



A Study on Process Reengineering of Geriatric Care Program at Aster Medcity, Kochi, Kerala

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One who always serves and respects elderly is blessed
with four things : Long Life, Wisdom, Fame and Power”
“Manusmriti Chapter 2:121”

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Introduction

- ▶ Geriatrics is the branch of general medicine concerned with clinical, preventive, medical and social aspects of illness in the elderly.
- ▶ According to census 2001, older people were 7.7% of the total population, which increased to 8.14% in census 2011.
- ▶ The projections for population over 60 years in next four censuses are: 133.32 million (2021), 178.59 (2031), 236.01 million (2041) and 300.96 million (2051).
- ▶ By 2021, the elderly in the country will number more than 143 million. Presently, the elderly is divided into three categories: the young old (60-70) the middle-aged old (70-80) and the oldest old (80 plus).

Aim of Geriatric Care Programs-

1. Maintenance of health in old age by high levels of engagement and avoidance of disease.
2. Early detection and appropriate treatment of disease.
3. Maintenance of maximum independence consistent with irreversible disease and disability.
4. Sympathetic care and support during terminal illness.

Review of Literature

- ▶ Jordan Broderick, Theresa Devine in their paper (2014) stated that geriatric populations are becoming technology oriented and mobile user friendly.
- ▶ Also there is a great relation between technologies especially mobile with the growing trends of technology.
- ▶ So there could be a strong association of process reengineering with developing mobile based geriatric plan.

Rationale

- ▶ With a good track record of social development indicators, especially in health and education sectors, Kerala is all set to witness a demographic transition with a rise in the proportion of aged in the total population along with declining growth rate of the population.
- ▶ The proportion of aged in the total population is rising and based on the projected data, it is expected to increase further, a survey on ageing scenario in Kerala conducted by the 'Centre for Development Studies' has pointed out.

Rationale

- ▶ As the number and proportion of older persons are growing faster than any other age group, there are concerns with the provision of geriatric care.
- ▶ **Availability and accessibility** are the major one amongst those. The deep involvement of Information technology at every possible step in the process flow can solve problems to a great extent.
- ▶ This study will bring out the **challenges** in currently available **geriatric care program**.
- ▶ The major need for the study is to incorporate the **highest level of automation** in geriatric care which will lead to greater work efficiency and **patient delightment**.

Research Questions

- ▶ What are the issues in currently available geriatric care program of Aster medcity?
- ▶ What could be the probable futuristic solution in terms of mobile app based process reengineering for the ongoing geriatric care program?

Objectives

- ▶ To identify the issues in currently available geriatric healthcare program.
- ▶ To develop a reengineered mobile application based geriatric care program.

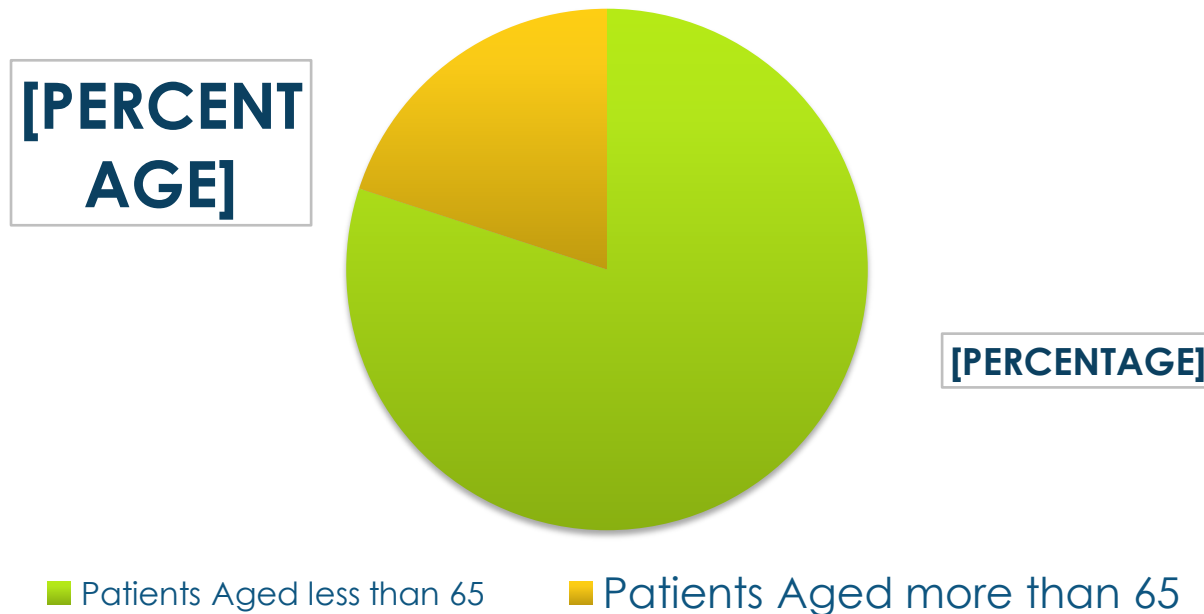
Methodology

- ▶ Sample size- 130
- ▶ Sample Method – Simple Random Sampling
- ▶ Study design- Descriptive study
- ▶ Study period- February to April, 2016.
- ▶ Data type- Primary data
- ▶ Data collection tool – Structured questionnaire
- ▶ Data collection technique (mailed, telephonic, personal interview and coverage will be depending on availability and time resources).
- ▶ Data Source- Hospital and medical records, Case sheet of the in patient who will be admitted in hospital.
- ▶ Data Analysis- The data analysis done in MS Excel

Discussion & Results

- ▶ The Hospital data also supports the feasibility of moving towards having a separate geriatric care program for Aster Medcity.

Age Group wise Distribution of Inpatients



Outpatient Data

- ▶ The outpatient services data also speaks the same language, more than **31 %** out patients are of age more than **60 years**.
- ▶ Almost **11 %** patients catered by outpatient services of Aster Medcity were of age more than **70 years**.

Feasibility Compatibility of New Program

- ▶ Approximately **64 %** patients said that they want to use a mobile application of program (Aster's Elder Buddy).
- ▶ Approximately **78 %** respondents showed interest in becoming member of Aster's Elder Buddy Program.

Patient Expectation and Satisfaction

- Analysis of satisfaction level amongst senior citizens for different facilities was carried out to identify the areas of improvement.

Results Are –

OPD counter services



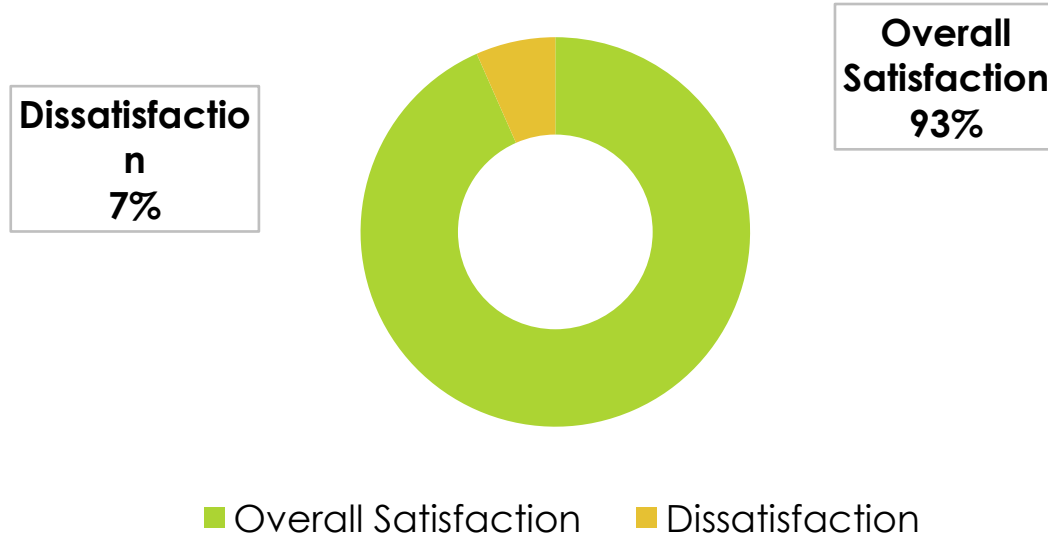
■ Overall Satisfaction ■ Dissatisfaction

Documentation and registration processing

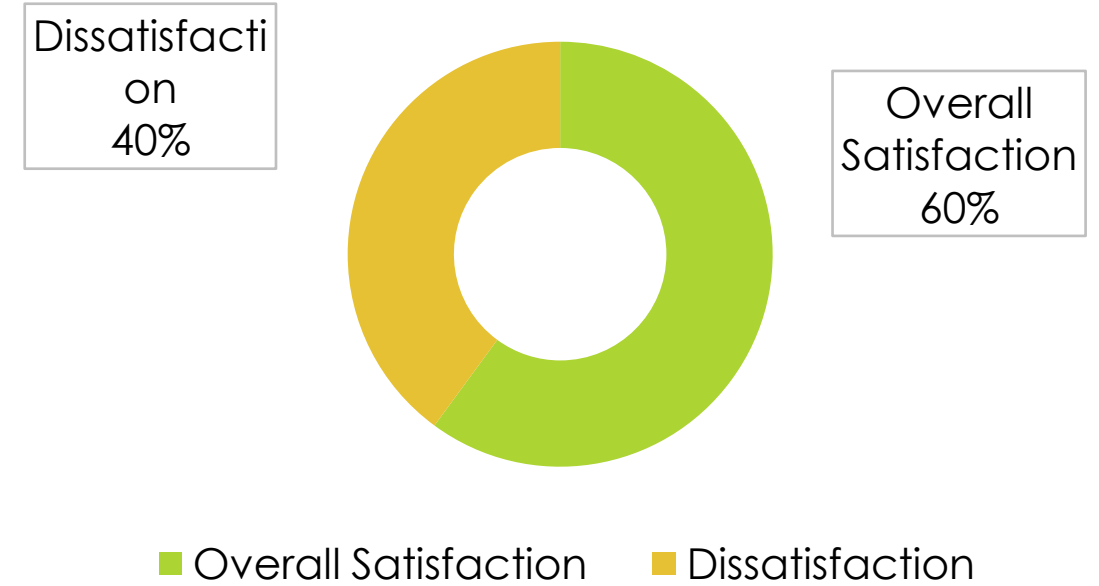


■ Overall Satisfaction ■ Dissatisfaction

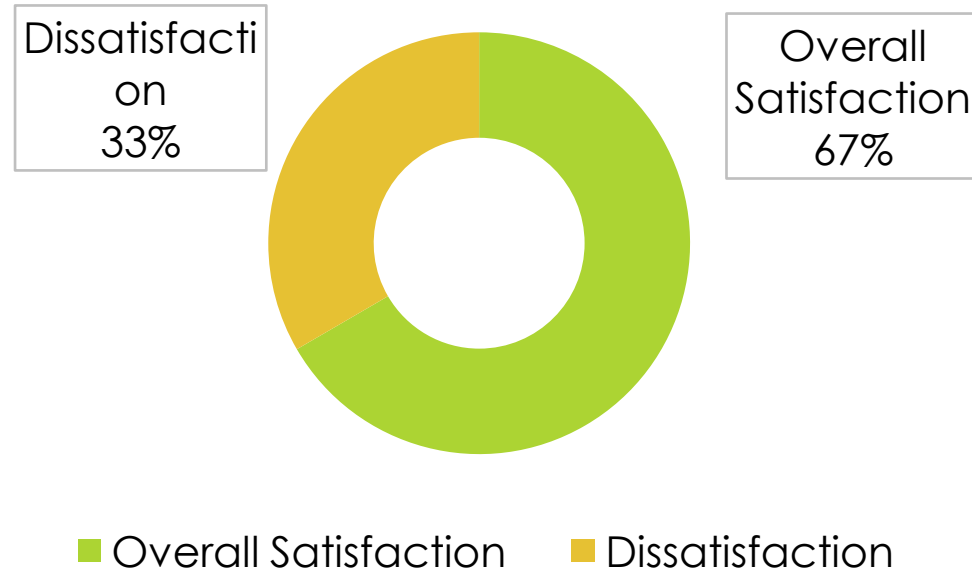
Doctor's Consultation and explanation about disease



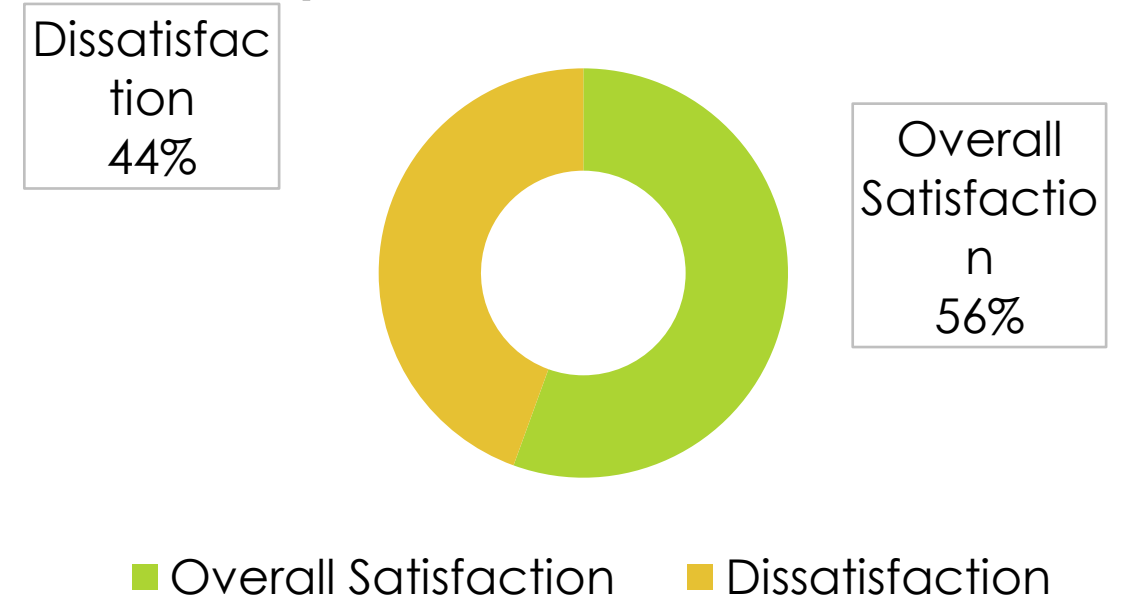
Pharmacy Experience



Diagnostic Services



Experience at Aster Café



Behaviour of complete staff

Dissatisfaction
26%



Overall
Satisfaction
74%

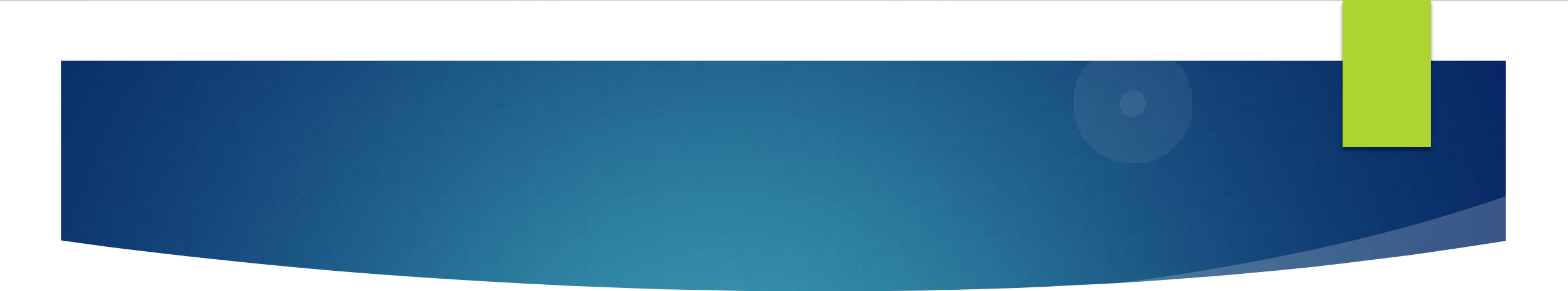
■ Overall Satisfaction ■ Dissatisfaction

According to Results Areas which needed to More Senior Citizen Friendly-

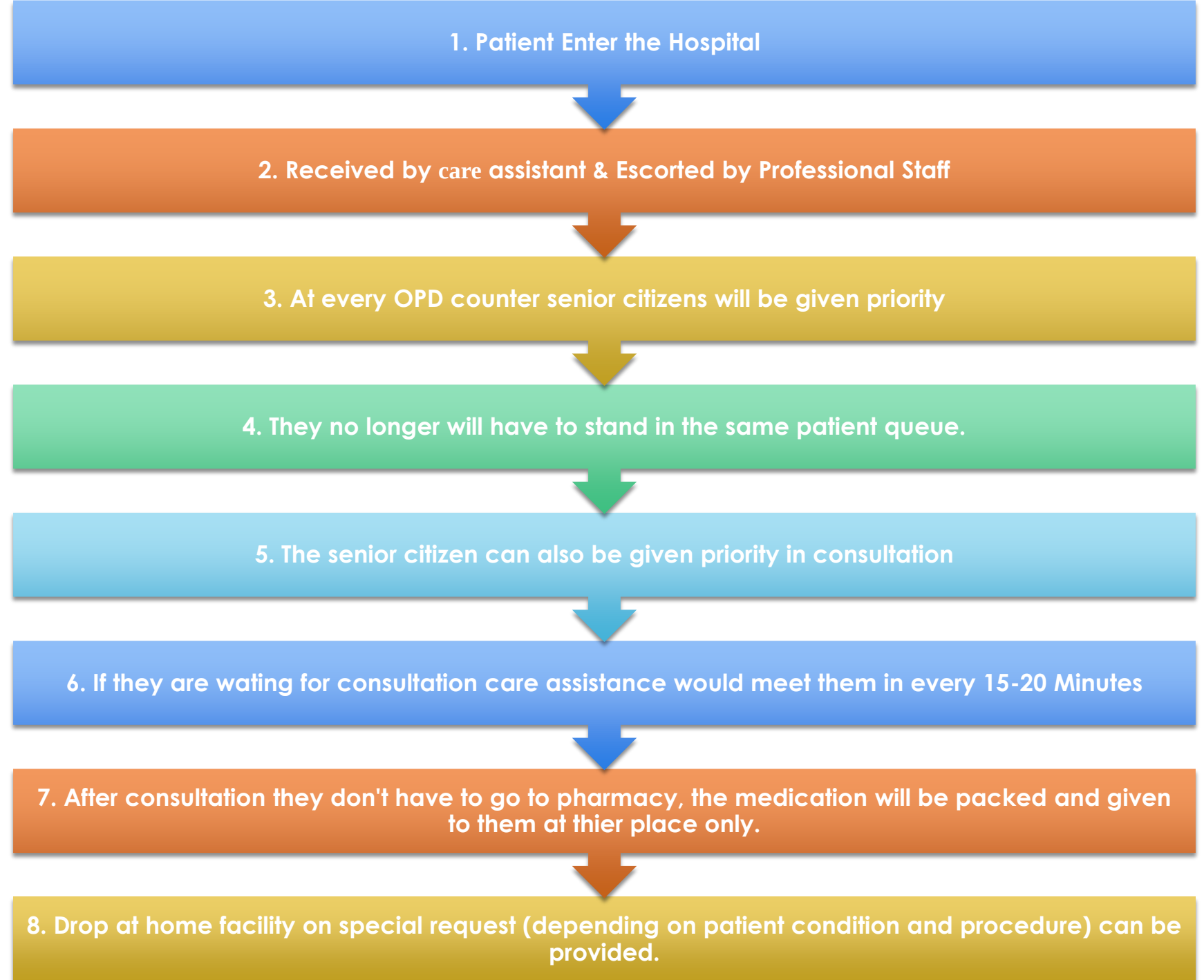
1. OPD counter services
2. Documentation & Registration processing
3. Pharmacy
4. Diagnostics
5. Aster Café
6. Behaviour of Staff.

Aster's Elder Buddy

- ▶ After studying all the aspects and analysis of data and results, the organization came at consensus to roll out completely new program for geriatric care. The program will be unique in nature, and will be concentrating only on Elderly care.
- ▶ The Aster Medcity's new program on geriatric care will be named as Elder Buddy Program.
- ▶ The program will have 2 phases.
- ▶ The program will start with an initiative named as **Green Channel**

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- ▶ Based on the facts drawn from various sources like **demographic, Hospital & Survey data** Hospital Management agreed to roll out a completely new hospital experience to the elderly.
 - ▶ An experience that promises to be hassle-free, that gives our elderly **priority over others**, and takes all concerns into account - an experience custom-made for the golden age.
 - ▶ The green channel concept is for the patients aged more than 70 years of age. A **green color UHID card** will be provided to them. The card will facilitate the senior citizens various benefits like – The new process flow for card holders.

Process Flow



Resource Allocation Required

- ▶ **Manpower:** Only some extra professional staff will be required to escort senior citizens. OP Pharmacy will also require one extra person to pack and give medications to senior citizens.
- ▶ **Infrastructure:**
 - Green colored or green labeled UHID cards will be required.
 - Signage's showcasing the message "Senior Citizens will be given priority".
- ▶ **Budgets:**
 - One time cost – Signage's -
 - Recurring – Green color UHID Cards

2nd Phase -

- ▶ The second phase of the program will have following points and mobile application based program.
- ▶ **Elder Buddy Advantage Card –**
- ▶ Patients aged more than 65 years can register for Aster Medcity's Elder Buddy Advantage Card at a nominal fee of Rs. 500, and Aster will make sure the services to be ready for you.

Program Design

- ▶ The patients will be offered a basket of benefits and services on registering for Elder Buddy Advantage Card.

1. Mobile application – A mobile application can also be created for the patients having the green card. The application will capture all the details related to patients, which can be stored in the main server of hospital.

The mobile application will have features like –

1. Booking the appointment
2. Order Medications
3. Call ambulance

Benefits & Services

- 1) Reserved slots in OPD –
- 2) Priority in registration and billing –
- 3) Fast track admission and billing process for IP Patients
- 4) Hourly visit by nursing supervisors –
- 5) Healthy Diet & Special Food –
- 6) Diet Counselling over phone
- 7) Special Helpline number
- 8) Home lab collection –
- 9) Specially packaged medicines –
- 10) Pickup & Drop Off Services
- 11) Online Access to reports –
- 12) Talks and counselling by Doctor's –

Benefits of Advantage Card

- ▶ 10% discount on OPD consultation.
- ▶ 10% discount on Annual Health Check-ups and all add-on investigations.
- ▶ 10% discount on Inpatient room rent from twin sharing onwards.
- ▶ 5% discount on Outpatient Lab, Radiology, Echo, TMT and PFT tests.
- ▶ 5-6% discount on Medications.
- ▶ Free Dental Check-up
- ▶ Application based responding (if Available)

Future Scope

- ▶ Elder Friendly Architected Clinics
- ▶ Geriatric Daycare and Dementia Care Facility
- ▶ Geriatric Physiotherapy and Rehabilitation
- ▶ Geriatric Yoga and Naturopathy (Ayurveda Already Included)
- ▶ Geriatric Psychology services like Relaxation, Cognitive behaviour therapies
- ▶ Elder Friendly Wash Rooms, Recreation Rooms
- ▶ Well connected Communication room to keep in touch with dear ones
- ▶ Geriatric Health Education, Empowerment and Entertainment programs
- ▶ Elder assistive support systems and Emergency devices
- ▶ Elder's Wheel chair carriage
- ▶ 24X7 Member care call center support
- ▶ Elder's Accessories Store

Conclusion -

- ▶ The study was aimed to reengineer the geriatric care program of Aster Medcity. There were some gaps in each and every delivery point.
- ▶ Hence, there is a need to improve the availability of resources as well as need to equip the delivery points in form of a structured program especially designed for elderly people, which will ultimately advance the quality of care & the outcomes.