

A STUDY ON PATIENT SATISFACTION OF DOCTOR VISIT IN A HOME HEALTHCARE SETUP

A study conducted in Portea Medical, Bangalore.

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Home Healthcare

- 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 doctors ,nurses.
- Home healthcare, additionally remarked as formal or proficient care, is that the support and care services that attending professionals give at the patient's house.
- Services provided :medical aid, home infusion medical aid, rehabilitation services, tele-health, unskilled home care, and alternative services.
- Home healthcare is an integration of Home care and traditional healthcare system.
- 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.

PORTEA MEDICAL

- a startup that gives in-home health services in India
- Portea claims to be the largest home care supplier in India
- 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.
- 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
- Portea gets revenue from two streams - direct-to-consumer (B2C) and business to business (B2B).

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
- 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
- Home healthcare brings a comprehensive solution to all these problems at once with providing in home Doctor Visits and hence complete medical care.
- Challenges-
 - patients compliance/ patient autonomy
 - Doctors to maintain a social skill along with the mandatory sound technical skills
 - Moral follow also are needed to satisfy the expectations of patients

INTRODUCTION

- The healthcare industry has shown massive movement in the past years from being volume oriented to a quality focusing industry
- 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
- With patient satisfaction scores currently having a right away impact bottom-line the patient satisfaction live and management of an equivalent has become one in all the highest 3 priorities of care systems across the country.

PATIENT SATISFACTION

- Patient satisfaction is a measure of the extent to which a patient is content with the health care which they received from their health care provider.
- 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.
- 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.

Importance of Patient satisfaction

- Customer satisfaction is one of the most powerful creator of customer Loyalty.
- Repeat business
- cross selling and up selling
- earliest adopters.
- Satisfied and loyal customers are more likely to recommend a business services
- 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 new customers
- Reduces the negative word of mouth

CSAT data importance - business

- 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

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 ten dimensions are as enumerated below

- **Tangibles**
- **Dependableness**
- **Responsiveness**
- **Competency**
- **Courtesy**
- **Credibility**
- **Security**
- **Access**
- **Communication**
- **Knowing your client**

RATIONALE

- 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 only 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

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

STUDY OBJECTIVES

- To assess the factors affecting patient satisfaction at Portea.
- To assess the degree of satisfaction of patients with Doctor services at Portea.

METHODOLOGY

- **Study Type** –Cross sectional and descriptive in nature.
- **Study Area-** The study was conducted at Bangalore. However, the patients were also contacted by emails and phone calls from NCR, Mumbai, Kolkata, Pune and Hyderabad
Secondary data for NPS and patient feedback taken from CE team
- **Study Participants:** The registered patients who have availed doctors' services from Portea
- **Sampling** – Patient data was taken from the Portea operations Portal. (www.porteacrm.com)
- **Sample Size:** 360 patients were contacted and 117 patients found willing to participate in the study

Data Collection Methods

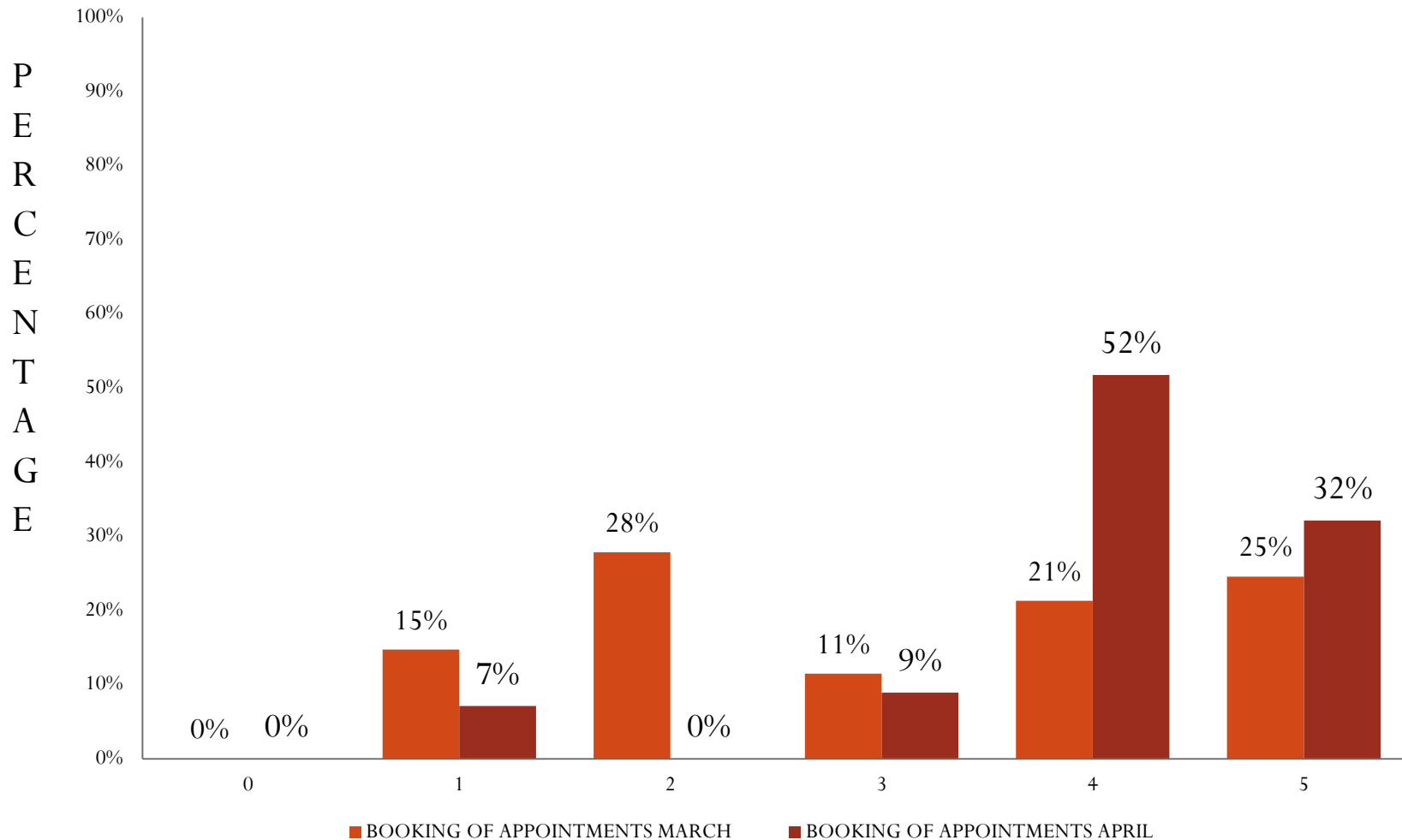
- **Tool**– Interview on phone
Electronic survey
- An interview schedule was developed by using five parameters:
 1. Appointment booking experience of patient
 2. Availability of slot
 3. Reliability and Punctuality of clinician
 4. Improvement in the medical condition of patient
 5. Customer support experience of patient
- The same tool was customized in to electronic version.
- Five-point rating scale was used to measure the degree of satisfaction
 - 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

FINDINGS

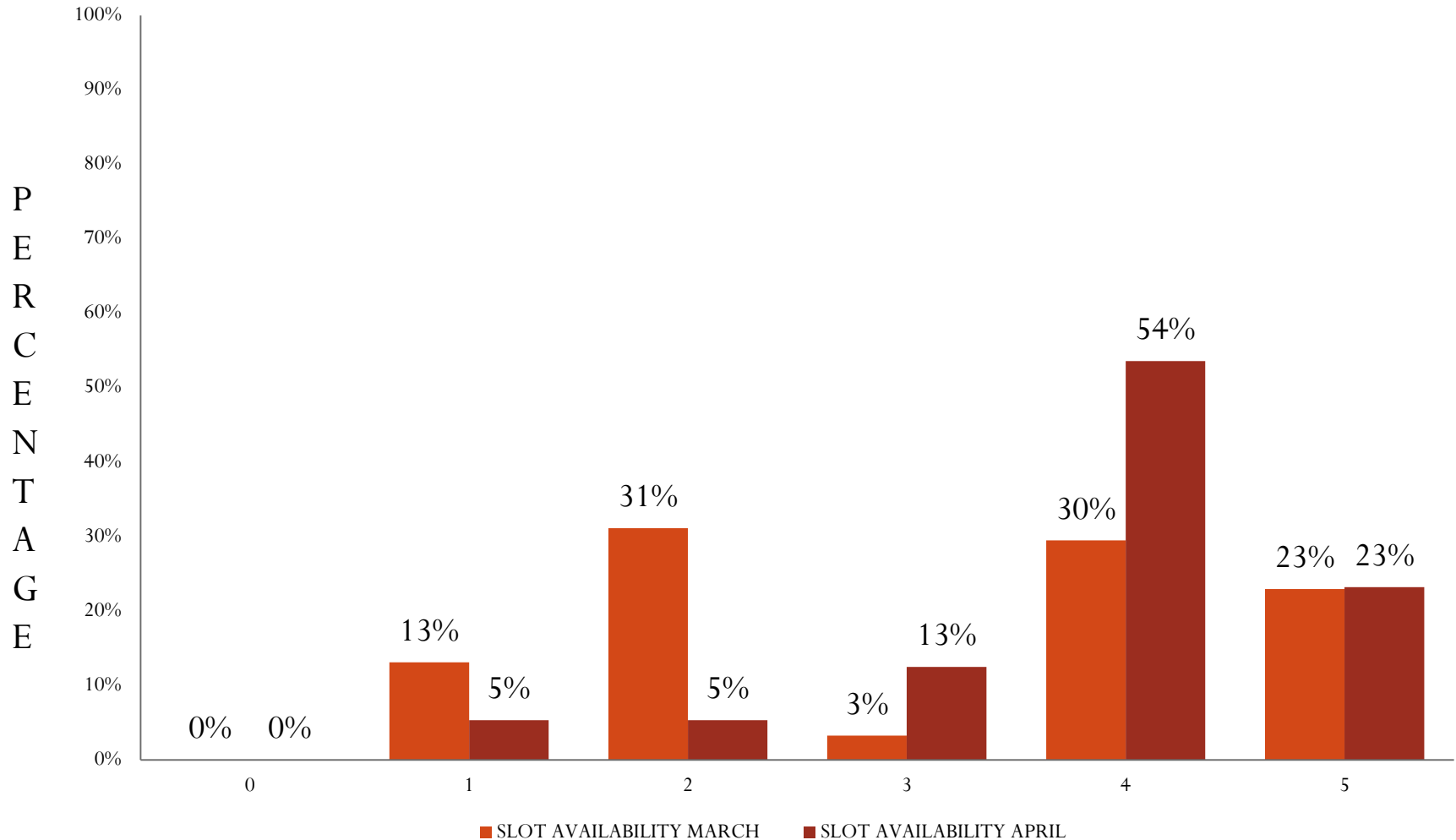
PARAMETER	CSAT (average)- MARCH (n=61)	CSAT (average)- APRIL (n=56)
Appointment booking experience	3.1	4.0
Availability of slots	3.1	3.8
Reliability and Punctuality	3.4	4.1
Improvement in medical condition	2.9	3.3
Customer support experience of patient	2.9	3.6
Overall	3.0	3.7

CSAT FOR BOOKING OF APPOINTMENT



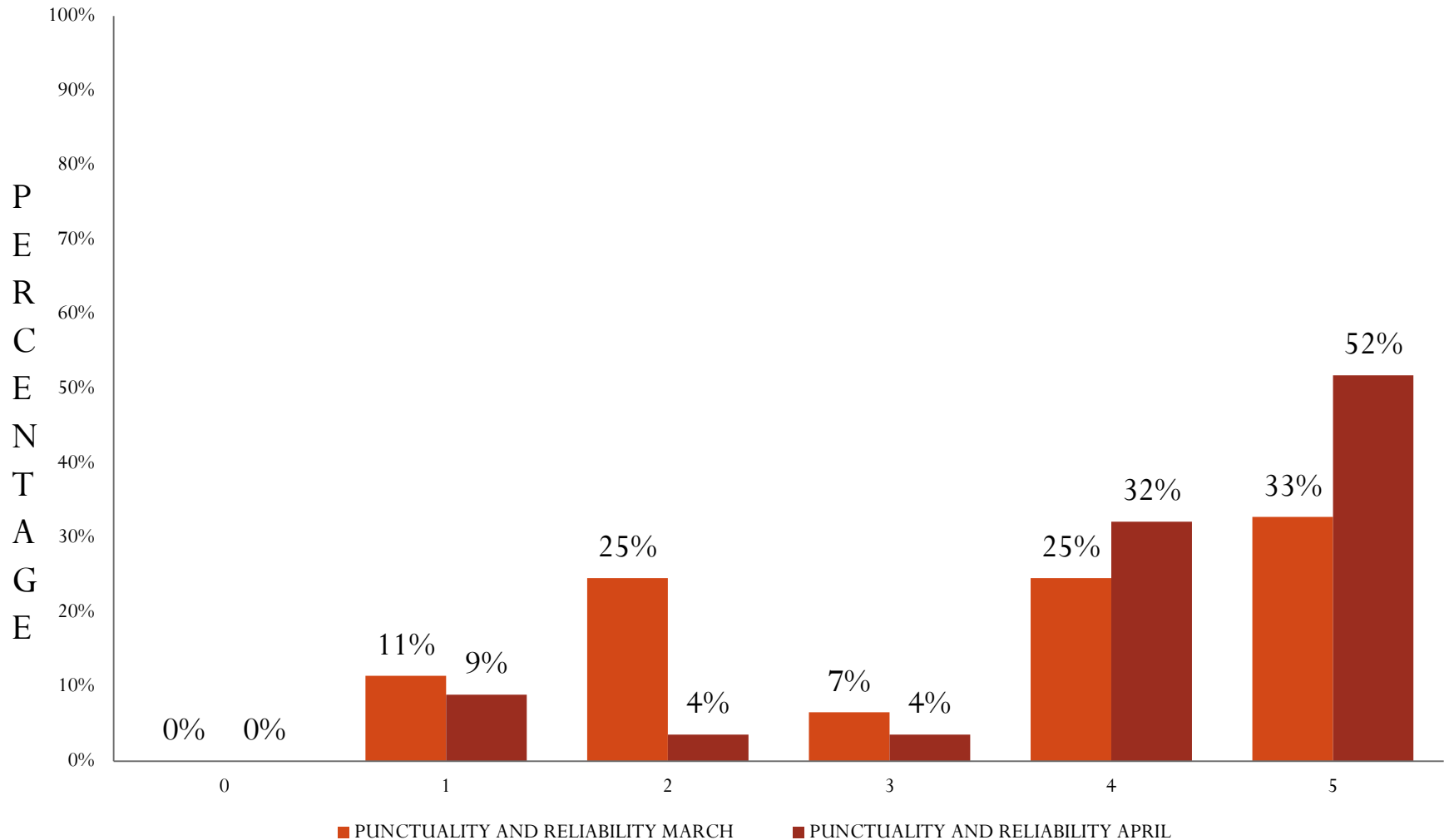
- 25% patients were highly satisfied in March which increased to 32% in April. There were various reasons associated to the change, few of them being- increase in the drive for app usage by both customers and clinicians, constant trainings for the sales team and call centre team after accumulation of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

C-SAT FOR SLOT AVAILABILITY



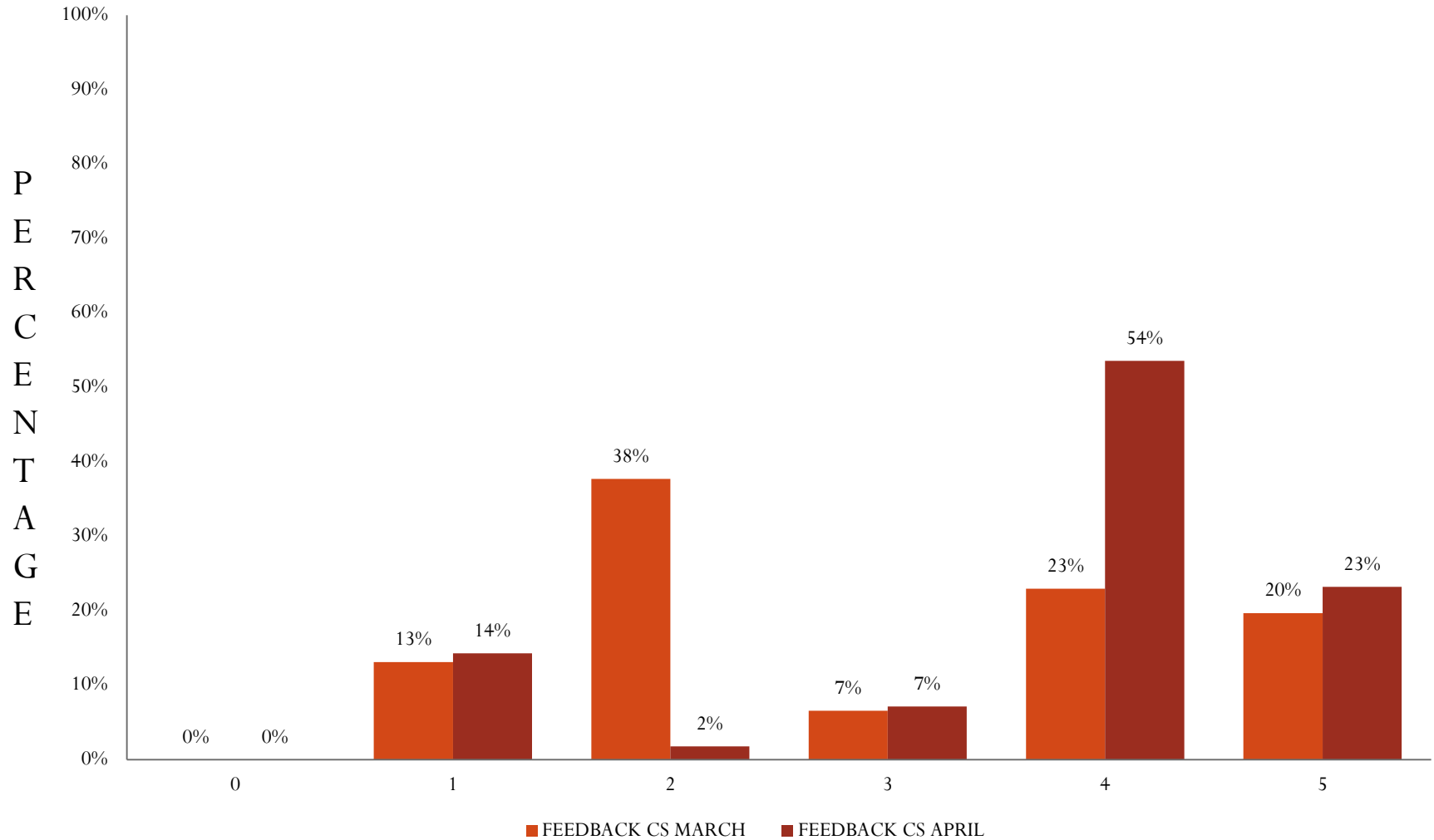
- Represents that the overall patient experience for availability of slot has increased towards better satisfaction for the month of April. The percentage of highly satisfied patients remaining constant for the two months. This is suggestive of not much improvement in the communication and coordination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

CSAT FOR PUNCTUALITY AND RELIABILITY



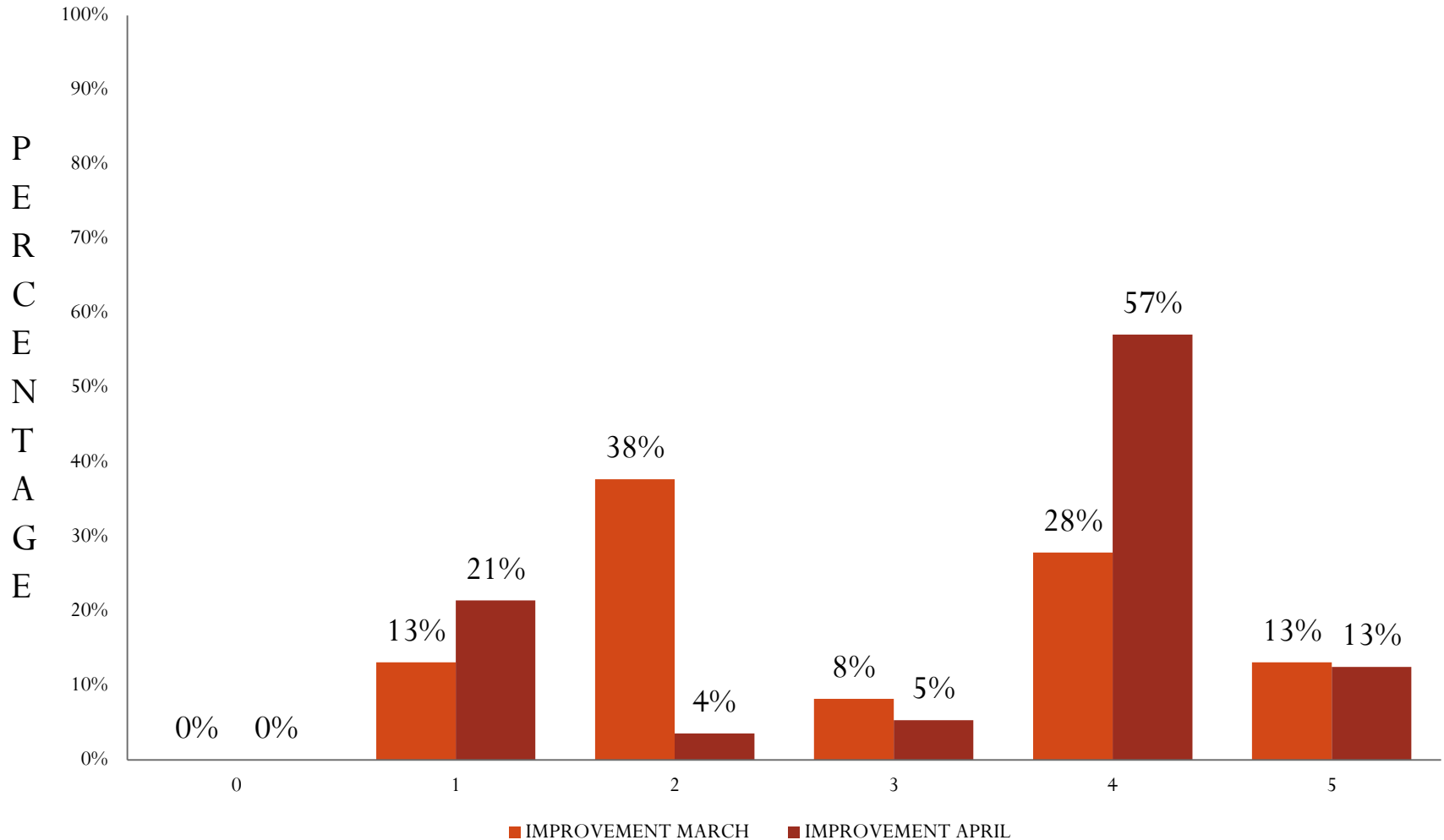
- The fig. suggests that there was an increase in the Highly satisfied patients in the month of April indicating the success of the drive that was held in April 1st week to educate the clinicians about the importance of punctuality and timeliness in a home healthcare setup and Portea's ethics, strict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

CSAT FOR CS FEEDBACK



- 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.

CSAT FOR IMPROVEMENT OF MEDICAL CONDITION



- 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.

OVERALL CSAT

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

According to industry standards any score above 4 is considered good while below needs improvement

NPS for Doctor services

- 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.
- 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

NPS scores from secondary data

MARCH

Ratings	Respondents	Respondents %
Total sample size for NPS	34	18%
Promoters (9 - 10)	24	71%
Passive (7 - 8)	4	12%
Detractors (0-6)	6	18%

53%

APRIL

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%

69%

FACTORS AFFECTING PATIENT SATISFACTION FOR DOCTOR VISIT

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

SUGGESTIONS

- 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.
- GPS supported clinician app for better assignment and punctuality

CONCLUSION

- From the project report 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.

Thank
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