

Presentation
on
**‘To study the satisfaction level of clients with the
services provided by CABRI’**

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Project summary

The project initiates with a survey which was aimed to gather information regarding satisfaction levels of clients and to find out problems(if any) associated with services provided by CABRI.

In the survey, Semi-structured questionnaires were utilized to gather information from sixty respondents in which closed-ended statements of the questionnaire were planned to cover the essential aspects of CABRI services and an open-ended questions were used to pin-point what was considered to be the most troublesome for clients in the services.

The data gathered in this survey was then utilized to generate measures such that CABRI services can be more satisfactory and convenient for the clients.

Research Questions?

Q1 What are the problems that clients are facing within CABRI services?

Q2 Are the clients satisfied with diagnostic services?

Objectives of the study

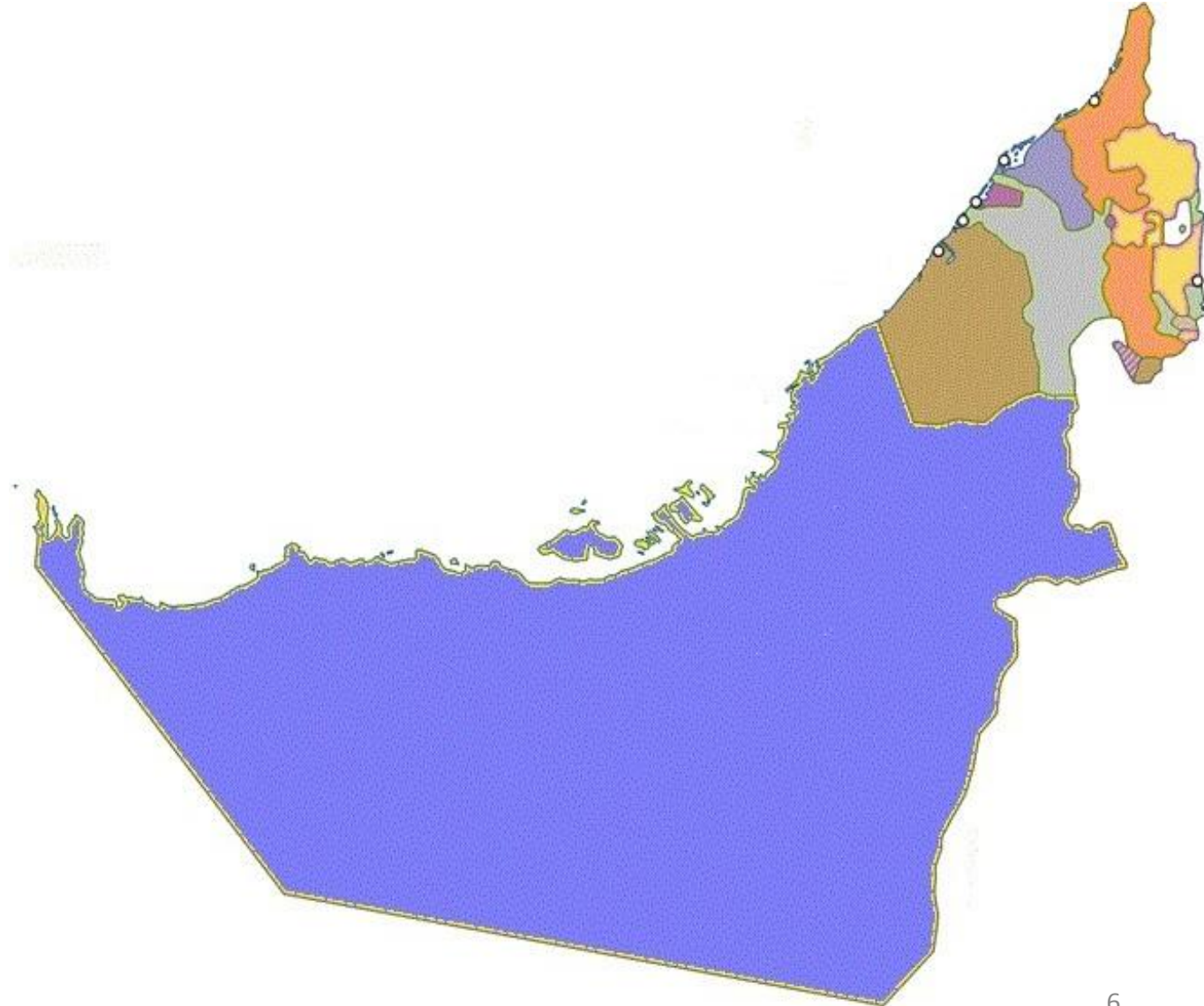
- To Find out
 - Factors influencing the satisfaction level of clients in context to CABRI services.
 - Problems associated with clients in CABRI services.
- To establish
 - Measures to counteract the possible reasons of dissatisfaction among the clients.

Methodology

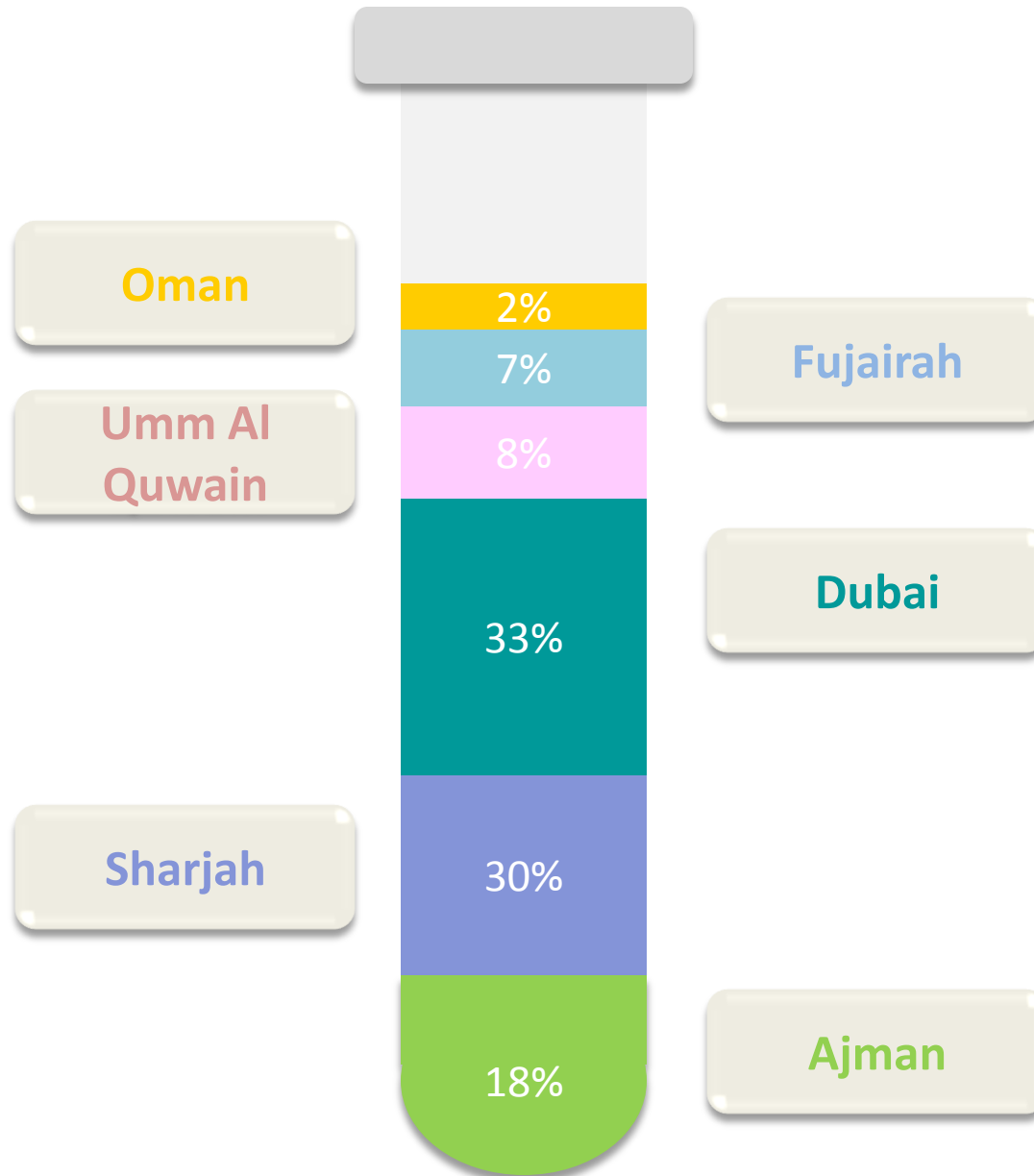
- **Type of study:** Descriptive Research
- **Location of study:** UAE (including different emirates of Ajman, Dubai, Sharjah, Umm Al Quwain, Fujairah) and Oman
- **Study subjects:** Physicians, Nurses and Receptionists
- **Sample size:** 60 clients
- **Tools Used For Data Collection:** Direct interview method
 - Type of Questionnaire-** Semi-Structured
 - Type of Questions-** Close-ended and open-ended
- **Tools used for data analysis:** SPSS, MS- Excel

Survey location

- Dubai
- Sharjah
- Ajman
- Umm Al Quwain
- Fujairah
- Oman



Coverage of Clients

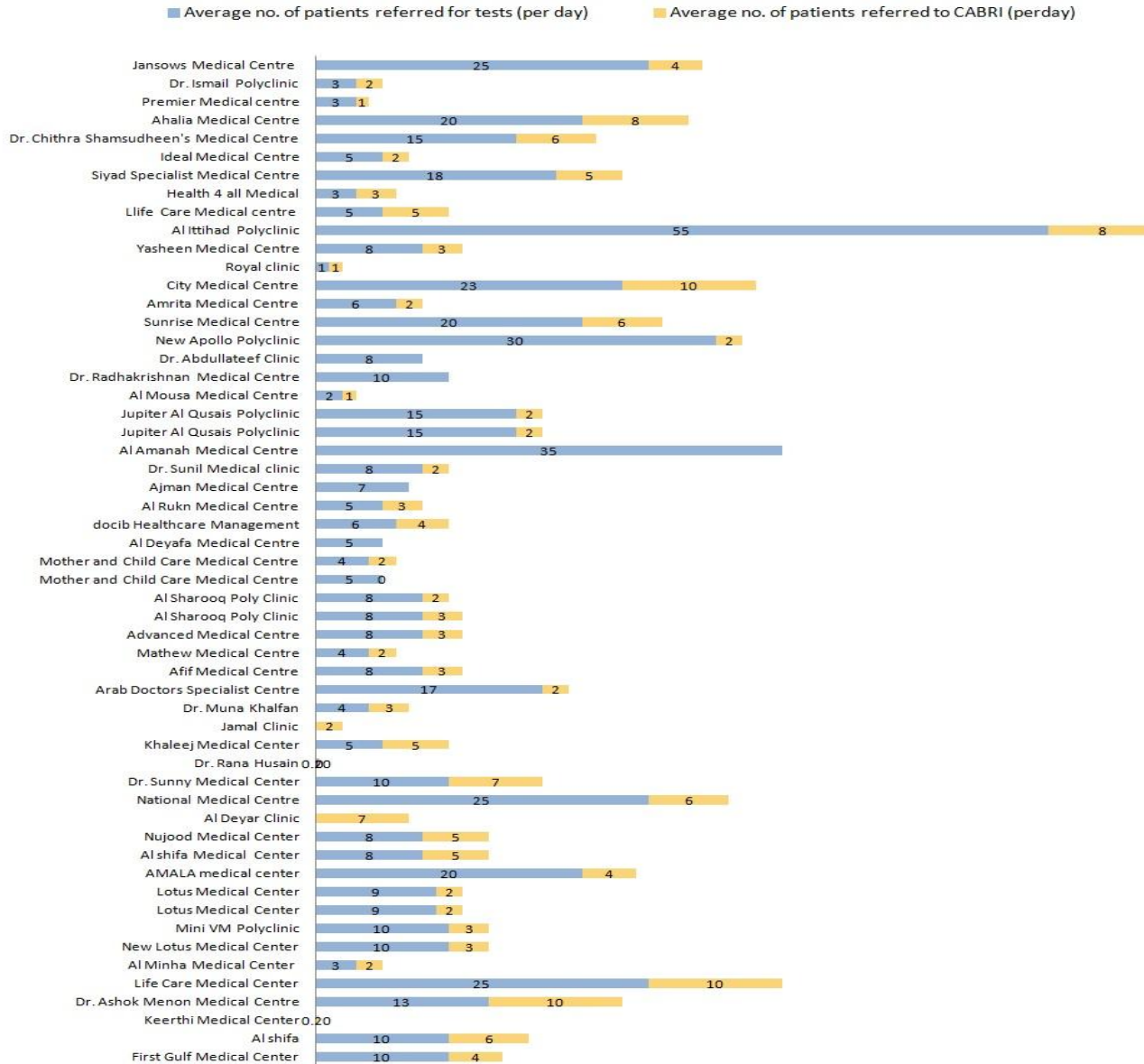


Data Analysis

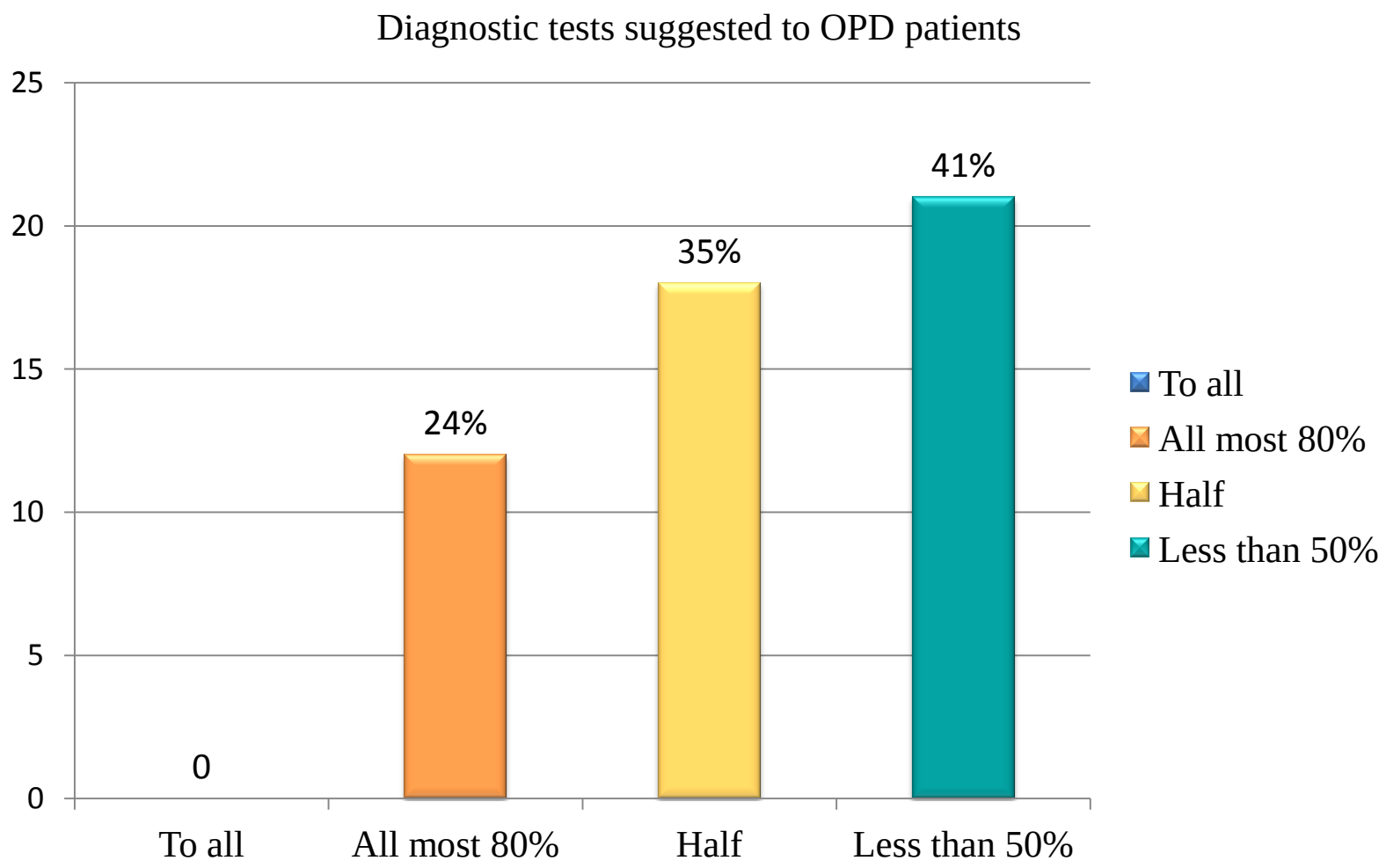
- A. On an average how many patients in a day are referred for diagnostic tests?
- B. How many of them are referred to CABRI?

[Q1.jpg](#)

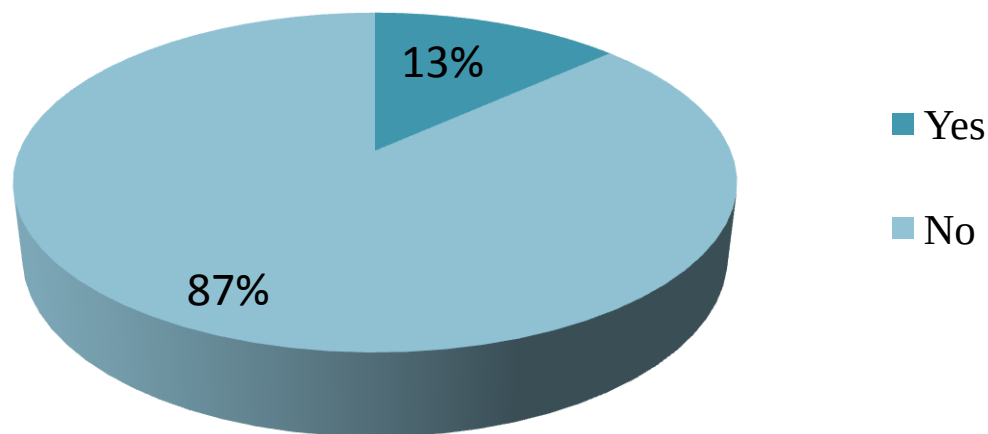
Per day patients were referred to CABRI (on an average)



- For the patients who come for OPD in your clinics. How often do you suggest diagnostics test for them?

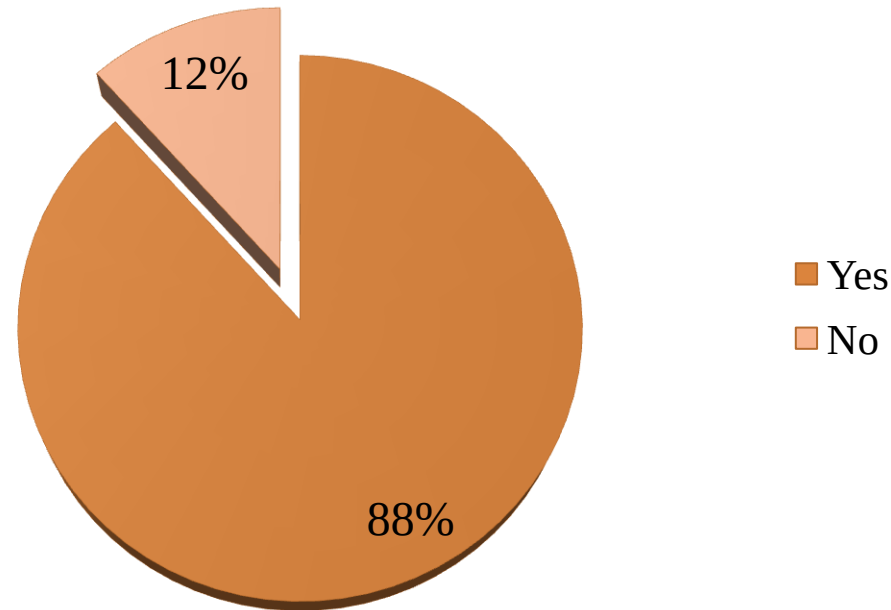


- Are you facing any problems within CABRI services?



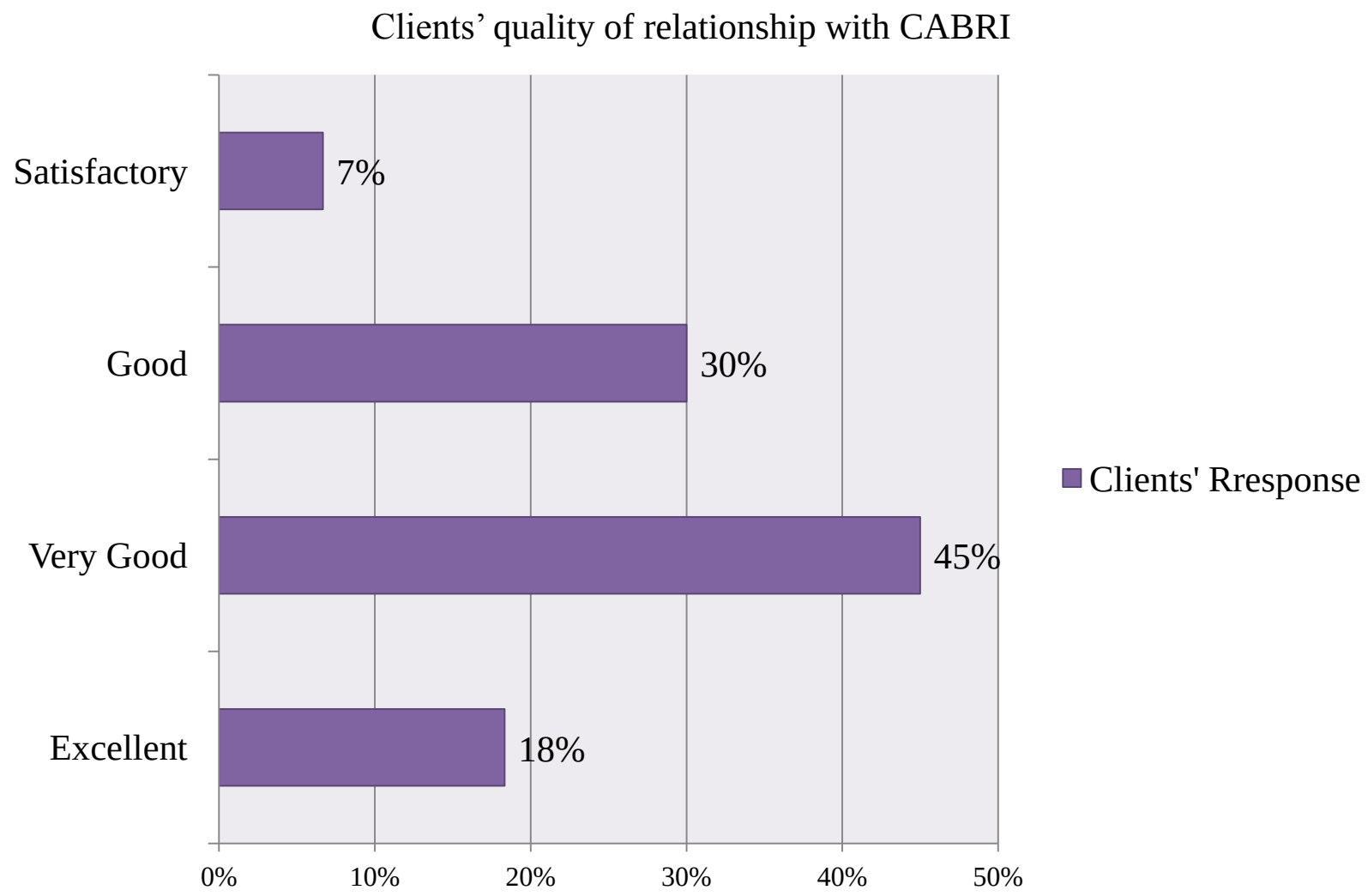
Clinics Name	Issues Faced
Al shifa	Delay in report delivery
Jamal Clinic	Report release issue, Fax acknowledgment issue
Arab Doctors Specialist Centre	Mention Doctor's name on PAP smear report
IBIN SINA Hospital	Reports issue, Samples collection problem
Mother and Child Care Medical Centre	Samples collection problems, Delay in report delivery
Al Deyafa Medical Centre	Delay in report delivery

- Are you satisfied with the time of the day when the test samples are collected from your clinic?

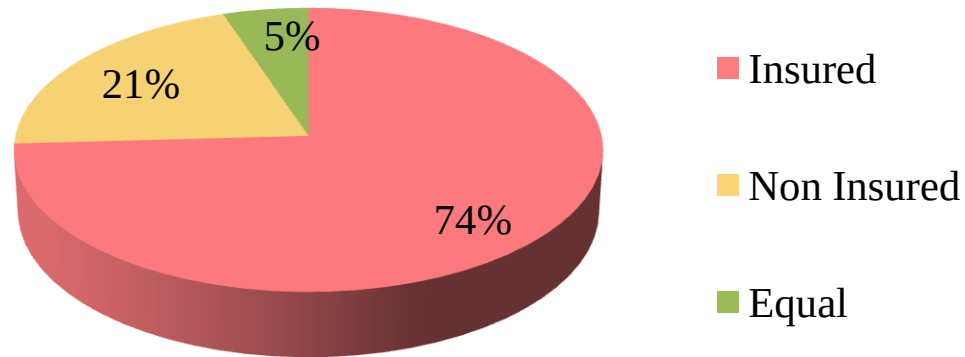


Clinics	Clients' comments
Al shifa Medical Center	Morning and Evening time
Al Deyar Clinic	Morning time
IBIN SINA Hospital	Flexible time for pick up of samples
Mother and Child Care Medical Centre (Dr. Sapna)	Timing hours should be extended
Mother and Child Care Medical Centre (Dr. Rajesh)	Sample pick up from 9am - 10 pm
Health For all Medical	Samples pick up at night

- How would you rate the overall quality of your relationship with CABRI?

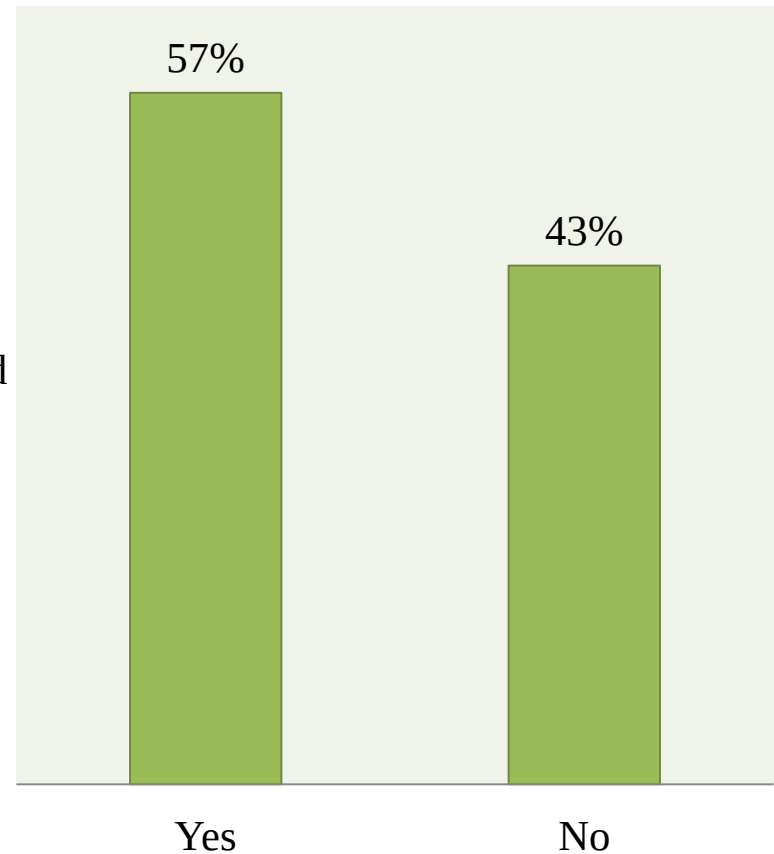


Majority of patients were referred to a diagnostic center belong to category of



Were patients referred to other diagnostic lab due to any reasons?

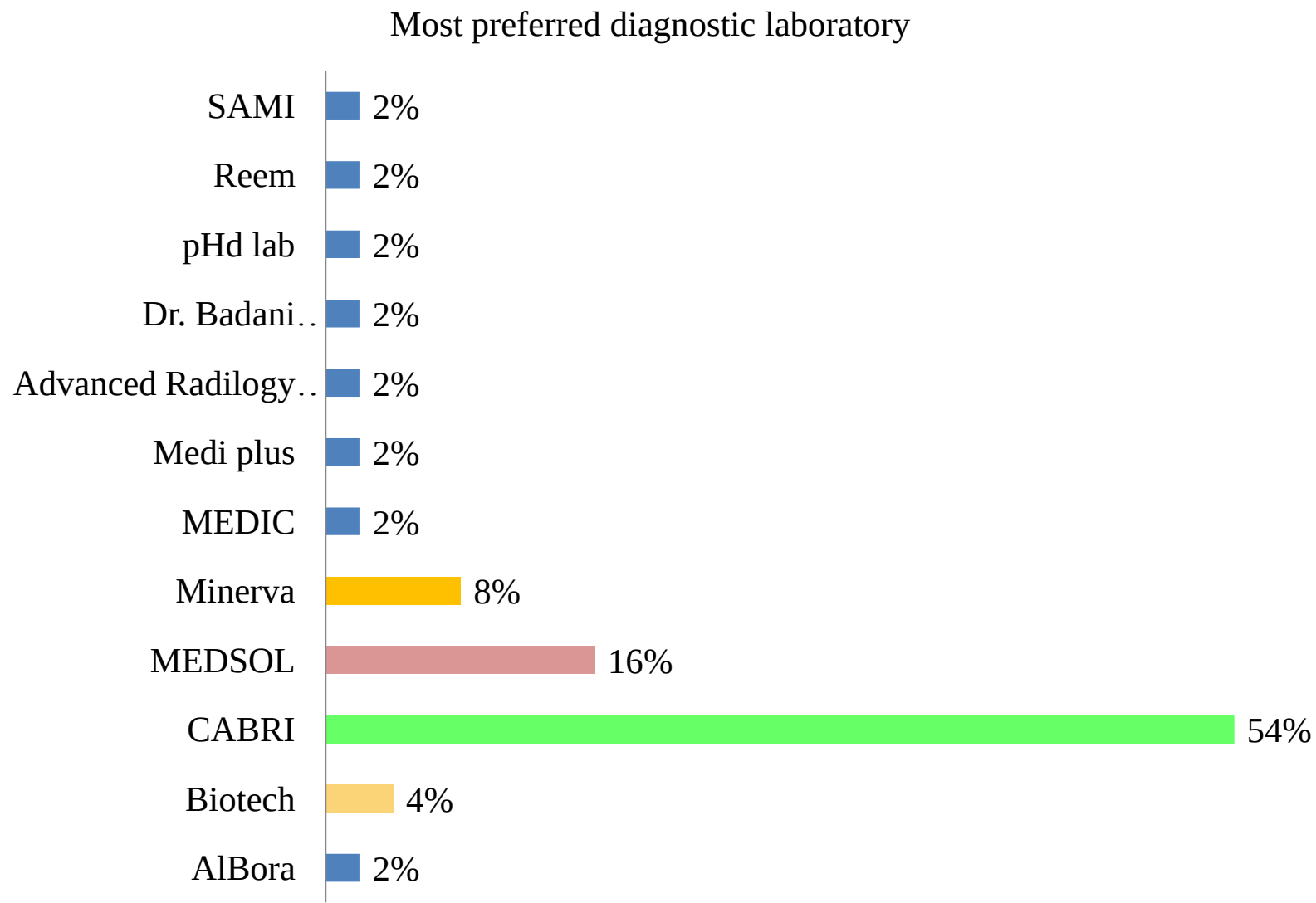
■ Clients Response



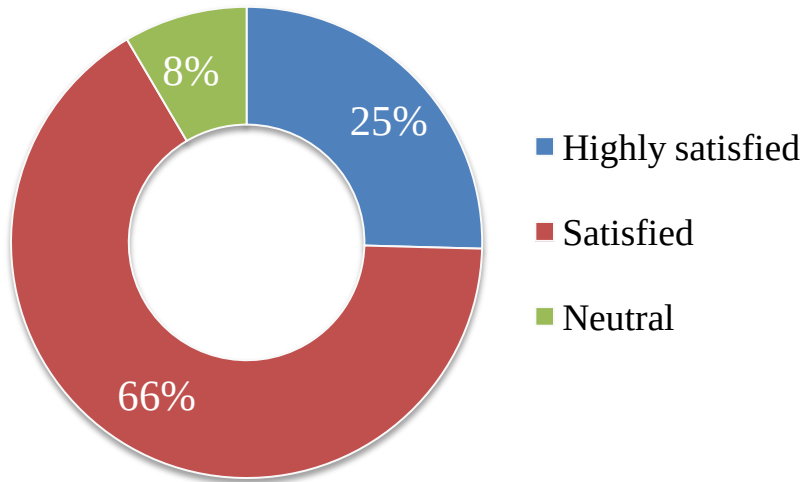
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Clinics Name	Reasons
Al shifa	Non insurance patients were referred to other lab
Life Care Medical Center	Cost issue
New Lotus Medical Center	Insurance
Lotus Medical Center	Cost issue
AMALA medical center	Cost issue (Expensive)
Al shifa Medical Center	Sample collection timing issue
Nujood Medical Center	Insurance
National Medical Centre	Sample collection timing issue
Arab Doctors Specialist Centre	Price, Report, Need cash price
Advanced Medical Centre	Refereeing non-insurance to other, because of low cost. (Lipid and culture test cost at 20 AED)
Al Sharooq Poly Clinic	Report issue
Mother and Child Care Medical Centre	Timely collection of samples, Very quick result
Al Deyafa Medical Centre	Because of insurance network. Not accepting all cards and networks
docib Healthcare Management	If insurance cards were not covered
Ajman Medical Centre	Contract with other lab which having low price of test
Jupiter Al Qusais Polyclinic	Non insurance patients were referred to other lab
Al Noor Poly clinic	Non insurance patients were referred to other lab
Dr. Radhakrishnan Medical Centre	Non insurance patients were referred to other lab
Dr. Abdullateef Clinic	Non insurance patients were referred to other lab
Sunrise Medical Centre	Non insurance patients were referred to other lab
Amrita Medical Centre	Insurance coverage
City Medical Centre	Low price, Fast services
Yasheen Medical Centre	Sample collection issue, Need quick report
Health 4 all Medical	SFA referred to Al Sharq Hospital
Siyad Specialist Medical Centre	Non insurance patients were referred to other lab
Premier Medical centre	Patients desire and report any time
Dr. Ismail Polyclinic	Due to urgency
Jansows Medical Centre	Low price insurance prefer to other diagnostic centres

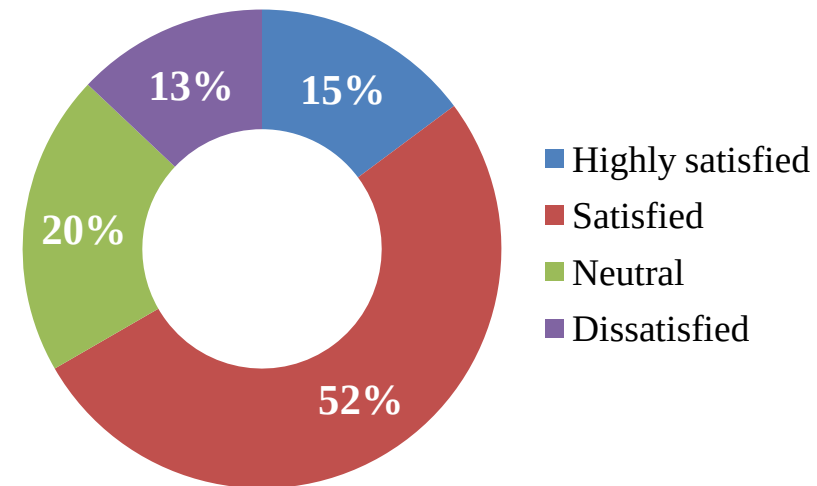
- Which laboratory do you prefer most for diagnostic tests?



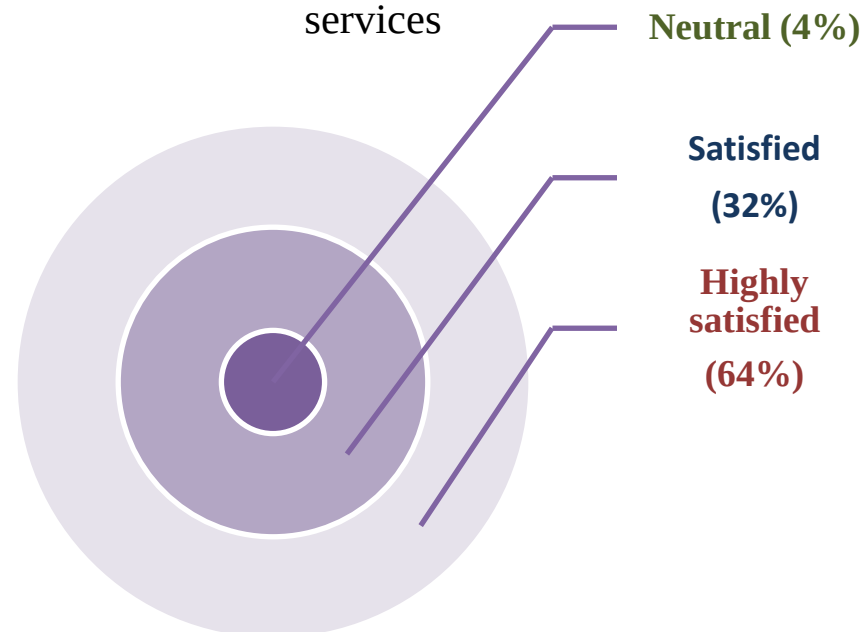
Clients' satisfaction with customer care support



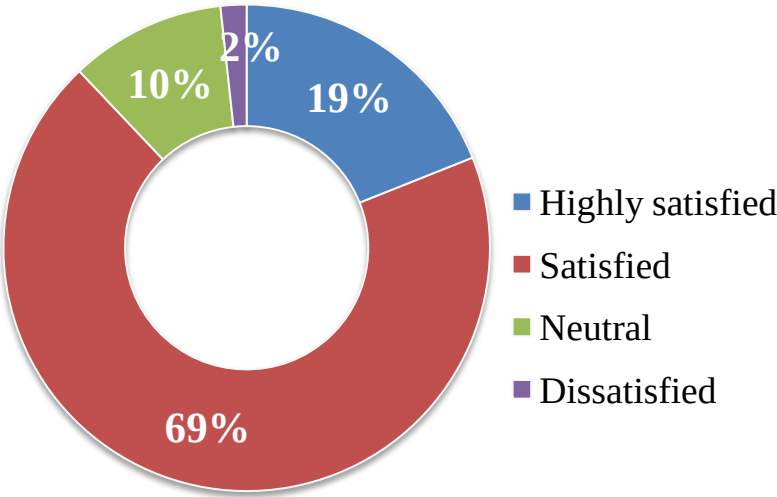
Clients' satisfaction level with cost of tests



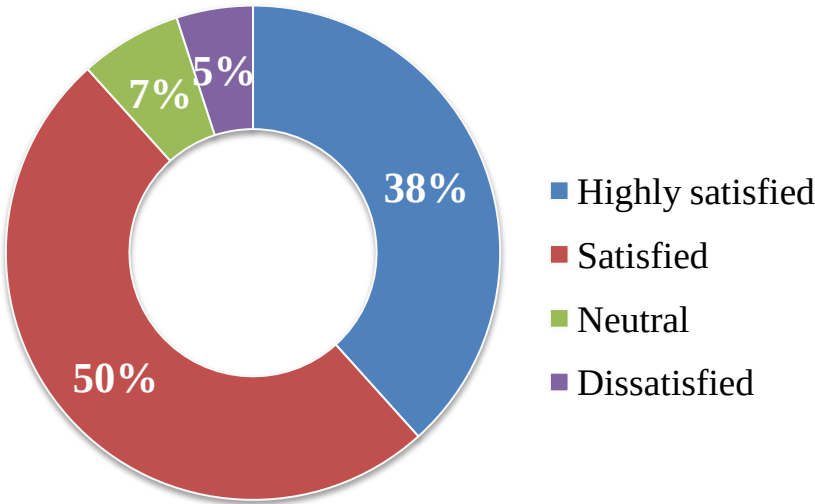
Clients' satisfaction with quality of CABRI services



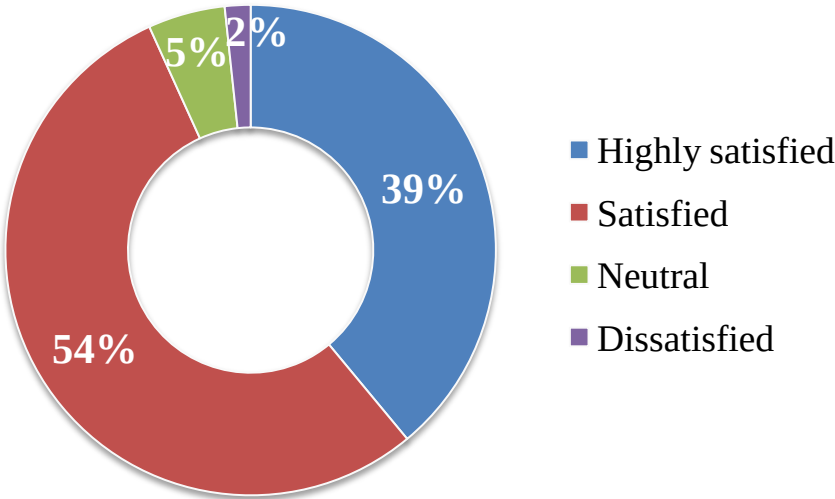
Clients' satisfaction with post service follow up



Clients' satisfaction with frequency of samples collection by messenger



Clients' satisfaction with comprehensiveness of report

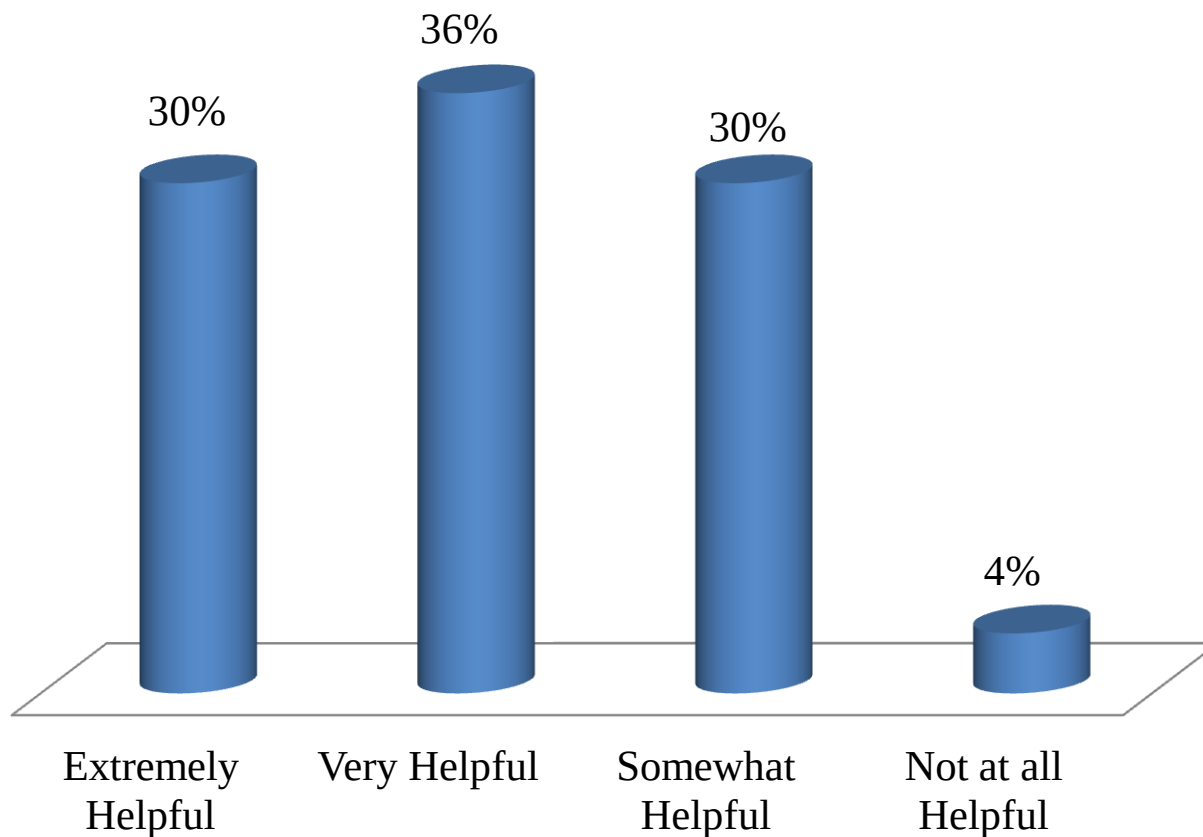


Cross Tabulation

Cross Tabulation	Chi-Square Test value
Client's experience with CABRI services * Quality of CABRI services.	.032
Client's experience with CABRI services * post service follows up.	.000
Client's experience with CABRI services*customer care support.	.016
Client's experience with CABRI services* comprehensiveness of reports.	.033

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Will the development of a mobile application help you in placing an order for sample collection and giving information on collection of reports when ready in CABRI laboratory?



Clients' comments for improvement of services

Comments	No. of Respondents
Problems in delay in approval time	1
Delay in delivery of reports	6
Problems with issuing hard copy of report	3
Need single consolidated report	2
Problems with samples collection timing	5
Reduce cost of tests	4
Require online access	2
Problems with tests (Vit D3, Culture, PAP smear)	3
Incorporate more insurance companies	1
Flexible time for pick up of samples	2
Issues with customer care support	3
Total	32

Conclusion

- The information regarding number of samples referred to CABRI per day from different clinics are known, through that it will help CABRI to maximize the referred samples by increasing relationship with those clients.
- Majority of clients are not facing any problems within CABRI services whereas 13% of clients are facing some problems.
- Majority of clients are satisfied with samples collection timing, few of clients need particular time for samples collection.
- It was found that majority of clients are referring patients to other diagnostic laboratory. The reasons behind this concern are costs for non-insured patients, approval time for insured patients, samples collection timing issue, urgent report deliver services not provided by CABRI etc.

- Clients' dissatisfaction level with CABRI attributes was found within cost of tests (13%), frequency of samples collection by messengers (5%), post service follow up (2%) and comprehensiveness of reports(2%).
- It was found that there is relationship between the clients experience with CABRI services and quality of CABRI services, customer care support, post service follow up and comprehensiveness of reports.
- Most of clients have give positive response towards development of CABRI application.

Suggestions

- Initiating urgent report delivery services can help increase our client base. (Designing software)
- Improvement in customer care support.
- Opportunity to cover the Non insurance patients by reducing cost. Also we can try to remediate this issue by offering clients discount on certain days. (e.g. Women's day, World Health Day etc.)
- Organising Healthcare campaign.
- Introducing CABRI mobile application.
- Opportunity to cover non insured patients.

Thank You