passive (7 - 8)	1	14%
Detractors (0-6)	1	14%
NPS	57%	

Fortis Jaipur		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	4	100%
Promoters (9 - 10)	2	50%
Passive (7 - 8)		0%
Detractors (0-6)	2	50%
NPS	0%	

Fortis Kol		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	5	100%
Promoters (9 - 10)	2	40%
Passive (7 - 8)	1	20%
Detractors (0-6)	2	40%
NPS	0%	

Key Account wise

Overall NPS – Service wise

Nursing Attendant		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	82	100%
Promoters (9 - 10)	42	51%
Passive (7 - 8)	20	24%
Detractors (0-6)	20	24%
NPS	27%	

Phlebotomist		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	76	100%
Promoters (9 - 10)	63	83%
Passive (7 - 8)	8	11%
Detractors (0-6)	5	7%
NPS	76%	

Physiotherapy		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	29	100%
Promoters (9 - 10)	25	86%
Passive (7 - 8)	3	10%
Detractors (0-6)	1	3%
NPS	83%	

Nursing LT		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	12	100%
Promoters (9 - 10)	3	25%
Passive (7 - 8)	4	33%
Detractors (0-6)	5	42%
NPS	-17%	

Nursing ST		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	11	100%
Promoters (9 - 10)	5	45%
Passive (7 - 8)	4	36%
Detractors (0-6)	2	18%
NPS	27%	

K&R		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	2	100%
Promoters (9 - 10)	1	50%
Passive (7 - 8)		0%
Detractors (0-6)	1	50%
NPS	0%	

Doctor		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	1	100%
Promoters (9 - 10)	1	100%
Passive (7 - 8)		0%
Detractors (0-6)		0%
NPS	100%	

Overall NPS - City wise

NCR		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	89	100%
Promoters (9 - 10)	64	72%
Passive (7 - 8)	14	16%
Detractors (0-6)	11	12%
NPS	60%	

Bangalore		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	35	100%
Promoters (9 - 10)	19	54%
Passive (7 - 8)	11	31%
Detractors (0-6)	5	14%
NPS	40%	

Chennai		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	25	100%
Promoters (9 - 10)	17	68%
Passive (7 - 8)	4	16%
Detractors (0-6)	4	16%
NPS	52%	

Kolkata		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	51	100%
Promoters (9 - 10)	32	62%
Passive (7 - 8)	7	14%
Detractors (0-6)	12	24%
NPS	38%	

Mumbai		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	57	100%
Promoters (9 - 10)	34	59%
Passive (7 - 8)	10	18%
Detractors (0-6)	13	24%
NPS	35%	

Indore		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	13	100%
Promoters (9 - 10)	11	85%
Passive (7 - 8)	1	8%
Detractors (0-6)	1	8%
NPS	77%	

Hyderabad		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	72	100%
Promoters (9 - 10)	41	57%
Passive (7 - 8)	10	14%
Detractors (0-6)	21	29%
NPS	29%	

Jaipur		
Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	28	100%
Promoters (9 - 10)	10	35%
Passive (7 - 8)	9	32%
Detractors (0-6)	9	33%
NPS	2%	

Overall CSAT – Key Account wise

Medanta Hospital (INDORE)		Medanta Hospital NCR		Jaslok Hospital		Saifee Mumbai	
CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)
Sample size	15	Sample size	24	Sample size	2	Sample size	3
CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	5.0	Appointment booking experience	4.3	Appointment booking experience	3.5	Appointment booking experience	4.3
Availability of slots/ session	4.8	Availability of slots/ session	4.5	Availability of slots/ session	2.5	Availability of slots/ session	4.0
Punctuality and reliability of clinician	5.0	Punctuality and reliability of clinician	4.5	Punctuality and reliability of clinician	2.5	Punctuality and reliability of clinician	4.3
Improvement in the medical condition	4.6	Improvement in the medical condition	4.2	Improvement in the medical condition	-	Improvement in the medical condition	4.0
Customer support to address issues or feedback	4.8	Customer support to address issues or feedback	3.8	Customer support to address issues or feedback	4.5	Customer support to address issues or feedback	4.0
Overall CSAT (service wise)	4.84	Overall CSAT (service wise)	4.25	Overall CSAT (service wise)	3.25	Overall CSAT (service wise)	4.13
	72.6		102.0		6.5		12.4
Overall CSAT for company	4.8	Overall CSAT for company	4.2	Overall CSAT for company	3.3	Overall CSAT for company	4.1

Columbia Asia Bgl		NH BLR		Vikram Hospital		MS Ramaiah	
CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)
Sample size	7	Sample size	14	Sample size	17	Sample size	1
CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	4.6	Appointment booking experience	4.1	Appointment booking experience	4.1	Appointment booking experience	4.0
Availability of slots/ session	4.2	Availability of slots/ session	4.4	Availability of slots/ session	4.4	Availability of slots/ session	4.0
Punctuality and reliability of clinician	3.7	Punctuality and reliability of clinician	4.4	Punctuality and reliability of clinician	4.4	Punctuality and reliability of clinician	4.0
Improvement in the medical condition	4.3	Improvement in the medical condition	4.0	Improvement in the medical condition	4.0	Improvement in the medical condition	4.0
Customer support to address issues or feedback	3.5	Customer support to address issues or feedback	3.6	Customer support to address issues or feedback	3.6	Customer support to address issues or feedback	4.0
Overall CSAT (service wise)	4.05	Overall CSAT (service wise)	4.08	Overall CSAT (service wise)	4.08	Overall CSAT (service wise)	4.00
	28.4		57.1		69.3		4.0
Overall CSAT for company	4.1	Overall CSAT for company	4.1	Overall CSAT for company	4.1	Overall CSAT for company	4.0

Seven Hill Mum		NH Kolkata		Fortis NCR		Fortis Kol	
CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)
Sample size	1	Sample size	10	Sample size	2	Sample size	2
CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	4.0	Appointment booking experience	4.0	Appointment booking experience	4.0	Appointment booking experience	2.5
Availability of slots/ session	4.0	Availability of slots/ session	4.3	Availability of slots/ session	3.5	Availability of slots/ session	2.0
Punctuality and reliability of clinician	4.0	Punctuality and reliability of clinician	4.2	Punctuality and reliability of clinician	3.5	Punctuality and reliability of clinician	3.0
Improvement in the medical condition	4.0	Improvement in the medical condition	4.0	Improvement in the medical condition	4.0	Improvement in the medical condition	3.0
Customer support to address issues or feedback		Customer support to address issues or feedback	4.0	Customer support to address issues or feedback	4.0	Customer support to address issues or feedback	3.5
Overall CSAT (service wise)	4.00	Overall CSAT (service wise)	4.10	Overall CSAT (service wise)	3.80	Overall CSAT (service wise)	2.80
	4.0		41.0		7.6		5.6
Overall CSAT for company	4.0	Overall CSAT for company	4.1	Overall CSAT for company	3.8	Overall CSAT for company	2.8

SIMS Hospital		KIMS Secunderabad		Fortis Chennai	
CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)	CSAT	Average (on a scale of 5)
Sample size	5	Sample size	2	Sample size	5
CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	3.0	Appointment booking experience	4.5	Appointment booking experience	4.2
Availability of slots/ session	3.2	Availability of slots/ session	4.5	Availability of slots/ session	4.4
Punctuality and reliability of clinician	3.8	Punctuality and reliability of clinician	4.5	Punctuality and reliability of clinician	4.2
Improvement in the medical condition	3.4	Improvement in the medical condition	4.0	Improvement in the medical condition	3.6
Customer support to address issues or feedback	2.8	Customer support to address issues or feedback	4.5	Customer support to address issues or feedback	3.8
Overall CSAT (service wise)	3.24	Overall CSAT (service wise)	4.40	Overall CSAT (service wise)	4.04
	16.2		8.8		20.2
Overall CSAT for company	3.2	Overall CSAT for company	4.4	Overall CSAT for company	4.0

Overall CSAT – City wise

Bangalore		Chennai		Hyderabad		Indore					
CSAT	Average (on a scale of 1 to 5)	CSAT	Average (on a scale of 1 to 5)	CSAT	Average (on a scale of 1 to 5)	CSAT	Average (on a scale of 1 to 5)				
Sample size	23	23	Sample size	10	10	Sample size	2	2	Sample size	5	5
CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	4.2	Appointment booking experience	3.6	Appointment booking experience	4.5	Appointment booking experience	5.0	Appointment booking experience	4.8	Appointment booking experience	5.0
Availability of slots/ session	4.3	Availability of slots/ session	3.7	Availability of slots/ session	4.5	Availability of slots/ session	4.8	Availability of slots/ session	5.0	Availability of slots/ session	4.6
Punctuality and reliability of clinician	4.1	Punctuality and reliability of clinician	4.0	Punctuality and reliability of clinician	4.0	Punctuality and reliability of clinician	4.5	Punctuality and reliability of clinician	4.8	Punctuality and reliability of clinician	4.6
Improvement in the medical condition	4.1	Improvement in the medical condition	3.5	Improvement in the medical condition	4.5	Improvement in the medical condition	4.0	Improvement in the medical condition	4.8	Improvement in the medical condition	4.8
Customer support to address issues or feedback	3.8	Customer support to address issues or feedback	3.3	Customer support to address issues or feedback	4.4	Customer support to address issues or feedback	8.8	Customer support to address issues or feedback	4.84	Customer support to address issues or feedback	24.2
Overall CSAT (service wise)	4.10	Overall CSAT (service wise)	3.62	Overall CSAT (service wise)	4.40	Overall CSAT (service wise)	4.84	Overall CSAT (service wise)	24.2	Overall CSAT (service wise)	4.8
	94.3		36.2		8.8		24.2		4.8		
Overall CSAT for company	4.1	Overall CSAT for company	3.6	Overall CSAT for company	4.4	Overall CSAT for company	4.8	Overall CSAT for company		Overall CSAT for company	

NCR		Mumbai		Kolkata					
CSAT	Average (on a scale of 1 to 5)	CSAT	Average (on a scale of 1 to 5)	CSAT	Average (on a scale of 1 to 5)				
Sample size	25	25	Sample size	7	7	Sample size	11	11	
CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions		CSAT Questions	
Appointment booking experience	4.3	Appointment booking experience	4.1	Appointment booking experience	3.7	Appointment booking experience	3.9	Appointment booking experience	3.8
Availability of slots/ session	4.4	Availability of slots/ session	3.7	Availability of slots/ session	3.9	Availability of slots/ session	3.9	Availability of slots/ session	3.8
Punctuality and reliability of clinician	4.5	Punctuality and reliability of clinician	4.0	Punctuality and reliability of clinician	3.8	Punctuality and reliability of clinician	3.9	Punctuality and reliability of clinician	3.9
Improvement in the medical condition	4.2	Improvement in the medical condition	4.0	Improvement in the medical condition	3.9	Improvement in the medical condition	4.23	Improvement in the medical condition	3.8
Customer support to address issues or feedback	3.8	Customer support to address issues or feedback	3.5	Customer support to address issues or feedback	3.85	Customer support to address issues or feedback	42.3	Customer support to address issues or feedback	3.9
Overall CSAT (service wise)	4.21	Overall CSAT (service wise)	3.87	Overall CSAT (service wise)	42.3	Overall CSAT (service wise)		Overall CSAT (service wise)	
	105.3		27.1						
Overall CSAT for company	4.2	Overall CSAT for company	3.9	Overall CSAT for company	3.8	Overall CSAT for company		Overall CSAT for company	

Takeaways

1. Why should I use Home health care Services?

- For Value Proposition

2. How does it help me? Will you help in adding more customers to my network?

- Using Portea's services ensures there is a continuity of care when they leave your sight, we act as your hands, eyes, and ears –you dictate the care that your patients receive.
- We do not make referrals to specialists, but if a patient needs one and they don't have one, we can make the suggestion.
- If they have a specialist, we send them back to their specialist.

3. How can I be assured of your quality of clinicians?

- We have a rigorous and robust hiring process –all clinicians work for Portea so that we can ensure the quality of treatment being provided.
- We monitor our clinicians and support them whenever they need help. They are all very well qualified and on an average have 4 + years of clinical experience. Their backgrounds are verified by an audit firm, Authbridge.
- All our clinicians are employees of Portea and not from third party
- We can train few clinicians under you so that your treatment protocols are strictly followed for your critical and sensitive patients.

4. You are providing doctor services also, why should the patient come back to me?

- We only provide MBBS-level doctors; you know the patient better than anyone and are a specialist.
- Our doctors are only meant to be your hands, eyes & ears in the field, if the patient needs a specialist, we'll send them back to you.

5. How do I keep track of the patients who have been referred?

- We will send over a weekly tracker to outline which of your patients have used our service and what services have been availed.

6. How do I ensure that my patients will not be your (Home health care) patients, once I refer them to you?

- We only provide primary, post-hospitalization and geriatric care.

- We cannot replace you –instead we wish to partner with you and enhance this synergistic relationship.

7. I already am providing these services through my own network, why should I use Home health care services ?

- Homecare involves a lot of logistics; by working with us, you have quality assurance, larger geographical reach and can provide services in any of the 24 cities that we're present in.
- Hospital care is different from home care; we have domain expertise and can extend the same quality of care to your patients.

8. What is the turn around time for your (Home health care) clinician to reach the patient's place?

- We will try to service the patient ASAP, but we guarantee a visit within 24 hours.
- Please note, Portea is not an emergency care provider.

9. What happens in case of an emergency situation, do you provide ambulance services to send patient to hospital?

- If the patient calls and it's an emergency situation –we will direct them to the nearest hospital. We will assist them in getting an ambulance if need be.
- If an emergency takes place when we are at the patient's home, we will assist them in getting medical treatment.
- We will try our best to ensure they come to you, but patient health outcome is the most important thing –we will ensure that they get the care they need immediately.

10. How do your clinicians commute? Do you provide transport?

- Our clinicians have their own transport. In some cases, we do provide them with transport

11. If a patient requires services in the night, how do you support that?

- We do provide long duration nursing & attendant services 24/7 365 days a year.