

A Study of the Consumer Behavior Towards Geriatric Home Care Services

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Introduction

- ▶ Ageing of a population is an unavoidable process and a reality that cannot be reversed.
- ▶ It affects the demography of every country.
- ▶ When populations age rapidly, all governments are not prepared enough to manage the consequences of this ageing.
- ▶ This result in consequences that affect the health and also socio-economic conditions of the elderly population.
- ▶ Longevity among the older population and a large number of elderly people in a population has implications such as dependency on revenues and the income generated by the younger population



Introduction (cont.)

- ▶ The percentage of the aged population in India has been gradually increasing at an upward rate and this particular trend is most likely to continue for the next few decades.
- ▶ Healthcare for the elderly in India is rapidly emerging as a concern for both private as well as public.
- ▶ The rapidly changing social scenario has its impact on the traditional mechanisms of imparting care to the elderly.
- ▶ Models of healthcare that have a comprehensive and holistic approach towards healthcare needs of the elderly at all levels are very important to address their increasing needs.



Aim of the Study

- ▶ The aim of the study was to conduct an initial study to understand the consumer behaviour toward geriatric home healthcare services in order to help the organization develop and deploy a new service.



Objectives of the Study

- ▶ 1.To study the health needs of geriatric patients in India.
- ▶ 2.To study the behavior of consumers toward home care services for geriatric patients.



Review of Literature

Authors	Year	Comments
Verma and Khanna	2013	As the elderly population is likely to increase in the future, and there is a definite shift in the disease pattern, i.e. from communicable to non-communicable, it is high time that the health care system gears itself to growing health needs of the elderly in an optimal and comprehensive manner
Tao and McRoy	2015	shortage of hospital beds is making it necessary to provide more complex care to the elderly with chronic or comorbid health conditions while they are living at home
Naylor, et al.	1999	Home health care offers several advantages over hospital-based health care. Health care in a home setting may be more cost effective than that provided in a hospital.
Leff, et al.	2005	Home care can help protect the elderly population from hospital acquired/nosocomial infections.

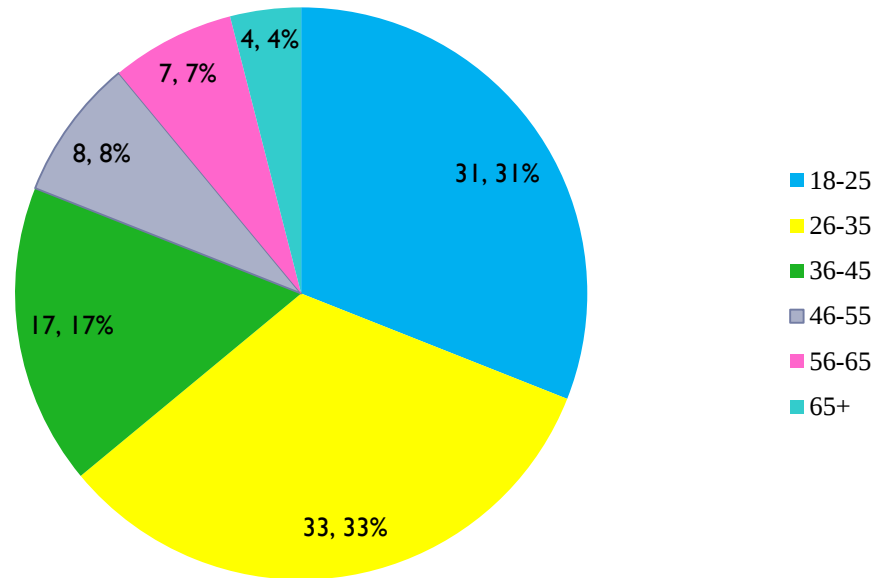


Research Methodolgy

- ▶ **Nature of this study:** Exploratory, quantitative and cross-sectional
- ▶ **Sampling:** Purposive sampling
- ▶ **Sample Size:** 100
- ▶ **Research Tool:** Questionnaire comprising of 17 close ended questions
- ▶ **Data Analysis:** MS-Excel
- ▶ **Validity:** Initial pilot study carried out among 35 respondents. Results and feedback incorporated by removing a few questions and replacing a few questions.



Results & Inference



The respondents belonged to various age groups with the maximum number of respondents lying between the ages 26 and 35 followed by respondents between ages 18 and 25.



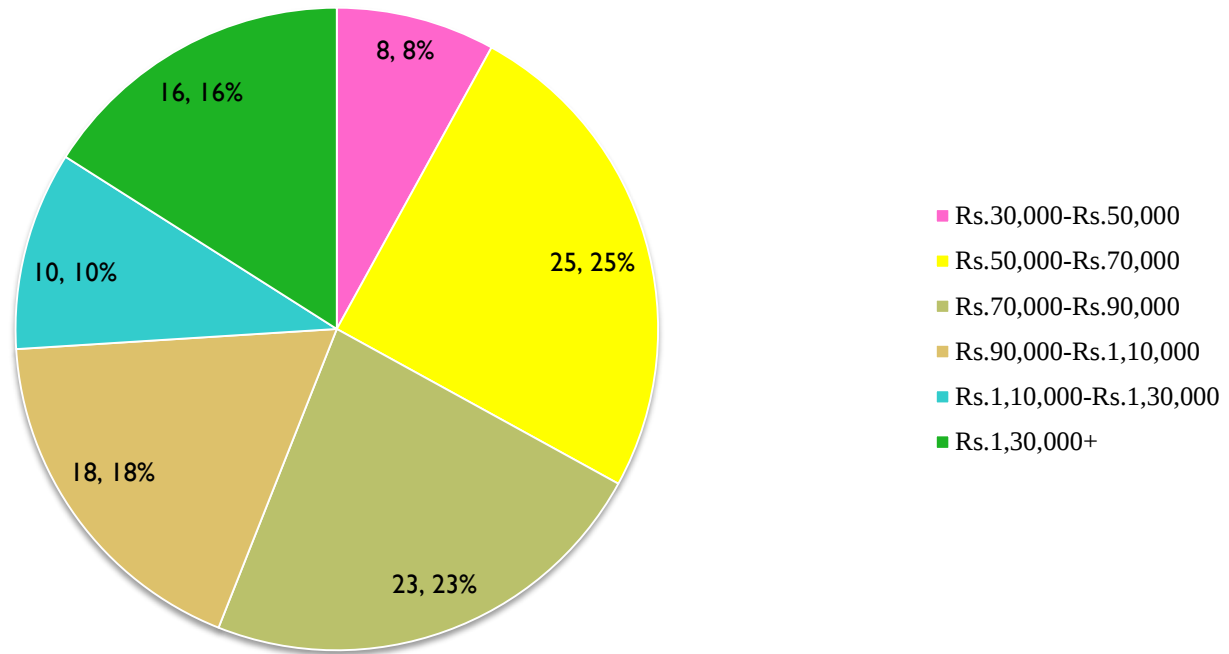
Results & Inference

Answer	No. of Respondents	Percentage %
Yes	84	84%
No	16	16%
	100	100%

The above table indicates the percentage of respondents who have persons above 60 years of age in their household. This also includes respondents who are themselves either 60 or above 60 years of age. The table gives us an insight about the high number of geriatric persons in households.



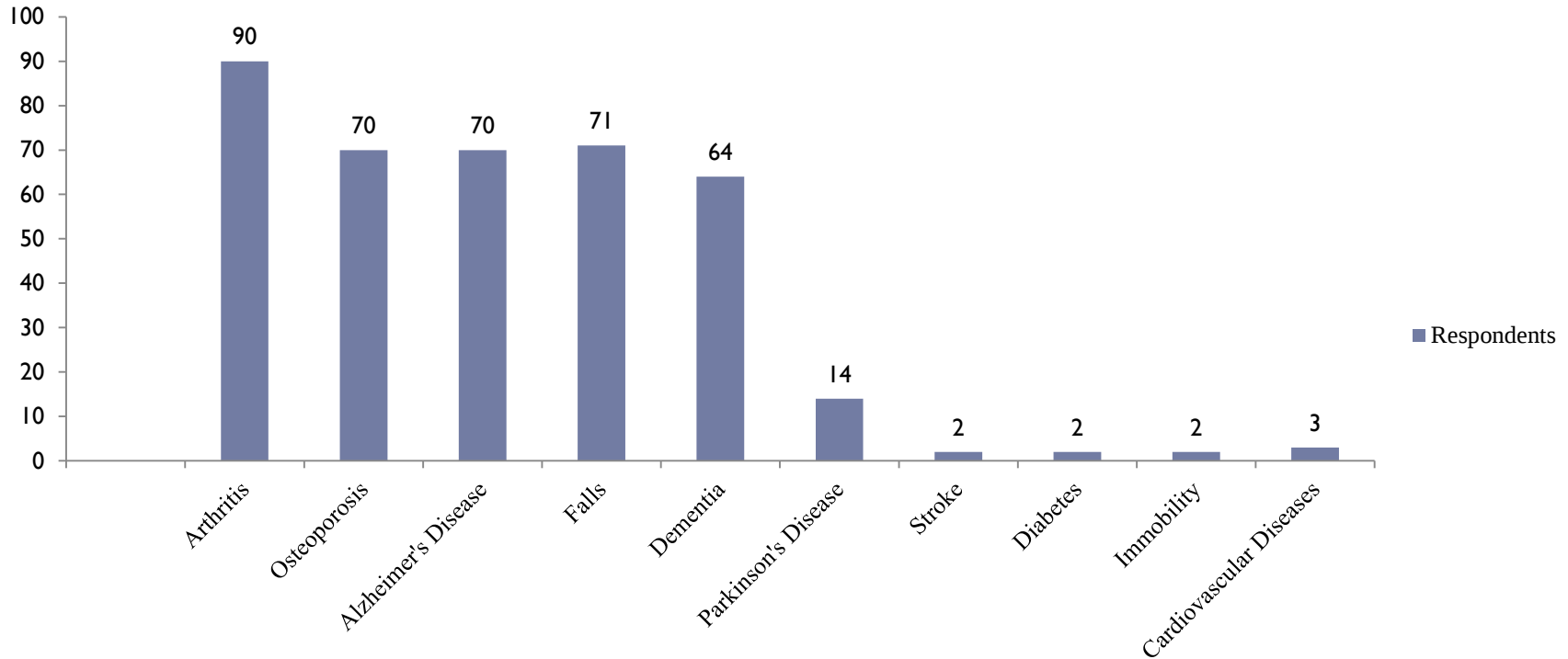
Results & Inference



The tool captured the average monthly household income of the respondents. Maximum respondents lie in the income range of Rs. 50,000 – Rs. 70,000 followed by respondents who lie in the range of Rs. 70,000 – Rs. 90,000.



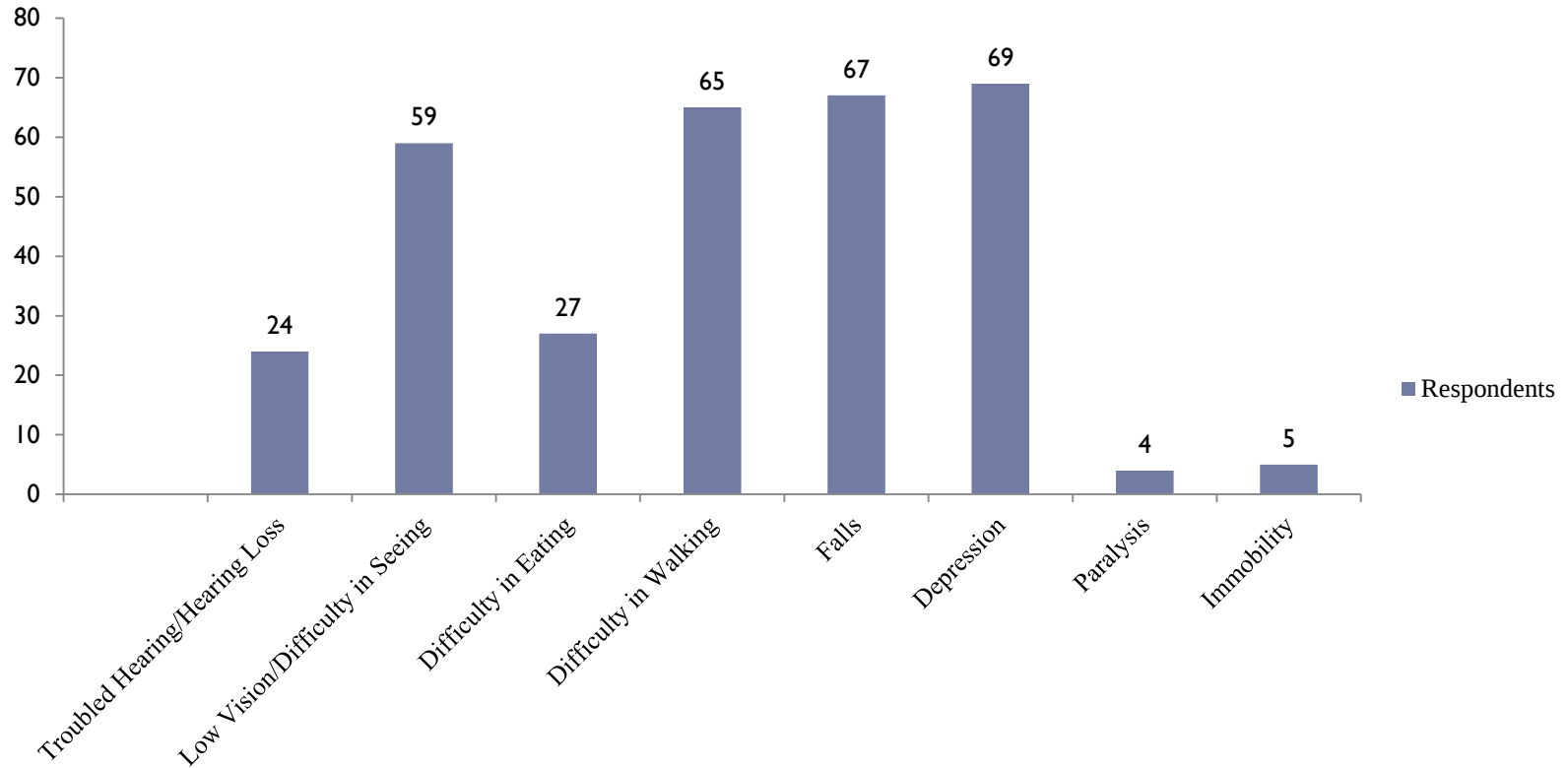
Results & Inference



The above chart represents data about the awareness of respondents pertaining to various diseases that geriatric persons suffer from. To be able to address the healthcare needs of the geriatric persons it is important that one must be aware of the diseases that commonly afflict the geriatric population.



Results & Inference



This chart captures the respondent's perception regarding the various problems that geriatric persons face and may need home assistance for. It is important to understand the problems faced by geriatric persons in order to determine the type of care and assistance they may need at home.



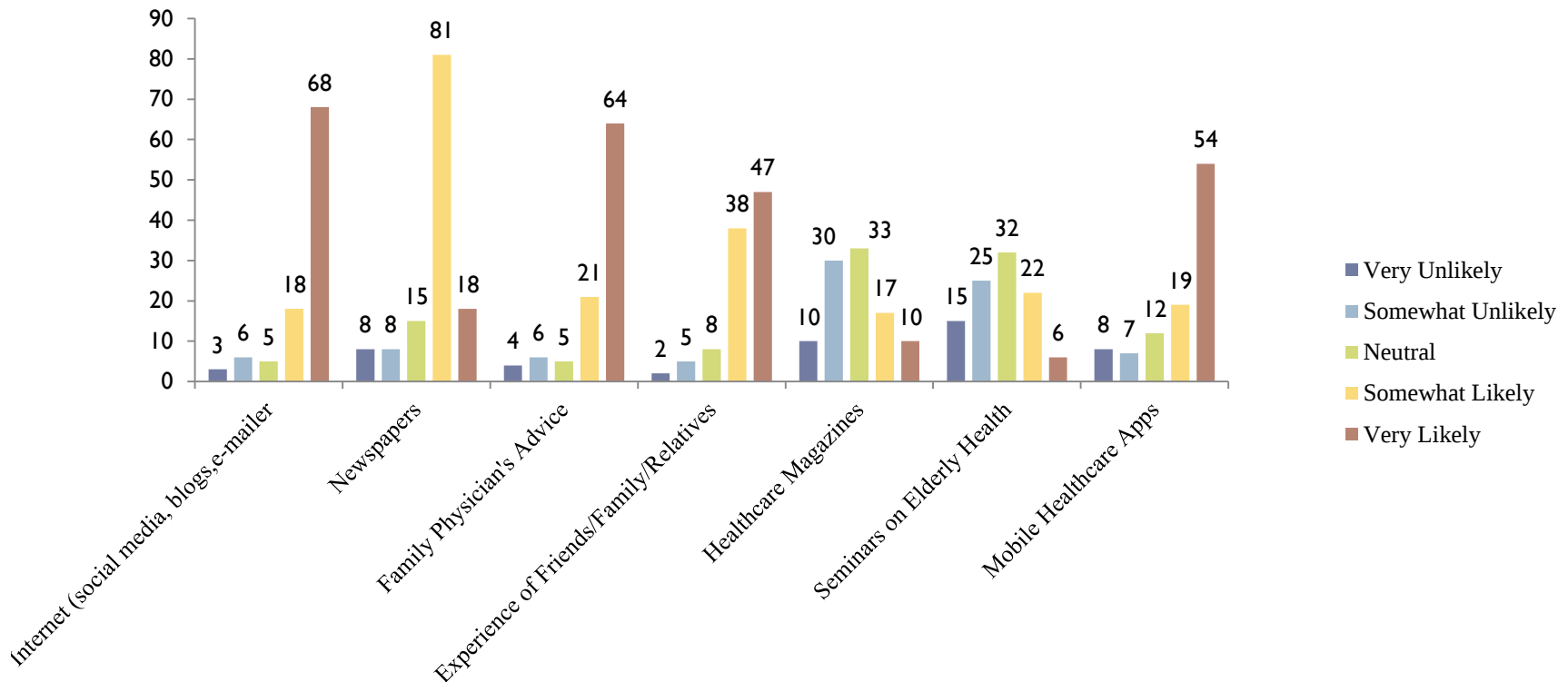
Results & Inference

Importance	Respondents	Percentage %
Not Important	0	0%
Somewhat Unimportant	1	1%
Neutral	5	5%
Somewhat Important	21	21%
Very Important	73	73%
Total	100	100%

This table depicts the respondent's perception regarding the importance of possessing information pertaining to geriatric healthcare. 73% of the respondents answered that they felt it was very important according to them which is a good indication of the awareness of geriatric health needs and information.

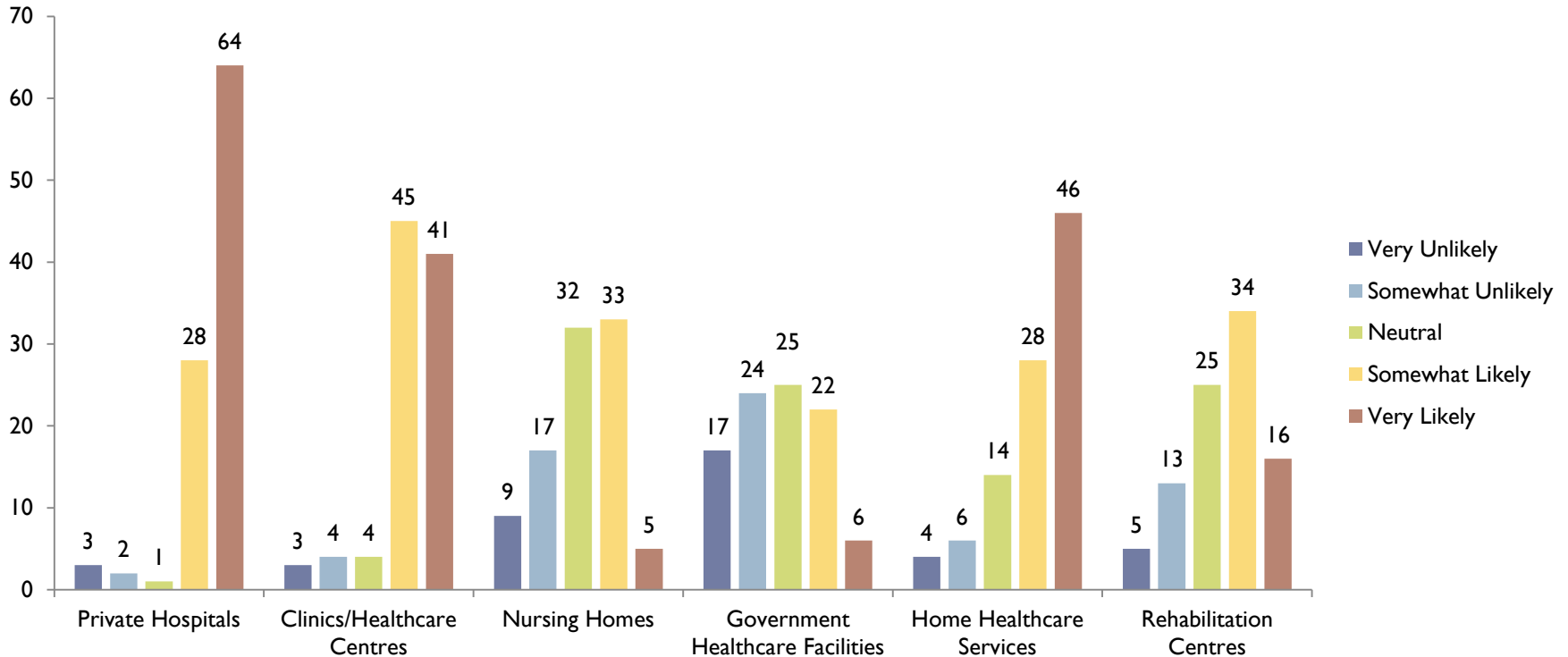


Results & Inference



The respondents were asked about which mode of information they were more likely to use to obtain information regarding geriatric. Maximum respondents answered that they were very likely to use the internet that included social media, blogs, e-mailers, etc. followed by family physician's advice and mobile healthcare applications.

Results & Inference



The above chart captures the respondents' healthcare seeking behaviour for geriatric persons when it comes to healthcare delivery institutions. Maximum respondents answered that they were very likely to opt for a private hospital followed by home healthcare services.

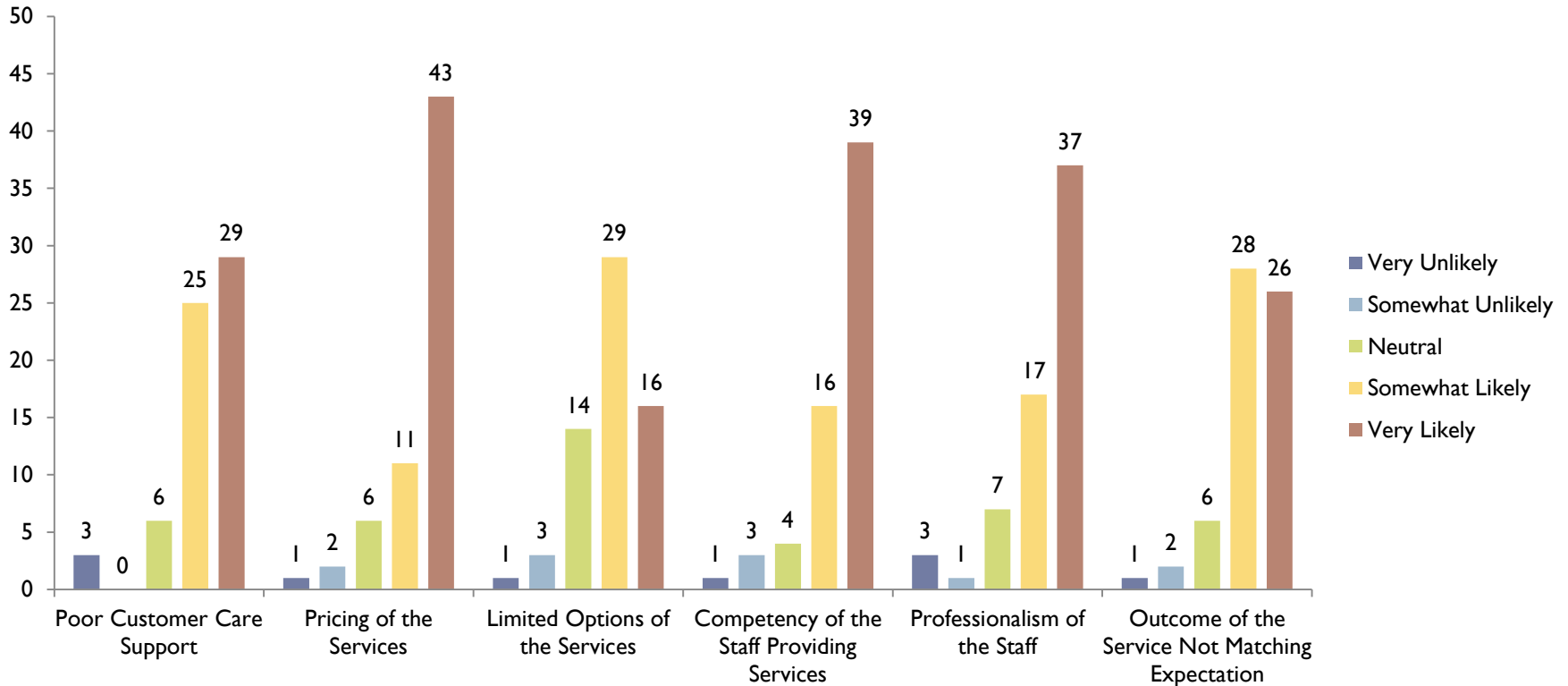
Results & Inference

Answer	No. of Respondents	Percentage %
Yes	63	63%
No	37	37%
	100	100%

The above data shows the percentage of respondents who have availed of or are currently using any home healthcare service either for themselves or someone in their family. It is a good sign that 63% of the respondents have either used or using home healthcare services.



Results & Inference



Likelihood pertaining to possible factors that are responsible for discontinued usage of home healthcare services are captured in the chart above. High pricing of the services, incompetency of the staff providing services and unprofessionalism of the staff are the most likely reasons due to which the respondents have discontinued using home healthcare service or feel that could be probable reasons for discontinued usage of home healthcare services.

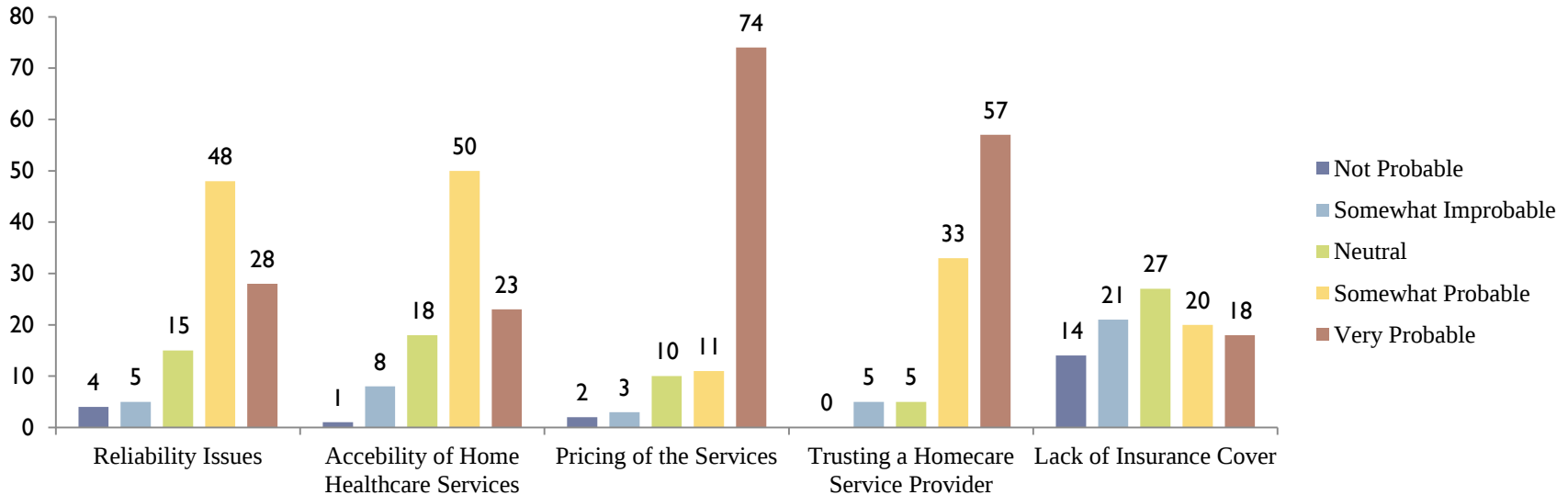
Results & Inference

Likelihood	Respondents	Percentage %
Very Unlikely	1	1%
Somewhat Unlikely	3	3%
Neutral	15	15%
Somewhat Likely	35	35%
Very Likely	46	46%
Total	100	100%

The respondents were asked how likely they were to use home healthcare services for themselves or for someone in their household in the next 5 years to understand the acceptance of home healthcare services. 46% of the respondents answered that they were very likely and 35% answered that they were somewhat likely to avail of home healthcare services in the next 5 years. It indicates that the acceptance of this kind of a healthcare service delivery model is relatively high and may be feasible for addressing the healthcare needs of geriatric persons.

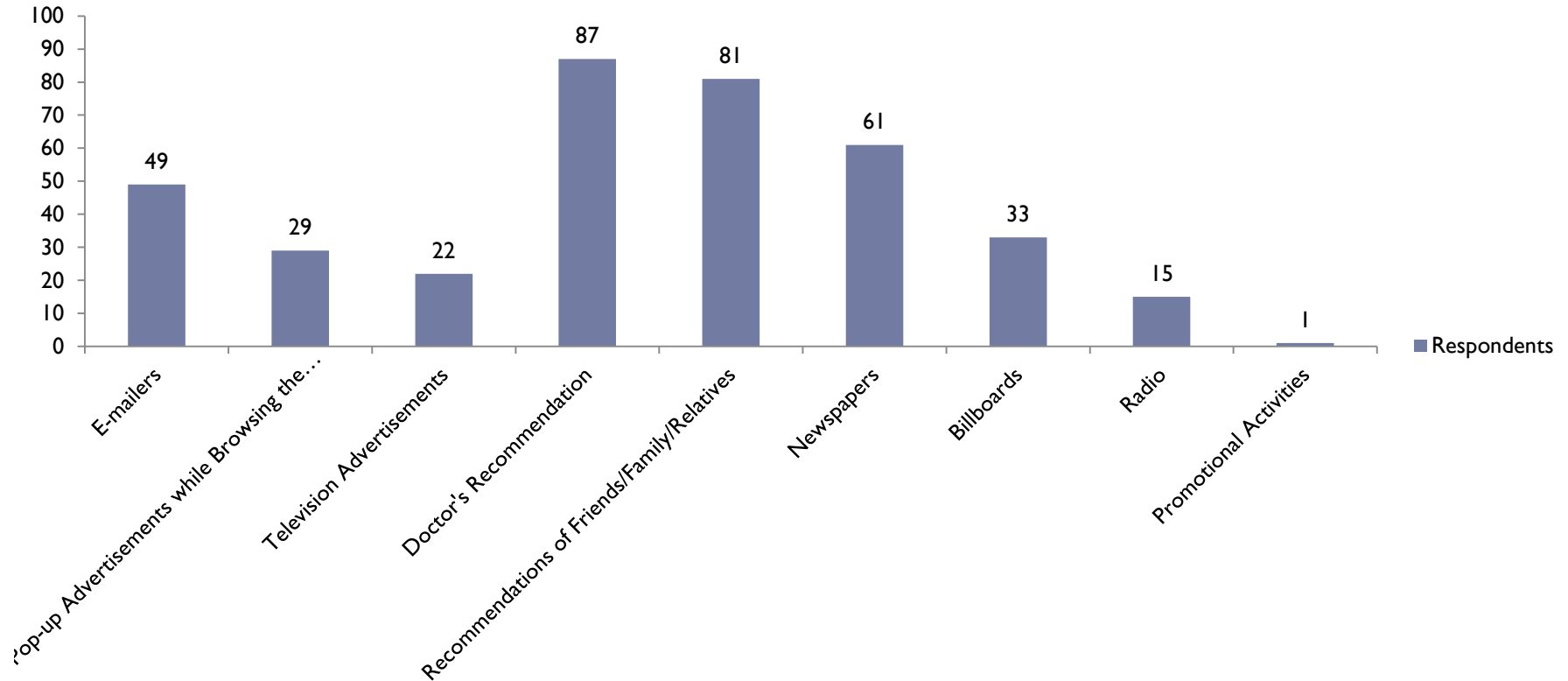


Results & Inference



The above data suggests that the organization needs to ensure that the prices of the services for geriatric care should be affordable and it must be ensured that trusted service providers should be roped in. Since the organization is a technology-based preventive healthcare organisation, it can act as aggregators for home healthcare service providers.

Results & Inference



The above data depicts that the respondents trust their doctor's recommendations and recommendations of their friends/family/relatives while looking for a healthcare service provider. The organization can also advertise in newspapers and send out e-mailers to reach out to potential clients but involving doctors is very important.

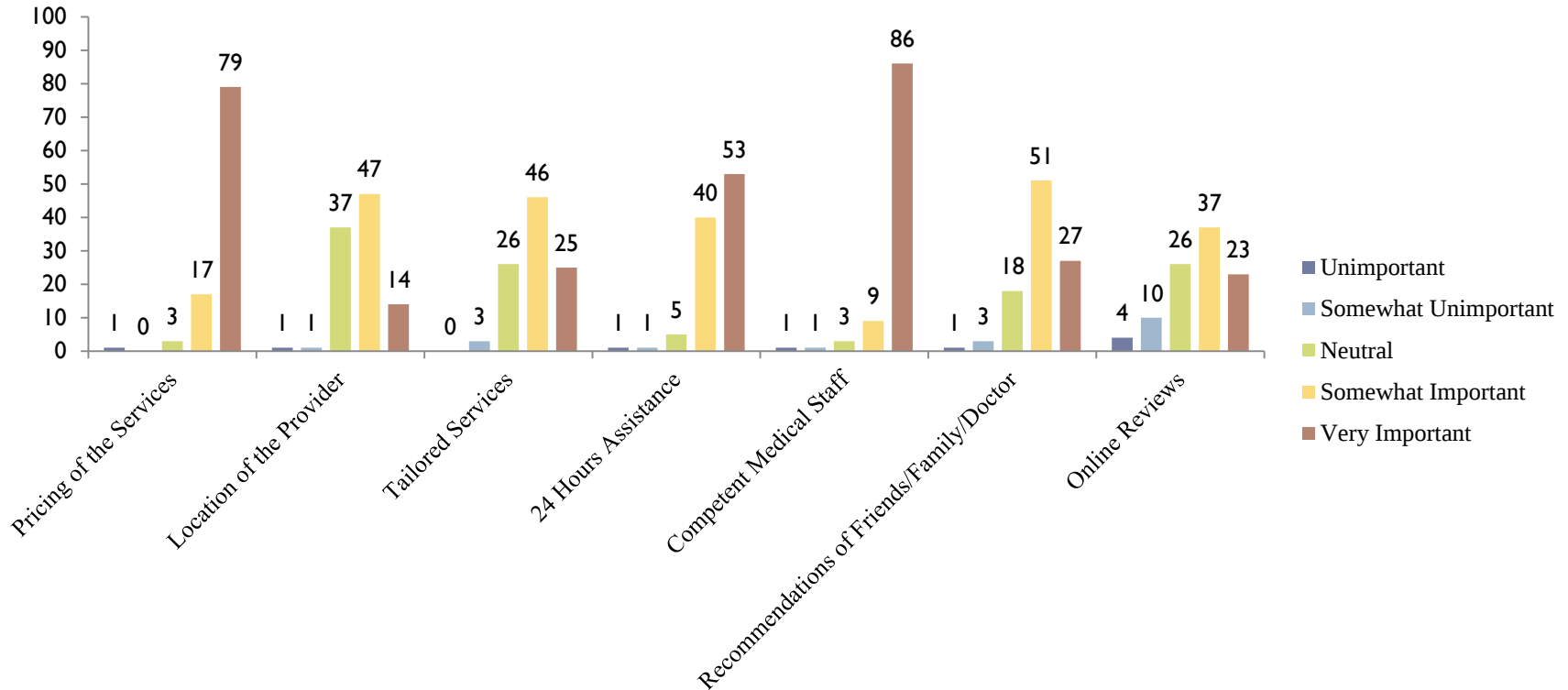
Results & Inference

Service	Respondents
In-Home Nursing Services	65
Physiotherapy/Rehabilitation	79
Medical Equipment Delivered at Home	36
Post-Operative Home Care	65
Medicines Delivered at Home	79
Companionship	24

Respondents were asked about the different types of services they would prefer while availing home healthcare services. The data collected suggests that the services mentioned in the table above can be combined to prepare a comprehensive range of services that can be provided to potential clients. The organization can provide a one-stop solution for addressing the healthcare needs of geriatric persons.



Results & Inference



The above table contains data pertaining to the respondent's perception regarding the different criteria that is of importance while selecting a home healthcare service provider. 86 respondents felt that competent medical staff is very important and 76 respondents felt that appropriate pricing of the services was very important.

Results & Inference

Price Range	Respondents
Rs.200-Rs.400 per hour	14
Rs.400-Rs.600 per hour	26
Rs.600-Rs.800 per hour	22
Rs.800-Rs.1000 per hour	23
Rs.1000-Rs.1200 per hour	15
Total	100

This table comprises of the hourly prices the respondents are comfortable paying for home healthcare services. The data suggests that the various services can be priced between Rs. 400 – Rs. 1000 per hour. Some services can be priced between Rs. 1000 – Rs. 1200 as per the service.



Results & Inference

Mode of Payment	Respondents
Online Pre-Payment while Booking Services	29
Online Payment after Completion of Service	36
Cash Payment After Completion of Service	35
Total	100

The respondents were asked about the mode of payment they would prefer while paying for home healthcare services. This question was asked in order to understand which modes of payment can be deployed. Most respondents answered that they were comfortable with paying online after completion of service followed by cash payments after completion of service.



Recommendations

- ▶ Geriatric healthcare services can be incorporated among the existing array of services .
 - ▶ Mutually beneficial collaborations with existing elderly home care organizations.
 - ▶ As AllizHealth presently operates in the B2B space, they can expand into the B2C space also to increase their outreach.
 - ▶ Co-branded promotional activities with partner organizations for existing client base can help in increasing awareness regarding geriatric health.
 - ▶ AllizHealth can build web platforms and mobile applications where they can be aggregators of home healthcare services for the elderly.
 - ▶ Regular blogs on geriatric healthcare published by AllizHealth.
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Conclusion

- ▶ Geriatric population is increasing steadily in the country and their population will slowly outnumber of the population of children and working youth. Addressing geriatric healthcare needs and problem is the need of the hour. Web based platforms and mobile applications can be developed to reach out to potential users and AllizHealth can become an aggregator of geriatric home healthcare service providers and become a one-stop solution for all the healthcare needs of geriatric persons.



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THANK YOU

