



PORTEA
HEAL AT HOME

Process mapping and TAT for Diagnostic service delivery in Home healthcare

Introduction

- The Home health care market growing at a rate of 15 per cent. Current estimates put the global value of the home healthcare market at \$140 billion. The Indian home-healthcare market, which stands at \$ 1.5 billion, is also waking up to the market opportunities with MNCs foraying the nascent market.
- The Home health care market offers all the customers a convenient, affordable and hassle free service which has altered the diagnostic market in a huge way making bigger diagnostic players like SRL , Metropolis and Dr. Lal Path including big multispecialty hospitals like Apollo coming up with its own home care services including diagnostic and Manipal partnering with Portea to provide its customers the option of a home sample collection
- The diagnostic home care market in India being unregulated but with customers being more aware and knowledgeable and the availability of a tool in social media. Hence it is mandatory for service providers to maintain quality and efficiency.

Objectives & Research Question

Objectives :

1. To assess the present process structure in diagnostic home care delivery and the barriers associated with it, in accordance with consumers and providers.
2. To recommend changes in the current process structure.

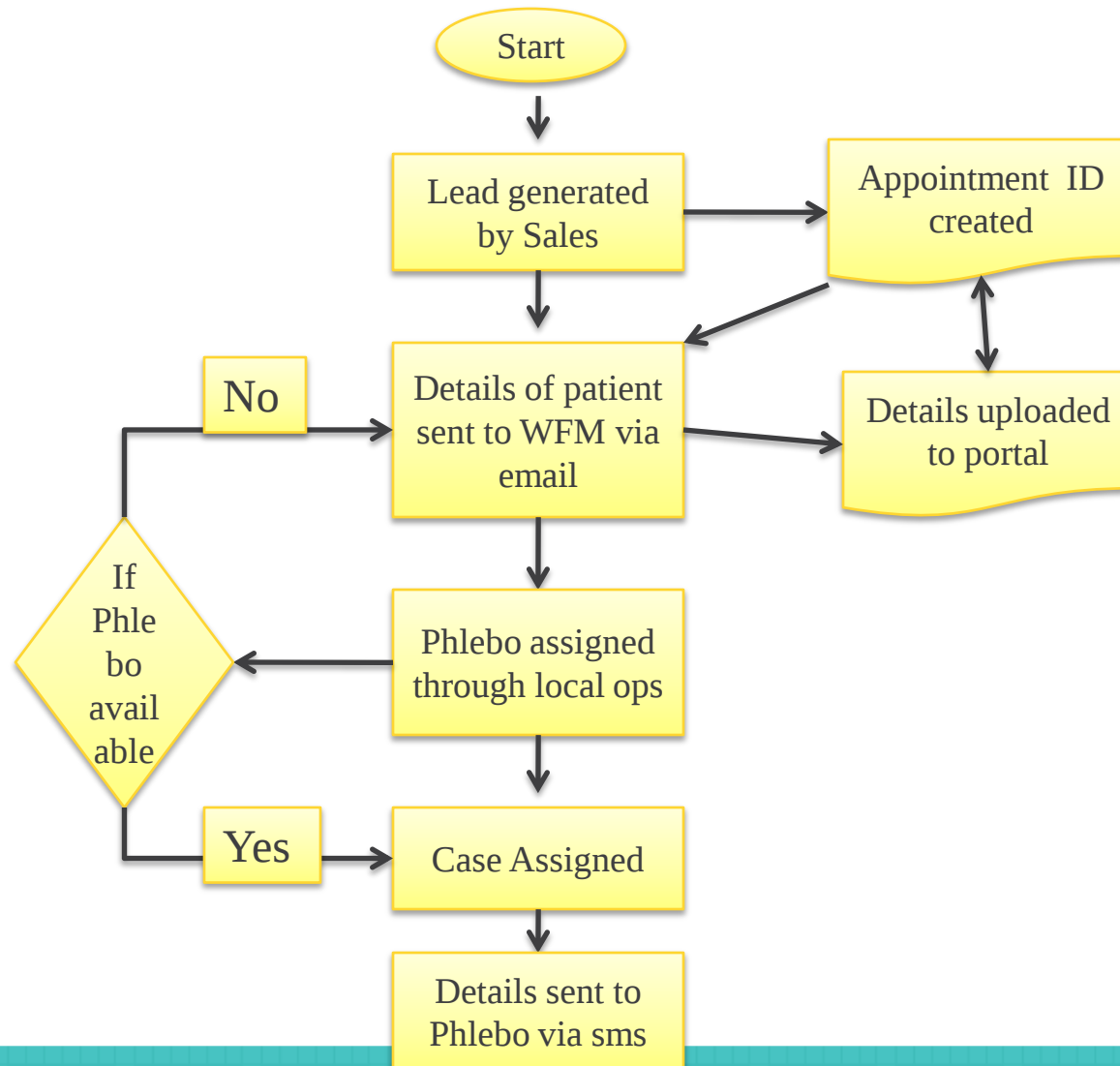
Research Question:

1. What is the current process structure in diagnostic home care delivery and how do you bridge the gaps associated with it?

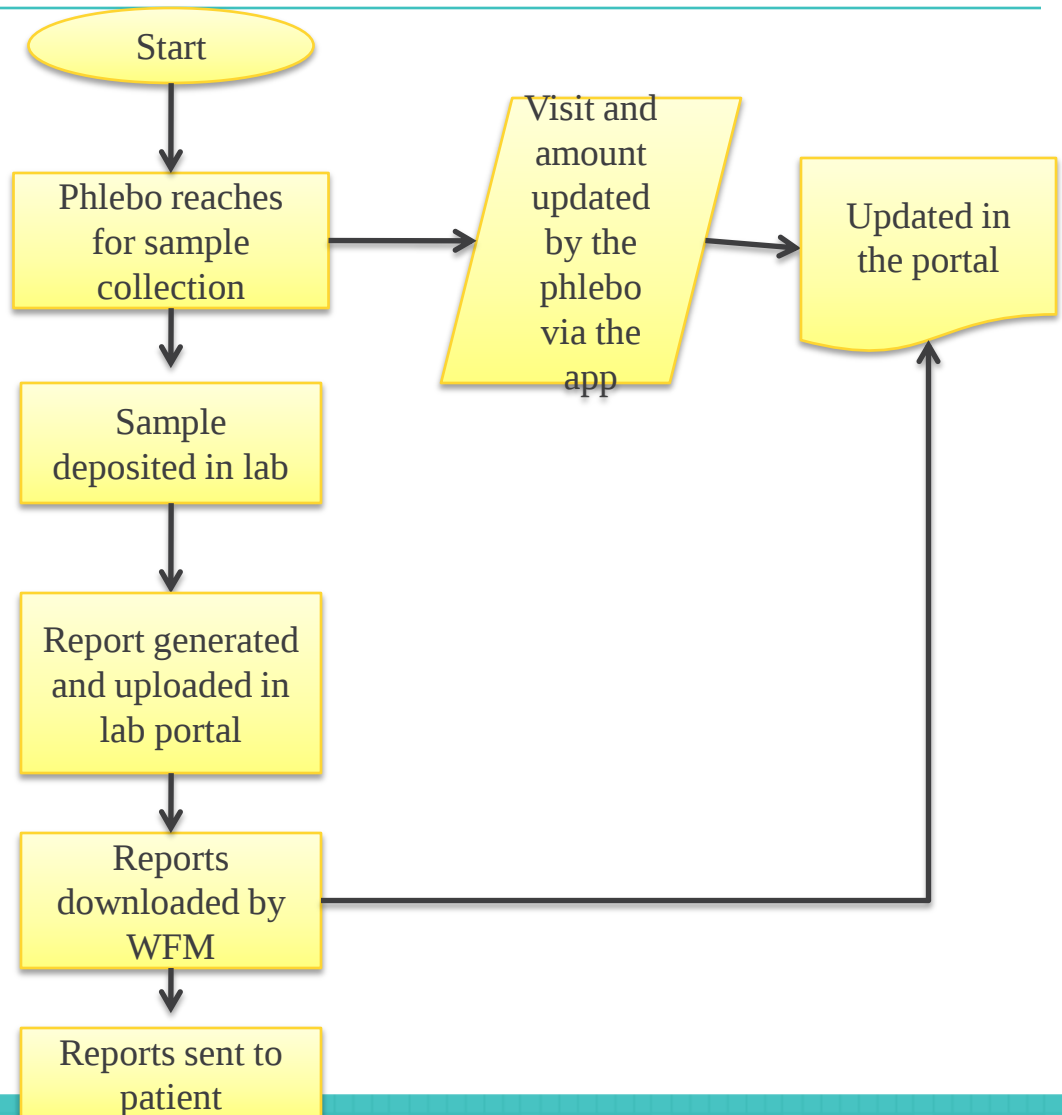
Research Methodology

- **Study Type** - Descriptive study
- **Sampling Method** - Random Sampling
- **Sample Size** - 151 patients who took lab diagnostic service in Bangalore.
- **Study Period** – 1st April to 20th May 2016
- **Study Technique** - Primary data and Secondary data from the MIS
- **Data Analysis** - Tool used - Process flowcharting

Operation workflow



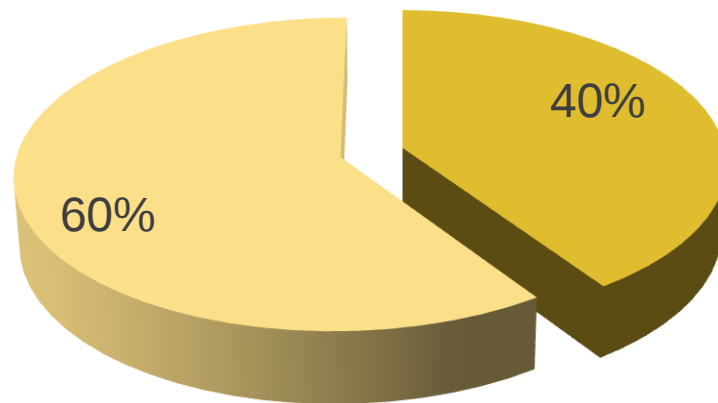
Service delivery



Results- Step 1- Case Assignment

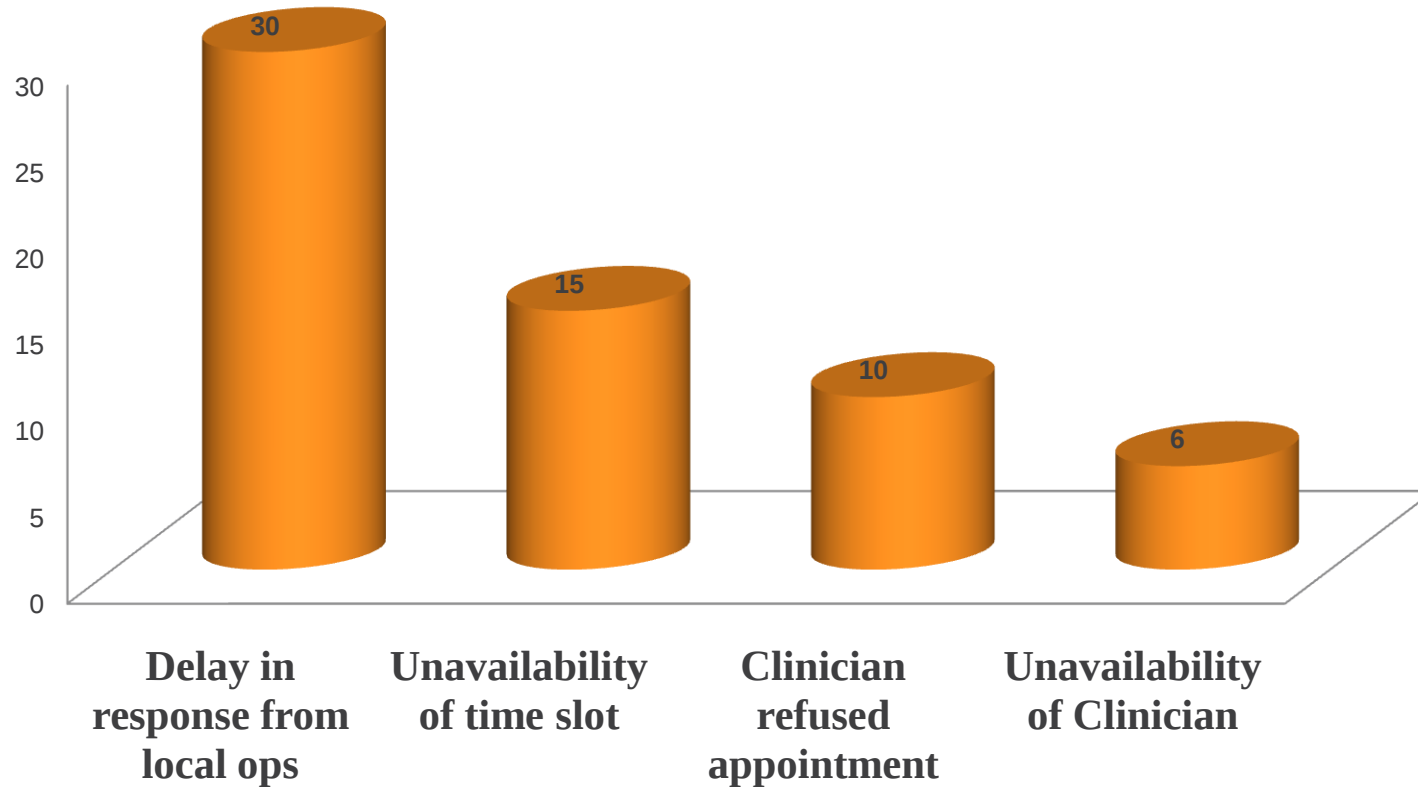
- No of cases with increased TAT
- No of cases in accordance to the TAT

Standard TAT – 2 Hrs



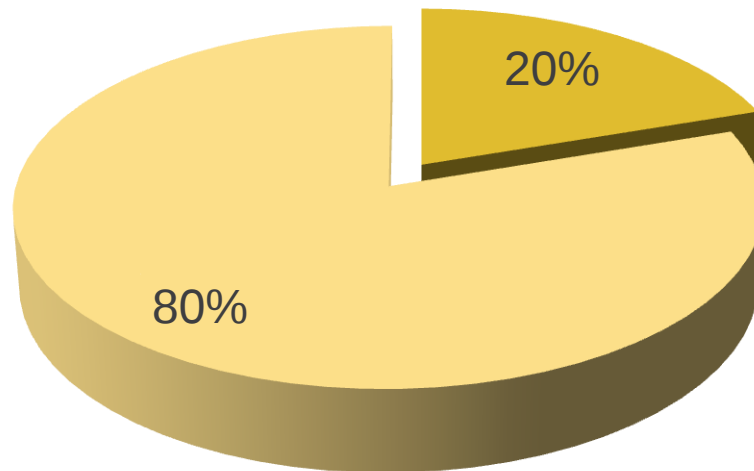
Inference: Out of 151 patients in 40% of Cases the TAT was more than normal.

Reasons of Delay in Case Assignment



Step 2- Sample collection

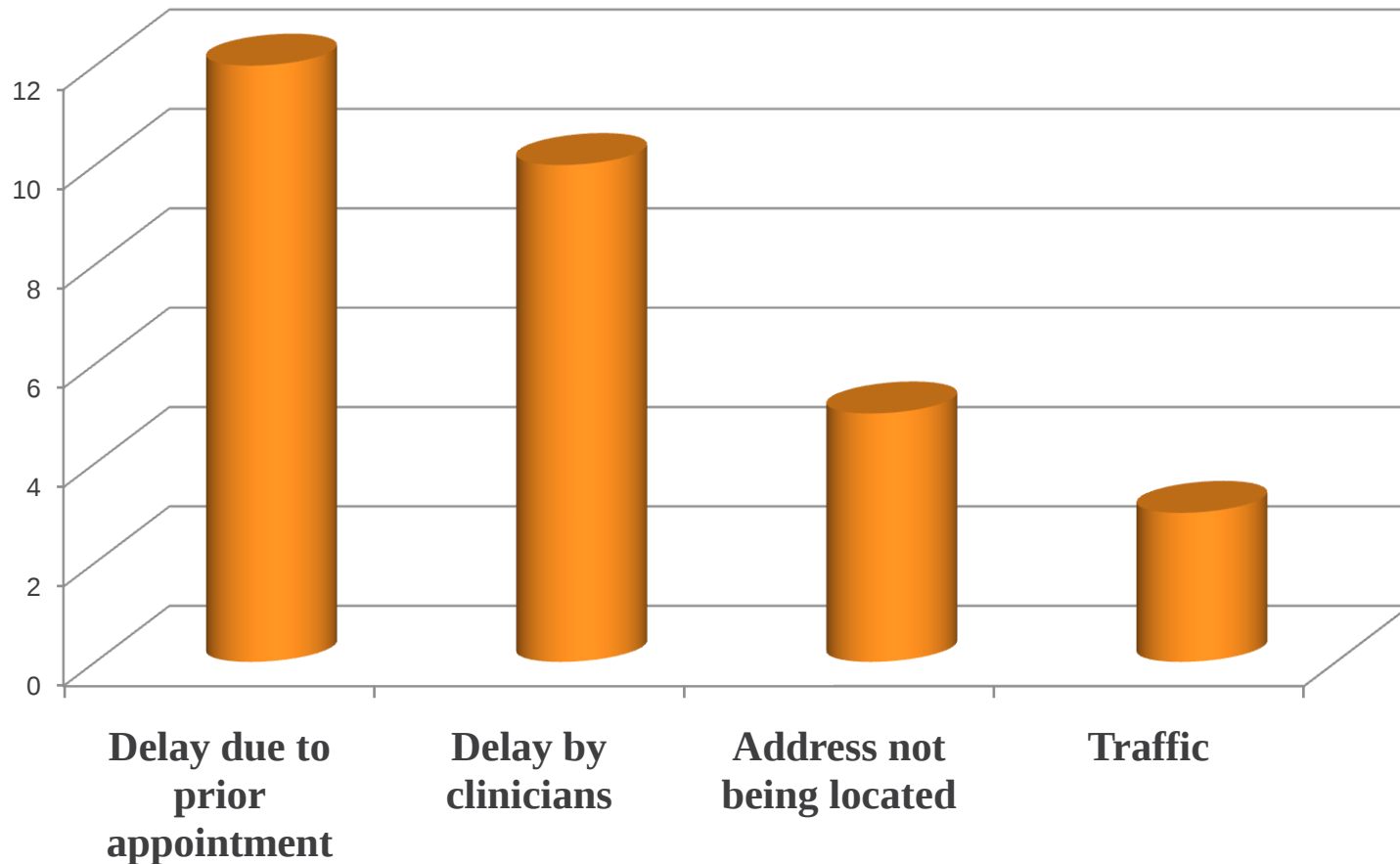
- No of cases with increased TAT
- No of cases in accordance to the TAT



Standard TAT : 30 Minutes

Inference : 20% cases there is a delay in the TAT of Service Delivery

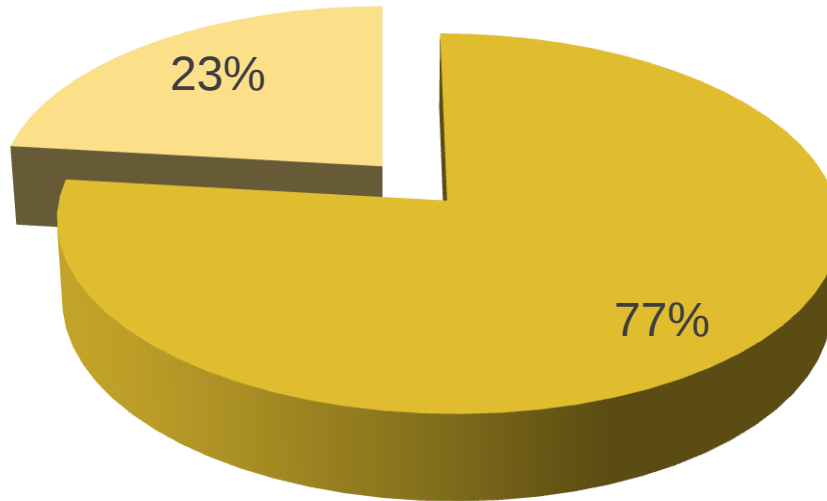
Reasons in delay in Sample collection



Step 3- Sample processing

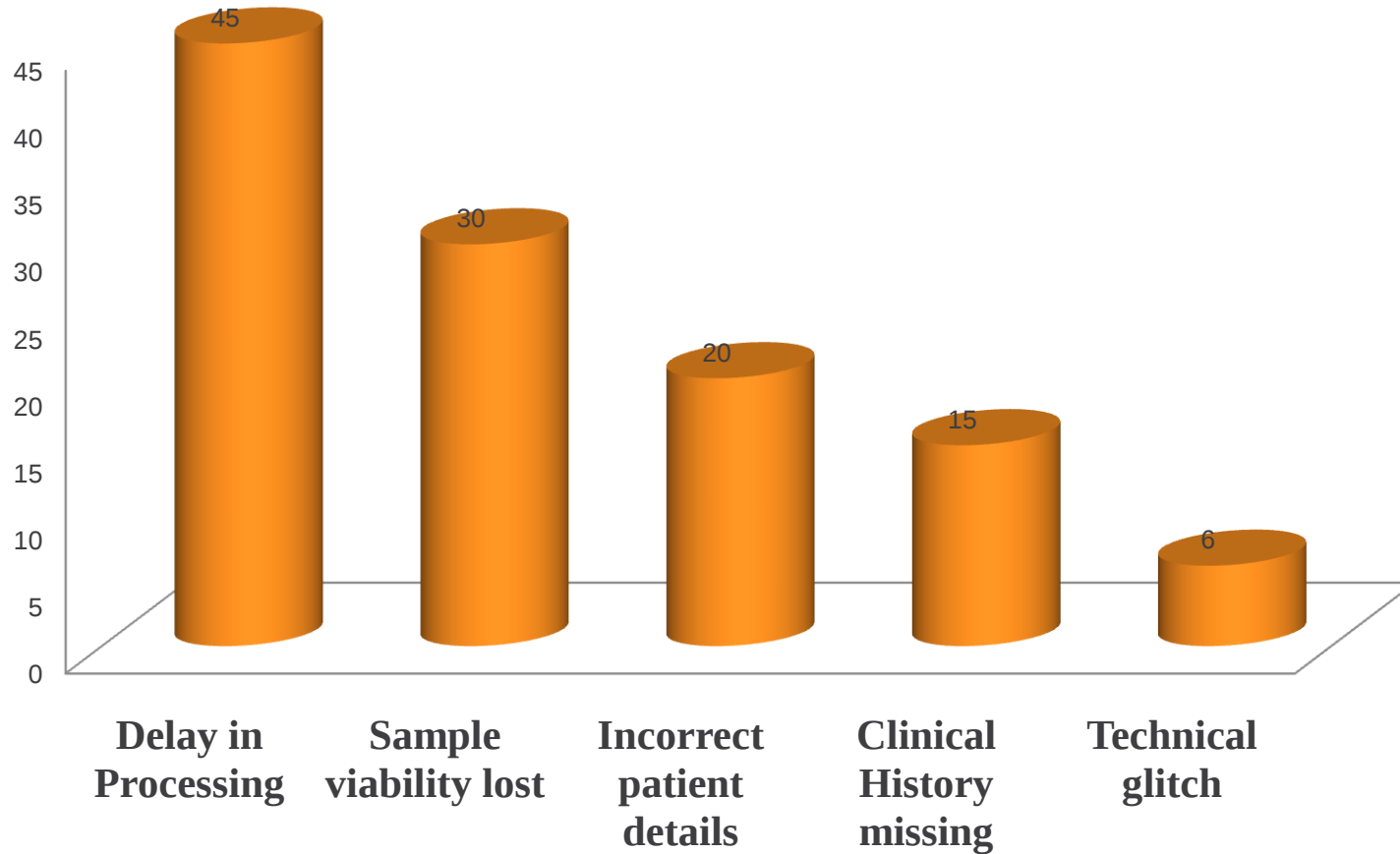
- No of cases with increased TAT
- No of cases in accordance to the TAT

Standard TAT - 6Hrs



Inference: In 23% of cases there is a increased TAT in Sample processing

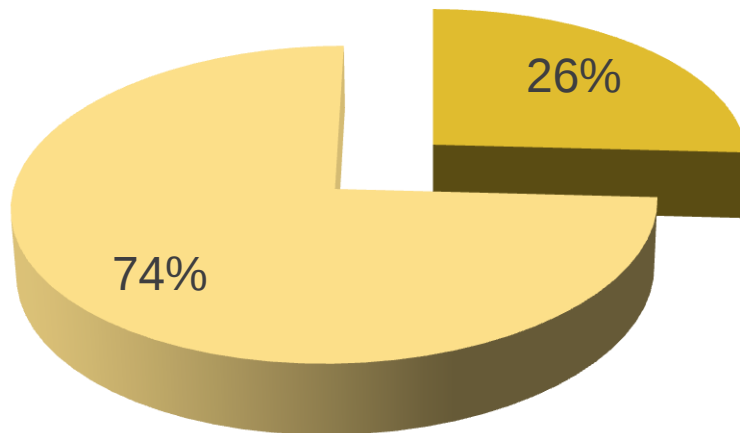
Delay in Sample processing



Step 4- Report Delivery

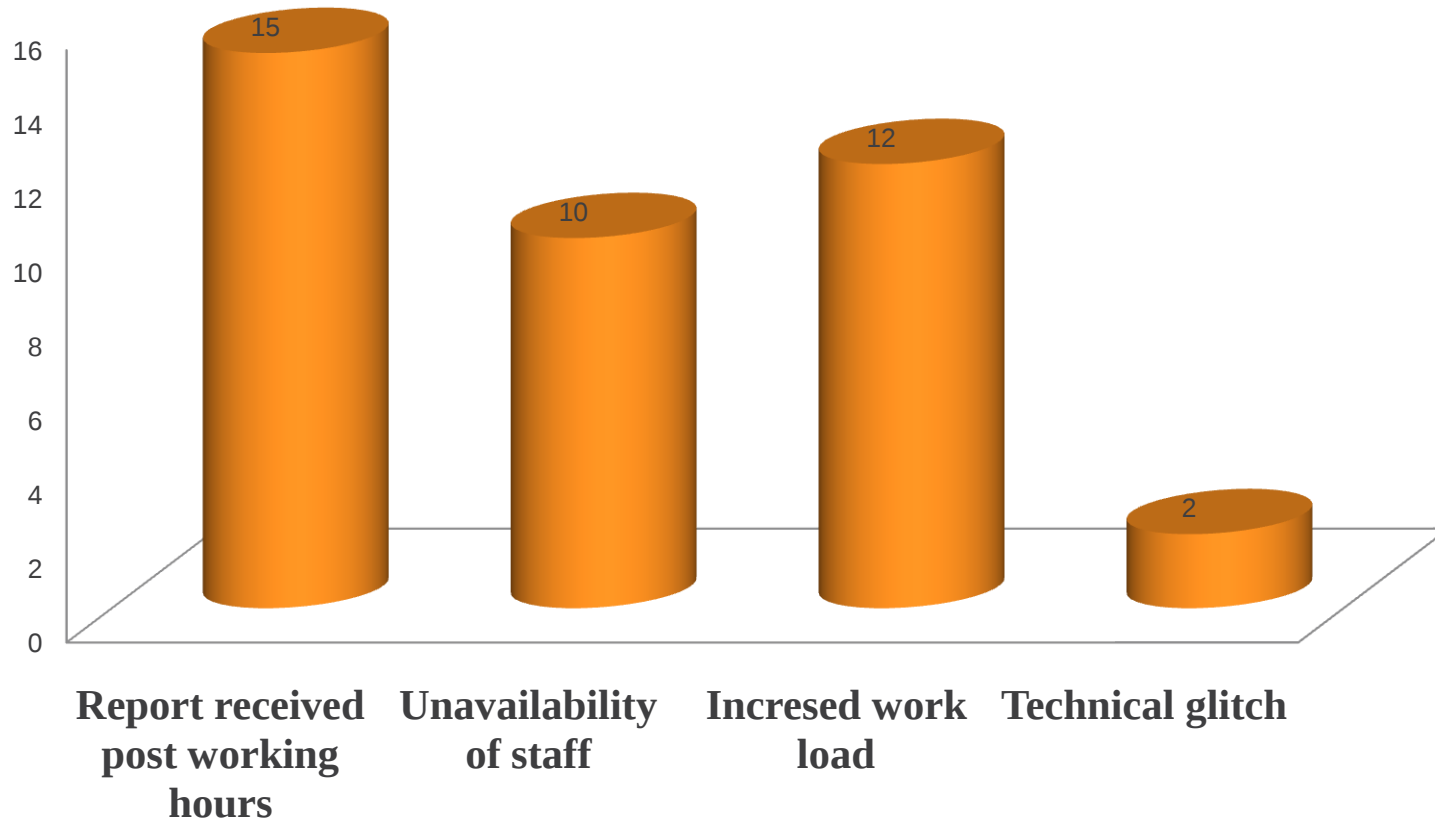
- No of cases with increased TAT
- No of cases in accordance to the TAT

Standard TAT – 1HR



Inference : In 26% of cases the TAT of Report delivery is higher

Delay in Report Delivery



Conclusion

- Process mapping and TAT are one of the key ways to maintain and monitor the quality of service delivery and bridge the gaps within the process flow, since the no of stake holders in huge in the delivery of the service its essential as to what corrective and sustainable steps are taken to improve the overall experience of the customer.
- From the study conducted it is evident that the TAT in high in respect to the various steps defined and steps have been taken in order to bridge those gaps as much as possible.
- The diagnostic market for home care is unregulated and there are no quality parameters in place, and with the presence of local unaccredited labs and price sensitive market , quality should be a parameter defined within an organization to retain and acquire their clients.

Recommendations

- **Case Assignment** : The assignment of cases as of now happened with the assistance of local ops which need to be replaced with geographical mapping of Phlebotomists thereby creating a centralized assigning system which would project the availability of a particular Phlebotomist at a specified location and a specified time to the WFM thereby assisting in clinician assignment faster and more efficiently.
- **Service Delivery Time** : A real time update on the app or via sms to the customer detailing about the location of the phlebotomist and updating the current status or delay to the client.
- **Sample Processing** : Prescribing a standard TAT for sample processing to all partner labs based on tests and penalizing them based on any delay in adhering to that TAT.
- **Report delivery** :Creating /Providing a API login to all partner labs where a partner lab can directly uploads all reports to our Portal instead of us going and downloading it manually from their portal and then uploading it in our portal.

*Thank
you*

