

Study on Patient Satisfaction of Doctor Visit in a Home Health Care Organization

By

Yamini Nawani

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

Academic year, 2015-2017



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Yamini Nawani** student of **MBA Hospital and Health Management** from The IIHMR University, Jaipur has undergone internship training at **Portea Medical**, Bangalore from **February 2017 to 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.



Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Dr. Nutan P. Jain
Professor
The IIHMR University, Jaipur

10th May 2017

TO WHOM IT MAY CONCERN

This is to certify that **Ms. Yamini Nawani**, USN No. – **IIHMR-U/01/2015-17/0366**, student of MBA – Indian Institute of Health Management Research, 1, Prabhudayal Marg, Near Sanganer Airport, Jaipur, Rajasthan 302029, has undertaken a project work on **“Patient satisfaction of Doctor visits in a Home healthcare setup”** at Healthvista India Pvt Ltd from 06-02-2017 to 10th May 2017 in our Organization. And completed the same successfully.

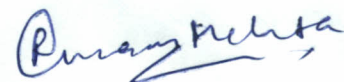
During this tenure, she was found to be hardworking, and sincere and was sensitive to quality delivery as a professional.

Thanking you,

For Healthvista India Private Limited



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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Study on Patient satisfaction of Doctor Visits in a Home Healthcare setup and submitted by Dr.Yamini Nawani, Enrollment No. IIHMR-U/01/2015-17/0366 under the supervision of Dr. Nutan P. Jain for award of MBA in Hospital and Health Management of the University carried out during the period from February 2017 to May 2017 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.


Signature

Dr. YAMINI NAWANI

THE IIMMR 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 Patient Satisfaction of Doctor Visits in a Home Healthcare Setup**


Signature

ACKNOWLEDGEMENT

The opportunity to be incorporated in an education program that promotes thinking and allows a student to carry out a research in areas that are of significance in the health system and industry is a boon in itself. For this, I am sincerely thankful to the IIHMR University for the rich knowledge it has provided and the curriculum of which this study is a result of.

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Last but not least, I am thankful to all the respondents who gave their time and with tremendous patience responded to the questionnaire and helped to complete the process.

Dr. YAMINI NAWANI

ABSTRACT

BACKGROUND

Researchers of health services have approved patient satisfaction as the key outcome indicator of treatment quality. The extent of doctor's success and competency in service provision is known to be indicated by the patient satisfaction of the Doctors interaction with patients [1].

It is very well known that a company exists because of its customers. Theodore Levitt stated "The purpose of a business is to create and keep customers", still it is observed that very less time is spent in measuring the satisfaction of our customers.

Analyzing customer satisfaction of a service help not only helps to keep up with the Patient loyalty but also gives the organization valuable insight on how to attract new patients. This document examines few of the most effective business practices in creating/ sustaining a comprehensive customer satisfaction program.

METHODOLOGY

Study Type –Cross sectional and descriptive in nature.

Study Area- The study was conducted atBangalore. However, the patients were also contacted by emails and phone calls from NCR, Mumbai, Kolkata, Pune and Hyderabad

Study Participants: The registered patients who have availed doctors' services from Portea

Sampling – Patient data (name, email id's and phone no's of patients who had availed or were availing Doctor services from Portea in the months of March and April) were taken from the Portea operations Portal. (www.porteacrm.com)

Sample Size: 360 were contacted and117 patients found willing to participate in the study

STUDY OBJECTIVES

The objective of the study is to assess patient satisfaction of doctors' visit in home healthcare setup

The specific objectives are to:

- Study the degree of satisfaction of patients with services/Doctor services at Portea.

- Study the factors affecting patient satisfaction at Portea.
- Suggest measures leading to better patient satisfaction if required

FINDINGS

- Overall Patient satisfaction found to be 3.4 for the months of March and
- The major 4 factors affecting the patient satisfaction were found to be:
- Lack of availability of clinicians
- Punctuality of clinicians
- Lack of clinical knowledge
- Lack of training of CS team

CONCLUSION

- it can be concluded that Portea Medical has succeeded in creating a culture of rendering quality patient services.
- The organization has put in its concentrated efforts to pay attention to the patient's need or privacy, compassion and information related to his or her Doctor visit.
- The Customer support department works in the area of problem identification and problem-showing ensuring the patient to be life time value for Portea Medical thereby enhancing patient experience and sustaining patient loyalty on the long term basis

ABBREVIATIONS AND DEFINITIONS

NPS	Net Promoter Score
Csat/Psat	Customer satisfaction(here Patient)
WFM	Work force management
Patientsatisfaction	The measure of the extent to that a patient is content with the aid that they receive from the healthcare provider
Reliability	Ability of doctor to perform what is promised.
Responsiveness	willingness to help patient and provide prompt service
Access	approachability timeliness of service and ease of connect with provider (doctor)

HOME HEALTHCARE

Home health care industry-

Home healthcare, additionally remarked as formal or proficient care, is that the support and care services that tending professionals give at the patient's house. These care services embody medical aid, home infusion medical aid, rehabilitation services, telehealth, unskilled home care, and alternative services. The care choices for home care are each social and medical, and might embody medication reminders, family notifications, creating acceptable appointments, regular consultations and review of patient's health with constant observance of patient within the ease of their homes. Home healthcare is an integration of Home care and traditional healthcare system.

Growing at a CAGR of 9.0% from 2015 to 2020, the home healthcare market is expected to grow from USD 227.5 Billion in 2015 to USD 349.8 Billion by 2020[5].

Technological advancements, increasing adoption of telecommunication technologies and a major shift from preference of home care setting over ancient clinical settings are the few factors that attribute to the high growth in this market.

Home care or domiciliary **care** also frequently referred to as social **care** is a generic term which includes all forms of structures whether Private, Public or community that receives patients requiring long term and regular care. This care is provided outside the hospital by a team of medical professionals, allied health, and rehabilitation facilities as a resource [2]

Home Healthcare is a wide range of services that are given to the patients at the comfort of their own environment by healthcare providers aka nurses, doctors etc. Complete skilled services or formal care are a few other names these services are known as.

Respiratory medical care, rehabilitation services, infusions (medical care at home) and telehealth, etc. are some of the most common and frequently rendered Healthcare services to the patients at home. Home health care is usually more cost-effective, a lot more convenient than and even as effective as care provided during a hospital or competent nursing facility.

Doctor Services associated with Home Health Care-

The lifestyles we lead today often intimidate our long-term health. Habits and unhealthy behaviors such as poor diet, smoking, and lack of exercise are among the common factors that bring individuals to high risks of early death or getting ill. Doctor services at home hence are gaining importance each day. As our world progresses towards being more developed and corporate oriented, people face time crunch for important activities like daily/weekly/monthly checkups, tests and regular doctor consultations for oneself and also their ill family members. Home healthcare brings a comprehensive solution to all these problems at once with providing in home Doctor Visits and hence complete medical care.

As the doctor visits take place outside the clinics or hospital premises it becomes all the more challenging to make patients comply to the medical care being offered and also satisfaction of the patients becomes an issue. It is crucial for doctors to maintain a social skill along with the mandatory sound technical skills in such scenario [2]. Additionally at present the demonstration of expertness and moral follow also are needed to satisfy the expectations of patients [3].

Role of Portea in Homecare

Portea Medical, a startup that gives in-home health services in India. Portea claims to be the largest home care supplier in India. UN agency has passed rigorous hiring standards with trained attendants for the old and sick. With Clinicians in around twenty one cities who commence fifty thousand home visits each month. It currently serves 50,000 patients, 40 percent of whom are actively using its services at any given time.

In India, Portea medical is a pioneer in home health care which provides homecare suppliers like doctors, nurses, physiotherapists, and nursing attendants. It also deals in pharmacy products and healthcare related equipment like ventilators.

Portea works in collaboration with hospitals, insurance corporations and people. In the corporate bucket it has more than five, tier-I corporate hospitals as partners, a network of referring physicians and handles around two thousand + home visits a month.

Portea's procedures were developed in consultation with professionals within the North American country. Portea gets revenue from two streams - direct-to-consumer (B2C) and business to business (B2B). Within the former, it charges patients either on a per visit basis or on a flat monthly, quarterly or yearly package as desired by patient. Within the latter, primarily forgeriatric and chronic patients, it charges an annual fee for customized services. B2B partners comprise majority of hospitals, referrals and insurers.

INTRODUCTION

The healthcare industry has shown massive movement in the past years from being volume oriented to a quality focusing industry. Since 1990 the Healthcare industries have witnessed speeding up of momentum towards continuous quality improvement in provision of services, consistent with Donabedian's declaration for incorporating patient perception into quality assessment[3].

In virtue of adapting to these fundamental changes, the way the healthcare organizations work is rapidly changing. Evolving work force management strategies are not only cutting down the cost of labor but also have a positive impact on satisfaction of both service providers and patients.

Recently, a shift is observed in the approach of care regulators towards a market -driven advancement of making a high quality improvement tool for overall structure performance with the help of patient satisfaction surveys [7].

In the more and more competitive market of Healthcare industries, business ought to target achieving high patient satisfaction so as to improve the patient satisfaction rating which entirely depends upon the patient experience of healthcare (doctor) service provided.

This would enhance the standard of service. For the same, care providers ought to characterize the factors influencing patient satisfaction which are used as tools to assess the standard of supply so as to grasp numerous factors touching patient satisfaction. Completely different dimensions of the perceived service quality are explored. There are metrics with that the standard of care is measured; patient outcomes (70%) and patient satisfaction (30%). With patient satisfaction scores currently having a right away impact bottom-line the patient satisfaction level and management of an equivalent has become one in all the highest 3 priorities of care systems across the country. (Health Leaders Media's 2013 business Survey data)

DEFINITIONS

Patient satisfaction can be defined as the contentment or discontent of a patient of the provided services. This largely depends upon the expectations of a person from a given healthcare associated product or service.

Patient satisfaction was referred to as patients' emotions, feelings and their perception of healthcare aid services delivered to them, in 2011 by Mohan et al.[4]

On the other hand, different authors outlined patient satisfaction as a degree of congruency between patient expectations of ideal care and their perceptions of actual care received.[5]

When a patient wants medical attention, he features a planned image of assorted aspects of the organization as per the name and price concerned. Although, the key expectation is obtaining cure but alternative factors too that have an effect on satisfaction. Typically patients might have rated a medical facility terribly low on the premise of knowledge however they realize it on top of their expectation are extremely glad. Similarly, if they got an awfully high expectation and realize it is below

the expectation, they'll be unhappy. Hospitals have distended massively in context of accessibility and availability of specialties, technology is improving manifolds each day and innovations in the field of healthcare are seen, and also an increase in the facilities and competition front is seen leading to high and exaggerated expectations of patients. Patient expectation in any medical expertise influences on however before long and the way typically they'll request care from a similar medical facility. Low expectations on the contrary deter patients from taking timely medical facility. However, terribly high and extended expectation might cause discontentedness despite cost effective standards of practice.

A sound knowledge of patient expectations and the key factors that influence them in addition to the awareness of actual healthcare quality provides the necessary information for designing programs and strategies which can be implemented to satisfy patients.

Human satisfaction may be an advanced conception that's littered with variety of things like life-style, past expertise, future expectation and values of individual and society in terms of social and economical standings.

Certain characteristics of "at home" medical care or Home healthcare surroundings influence patient safety and quality of outcome: high degree of patient autonomy within the home setting, restricted oversight of casual caregivers by skilled clinicians and things distinctive to each patient and residence.

Hence, it is crucial to identify various levels and factors responsible for patient satisfaction and assess reasons to improve quality and service.

The study details as to how to ensure patient satisfaction in home healthcare services provided in order to achieve success for the organization.

REVIEW OF LITERATURE

There is increasing pressure on medical care organizations to boost on the quality and focus of their service delivery to satisfy increasing consumer demands (Drain. 2001). literature review provides a comprehensive understanding of determinants of patient satisfaction either dependent or in-dependent variables, and compares the magnitude of the implications of various freelance care dimensions on overall patient satisfaction among the a lot of and a lot of competitive market of care industries. Care managers got to target achieving high or sensible ratings of patient satisfaction to spice up the quality of service delivery therefore got to differentiate the factors influencing patient satisfaction that are used as a technique to assess the excellence of provision. Therefore on varied factors of moving patient satisfaction, researchers have explored varied dimensions of the service quality perceived by the patient, as significant and essential measures of patient perception of care quality.

Medical aid/healthcare organizations analysis comes to get new and higher ways that of keeping abreast with ever-changing client demands and the way to best or adequately satisfy these demands.

Home health care is a system of cure provided by service suppliers within patients home in the style of medical services reception to patients underneath the direction of a medical practitioner or medical professional Home health care services embrace nursing care: physical, activity, and speech-language therapy; and medical condition based mostly services. The aim of home health care services are to assist people to enhance perform and endure larger independence, to market the patients most favorable level of well-being and to the comfort of patient to stay reception, avoiding hospitalization or long waiting time in long-term care institutions.

Home healthcare and hence doctor visits at home being a newer concept in India makes it al the more difficult to cater to the growing expectations of customers with its services.

Addressing the fact that it is the most modern approach taken patients do not tolerate even small ups and downs causing their dissatisfaction. Satisfaction of patients being of utmost

importance for an organizations improvement, success and hence growth, it is very important parameter gaining much more importance day by day.

A remarkable results of few studies conducted in hospitals in several countries unconcealed that the clinician respect, courtesy, careful listening , availability and uncomplicated access of care were notably few of the strongest drivers of patient satisfaction overall.

These aspects of doctor care are extremely hierarchical by patients compared to alternative freelance factors like medical aid, admission method, physical atmosphere and cleanliness, thus it becomes way more vital once talked regarding during a home attention setup because the patient is within the zone of comfort of his own premises and additionally expectations are high, thanks to the newer advancement.

Patient satisfaction isn't a clearly outlined thought, although it is known to be a crucial quality indicator to measure success of the services delivery system and its outcome. Analysis of patient care is of utmost importance to provide scope and opportunity for improvement. This is thereby done by strategic framing of health plans, that generally exceed patient expectations and benchmarking.

Importance of customer satisfaction:

- Customer satisfaction is one of the most powerful indicators of customer Loyalty.
- Customer Loyalty drives repeat business even if competitors have better offers and lower pricing
- Loyal customers tend to cross sell and up sell linked businesses of the organization and also are the earliest adopters of any new product by the preffered survice provider
- Satisfied and loyal customers are more likely to recommend a business services
- It increases
- customer lifetime value(profitability tends to increase over the life of a retained customer
- It is approximately 6-7 times higher estimated a cost to acquire and make new into a life time value customer than to retain existing ones.
- Satisfaction of customer of any provided service reduces the negative word of mouth.

Customer Satisfaction (CSAT) data is useful to business as well because:

- Data can be used for internal quality audits in order to assure the quality of service provided is in line with the customers expectations and sentiments.
- Data can be used to set performance targets
- Data can be used for benchmarking against competitor companies hence knowing the level of competitiveness
- Customer feedback data gives opportunity to identify loopholes and work on areas of improvement

Importance of patient satisfaction:

In addition to being a demand of certification, analysis indicates that patient/customer satisfaction is very important to the success of health care organizations as businesses [6] Hence patient satisfaction has become a growing area of interest for most healthcare organizations.

- New policy/ regulations in healthcare are causing this field to become difficult to steer. Patients tend to remain the focal point of service administration and evaluation despite the changing trends.
Patient satisfaction is a very crucial measure that links between the social, emotional and clinical needs of a patient and also risk management. Organizations that have positive patient experiences have lesser claims and better clinical and financial outcomes
- In most no. of cases satisfied patients tend to share good feedback not only with the service provider but also about the service to their friends and relatives, on the contrary, dissatisfied patients may restrict people from using the services by creating bad image of organization by providing bad feedback to close and far off people.[6] Word of mouth is a very powerful tool for growth of an organization.

- It is a substantial loss of investment losing a patient a cost of acquiring new patient is definitely higher than the cost of a pre- served regular patient, hence satisfaction of acquired patient becomes a priority for any organization.
- Reciprocal relationship between patient satisfaction and continuity of medical care is observed.
- Primarily the score measure is assessed on the basis of need of patient or patient purpose of taking the service, increasing clinician interaction, advancing health care mission and also the timeliness of care and improvements are made on the same lines.

Patient satisfaction as a quality indicator:

It is far-famed that rising client relations is that the path taken to rising business performance. All in attempt of striving for this goal, new business ways are developed that emphasize understanding client behavior, expectations, and selections.

The primary reason health systems exist is: give service to patients with the goal of rising the health of the population. There square measure several measures of overall health systems quality.

The factors to verify in quality are: care received; follow up procedure, supplier relations, price effectiveness, comprehensive care and patient satisfaction (Cleary1999; admiral and Niederberger 1989)

Patient satisfaction reporting is associate indicator of the service provider's performance. Conjointly it is a platform that helps patients in selecting their supply of care.

There are several verified advantages to keeping patients happy.

For suppliers, sensible satisfaction scores square measure related to having a more robust community name, fewer malpractice claims, attenuate turnover, and improved potency.

Customers, square measure is that patients feel likely to take care of a relationship with attention service suppliers and cling to prescribed treatment set up. so as to form a

differentiating statement it becomes necessary for suppliers to specialize in the patient expertise versus solely assessing clinical identification.

The patient expertise is primarily formed by however every person views the medical treatment touching their overall treatment and well being. If patients read attention suppliers as partners WHO give information to require charge of one's health outside the clinical setting, each patients and suppliers can gain worth from the interaction.(Marley et al.,2004;Taylor &Benger,2004).

Patient satisfaction-perception:

The assessment of quality of care that has been supported by the appliance of skilled standards is presentlytending to integrate patient perception measurement.

Analysis of patient perceptions presents concrete edges for analysis. Patients represent a crucial and exclusive offer of information regarding access to or effectiveness of care and its results on patient.

A patient's opinion directly influences his or her compliance with treatment .The continuity of the patient–physician relationships determined by this and hence the continuity of care.

It has been acknowledged that compared with other ways of evaluating quality, assessment of patient perceptions offers several advantages: typically it is measured quickly following the delivery of care; it's economical, doesn't rely upon the standard of information found in medical records and it's additional sensitive to variations within the worth of care . A number of factors shape patient expectations-Word of mouth communication, past experience, and external marketing are the factors that determine the setting of expectationsof patients.

A good and similar care is expected by patient who has already known about the efficient care which was previously provided to any of his friends or family members leading to progressive results in patient condition. When a patient's past medical experiences include prolonged waiting or delayed responses even a single appointment that goes effortlessly and efficiently may result in the patient being“satisfied” with their experience.

Marketing materials like Photographs, billboards and flyers portraying a professional looking, caring and unrushed Doctor could lead a patient to decide on a supplier supported perceived expectation of quality (Fan et al.,2005)

Patients don't measure quality solely on the health outcome of service , the service delivery method conjointly has a bearing on the extent of satisfaction with the care they receive. Medication could relieve the symptoms and improve overall health of patient however an indifferent angle from the physicians is quite seemingly to end in poor satisfaction of patients.

The SERVEQUAL model:

It is an instrument for measurement of quality of service provided.

According to the SERVEQUAL model there are 10 dimensions on the basis of which the patient perception is measured.

The 10 dimensions are as enumerated below

- **Tangibles:** This includes the looks of facility and instrumentality.
Typical queries embody whether or not the instruments and machines used for service look clean and hygienic.
- The second class is **Dependableness:** and refers to the flexibility to perform secure services during a dependable manner. Typically queries embody whether or not results or follow up was received in time.
- **Responsiveness:** This covers the temperament of staff to assist customers and supply in prompt to service.
- **Competency:** refers as to if suppliers have the desired skills and data to perform the essential services required by customer. A typical question is that if a medical downside happens, would the provider be able to quickly resolve or would like a specialized medico.

- **Courtesy:** that is that the politeness and respect medical personnel are expected to relinquish patients. Typical queries raised are if nurses and doctors explain procedures to be carried out on the patient in a friendly behavior or if they were kind and respectful or not.
- The sixth class is **Credibility**-this refers to honesty trait of the service provider. Patients might raise queries like whether or not it is believed that a supplier encompasses a smart name or his or her credentials for an honest supplier.
- The seventh class is **Security:** this refers to protection from danger and risk.
- The eighth class is **Access:** and refers to accessibility and simple contact.
- **Communication:** this ninth dimension refers to how well the doctor/service provider is unbroken, enlightened in language that he would deliver and patient will perceive. Typical queries asked embody if physicians describe procedures in method that patients will perceive otherwise than being beneficial for them.
- The last class is **Knowing your client:** This dimension understands the purchasers/care receiver/patient and refers to the supplier creating a trial to grasp them and their desires. This usually question from patients perspective - whether or not they're treated with personal attention. (Le May, Hardy, Tuillefer & Dupuis, 2001)

Measuring satisfaction:

In addition to challenges in choosing acceptable measures, it's vital to decide on study styles and activity ways acceptable for evaluating the quality of evolving models of health supply and system design. In recent years, many individual health care organizations have created tries to enhance patient expertise by sort of quantitative and qualitative approaches. Such approaches embrace ward/department or unit-level surveys, interviews, focus groups, patient forums, and informal feedback through patient support groups or patient service organizations. Different approaches to capture patient familiarity embrace formal complaints, statement on websites, and feedback on the performance of health care suppliers for appraisal functions. Though direct feedback and patient-reported outcomes are important in gathering info regarding patients' experiences, routine knowledge (e.g., body knowledge bases and/or charts; performance measures) and workers observations can also be helpful data assortment approaches.

RATIONALE:

Home health care is that the fastest growing sector in the health care business. With over a seven million patients served annually it is associated with an anticipated growth of 60% over the approaching years.

With the increasing severity of care provided in home health care and also the increasing Patient expectation, there evolve a lot many reasons as to why patients should be satisfied in these settings. Satisfaction if the expectation is met, in any medical expertise influences whether or not however presently or how usually patient would ask for care from the current medical facility.

High satisfaction levels of patients associated with a medical organization may be a constructive and indicator of its name in society which is extremely necessary to attract patients, whereas low satisfaction does not solely harms the patient (as he doesn't take timely medical help thereafter) however is additionally harmful for the name of the organization/ service facility provider both clinically and financially.

The study is therefore aimed at understanding the factors responsible for patient satisfaction and develops strategies to continuously improve healthcare at home.

STUDY QUESTIONS

1. How much is the patient satisfaction level for Doctor visits(service) at Portea?
2. What are the factors affecting patient satisfaction?

STUDY OBJECTIVES

The study aims at the building business plan for improving profitability and health outcomes in Doctor services in a home healthcare setting. The objective of the study is to assess patient satisfaction of doctors' visit in home healthcare setup

The specific objectives are to:

- Study the degree of satisfaction of patients with services/Doctor services at Portea.
- Study the factors affecting patient satisfaction at Portea.
- Suggest measures leading to better patient satisfaction if required

METHODOLOGY

Study Type –Cross sectional and descriptive in nature.

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Sample Size: 360 were contacted and 117 patients found willing to participate in the study

Data Collection Methods

Tool–

Interview on phone

Electronic survey

An interview schedule was developed by using five parameters:

- Appointment booking experience of patient
- Availability of slot
- Reliability and Punctuality of clinician
- Improvement in the medical condition of patient
- Customer support experience of patient

The same tool was customized in to electronic version.

To measure the degree of satisfaction five-point rating scale was used:

1-Highly dissatisfied

2-Somewhat Dissatisfied

3-Neither Dissatisfied nor Satisfied

4-Somewhat Satisfied

5-Highly Satisfied

Data analysis –The data was entered in MS-Excel sheets and analysis was made in terms of proportion of patients.

Ethical Considerations- The confidentiality of the data given by respondents was maintained. An informed consent was carried out prior to the start of any data collection. All potential participants were given a chance to ask questions before starting any of the research activities. Staff (coordinator) assisted with informed consent process by sitting in the session with the participants and making sure that the participants understand the study procedure and is comfortable with asking questions. Participants were informed and reminded that they may refuse to answer any or all questions and may discontinue their involvement in the study at any given point of time.

RESULTS:

Socio-demographic profile of Respondents (n=117):

CHARACTERISTICS	FREQUENCY	%
Marital status		
Single	39	34%
Married	78	66%
Gender		
Male	56	47%
Female	61	53%
Age (in years)		
20-25	28	23%
25-30	34	29%
>30	55	47%
Education		
Higher secondary	11	10%
Graduation	58	49%
Post graduation and/ or above	48	41%
Duration (since when they are availing services/ registered with Portea)		
0-3months	87	74%
3-6months	30	26%

OVERALL C-SAT FOR MARCH AND APRIL

PARAMETER	CSAT(average)
Appointment booking experience	3.5
Availability of slot	3.4
Reliability and punctuality of clinician	3.7
Improvement in medical condition	3.1
Customer support experience of patient	3.3
Overall	3.4

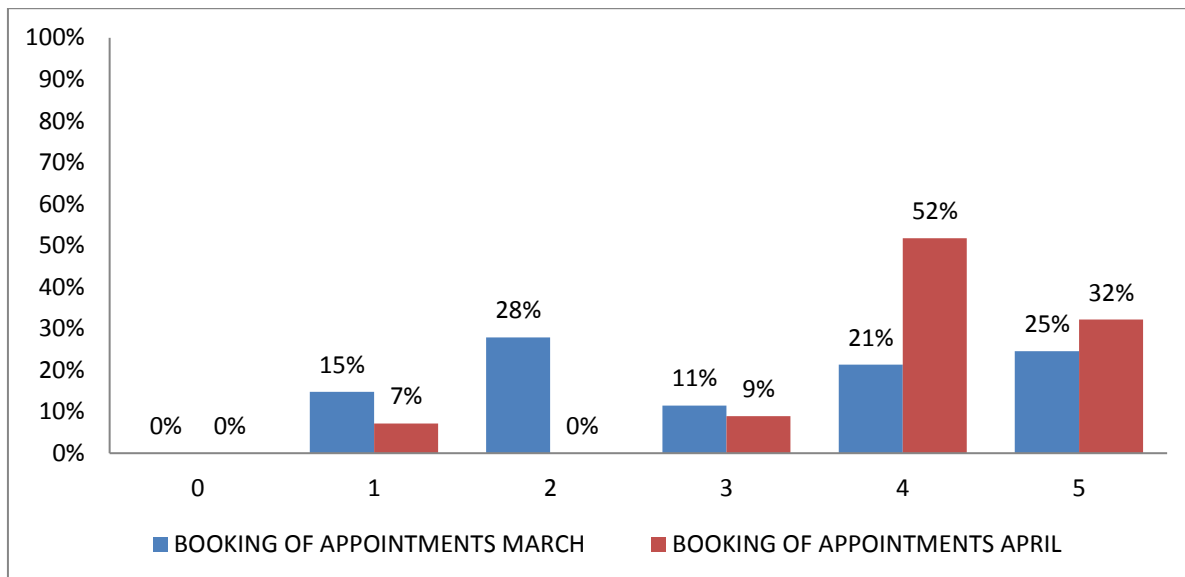
PARAMETER	CSAT (average)- MARCH (n=61)	CSAT (average)- APRIL (n=56)
Appointment booking experience	3.1	4.0
Availability of slots	3.1	3.8
Reliability and Punctuality	3.4	4.1
Improvement in medical condition	2.9	3.3
Customer support experience of patient	2.9	3.6
Overall	3.0	3.7

PERCENT DISTRIBUTION OF RESPONDENTS BY THEIR DEGREE OF SATISFACTION

Parameter 1: Appointment booking experience

The process of booking an appointment is made easy with the involvement of technology in the form of internet bookings, hotline numbers and call centers which is held in place by organizations WFM. This to remain in order is taken care by the sales team and call centre team. The graph below shows the percentage of people satisfied or dissatisfied by the appointment booking experience.

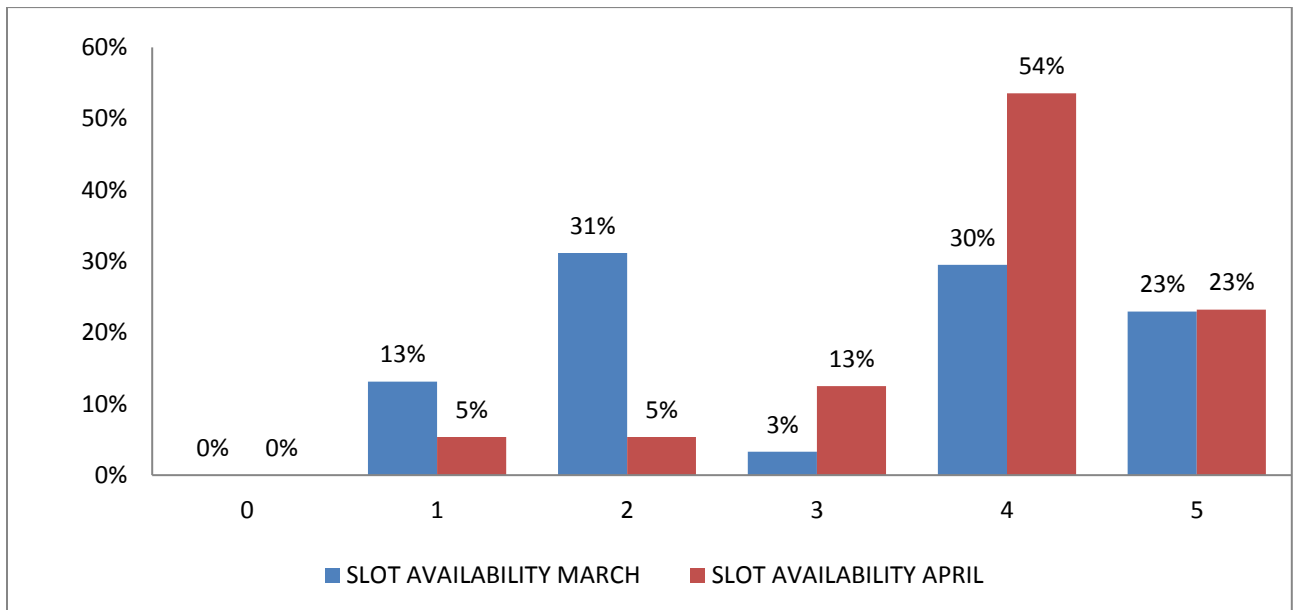
Fig 1- Percent distribution of respondents by their degree of satisfaction on booking appointment by months



25% patients were highly satisfied in March which increased to 32% in April. There may be many reasons associated to the change, few of them being- increase in the drive for app usage by both customers and clinicians, constant trainings for the sales team and call centre team after accumulation of April data and changes in the app content to make doctor services look more lucrative.

2.**Slot availability:** It is the dependant on few factors like Band width, availability of Doctors and efficient management

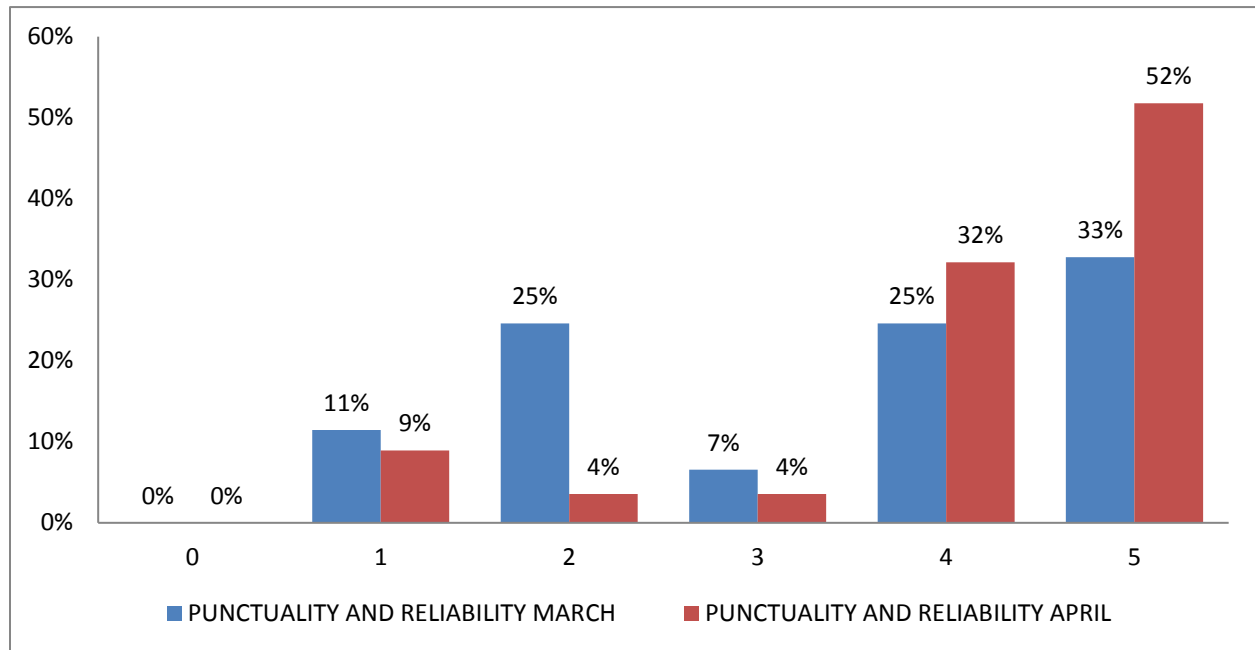
FIG.2- Percent distribution of respondents by their degree of satisfaction on availability of slots by months



Represents that the overall patient experience for availability of slot has increased towards better satisfaction for the month of April. The percentage of highly satisfied patients remaining constant for the two months. This is suggestive of not much improvement in the communication and coordination of the teams with Doctors and unavailability of clinicians.

3. **Reliability and Punctuality of Doctors:** This is a direct measure of company's performance as the clinicians represent the organization. The way they take they conduct themselves in the patients home. Overall appearance, behavior and timeliness of turning up at the given time punctually put forward the name of the company.

FIG.3- Percent distribution of respondents by their degree of satisfaction on Reliability and punctuality of doctors by months



The fig. suggests that there was an increase in the Highly satisfied patients in the month of April indicating the success of the drive that was held in April 1st week to educate the clinicians about the importance of punctuality and timeliness in a home healthcare setup and Portea's ethics, strict monitoring of cases assigned etc.

4. CS Feedback- Customer support comes into role at the time of addressing to patient issues and problems. As the expectations of patients of service in a home healthcare setup are higher than any other there tend to be more deficits seen hence making it important to listen to the voice of customer, take feedbacks etc. this is where CS comes into role.

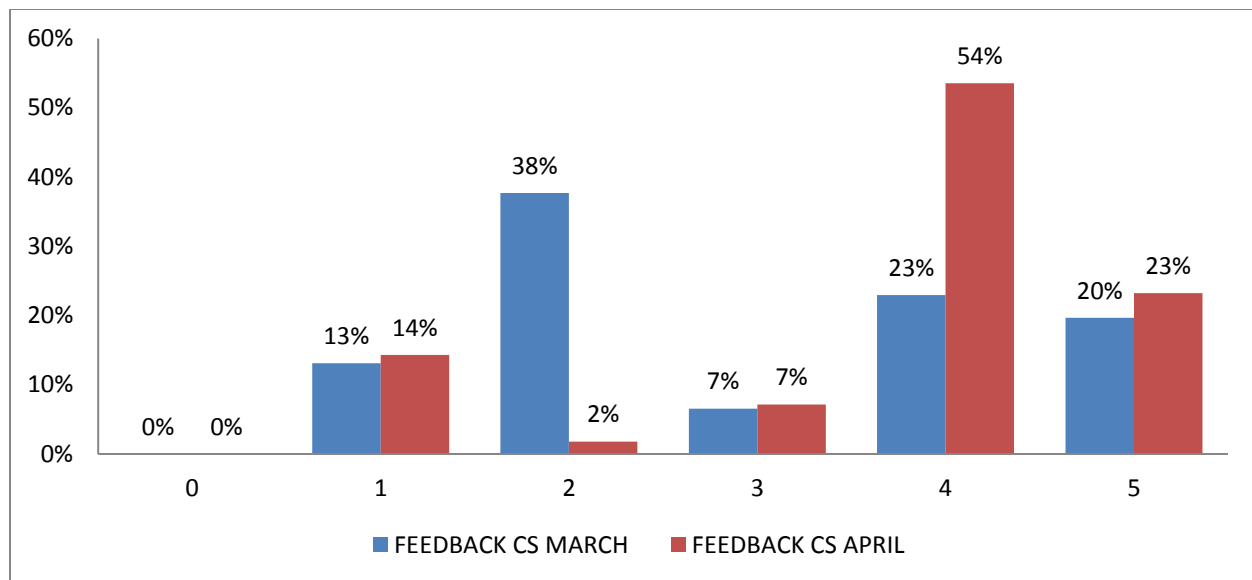


Fig4- represents overall growth in the CS feedback by customers. The reason for the same may be active involvement in the escalation analysis by product team and hence quick addresses of patient's complaints and revert to feedbacks in the form of follow up calls and engagement calls.

5. Improvement in medical condition of the patient: It is the satisfaction of the patient due to improvement in the health condition after the doctor visit/visits at home of patients.

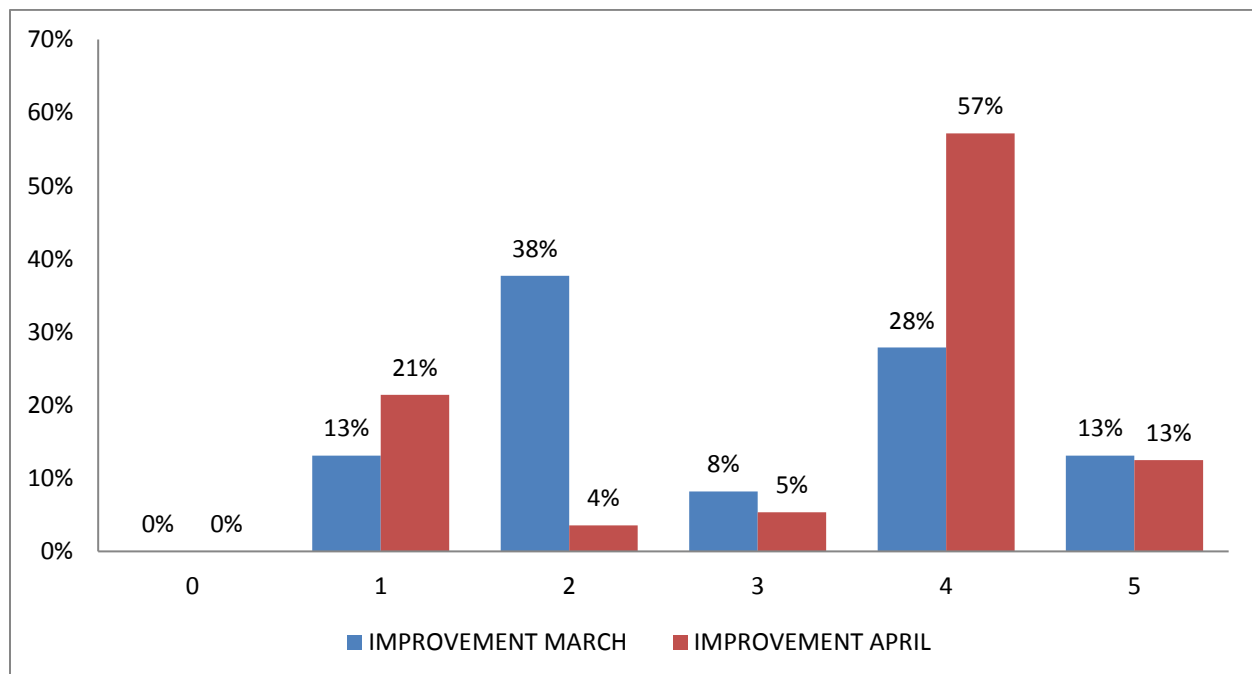


Fig5- represents that with an increase in the satisfaction level of patients for the overall doctor service, a drop in the satisfaction with respect to health improvement of the patient is observed. No. of somewhat dissatisfied patients increased in the month of April to 21% from 13%. This may be due to addition of new and lesser experienced doctors in pool or lack of understanding from patient's side of the importance of regular doctor visits for improvement in health condition.

NET PROMOTER SCORE (NPS) SCORE FROM SECONDARY DATA

The net promoter score is a tool used in management to determine the loyalty of a customer's relationship with an organization. It is an alternate to ancient patient satisfaction approach and is additionally implicative of revenue growth.

Data for the same is obtained by the customer engagement team and integrated management platform known as "cloud cherry" where patient feedback is also recorded

Measurement matrix:

0-6: DETRACTORS –these customers are less likely to create any value additive /creating behaviors

7and 8: PASSIVES- these customers are neutral towards the services. May or may not keep attached with the organization for long term.

9and 10-PROMOTERS- these customers are considered likely to create value to the organization by behaviors like they would buy more products and services from the same organization ,remain customers for longer period of time , and make much more positive referrals to other potential customers (their relatives and friends etc) . Word of mouth is considered the strongest mode of spreading any positive or negative information .Hence customers, once satisfied and hence happy with the services may prove to be a huge benefit for the organization.

Ratings	No. of Respondents	Respondents %
Total sample size for NPS	34	18%
Promoters (9 - 10)	24	71%
Passive (7 - 8)	4	12%
Detractors (0-6)	6	18%

TOTAL NPS FOR MARCH: 53%.(The net promoter score is calculated on by subtracting the detractors% from promoter %)

Ratings	Respondents	Respondents %
Total sample size for NPS	68	33%
Promoters (9 - 10)	54	79%
Passive (7 - 8)	7	10%
Detractors (0-6)	7	10%

TOTAL NPS FOR APRIL :69% (The net promoter score is calculated on by subtracting the detractors% from promoter %)

Feedback associated with the NPS score filled by patients was analyzed and major few factors affecting the patient satisfaction were enumerated as below:

FACTORS AFFECTING PATIENT SATISFACTION (from secondary data-feedback obtained in cloud cherry)

- Lack of availability of clinicians
- Punctuality of clinicians
- Lack of clinical knowledge
- Lack of training of CS team

SUGESTIONS:

- Induction for B2B training with the help of revised content
- Training of teams on pre-formed SOP for Triage for improvement of operations as a qualitative initiative
- Capacity building – aggressive hiring in major cities and focus on consultant process
- Doctors to be assigned visits in a confined geographical boundary for better TAT.

CONCLUSION

The overall patient satisfaction for the month of march and April were found to be 3.4 which signifies scope of improvement in various areas as according to the industry standards any score only above 4 is considered to be good.

The major factors affecting patient satisfaction were found to be lack of knowledge with clinicians, poor turnaround time, punctuality of clinicians and poor training of the customer support team which can be dealt with the suggested measures.

It is concluded that Portea Medical has succeeded in creating a culture of rendering quality patient services.

The organization has put in its concentrated efforts to pay attention to the patient's need or privacy, compassion and information related to his or her Doctor visit.

The Customer support department works in the area of problem identification and problem-solving ensuring the patient to be life time value for Portea Medical thereby enhancing patient experience and sustaining patient loyalty on the long term basis.

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