

Knowledge, Perception and Attitude of Patients in India about the Adoption of the Home Health Care

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Outlines

- Introduction
- Purpose of the Study
- Objectives
- Study Design and Methodology
- Findings
- Suggestions

Introduction

- Home health care is designed to meet its most important goals that ill, elderly, and disabled patients receive high quality, personal, and compassionate care in convenience at their door steps.
- Unlike developed countries, home healthcare provision systems (HHPS) are not widely prevalent in developing countries like India.
- India has the second largest geriatric population in the world. According to a United Nations Population Fund report, the number of people age 60 and over in India will increase from 100 million in 2011 to 300 million by 2050; this means one in five Indians will be above the age of 60.
- Of the 300 million over-60s, 200 million are likely to be suffering from chronic ailments. Already, non-communicable diseases including cardiovascular diseases, diabetes, chronic obstructive pulmonary disease and cancer cause around 50% of all deaths in India.

Introduction

- According to Mahendran Balachandran, a partner at venture capital fund Accel Partners, which has invested in Portea Medical, a Bangalore-based home health care firm: “The home health care market in India, currently estimated to be a \$2 billion to \$4 billion-a-year opportunity, is driven by an aging population, the increasing prevalence of chronic diseases and the need for better quality post-operative and primary care.”

Purpose Of Study

- Home-based health care in India is gaining traction and is poised for transformation. Once an unorganized and fragmented sector, it is fast catching the attention of entrepreneurs and investors and becoming an organized, technology-led industry with standards and protocols.
- For aging and homebound individuals, in-home care facilitates them in remaining as functional and independent as possible, providing a much higher sense of security and dignity.
- Receiving home health care helps to reduce unavoidable readmissions to the hospital, and studies have shown that patients recuperating from illness, injury, or surgical procedures heal more quickly and more successfully when recovering at home versus in a medical facility.
- Home health care provides needed assistance to family caregivers, allowing them to get back to their lives and enjoy more quality time with their homebound loved ones.
- Still it is observed that the conventional thinking pattern, beliefs and attitude of Doctors and Patients especially who have not been exposed to such services have been a major hindering factor for the acceptance of approach a home health care.

Research Question & Aim

- Research Question:

What is the awareness and understanding of Patient towards the Home Health Care services in India?

- AIM:

What is the response of the Patient to the budding concept of HHC in India?

Objectives

- To study the knowledge, attitudes and perceptions of Patients requiring Home Health Care in India about the adoption of Home Health Care Services
- To identify the barriers for the non-acceptance or beliefs about the Home Health Care Services

Study Design



Tools and Technique

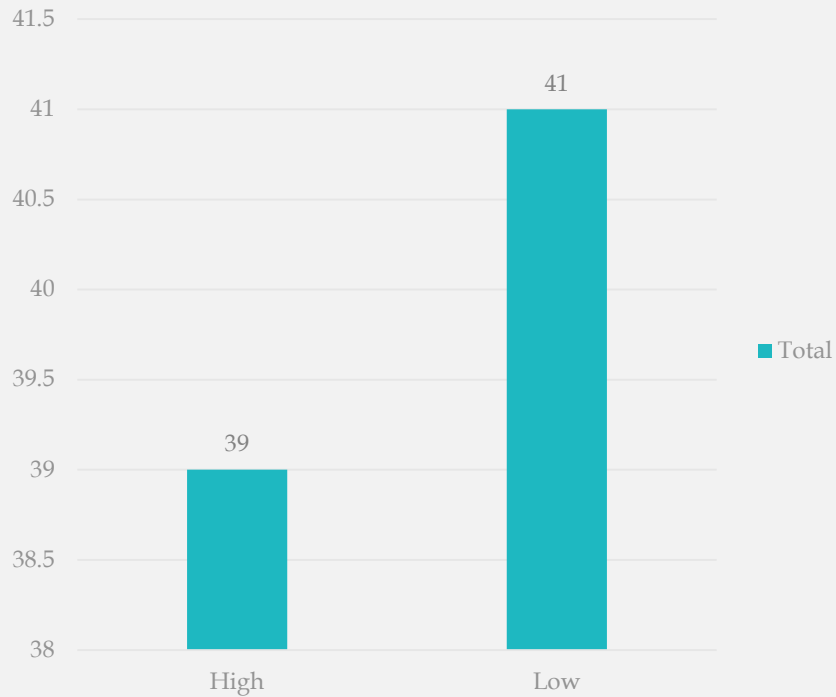
- **DATA COLLECTION INSTRUMENT:** Performa was prepared in paper form and was allotted to the participating Patient. Apart from Knowledge, Perception and Attitude based questions, the questionnaire had sections about Personal Details, Demographic Details and whether the Patient had opt for HHC.
- **ETHICAL CONSIDERATION:** Informed consent was taken before starting the study; if anyone who disagreed to become a part of study he/she was not be forced. Participant's confidentiality was and will be maintained for future use.

Tools

Question N.O.	Variable	Attributes	Response	Scoring (Summation of responses)
1-6 (Total 6)	Knowledge	Gender Based, Occupation & Operational Metrics	YES= 1 NO= 0	High : 4-6 Low : 0-3
7-11 (Total 5)	Perception	Gender Based, Occupation & Operational Metrics	YES= 1 NO= 0	Good : 4-5 Bad : 0-3
12-16 (Total 5)	Attitude	Gender Based, Occupation & Operational Metrics	YES= 1 NO= 0	Positive: 4-5 Negative: 0-3

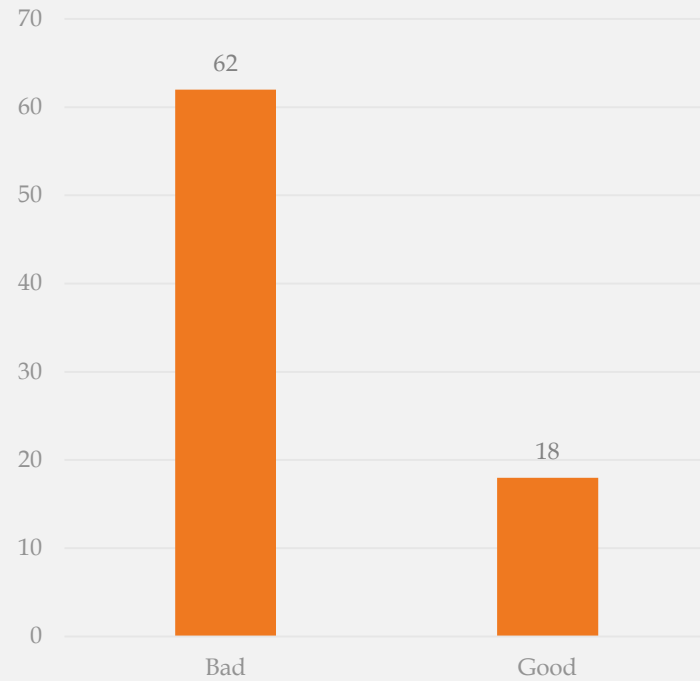
Findings- Overall

Knowledge



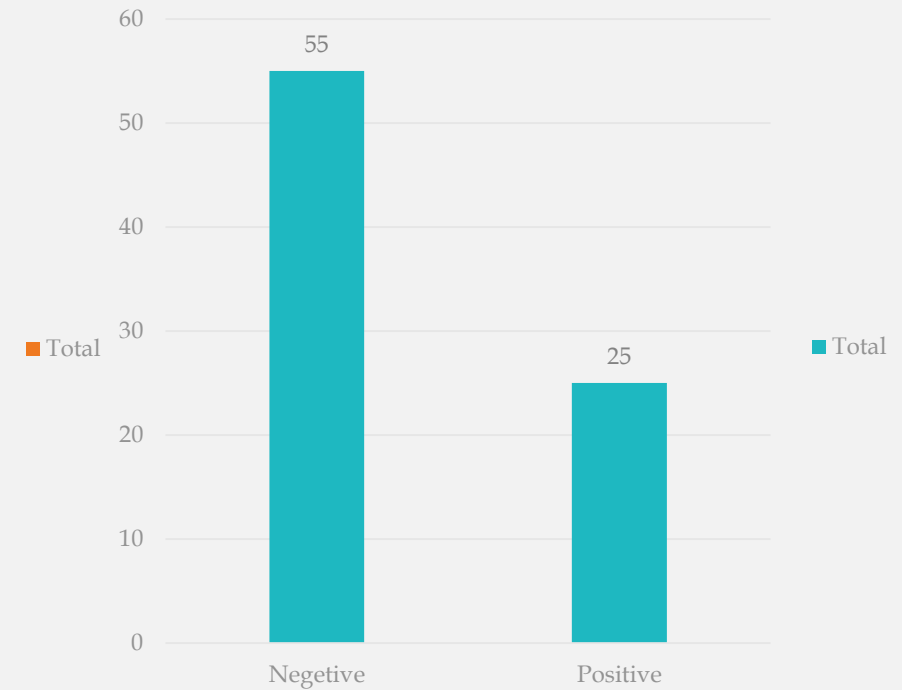
Over all Knowledge Score- 49%

Perception



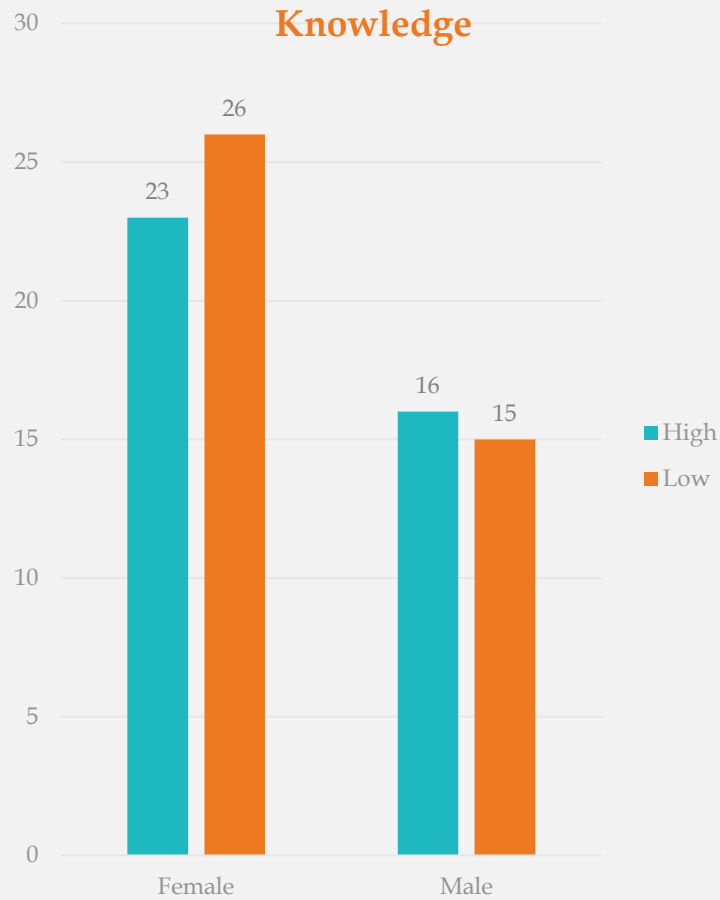
Over all Perception Score - 22.5%

Attitude

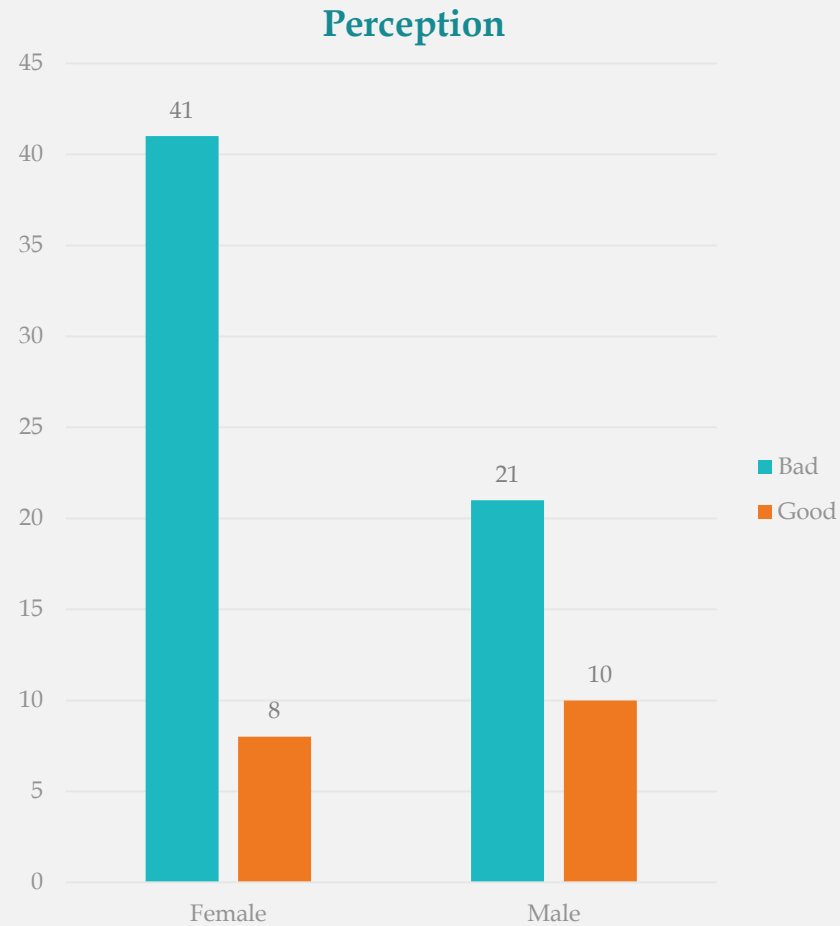


Over all Attitude Score - 28.4%

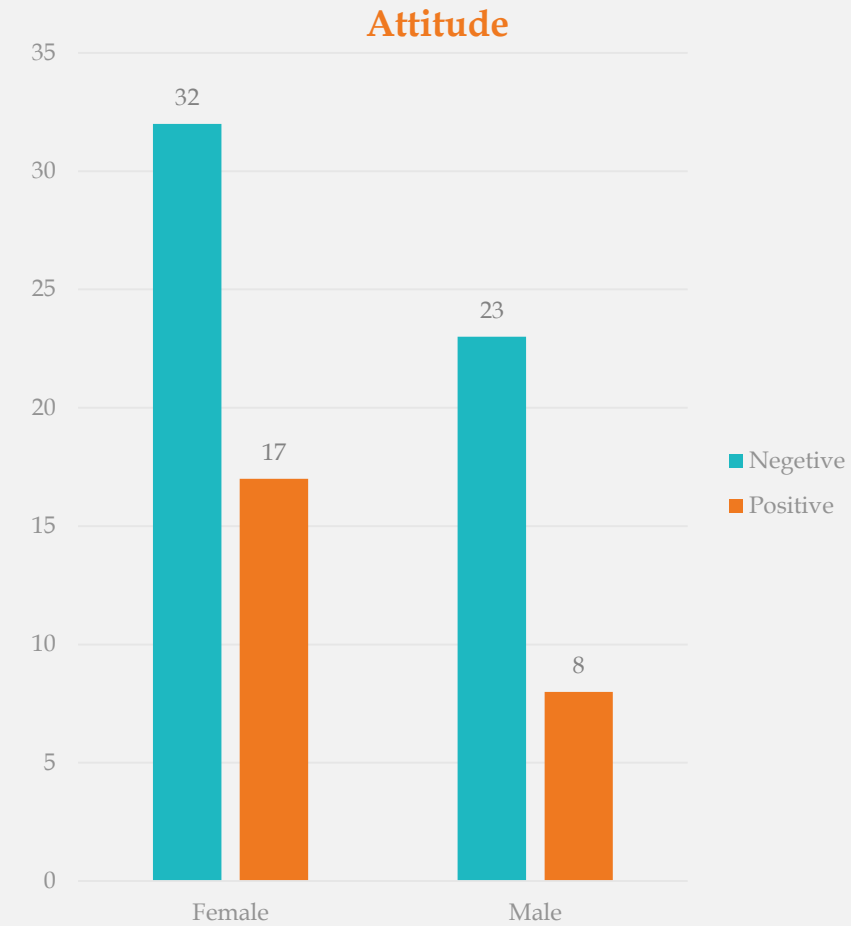
Gender based Findings



Knowledge Score –
F : 46%
M : 54%



Perception Score –
F : 16%
M : 33%



Attitude Score –
F : 34%
M : 26%

Discussion- Gender

Females

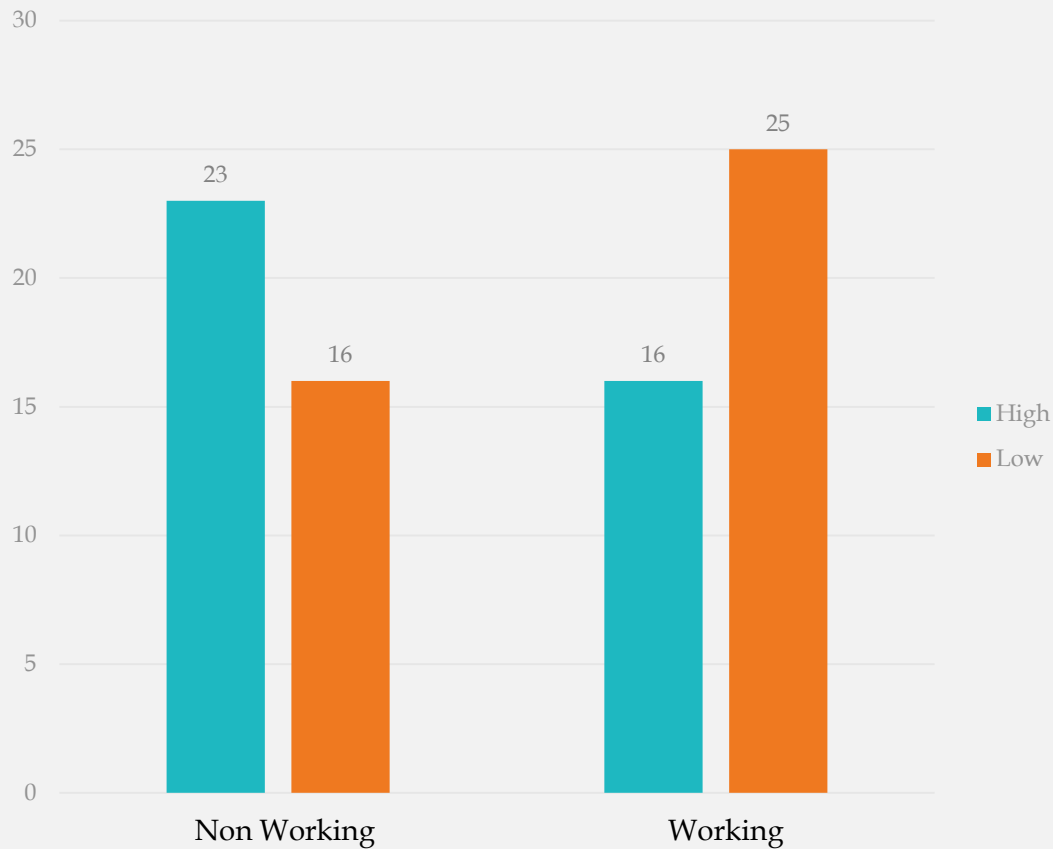
- 46% of the Females had good knowledge about HHC but the same is not reflected in the way they Perceive HHC
- Even the attitude towards the adoption of HHC was negative questioning the main two factors ; Safety and Trust on health care workers
- They did not find HHC safe and Reliable in terms of quality

Males

- Compared to females, males have little higher knowledge-
- But the perception regarding the HHC in terms f Technology , Compliance and Quality reduces by 20%
- The similar have been reflected in their attitude for the Adoption of HHC

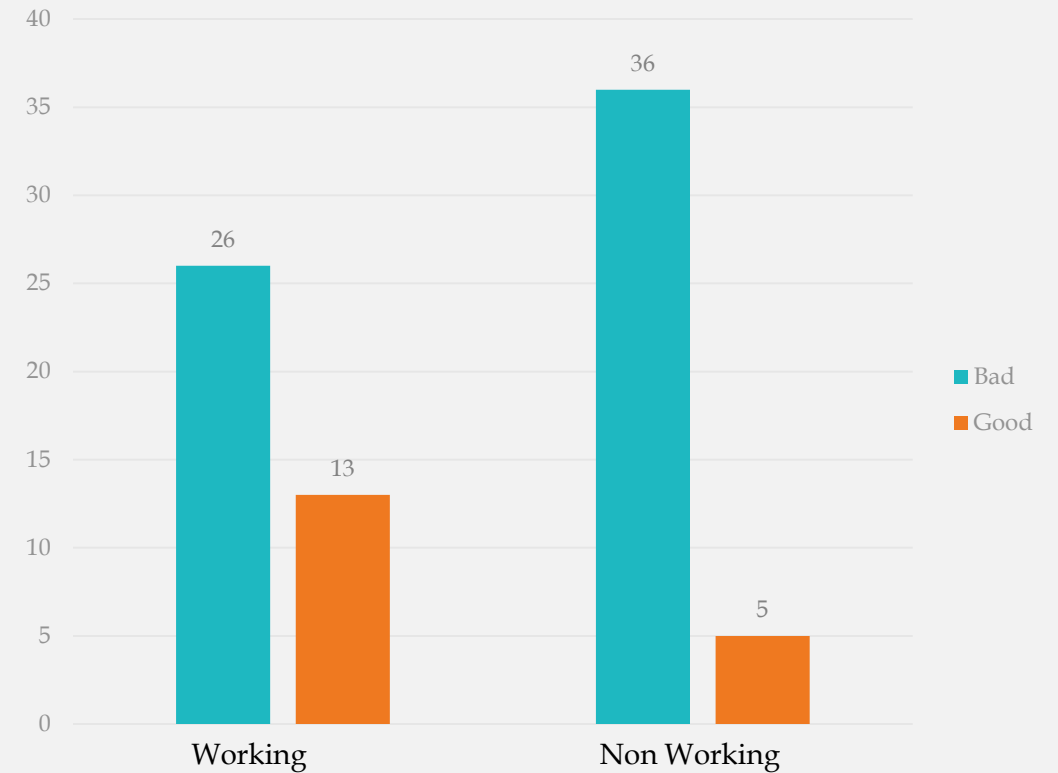
Occupation based Findings

Knowledge



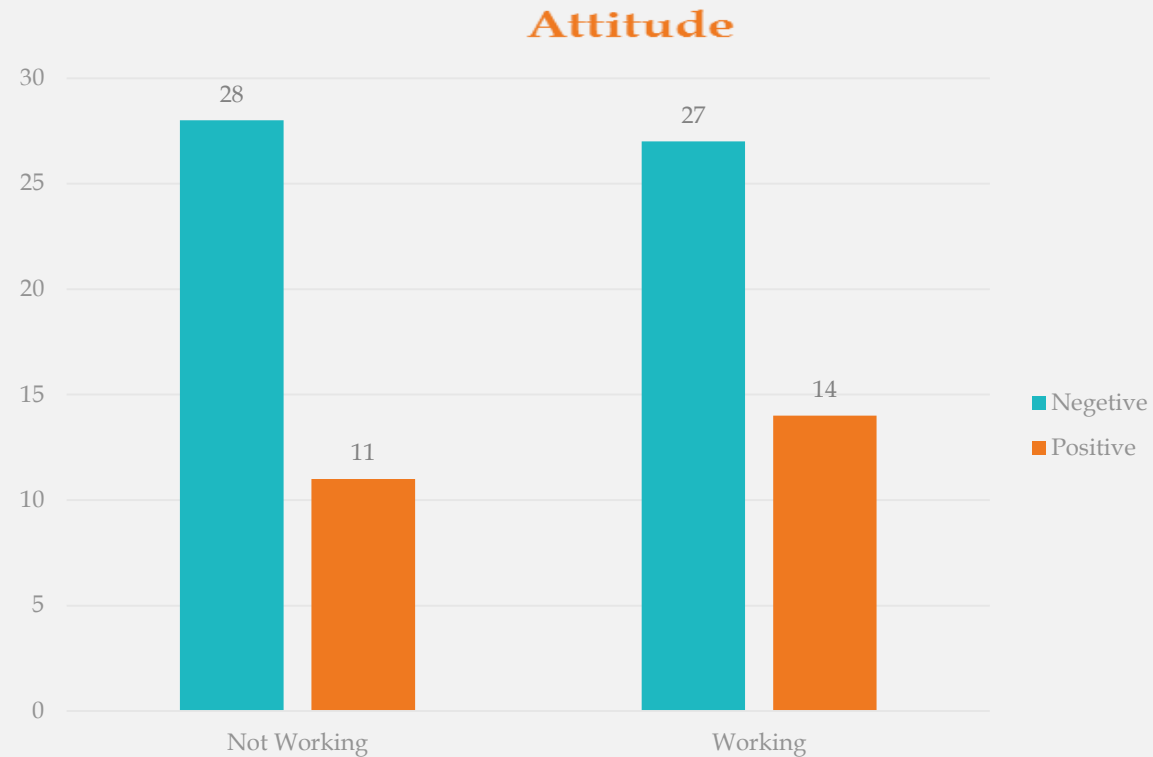
Knowledge Score –
Working: 54%
Non : 46%

Perception



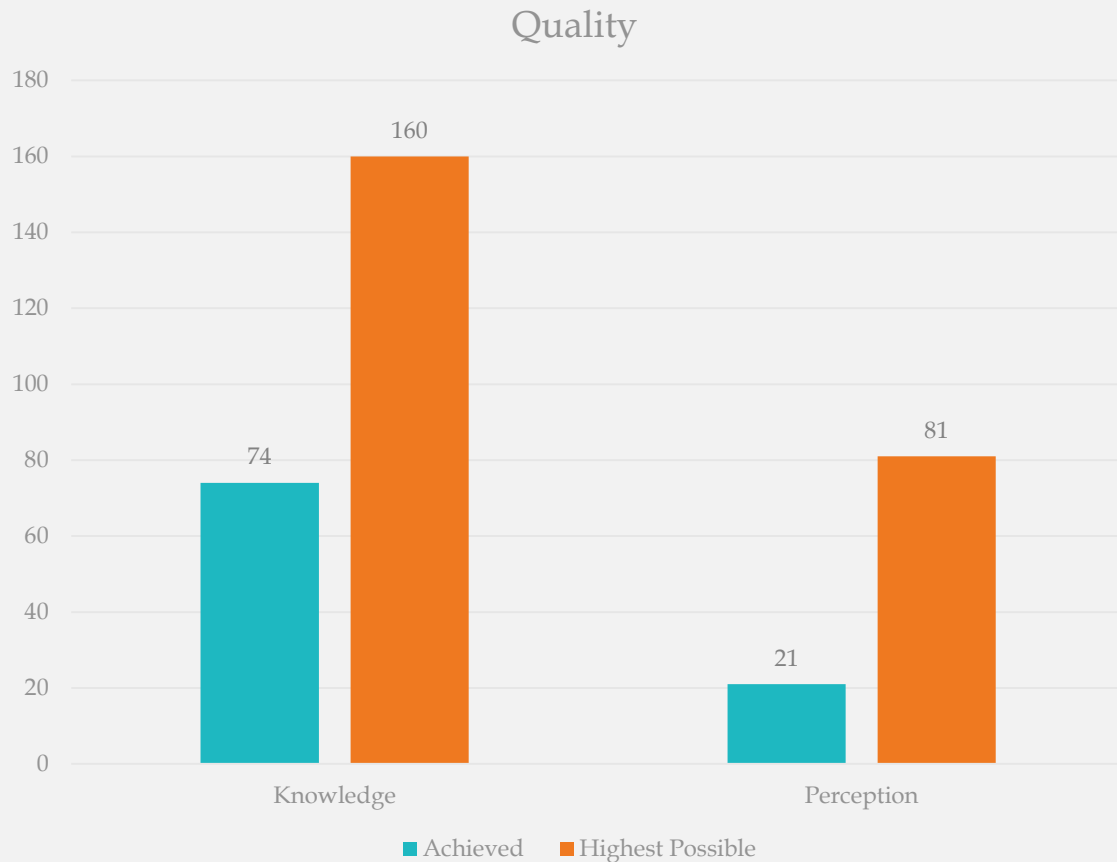
Perception Score –
Working : 33%
Non : 12%

Occupation based Findings



**Attitude Score –
Working: 28%
Non : 28%**

Operational Metric- Variable Analysis



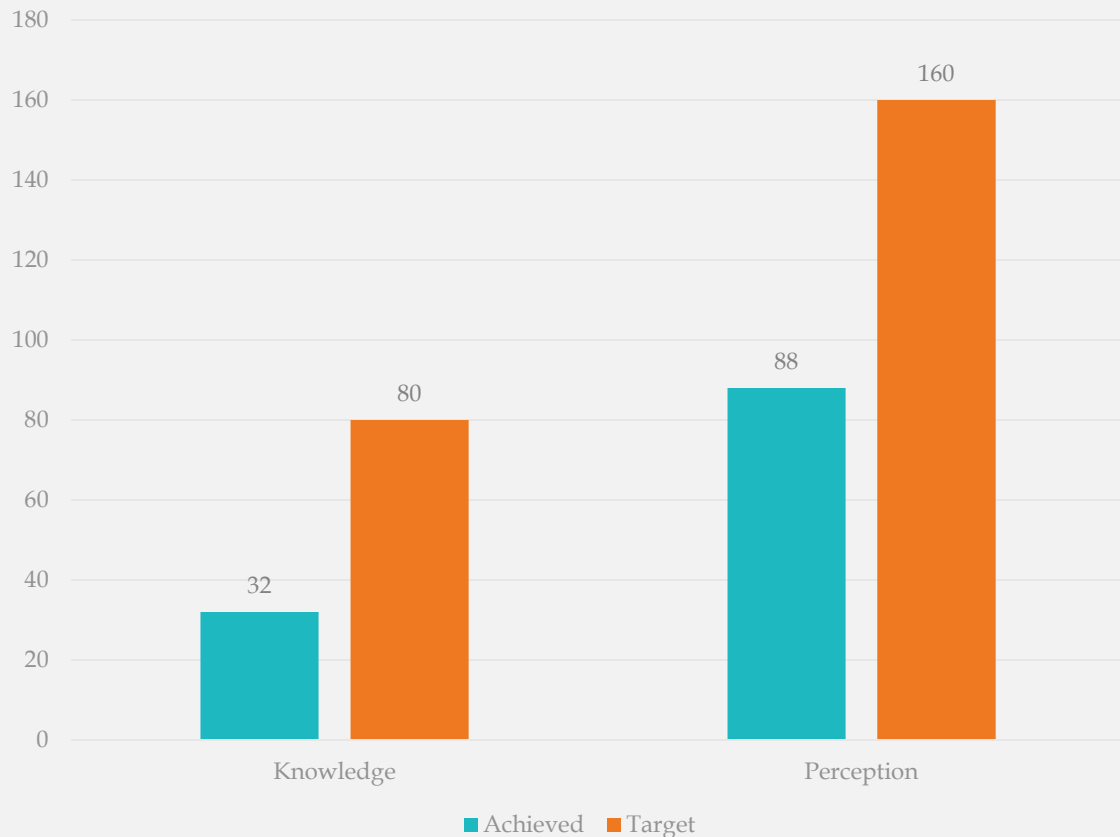
- Knowledge about : Nosocomial Infection Prevention and decrease Re-admission is fair
- Perception: Quality in Health Care Delivery- Negative

Knowledge Score – 42%

Perception Score – 26%

Operational Metric- Variable Analysis

Ease and Treatment Compliance

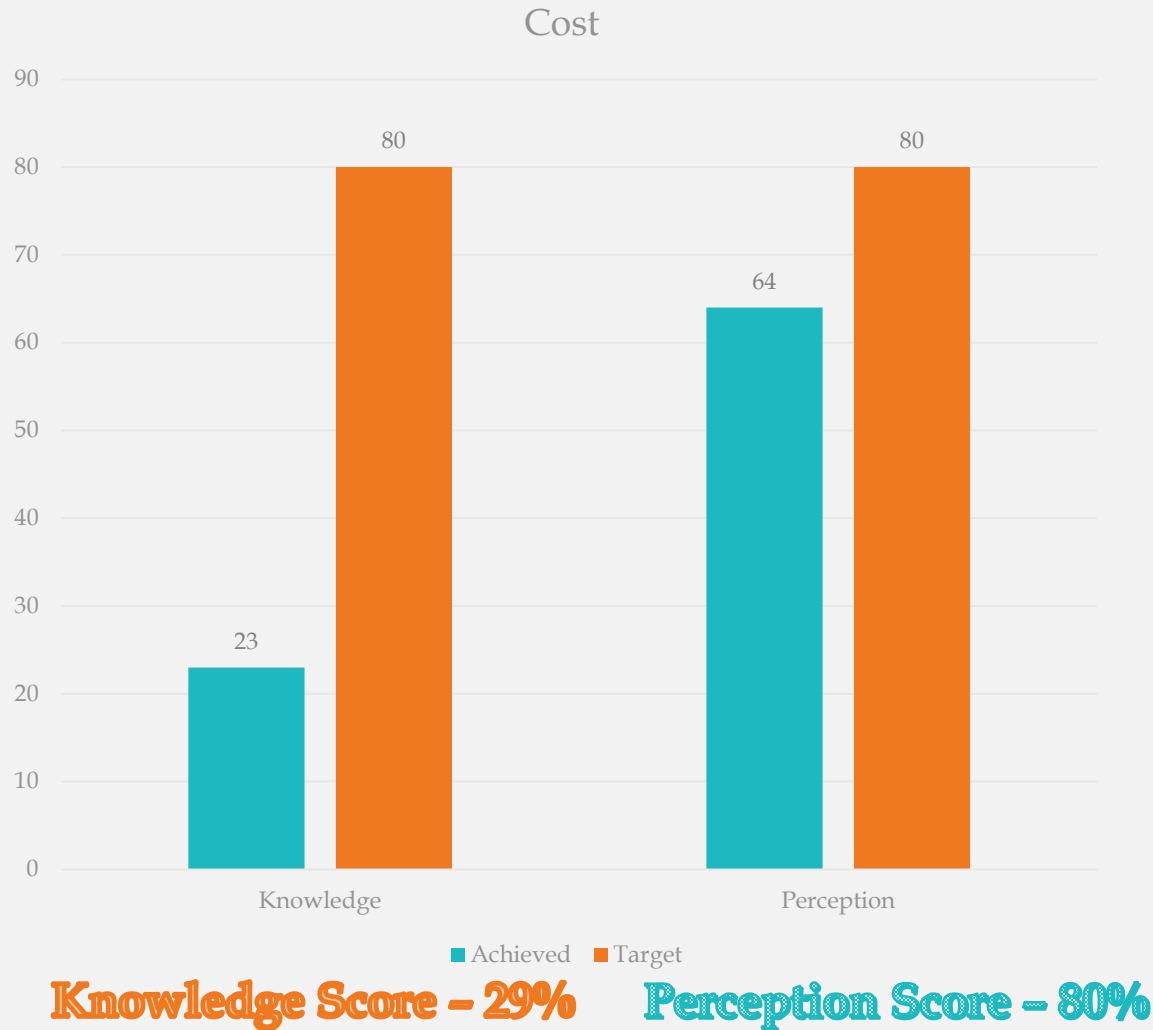


Knowledge Score – 40%

Perception Score – 55%

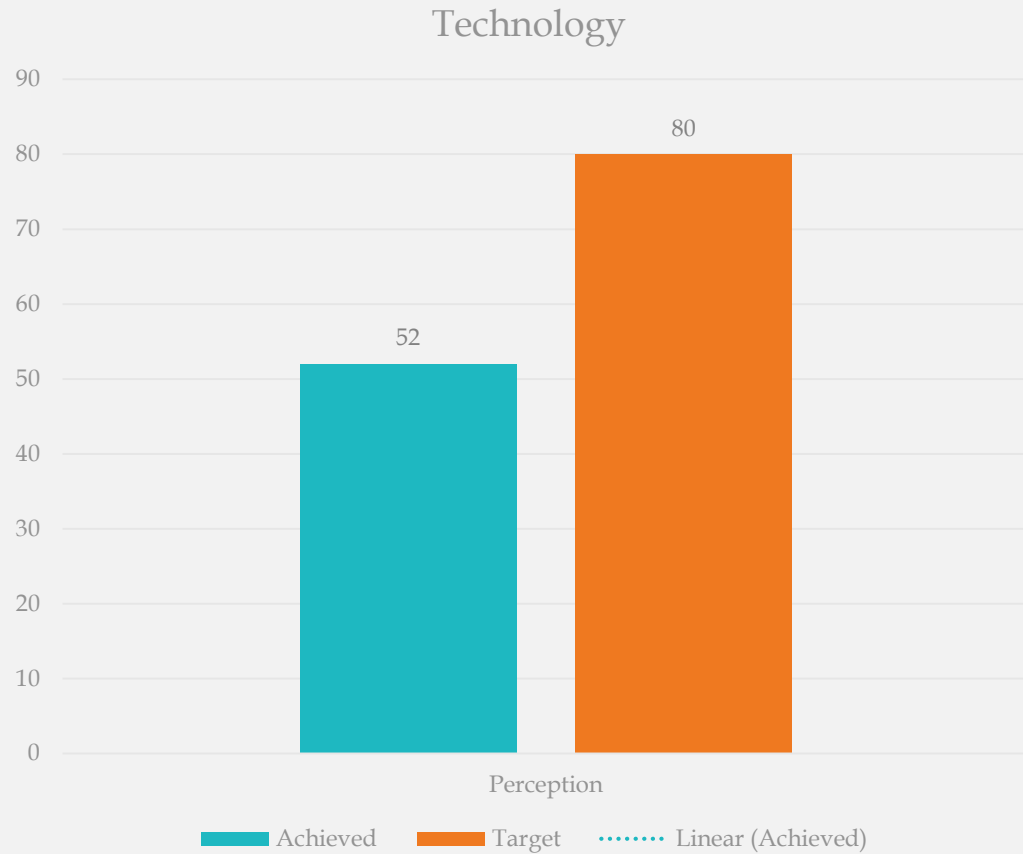
- Knowledge about HHC can be tailored according to the need of the patient has been low
- Respondents perceive the HHC will increase performance of family members and decrease dependency

Operational Metric- Variable Analysis



- Knowledge regarding cost benefits as compared to Hospital stay is low
- HHC is perceived as an Expensive service to be opt for

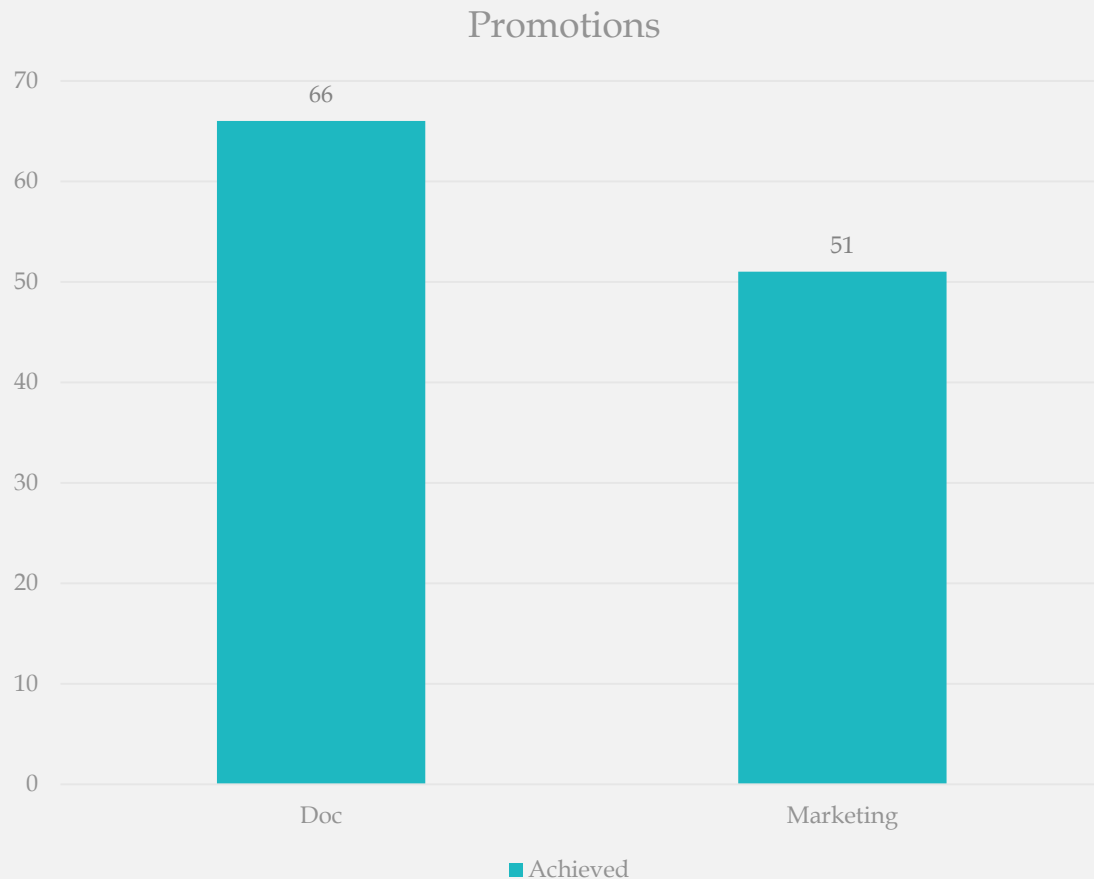
Operational Metric- Variable Analysis



- Perception that same Technology cannot be catered in HHC setting as compared to Hospitals

Perception Score – 65%

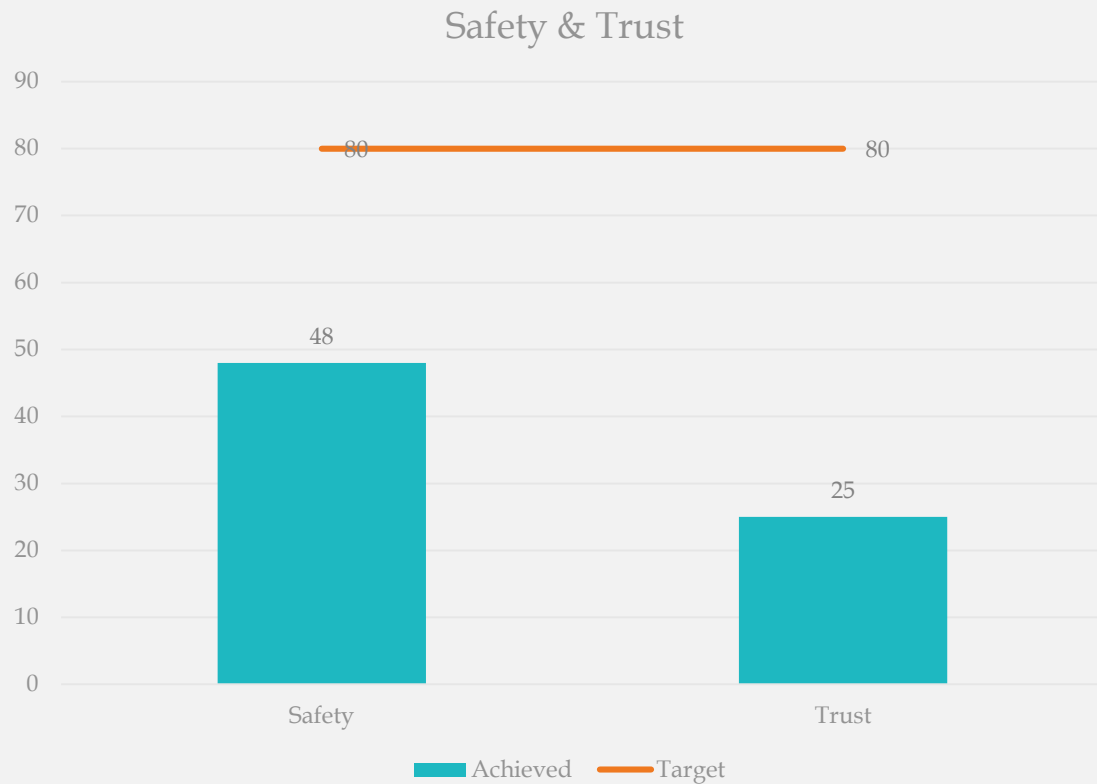
Operational Metric- Variable Analysis



Attitude Score -
Doc- 82%
Marketing- 63%

- The Concept of HHC services in India can grow if promoted well
- As the Indian health care setting the patient have more trust on Doctor over Marketing, the Knowledge, Perception and Attitude of the doc should also be targeted

Operational Metric- Variable Analysis



Attitude Score –
Safety: 60%
Trust: 31%

- Though the convenience is one of the major factor for any HHC service but the major two factor , Safety and Trust on the Health Care worker is still negative.
- This attitude can be altered through customer delight by delivering compassionate efficient quality care
- Word of Mouth

Discussion- Overall

- Though the knowledge regarding HHC is fair but the same is not reflected in the way the Patients perceives HHC.
- The Perception scores gets reduced to half as compared to Knowledge
- Attitude scores do reflect the low perception scores
- Be it is a gender wise analysis or Occupation the major factor where the adoption should be targeted is to bring about the change in Perception and Attitude of Patients
- Even the Knowledge is important but this knowledge delivered should be influential and data driven

Suggestions- Overall

- Quality: Formulation of Standard Process
Practice of Standard Process
Audits
- Cost: Ethical Health Care Delivery Costing Model
Behavioral & Attitudes Practice, Training and Audits to
check moral Hazard
- Safety and Trust: Selection Process and Proper Background check
Continuous Training OTJ
Behavioral Training
Awards and Appreciation& Case studies
- Promotions: Influencing the Perception and Attitude of Doctors
Marketing

THANK YOU

FOR SHARING MY SPECIAL DAY



AND FOR BELIEVING IN ME.





