



PORTEA
HEAL AT HOME

**“A study on patient satisfaction of
doctor visits in technology enabled
home healthcare”
~ Dr. Nimeeta Gakhar**

THE THREE "E'S" OF HEALTHCARE CONSUMERISM



1 EMPATHY

Mobilize your organization for the paradigm shift. It starts with everyone understanding the consumer. And we mean everyone.



3

EMPOWERMENT

The holy grail of consumerism. Add real value by providing your consumers with tools and resources that help them make good choices when it comes to their health. When you provide true value today, your customer will be there tomorrow. That's loyalty.



2

ENGAGEMENT

If you build it, will they come? Maybe not. Make sure you have aligned your channels of communication and your messages with what matters most to the people that are "engaging" with your products, services, content, etc.



Patient satisfaction & Home healthcare

- **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.
- **Home health care** is a system of care provided by skilled practitioners to patients in their homes under the direction of a physician. Home health care services include nursing care; physical, occupational, and speech-language therapy; and medical social services.
- The goals of home health care services are to help individuals to improve function and live with greater independence; to promote the client's optimal level of well-being; and to assist the patient to remain at home, avoiding hospitalization or admission to long-term care institutions. Physicians may refer patients for home health care services, or the services may be requested by family members or patients.

Importance of Patient satisfaction

- Performance can be compared with internal **Quality** Monitoring programs to ensure that internal measures match up with actual customer sentiment
- Performance can be **benchmarked** against other similar companies to determine the level of a business competitiveness
- The data can be used to set **performance targets** for outsource suppliers
- Customer feedback can help identify areas for **improvement**
- Customer(patient) satisfaction is one of the strongest indicators of customer loyalty.

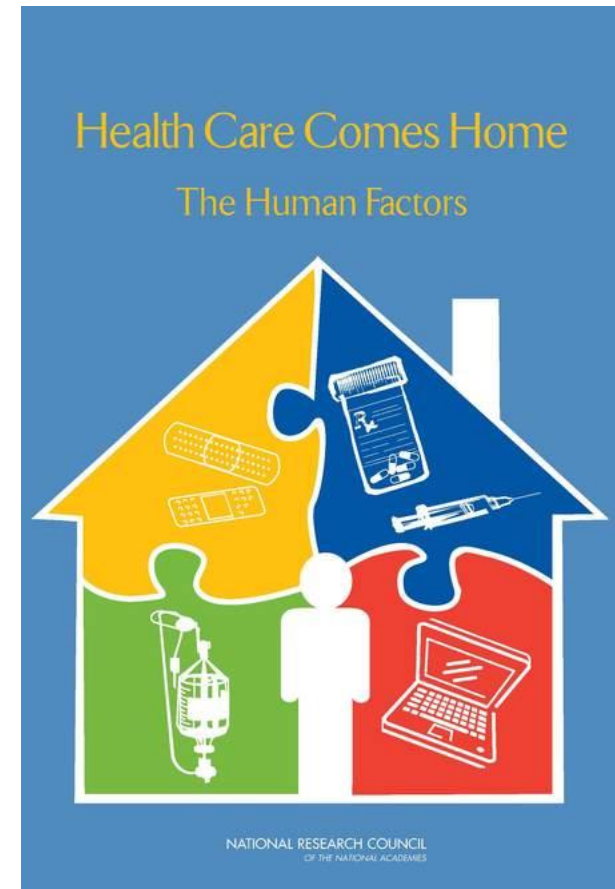


Figure 4: Decentralized Healthcare Opportunities

A NEW ECOSYSTEM OF DISRUPTIVE BUSINESS MODELS MUST ARISE



Source: The Innovator's Prescription:
A disruptive solution for health care 2008

Research Objectives and Questions

Research Objectives:

- To study the level of patient satisfaction at Portea.
- To study the different factors affecting patient satisfaction and loyalty.
- To suggest measures for improvement of processes leading to better patient satisfaction.

Research Questions:

- What is the level of patient satisfaction for doctor services in Portea?
- What are the different factors affecting patient satisfaction?
- Can improvement in processes enhance the satisfaction level of the patients and add value to the organization?

Rationale

- **This study is aimed at understanding the various levels and factors responsible for patient satisfaction and develops strategies to improve the quality of care in home health care.**

Research Methodology

- **Study Type :** The present study is a cross sectional descriptive study carried out from March to May, 2016 in Portea Medical, Bangalore.
- **Sampling method** Non probability sampling technique (Convenience sampling).
- **Study Participants:** 125 Patients (both men and women) participated in the survey to contribute to the study. Age group chosen was above 20 and were interviewed using a pre designed pre tested, structured Performa (questionnaire).
- Two sets of Data are used 1) Secondary data with 1226 participants 2)Primary data with 125 participants
- **Study Technique :** The data was rearranged using MS-excel sheets and observed to configure findings/outcome and help was taken in interpreting the result. All the necessary measures were applied to interpret the results.
- CSAT and NPS scores were calculated based on the home visits and treatment compliance, utilization and service comprehensiveness are other findings were helpful in further analysis.
- Customer satisfaction (CSAT) and overall Net Promoter Score (NPS) were derived based on the questions asked in patient feedback survey.

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- **Feedback form**
 - **csat form revised**

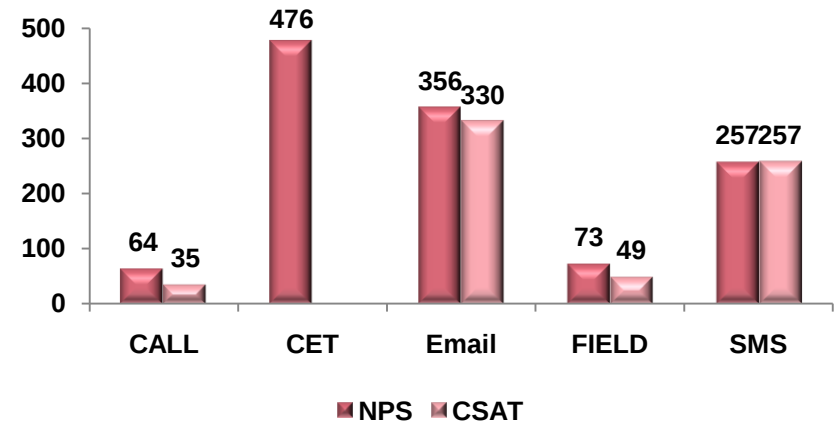
Data Analysis & Interpretation

Data was analyzed based on :

- Month (March-April-May,2016)
- Channel and Sources
- Services and offerings
- Top 7 cities across India
- Focus on Doctor Services

Statistics of NPS & CSAT

Overall NPS		
Ratings	Respondents	%
Total sample size approached for NPS	1226	100%
Promoters (9 - 10)	536	44%
Passive (7 - 8)	421	34%
Detractors (0-6)	269	22%
NPS	22%	

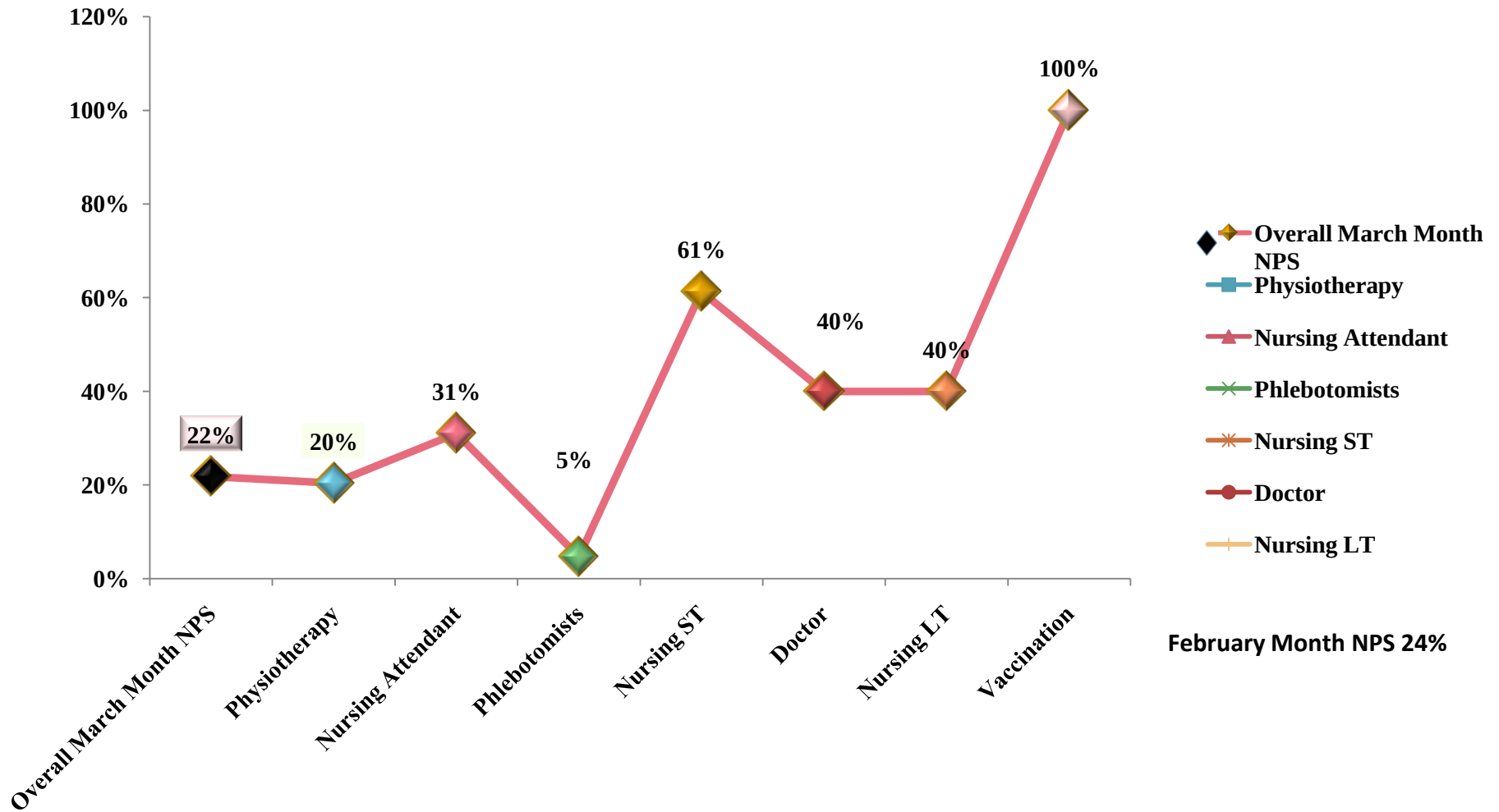


Channel wise NPS										
	CALL (Field)		CET		E-MAIL		FIELD		SMS	
Ratings	Respondents	%	Respondents	%	Respondents	%	Respondents	%	Respondents	%
Total sample size for NPS	64	100%	476	100%	356	100%	73	100%	257	100%
Promoters (9 - 10)	32	50%	198	42%	161	45%	31	42%	114	44%
Passive (7 - 8)	25	39%	211	44%	75	21%	38	52%	72	28%
Detractors (0-6)	7	11%	67	14%	120	34%	4	5%	71	28%
NPS	39%		28%		12%		37%		17%	

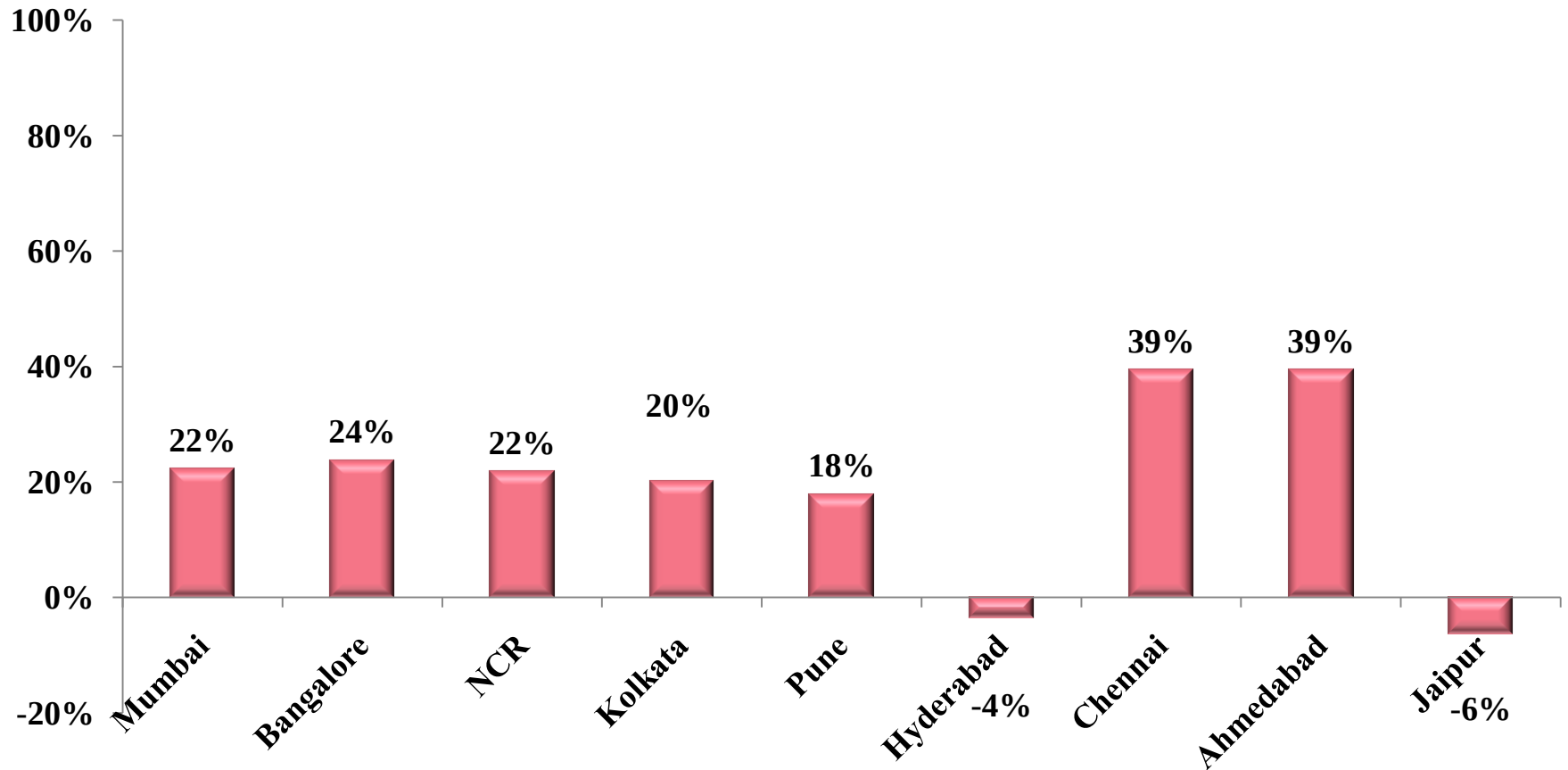
Service wise CSAT

CSAT	Weighted Average (on a scale of 1-5)						
	Doctor	Nursing Attendant	Nursing LT	Nursing ST	Phlebotomists	Physiotherapy	Vaccination
Sample size	25	68	4	19	118	428	1
CSAT Questions							
Appointment booking experience	4.4	4.1	4.3	4.3	3.8	4.2	5.0
Availability of slots/ session	4.2	4.1	3.7	4.2	3.9	4.2	5.0
Punctuality and reliability of clinician	4.2	3.9	4.8	4.4	3.9	4.2	5.0
Improvement in the medical condition	3.9	4.0	5.0	-	-	3.7	-
Customer support to address issues or feedback	4.1	3.9	4.0	4.0	3.4	3.9	5.0
Overall CSAT (service wise)	4.2	4.0	4.3	4.2	3.7	4.0	5.0
Overall CSAT for company	4.2						

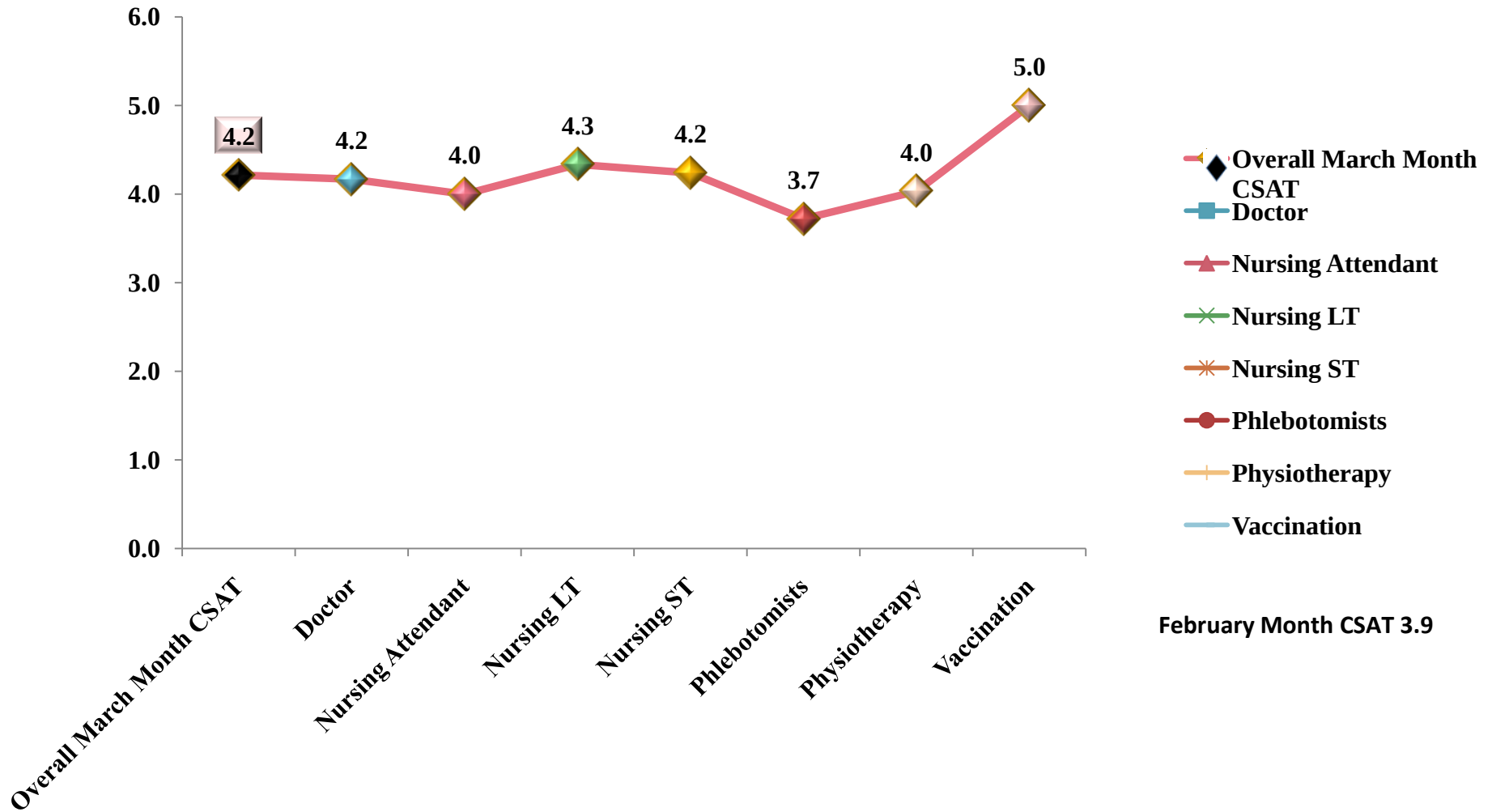
Overall & Service wise NPS



City Wise NPS



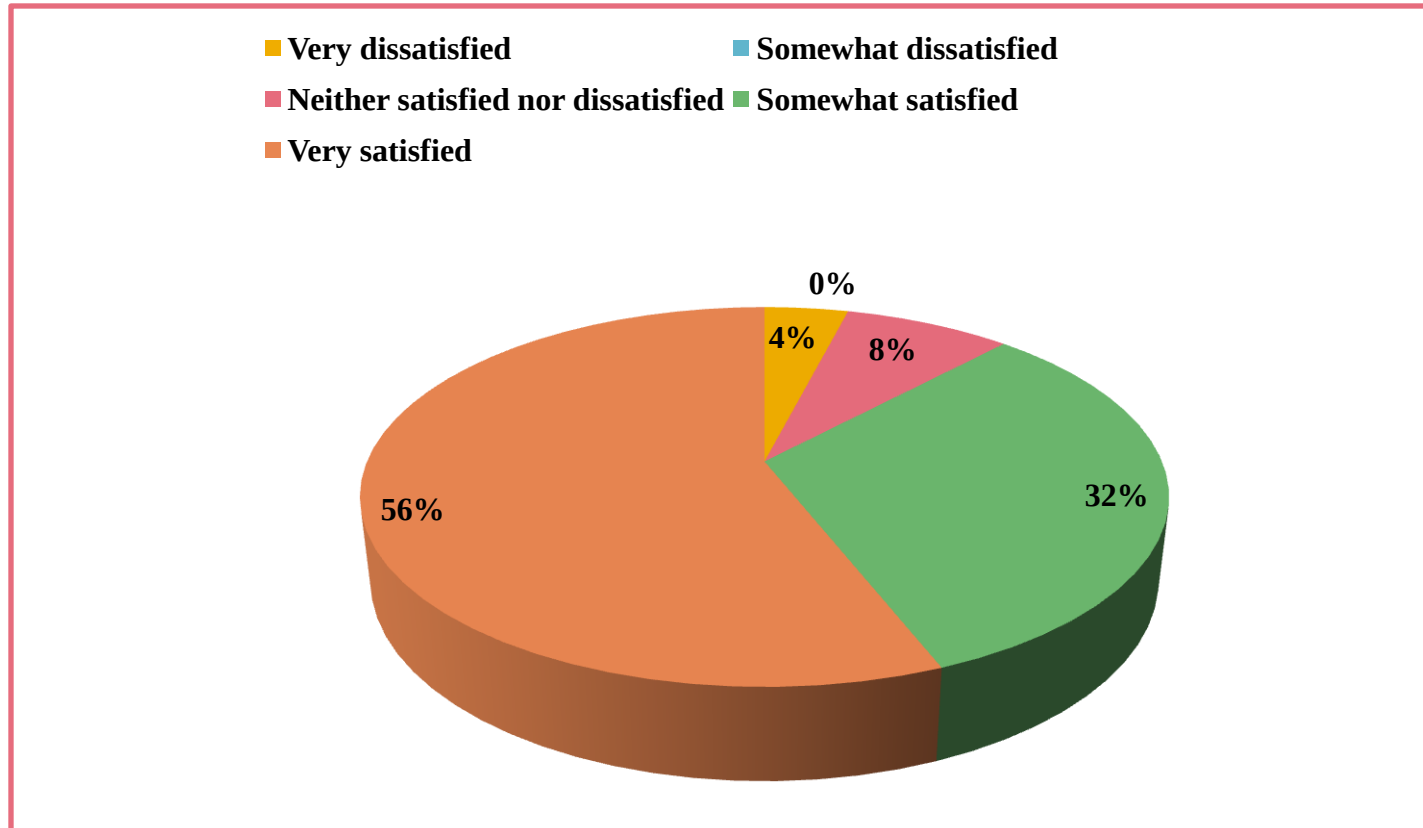
Overall & Service Wise CSAT



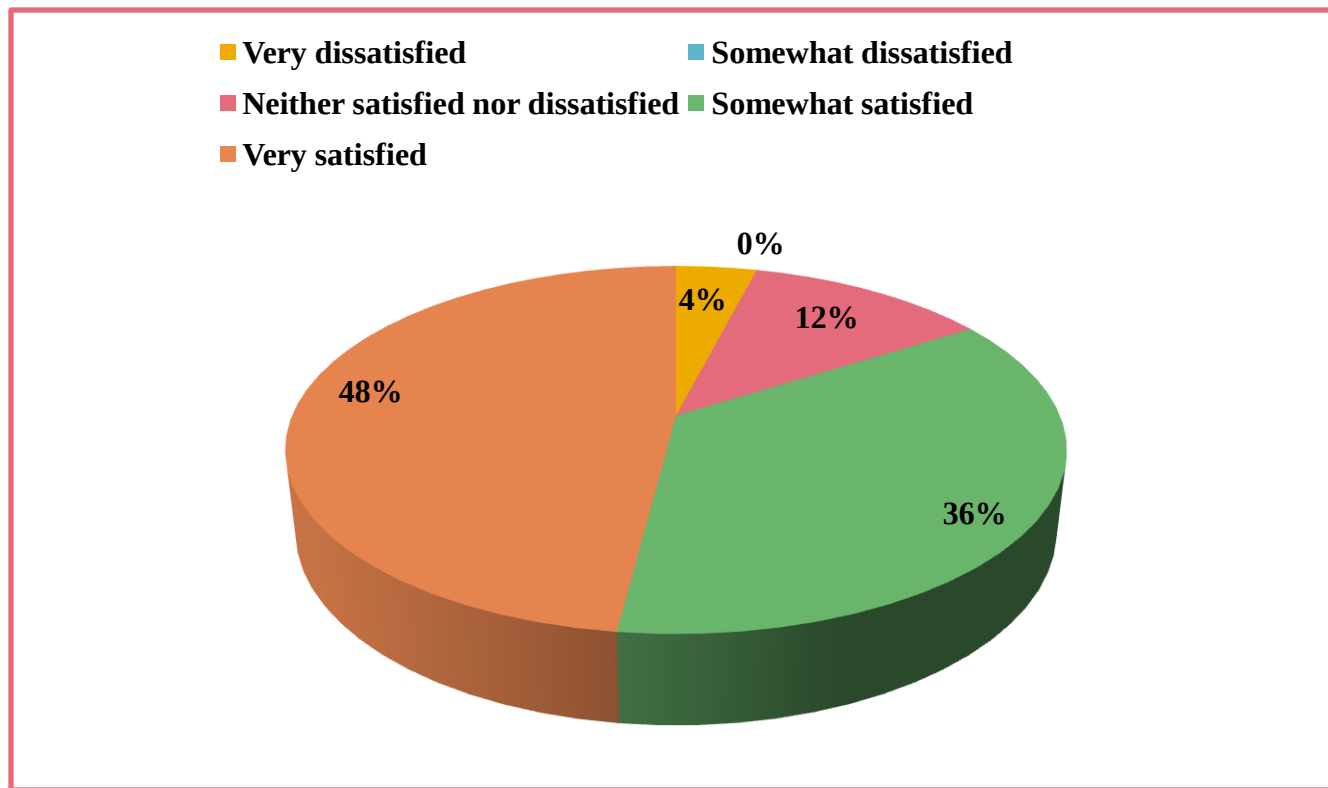
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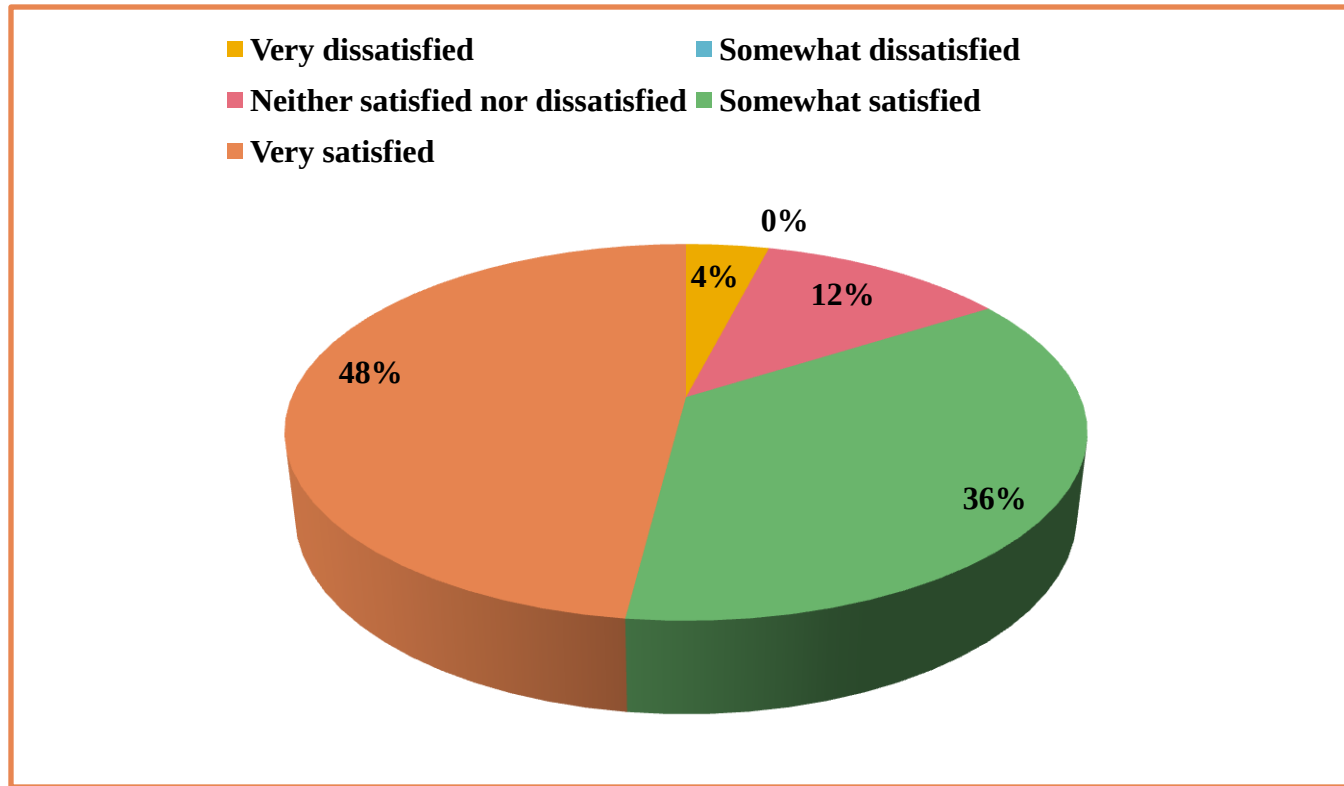
How would you rate your appointment booking experience with Portea on a scale of 1-5?



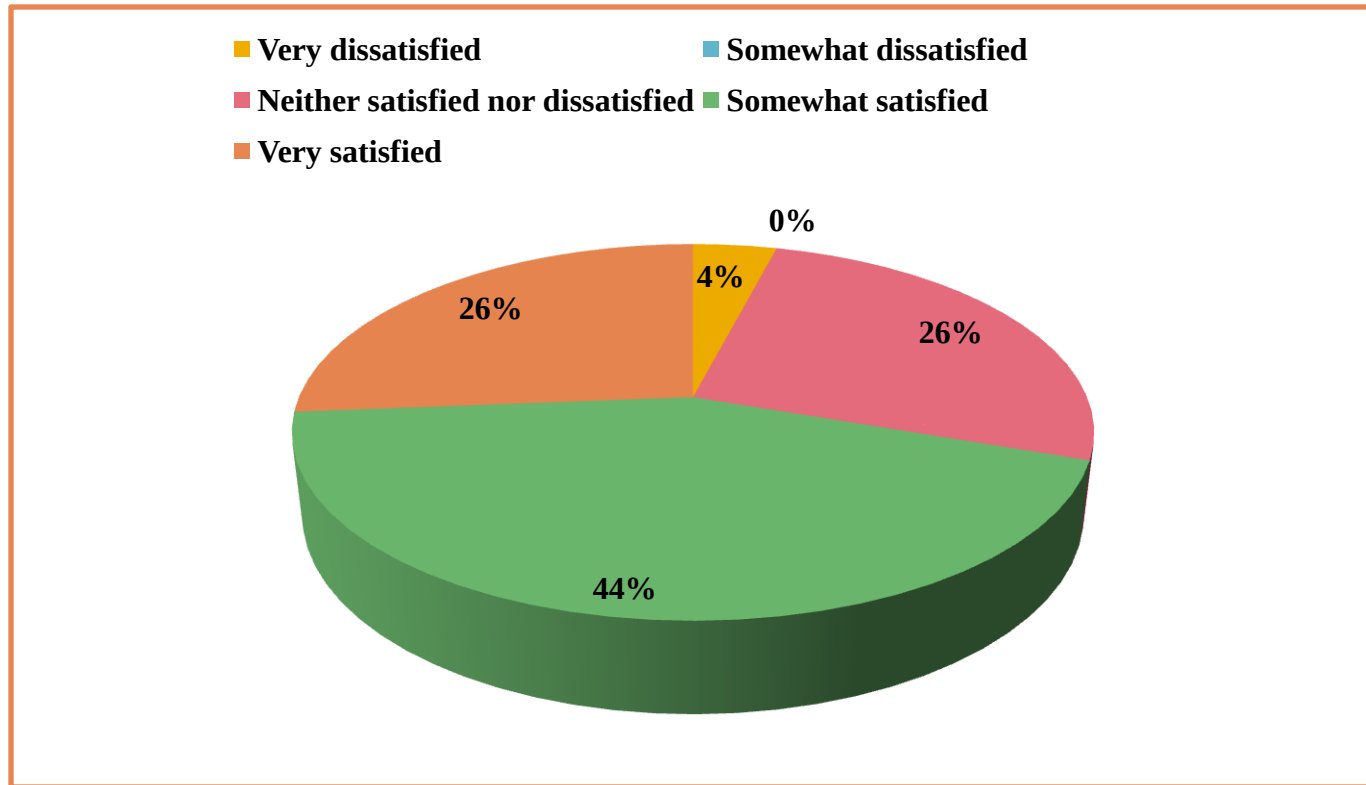
How would you rate us on the availability of slots/ session at the time of your requirement on the scale of 1-5?



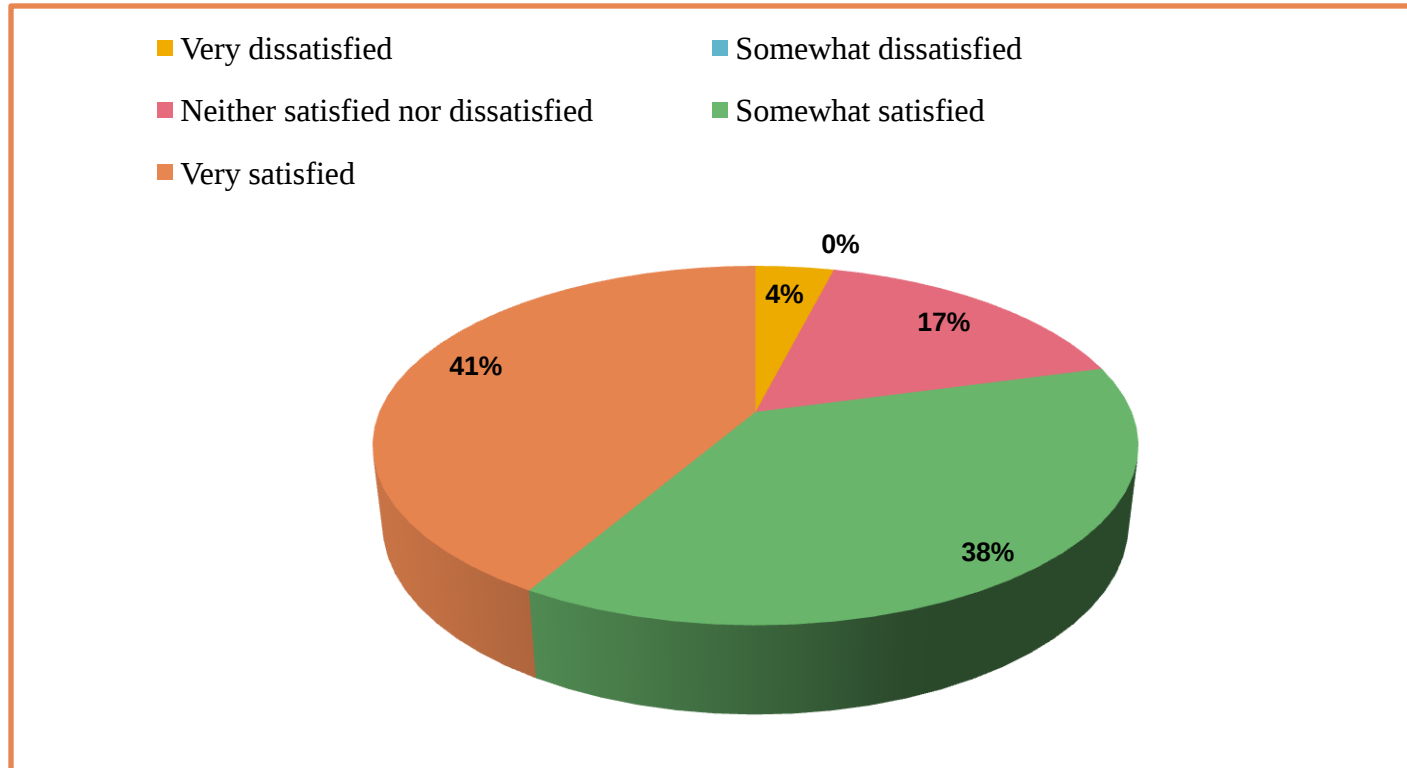
How would you rate the punctuality and reliability of Portea staff- Physiotherapist/doctor/nurse/attendant on the scale of 1-5?



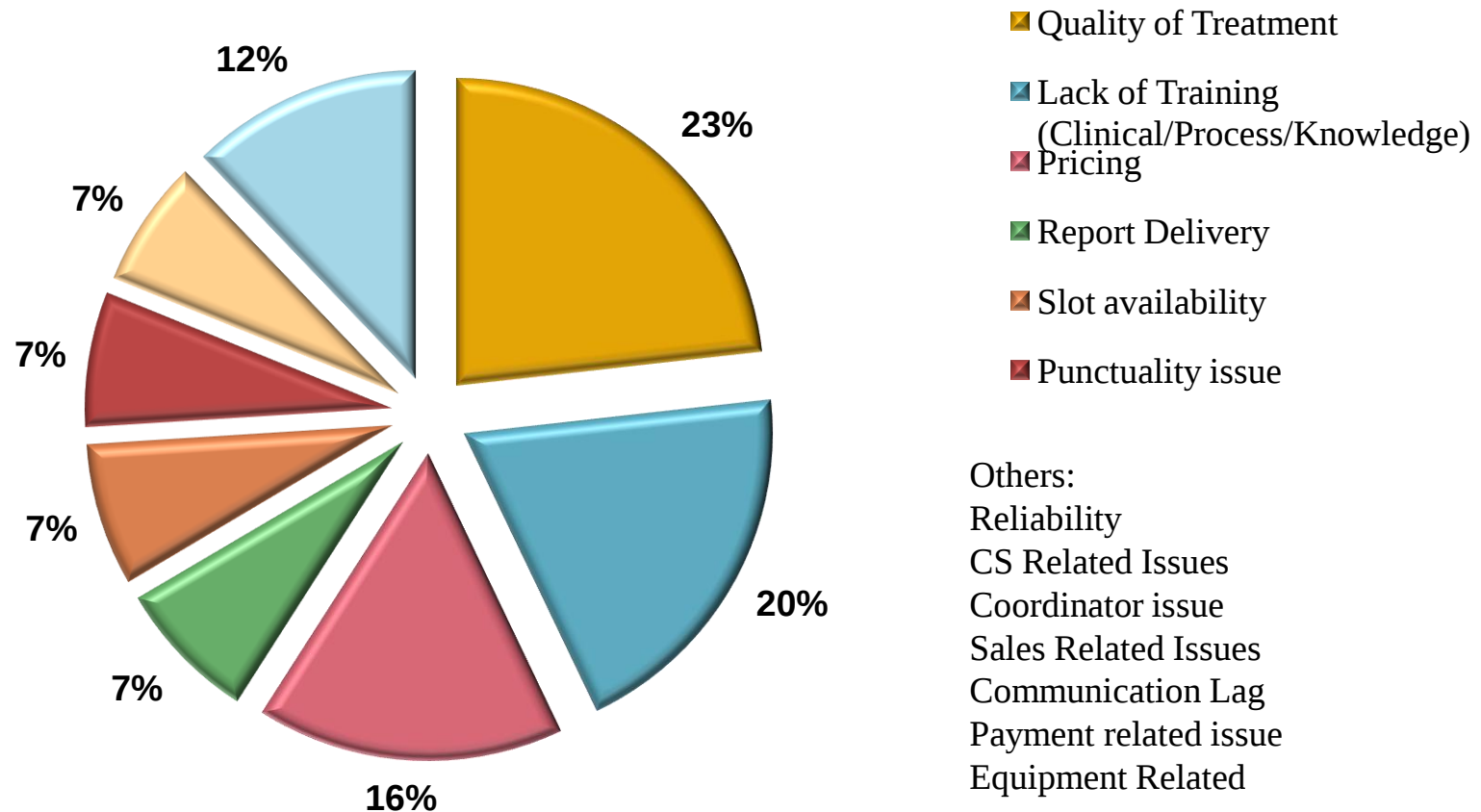
How would you rate the improvement in your medical condition after Portea's services on the scale of 1-5?



Q5) How would you rate Portea's customer support to address issues or feedback when required on the scale of 1-5?

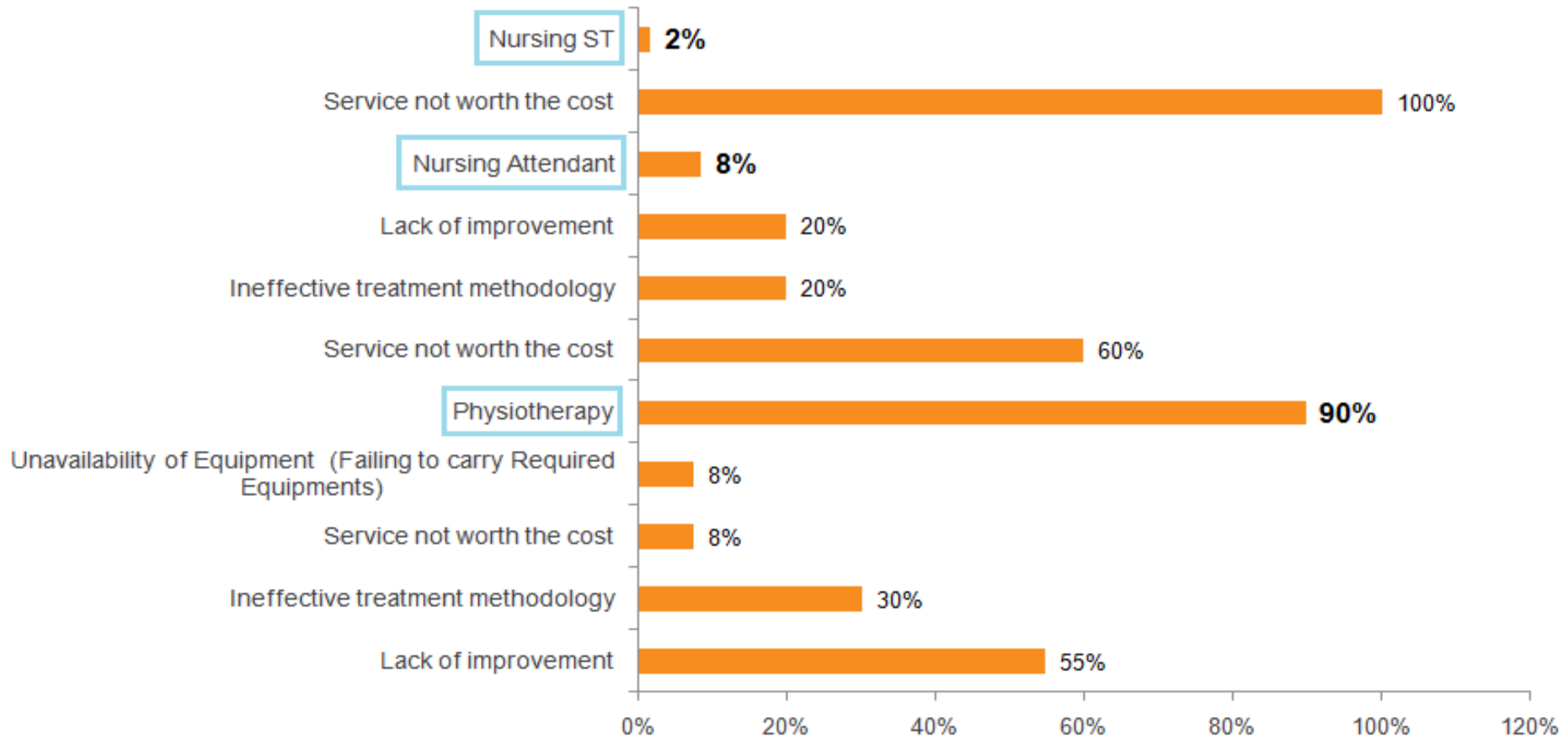


Issues identified

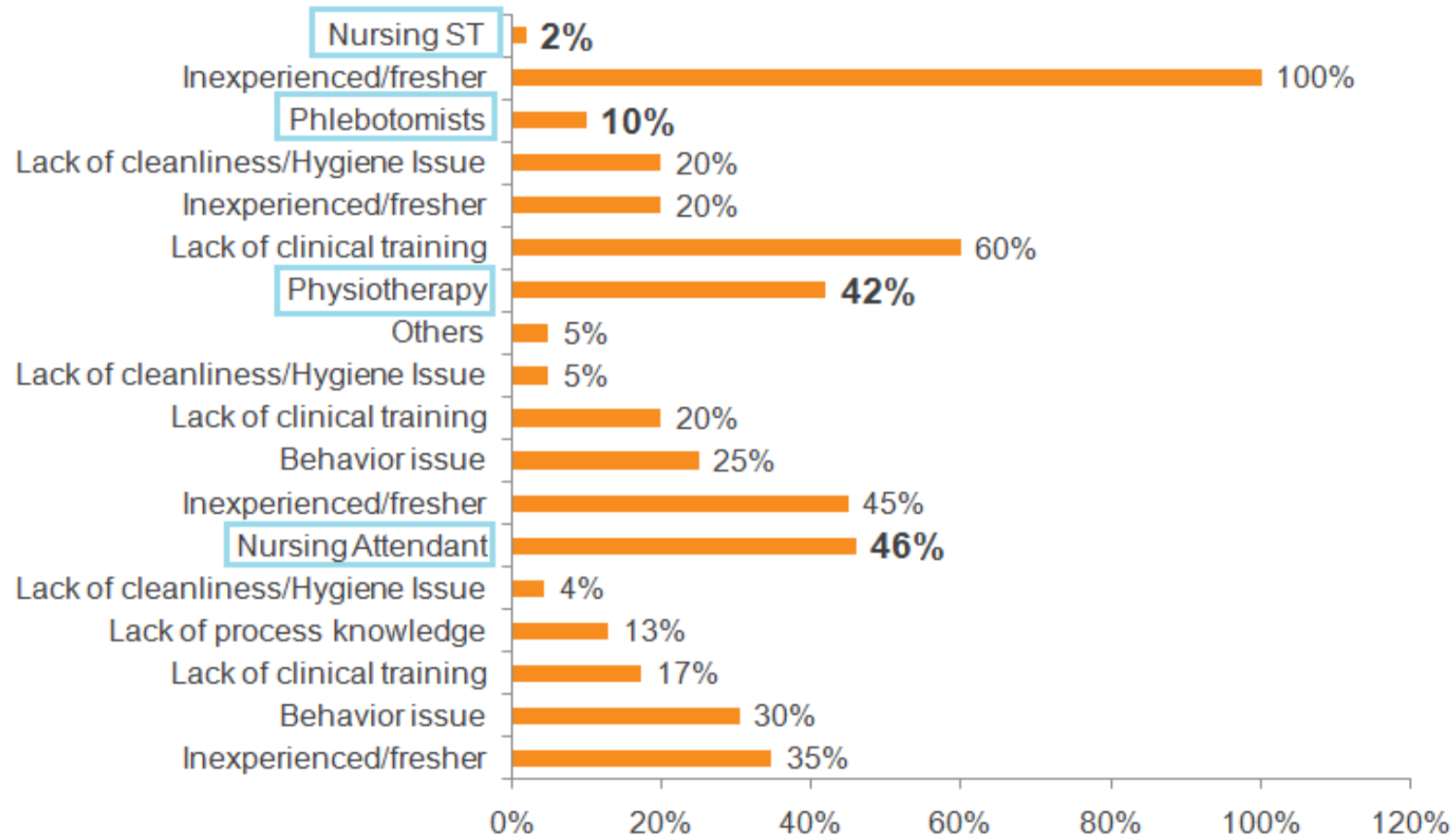


Issue log break up in%

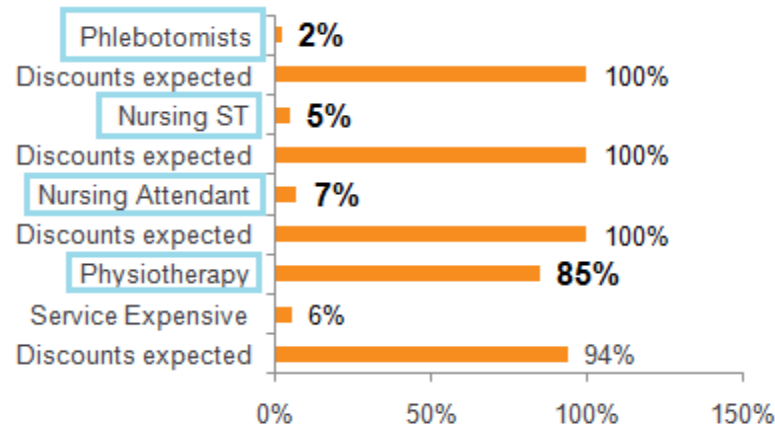
Quality of Treatment(23%)



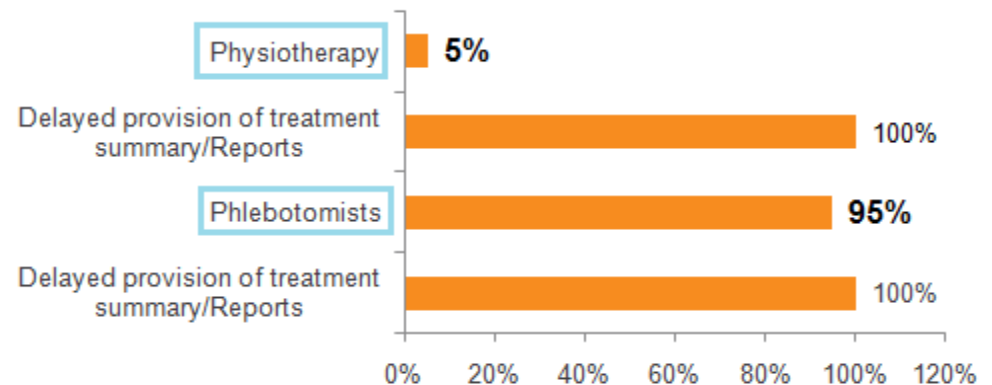
Lack of Training (Clinical/Process/Knowledge) (20%)



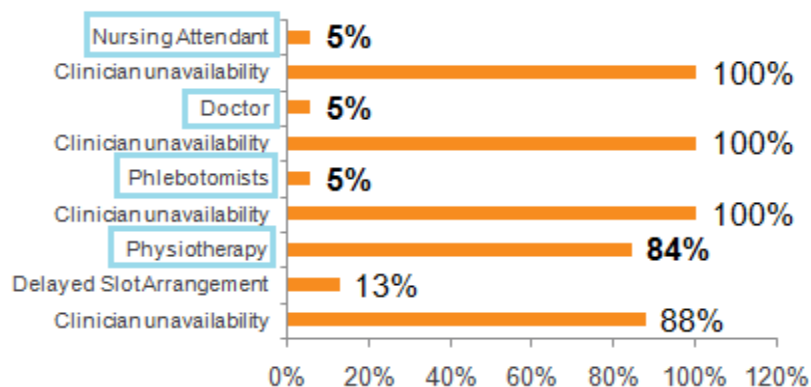
Pricing (16%)



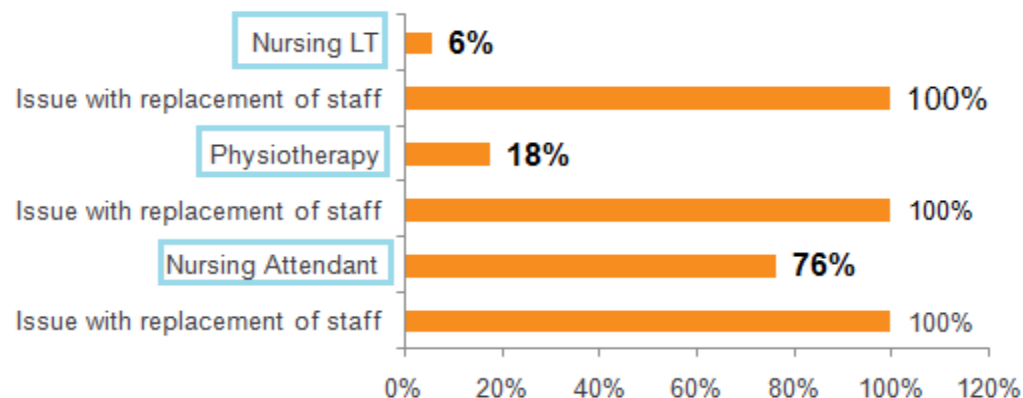
Report Delivery (7%)



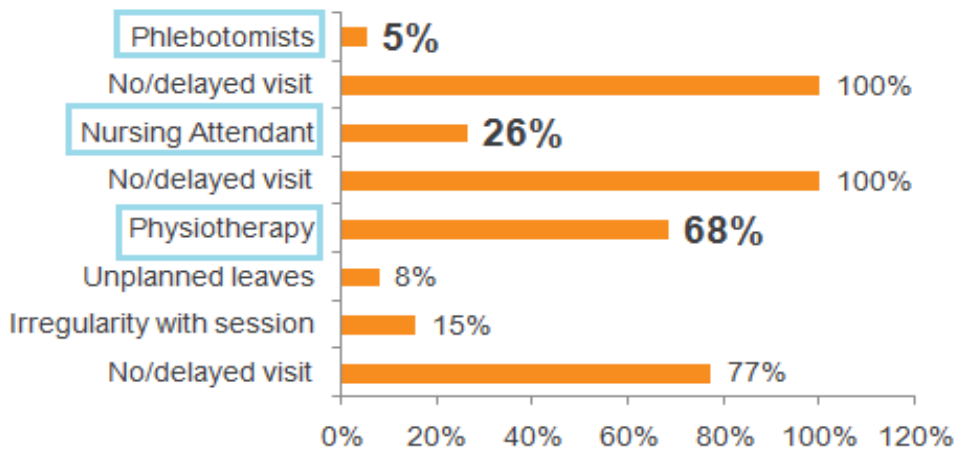
Slot availability(7%)



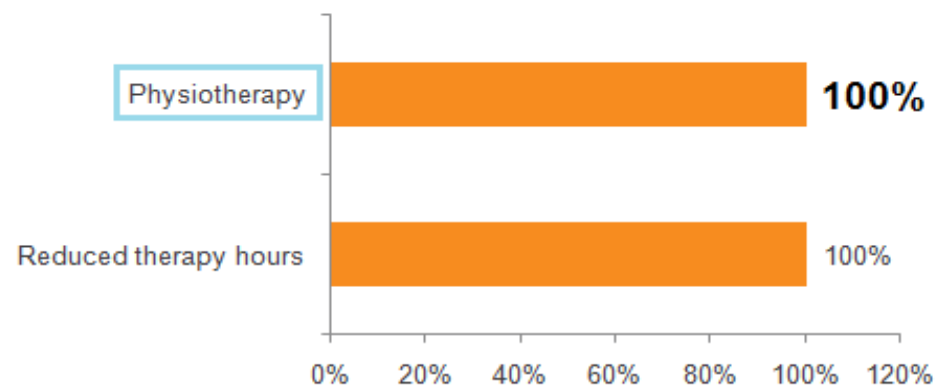
Lack of back up staff(7%)



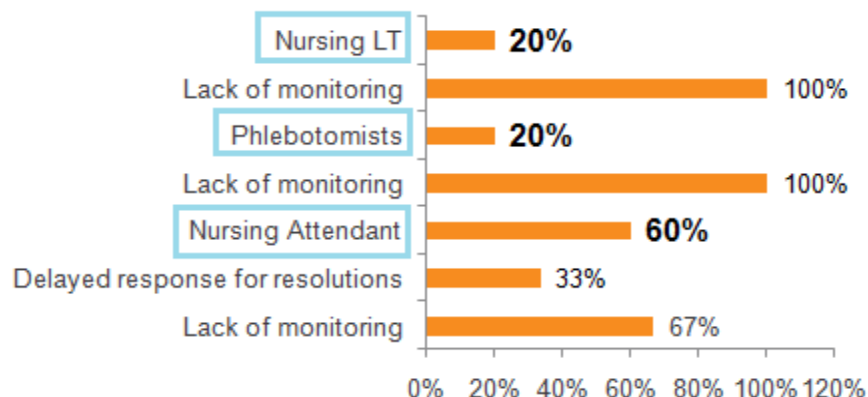
Punctuality issue(7%)



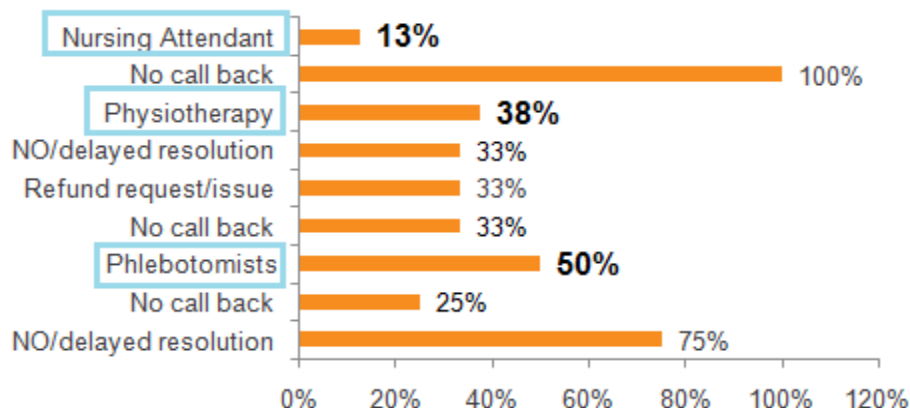
Reliability (4%)



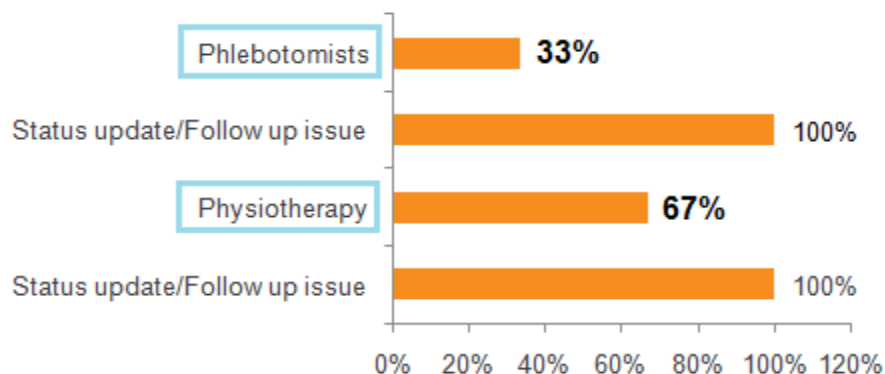
Coordinator issue (2%)



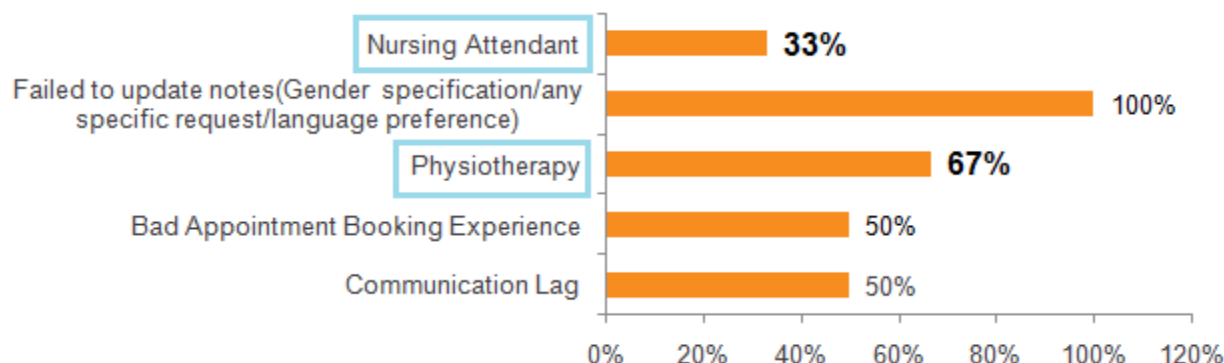
CS Related Issues (3%)



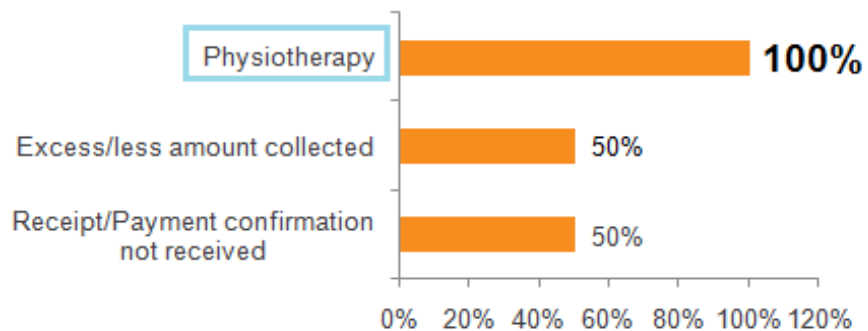
Communication Lag (1%)



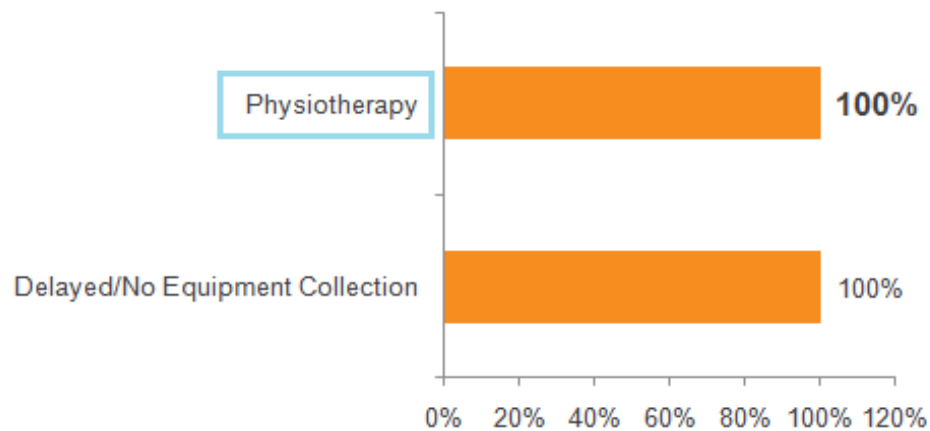
Sales Related Issues(1%)



Payment related issue(1%)



Equipment Related(0.4%)



Recommendations

1. A comprehensive Business plan to increase business profitability and health outcomes.
2. Induction manual for B2B sales training
3. SOP for telephonic triaging process to streamline Operations

General Recommendations :

1. Capacity building to cater to Insurance cases and the rising demand.
2. For Big cities- A Local model for Doctors where they are assigned home visits within 5 -10kms to avoid excessive travelling, reduce TAT, increase patient satisfaction
3. Consultant model as opposed to the payroll model to reduce costs and increase revenue.
4. Increase in brand visibility and awareness with the help of ATL and BTL marketing
5. Since service comprehensiveness of Doctor Services should be high, bundling and value additions in order to provide a detailed treatment plan and make the disease management more specialty focused.[elder](#)

References

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THANK YOU