

Comparative Study of Various POP (Point of Presence) Management and Patient Feedback Analysis, CallHealth, Hyderabad

By :- Brijmohan Munjal

Under the esteemed guidance of
Dr. Nutan P. Jain
(Professor, IIHMR University, Jaipur)

CONTENTS

- Introduction
- About the Organisation
- Aim
- Need of the Study
- Objectives
- Methodology
- Findings
- Conclusion
- Limitation
- Suggestions
- References

INTRODUCTION

- Home health care (HHC) is a system of care provided by skilled practitioners to patients in comfort of their homes with the help of a physician.
- It includes medical care, nursing care nursing attendant; physiotherapy, occupational therapy, and speech-language therapy; and social services.
- HHC services, now a days, are one of the growing sector in the medical service business. Social and economic factors have even accelerated the expansion of these services (Bala K. et al 2016)
- As one of the major goal of HHC services is to help individuals to improve function and live with greater independence, the organisation (home care services) need to ensure management of services like human resource management, and inventory management.

About the Organisation

CallHealth Services Pvt. Ltd. ("CallHealth") is a pioneering, technology-powered, integrated healthcare provider, with a unique model of delivering healthcare services Headquartered and launched first in Hyderabad,

CallHealth's services include:

- E-consulting,
- Diagnostics tests,
- Drug delivery,
- Besides facilitating visit to clinics and hospitals,
- Home care services,
- Second opinion,
- Electronic health records
- Wellness services

POP:

- As the anchor establishment (main centre) cannot reach out to the patients of distal areas in time so as to provide the services, therefore they have setup the secondary establishments (Point of Presence - POP) to deliver the efficient and effective services to the patients.
- Point of Presence (POP) is a setup that arranges the service delivery in order to reach out to the patients in a more timely and efficient way.

Need of the Study

- Customer satisfaction is a perceived performance or outcome by a person of his/ her pleasure or disappointment resulting from comparing product or service in relation to his/ her expectation.
- Moreover, in order to improve the overall quality of care, taking patient / relative feedback is very important. Patient / relative feedback allow us to study the pattern and trends of various parameters, it also notify us with any issue or shortcomings which the patients are facing.
- In absence of customer satisfaction, this mode of services may not be so useful. The study will be able to bring patients/ attendants' perspectives to HHC to be coming partners of the services.

Aim and Objectives

The study aims at improving the efficiency of healthcare delivery system and provide improved patient care.

The objectives are:

- To assess and compare the overall management of nine POPs (Point of Presence) in Hyderabad
- To assess the level of patient satisfaction of nine POPs
- To suggest ways for the improvement of the processes

Methodology

- The study was prospective in nature
- Period of two months from (7th march 2018 to 7th may 2018) so as to study the comparison of various POP management and level of patient satisfaction.
- Descriptive in nature.
- Convenient Sampling (at least six per day x 4 days per POP)
- Sample size =216

Methodology

		Types of Respondent		Gender		
S. No.	Name of POPs	Patients	Attendants	Male	Female	Total
1	Madhapur	15	9	8	16	24
2	Madinaguda	12	12	8	16	24
3	Mehdipatnam	10	14	10	14	24
4	Suchitra	18	6	8	16	24
5	Bowenpally	17	7	5	19	24
6	Tarnaka	11	13	9	15	24
7	Nagole	13	11	10	14	24
8	Moosarambagh	16	8	10	14	24
9	Sainikpuri	12	12	7	17	24
Total		124	92	75	141	216

Methodology

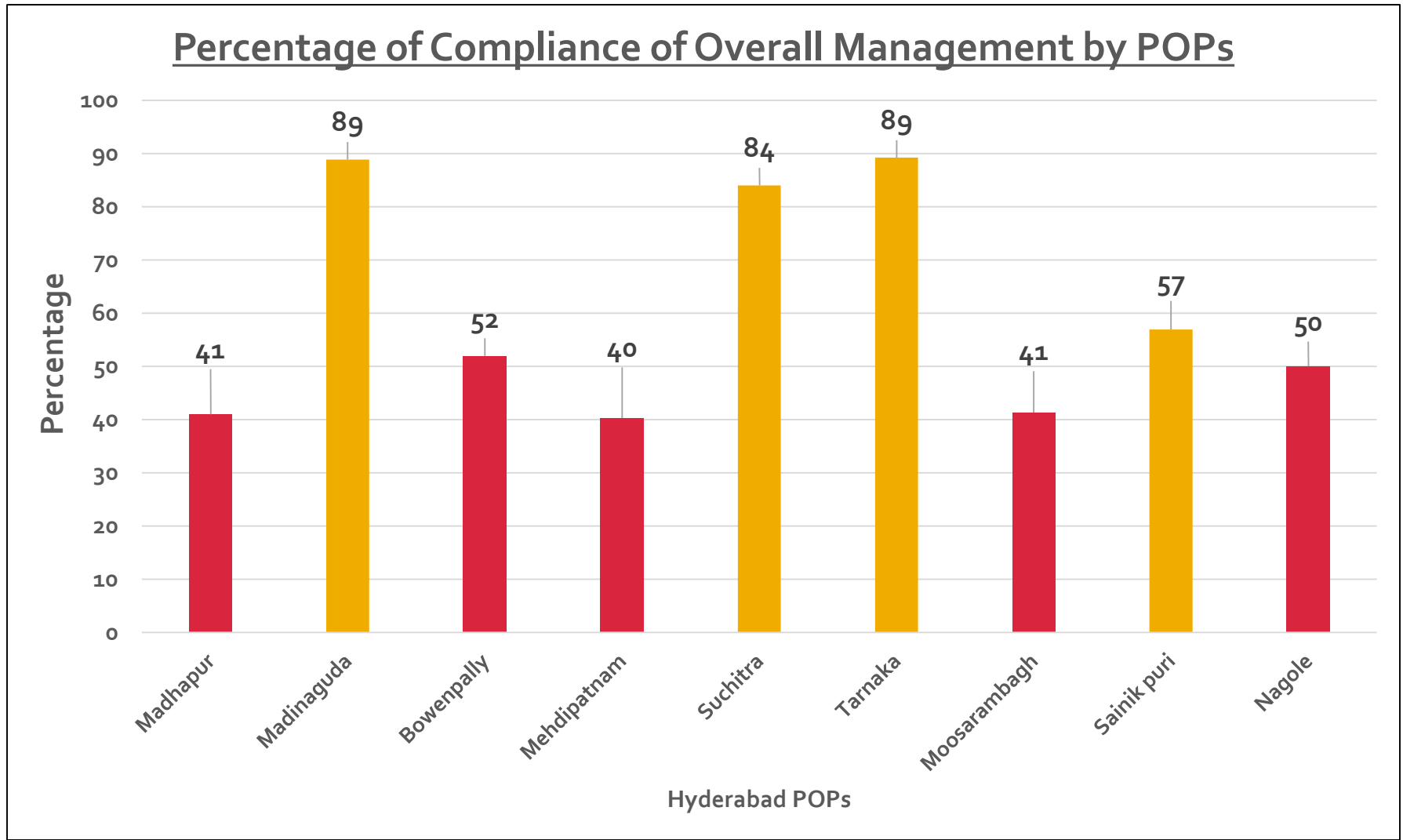
- Data collection method:
 - Observation at POP
 - A checklist was prepared for all POPs
 - Human resource management,
 - Order assignment,
 - Diagnostic sample management,
 - Inventory management,
 - Cash management and
 - Documentation
 - Interview

Methodology

Interview at the patients' home

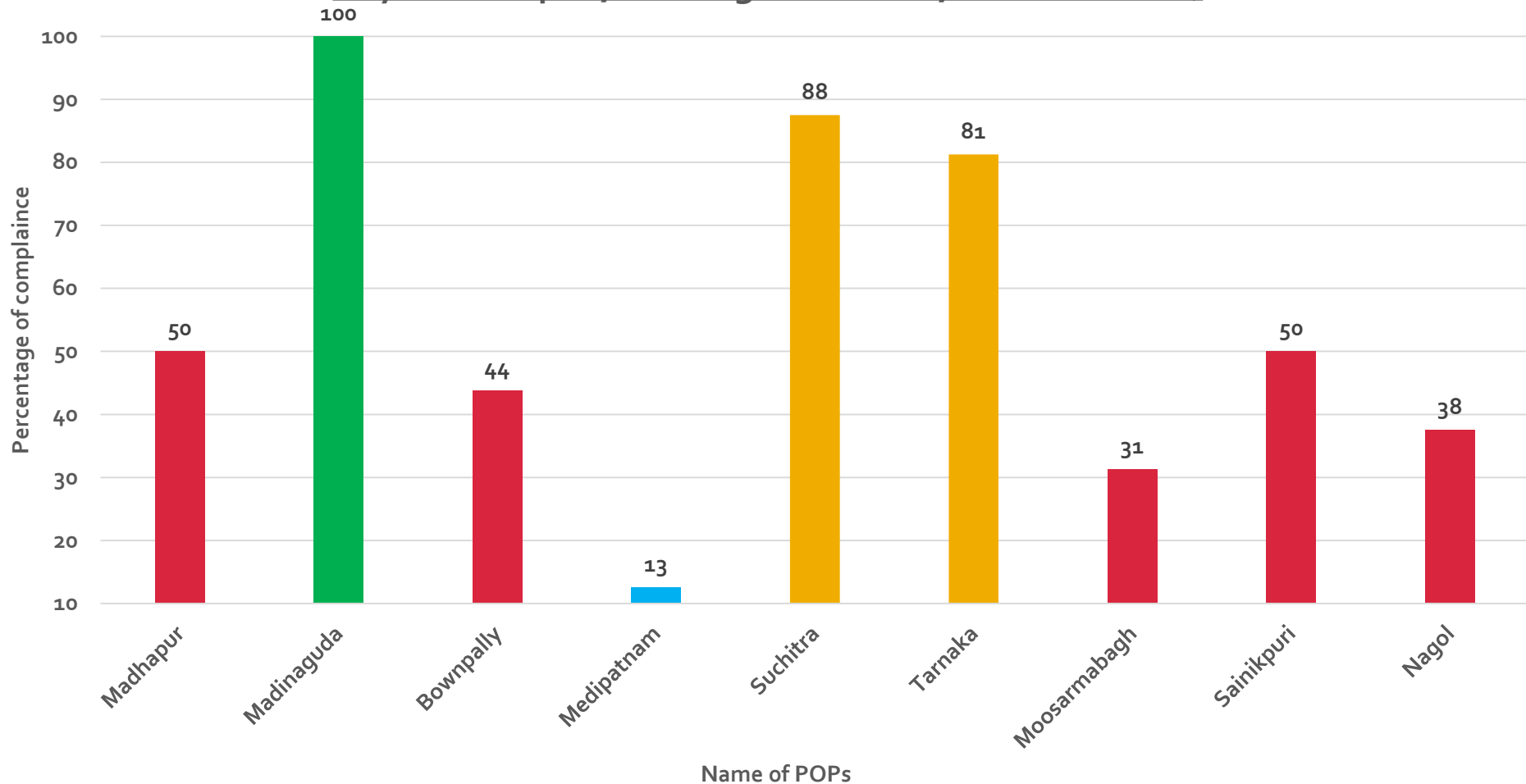
- Ease of getting appointment,
- Grooming of staff,
- Behaviour of staff,
- Appropriate information provided by staff,
- Staff responsiveness towards patient needs,
- Knowledge of staff,
- Appropriate treatment / care provided by staff,
- Demonstration of respect for religious and cultural practice by staff and
- Availability of appropriate and proper supportive resources (equipment) whenever required

Findings

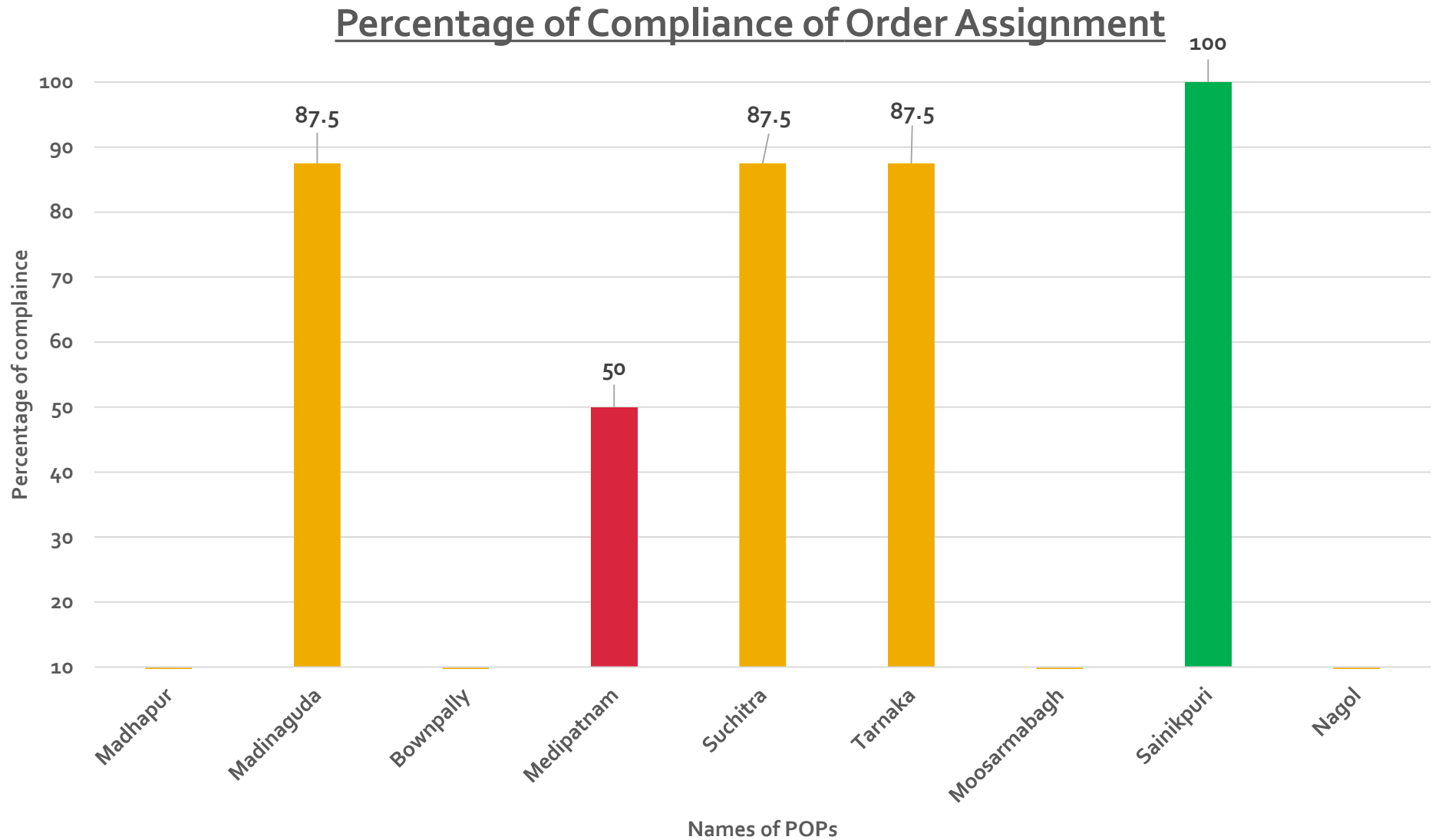


Continued..

Percentage of Compliance of Human Resource management (Nurses, Physiotherapist, Nursing Attendant, Phlebotomist)

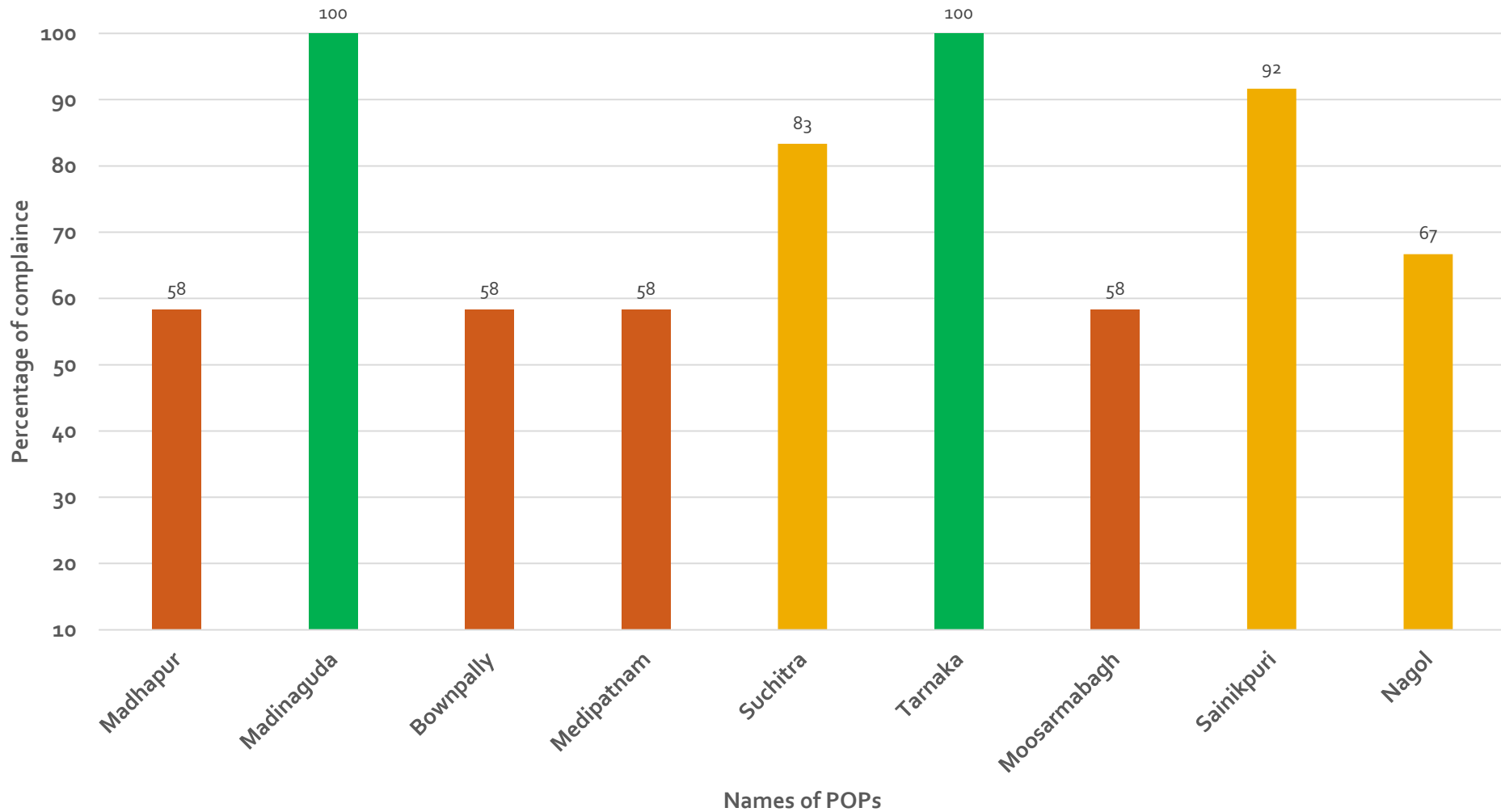


Continued..



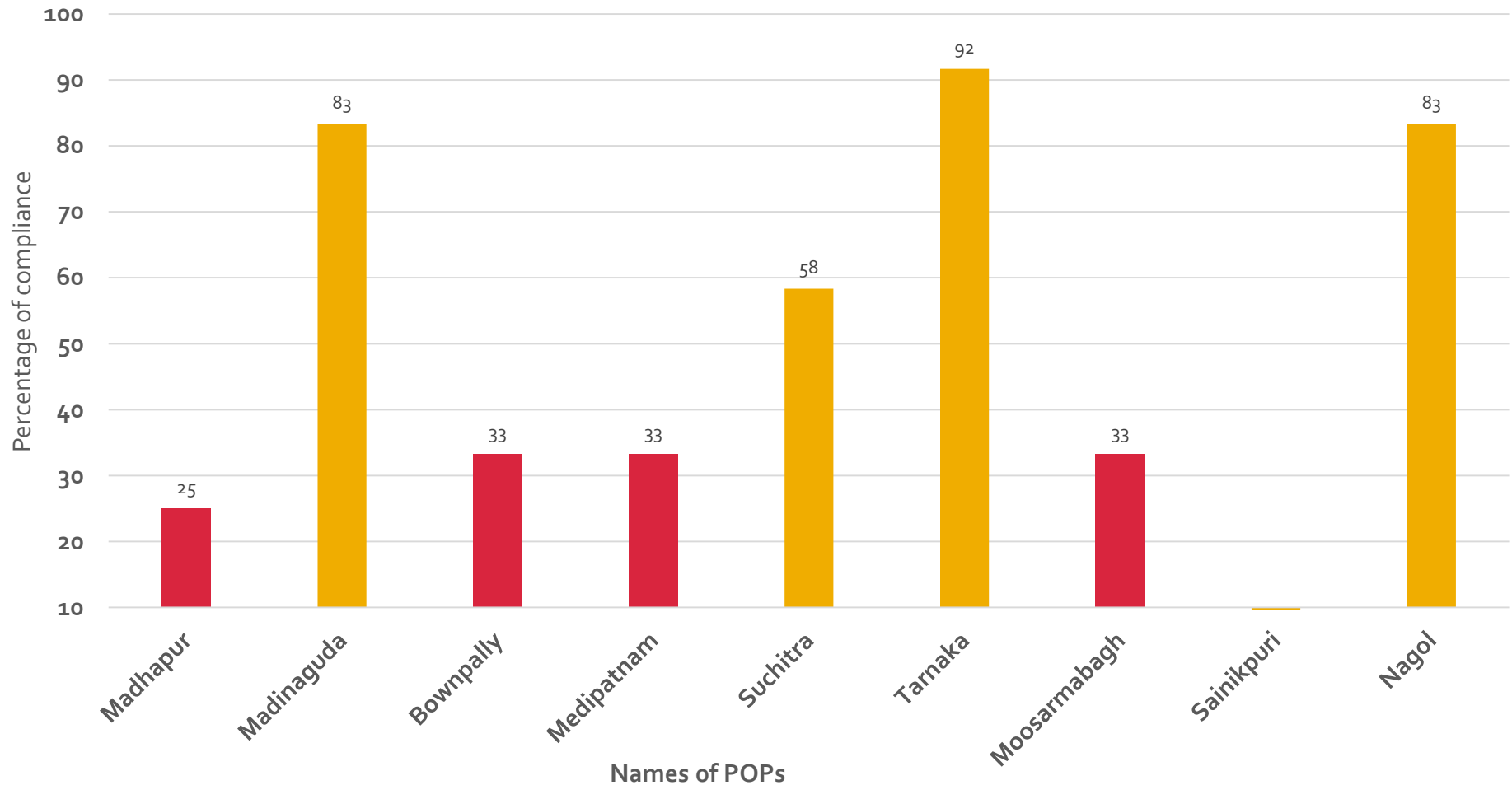
Continued..

Percentage of Compliance Diagnostic Sample Management

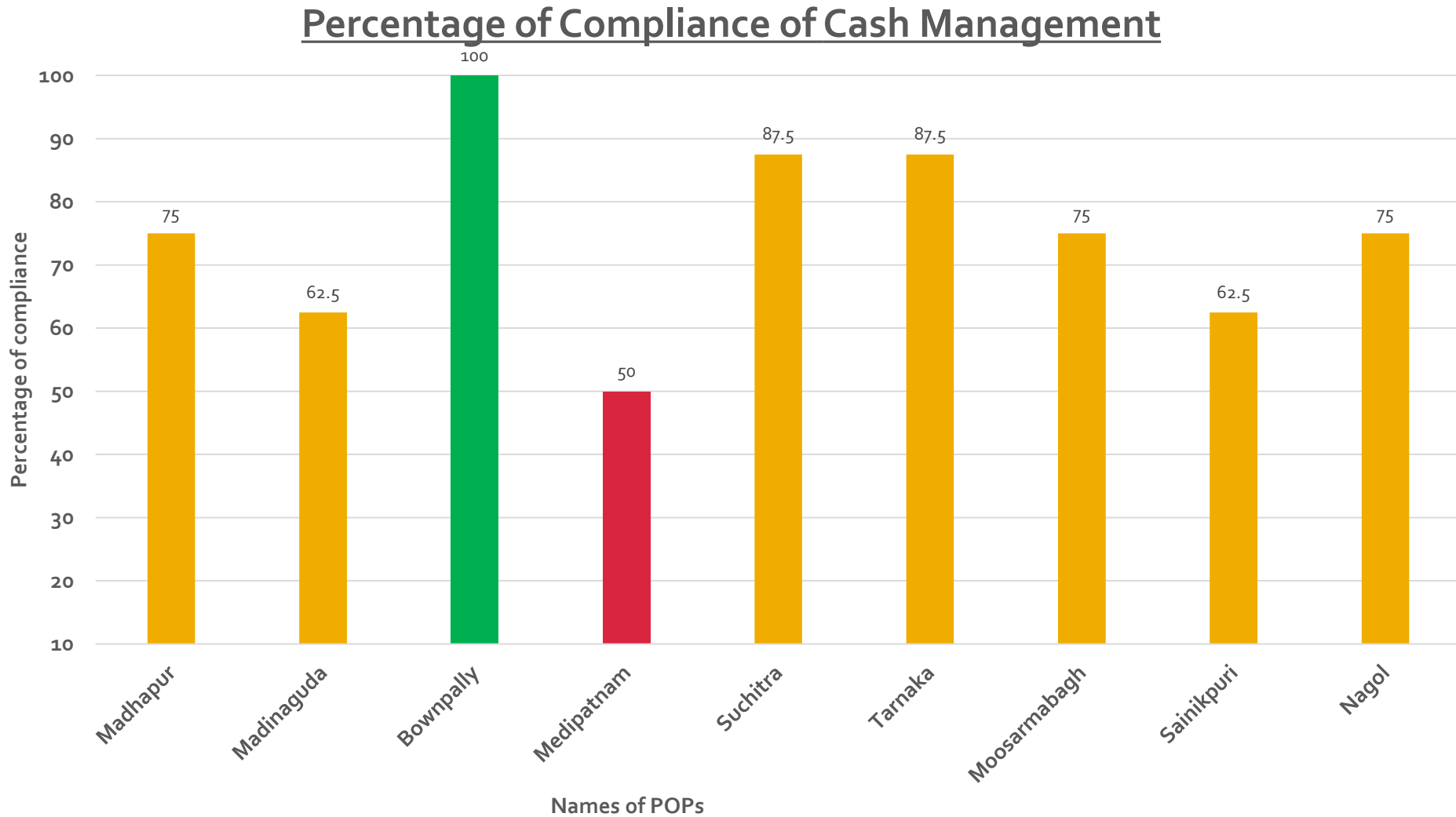


Continued..

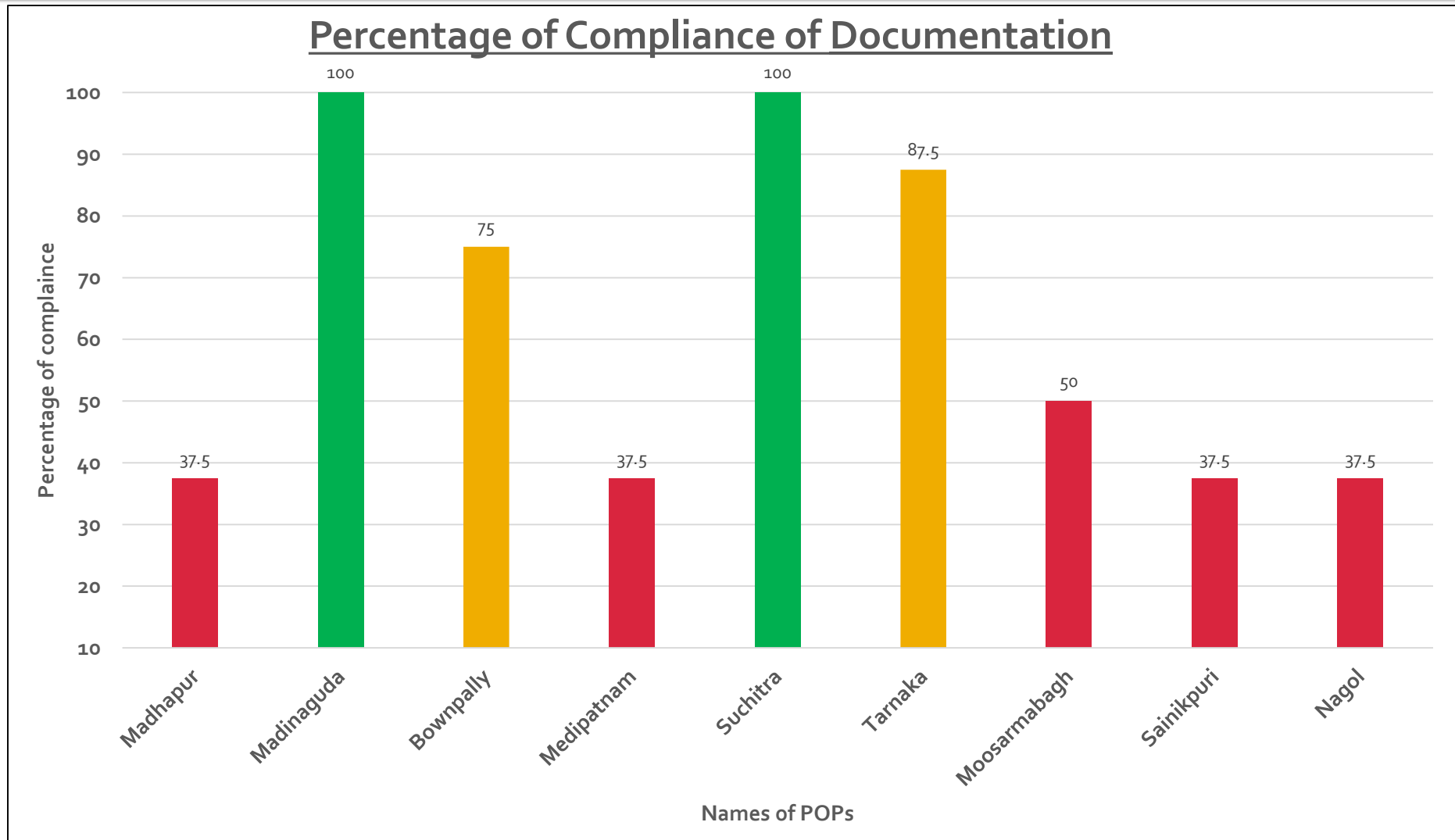
Percentage of Compliance of Inventory Management



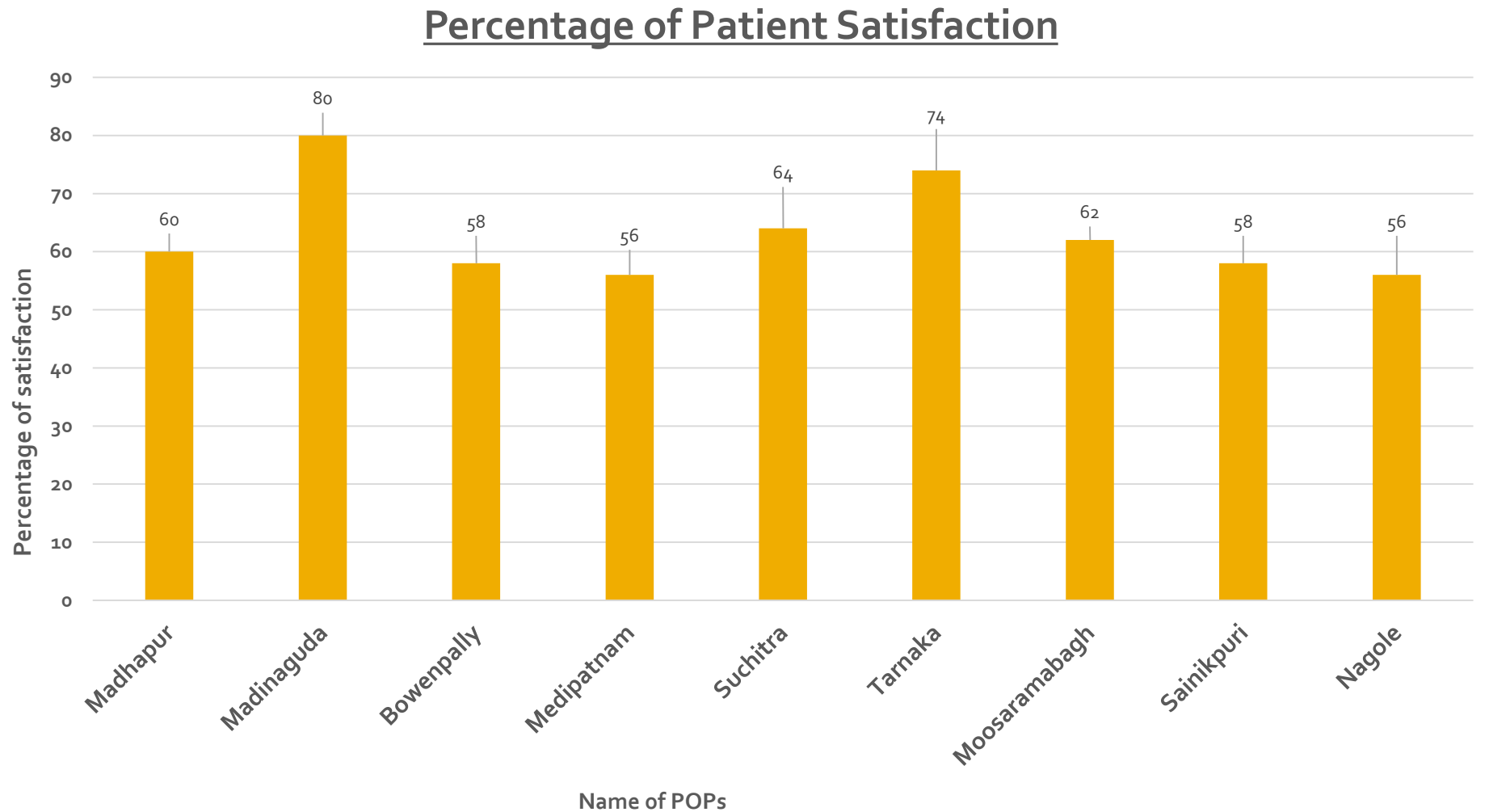
Continued..



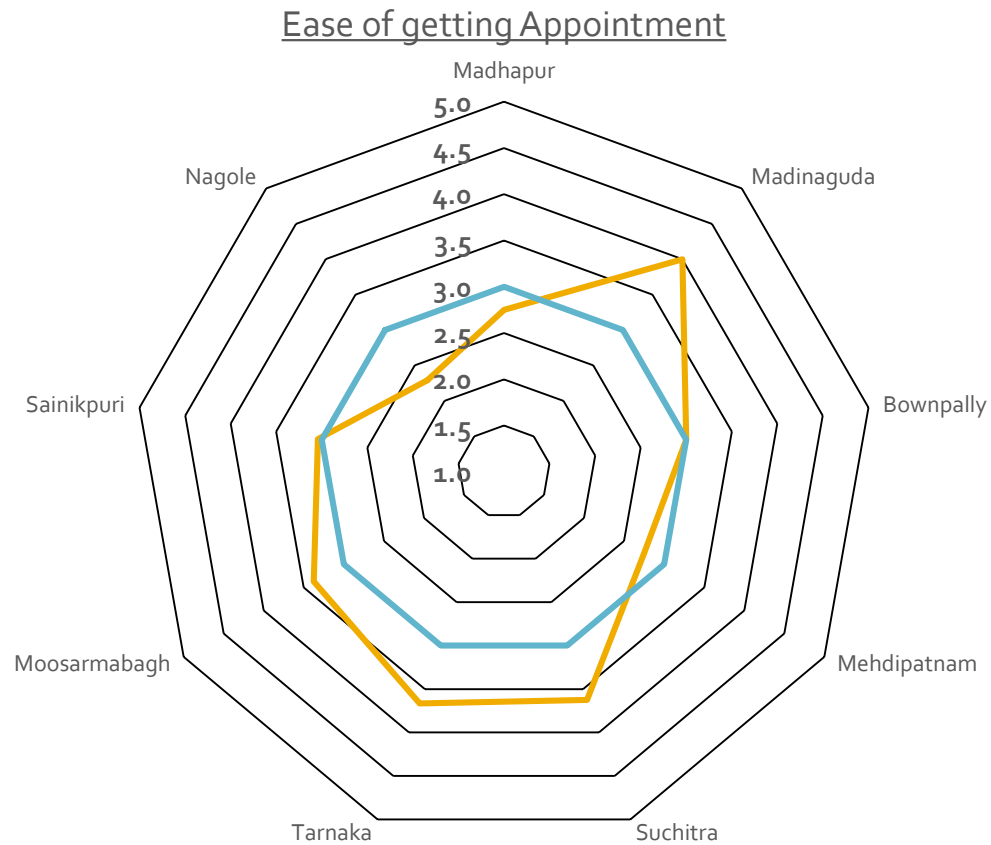
Continued..



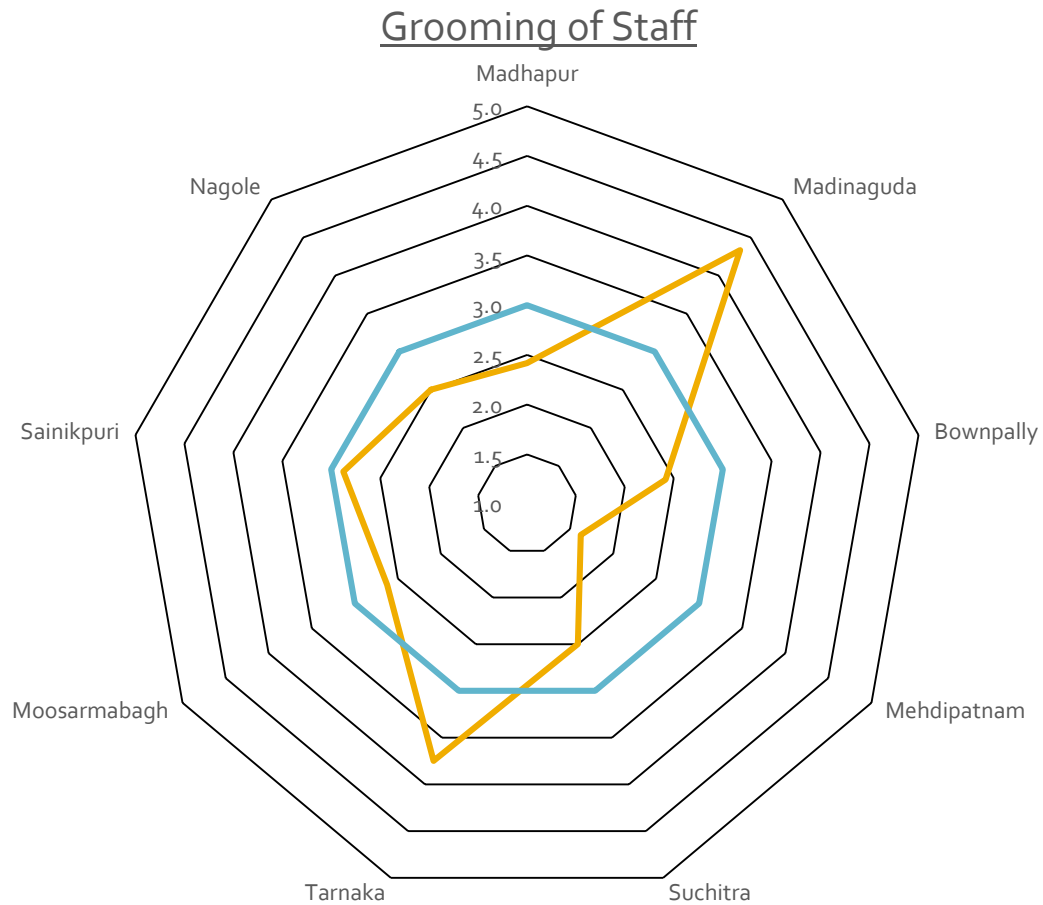
Percentage of level of patient satisfaction amongst POPs



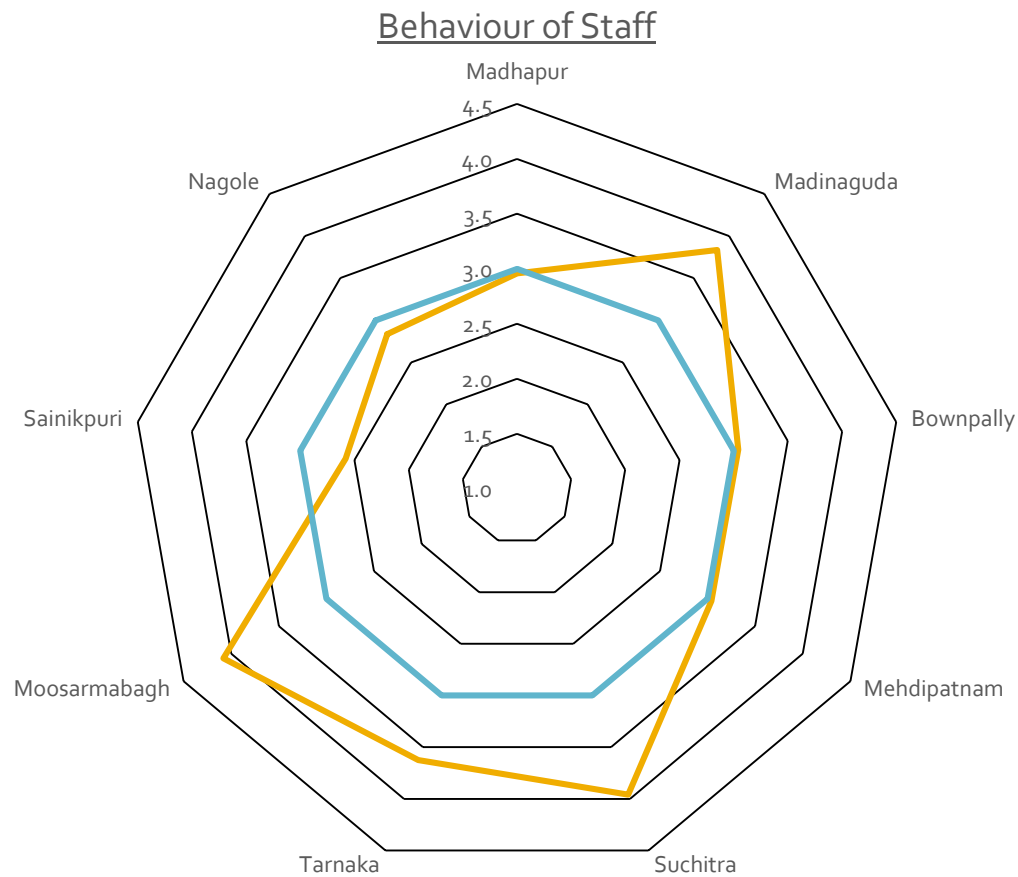
Level of Patient Satisfaction in Ease of Getting Appointment



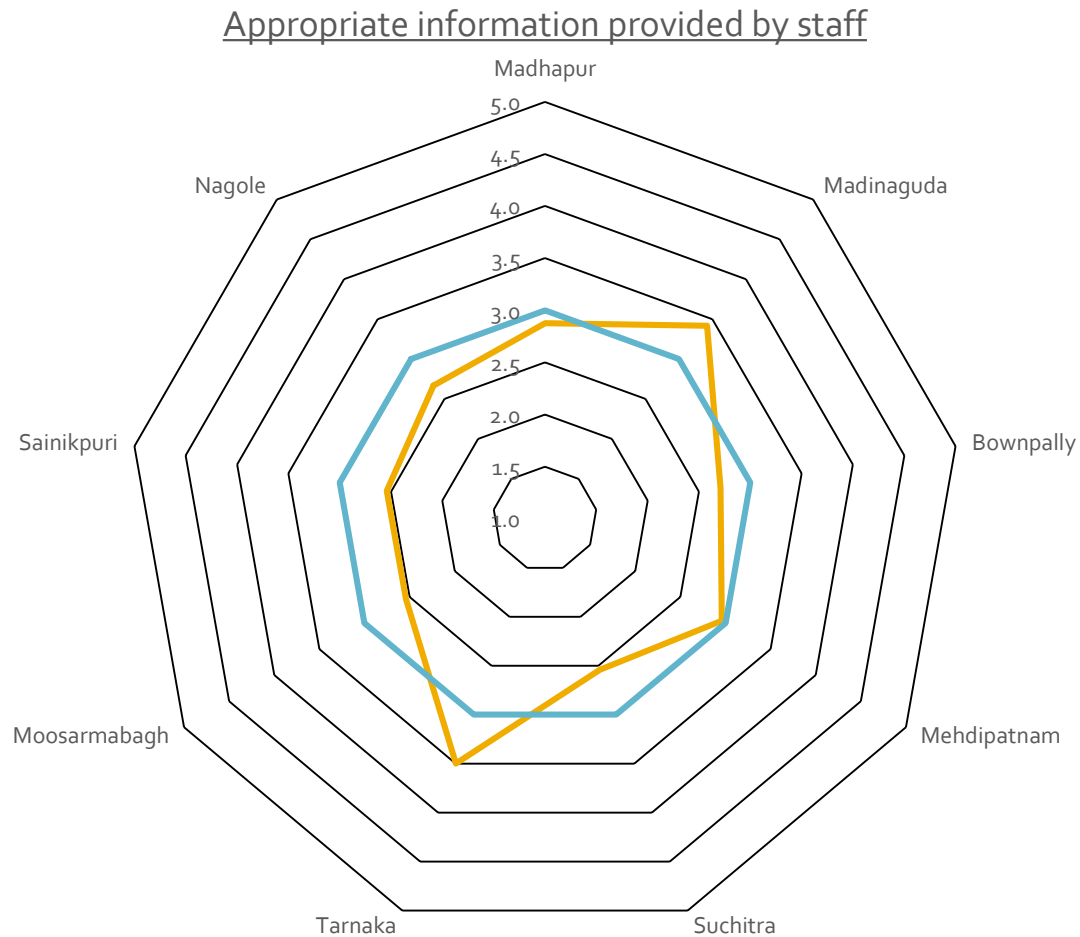
Level of Patient Satisfaction in Grooming of Staff



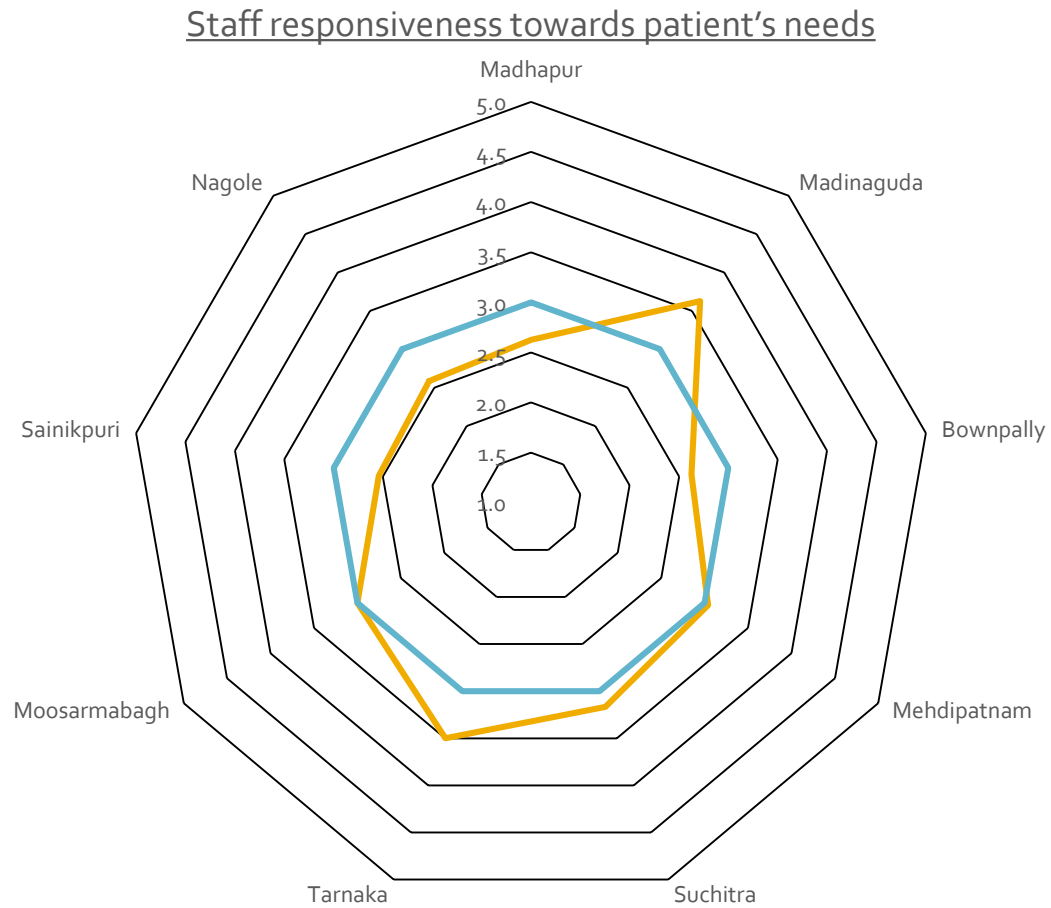
Level of Patient Satisfaction in Behaviour of Staff



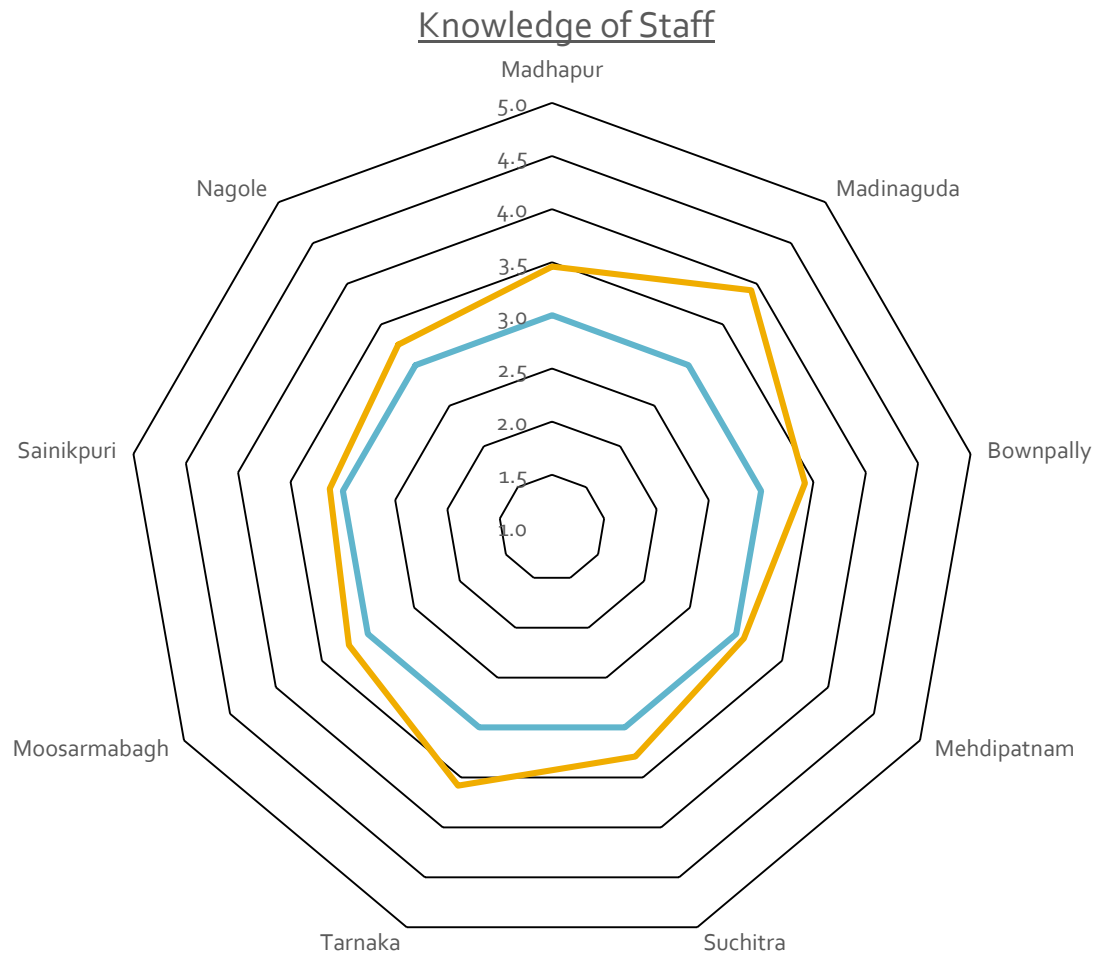
Level of Patient Satisfaction in Appropriate information provided by staff



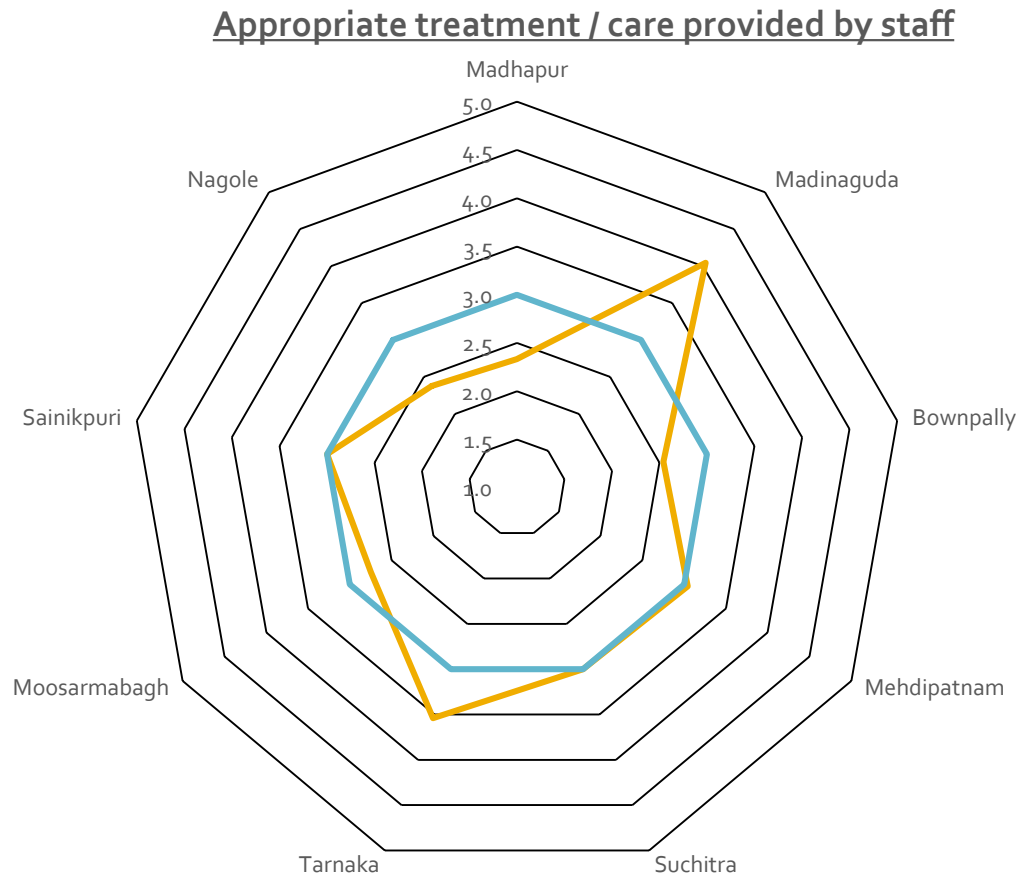
Level of Patient Satisfaction in Staff responsiveness towards patient needs



Level of patient satisfaction in Knowledge of staff



Level of Patient Satisfaction in Appropriate treatment / care provided by staff



Level of Patient Satisfaction in Demonstration of respect for religious and cultural practice by staff



Level of Patient Satisfaction in Availability of appropriate and proper supportive resources (equipments) whenever required

Availability of appropriate and proper supportive resources (equipments) whenever required



Conclusion

Out of nine POPs, patients were more satisfied with two POPs i.e. Madinaguda, and Tarnaka. Moreover, management of these two POPs were found much better than in form of compliance. Therefore there is a need of taking appropriate measures to increase customer satisfaction and to improve overall POPs management in other seven POPs for maximum output and better efficiency.

Suggestions

- Needs a core quality team who would conduct the periodic audit of all the nine POPs.
- Corrective and preventive action against each non-compliance
- Regular training of the staff
- Reward and Recognition Policy

References

- Habbal Y: Determining Patient's Satisfaction with Medical Care Author; International School of Management; 2006; 1-11
- Ellenbecker H. C. et al: Patient Safety and Quality in Home Health Care; Patient Safety and Quality; 2008; 13(1); 1-10
- Rashid A. et al: Patient satisfaction survey as a tool towards quality improvement; Oman Med J; 2014; 29(1); 3-7
- Said A et al: Patient satisfaction in home health care; Journal of Clinical Nursing; 2012; 22; 2426-2435
- Devija P et al: Factors Influencing the Patients in Attaining Satisfaction by the Services Provided in the Hospital; International Journal of Management & Business studies; 2012; 2(3); 95-98
- Khattak Afshan et al: Patient Satisfaction – A Comparison between Public & Private Hospitals of Peshawar; International Journal of Collaborative Research on Internal Medicine & Public Health; 2012; 4(5); 713-722
- Elrod J. K. et al: The hub-and-spoke organization design: an avenue for serving patients well; BMC Health Services Research; 2017; 17(1); 25-33
- Emiliano W. et al: Home healthcare logistics planning: a review and framework; Manufacturing Engineering Society International Conference; 2017; 948-955
- Abdulaziz A. Alodhayani: Comparison between home health care and hospital services in elder population: cost-effectiveness; Biomedical Research; 2017; 28(5); 2087-2090
- Godfrey M. et al: Home care: a review of effectiveness and outcomes; 2000; 1-108
- Bala K. et al: Home healthcare in India; Academia; 2016; 1-14
- Agarwal A. et al: Strengthening human resource practices in healthcare in India: The road ahead; Journal of Indian Academy of Clinical Medicine; 2011; 12(1); 38-39
- Hyun Jee Kim: Healthcare providers' response to payment incentives: evidence from medicare home health care; 2013; 1-111
- Ohlen A. et al: Documentation of Nursing Care in Advanced Home Care; Home Health Care Management & Practice; 2013; 25(4); 169-175
- Maria Anna: Patient satisfaction: a strategic tool for health services management; The Class of Social Sciences; 2010; 1-98

Thank You