

# **FEASIBILITY STUDY ON PROVIDING HOME HEALTHCARE SOLUTIONS TO PATIENTS UNDERGOING IVF TREATMENT**

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# Introduction

- The following study is about the feasibility of IVF Product for Home Healthcare Provider.
- The study aims to define the requirements to support the treatment of a patient undergoing IVF treatment and the strategic issues to be considered to assess its feasibility or likelihood of succeeding.

# Research Objectives

- To identify the problems and opportunities in introduction of homecare services for patients undergoing IVF treatment
- To assess the costs and benefits associated with introduction of the new service
- To assess the need for technological up gradation of staff and / or additional staffing in order to accommodate the changes resulting from introduction of new service



# **Methodology**

# Research Design

- The following is a descriptive study carried out to find the current gap and need of home healthcare for patients undergoing IVF treatment.
- The study has a qualitative approach and is concerned with subjective assessment of attitudes, opinions and behavior of customers. Additionally it takes into account the current market and the growth trends.
- **Primary data** has been collected through structured questionnaire, depth interviews, brainstorming sessions and **secondary data** from national and international journals, existing patient records and internet sources have been used for the study.

# Research Procedure

## □ Sampling Method

A purposive sampling method was used for data collection. Patients from four major IVF centres of Bangalore were selected for the survey.

Additionally few doctors from these centres were also interviewed.

## □ Sample Size

Response was collected from 23 patients and 15 doctors from the selected centres.



# Feasibility Study

# Company Profile

- Portea Home Healthcare is a leading homecare service provider.
- Spread over 21 cities in India.
- In-home healthcare services provided are Physiotherapy, Nursing, Attendant/Home Health Aide, Doctor Visit.
- Portea is considering a move to provide homecare services for patients undergoing IVF treatment.

# Product Rationale

- Until now none of the homecare providers have entered into this segment because of the intricacies involved in the process of IVF.
- By doing so, Portea will not only have the first movers advantage but will also be able to capitalize on the growing trend of infertility clinics across the country.
- By offering homecare to IVF patients the company can market its products to an entirely new market, increase revenue and growth projections, and allow the patients to receive the injections and other tests in the comfort of their home.

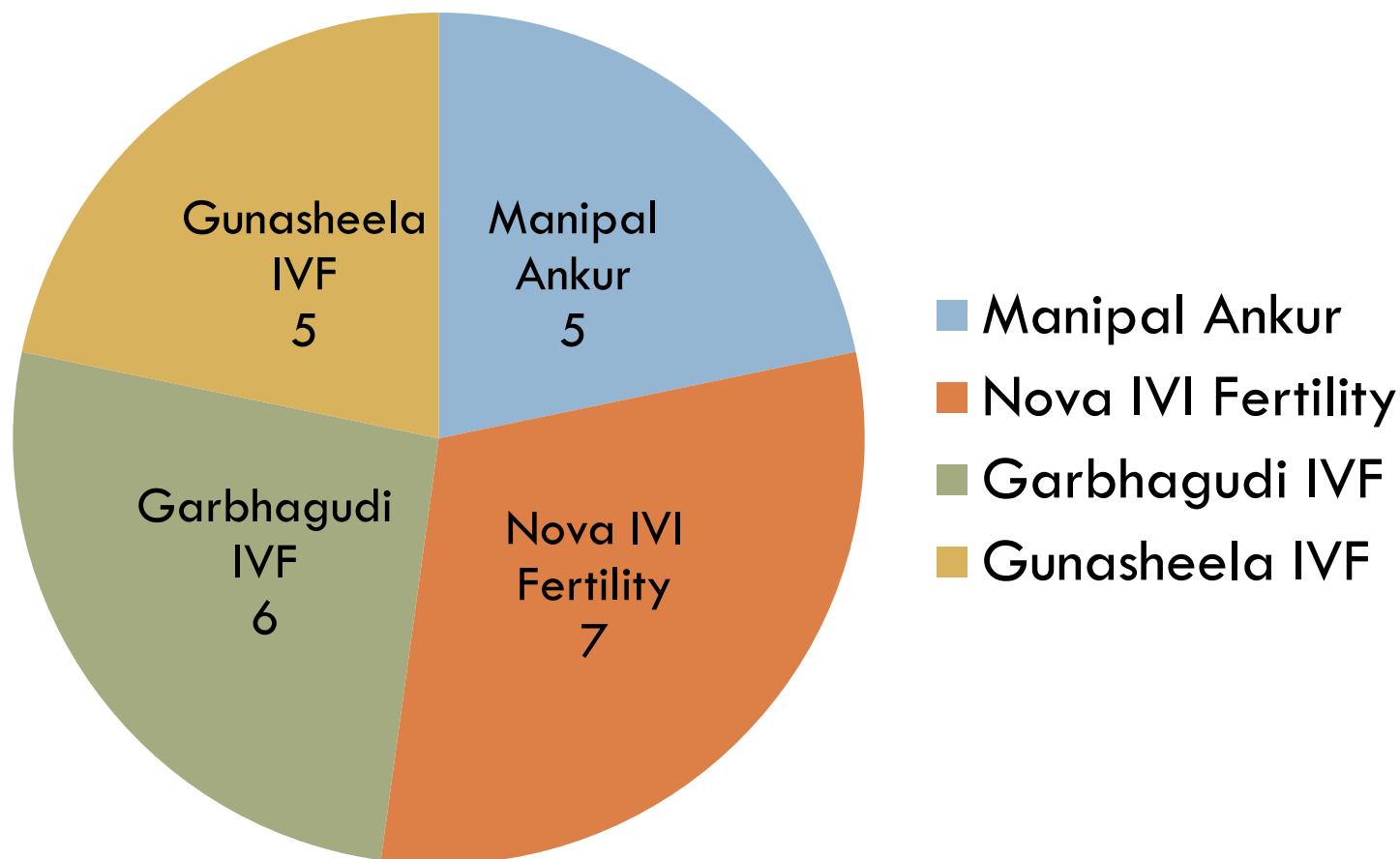
# Current IVF Market

- India's fertility market would be worth about Rs. 5,000 crore in the next five years.
- Banked on remarkable boom in the Indian medical tourism and inflated infertile domestic population, many new service providers are cashing in by increasing collaborations with chains/independent clinics, renowned healthcare providers and hospitals.
- As a result, many IVF centres can be seen growing even in Tier II and Tier III cities in the country.
- Thus, with these factors put together, the Indian IVF market is bound to witness a gush in its growth in the years to come.

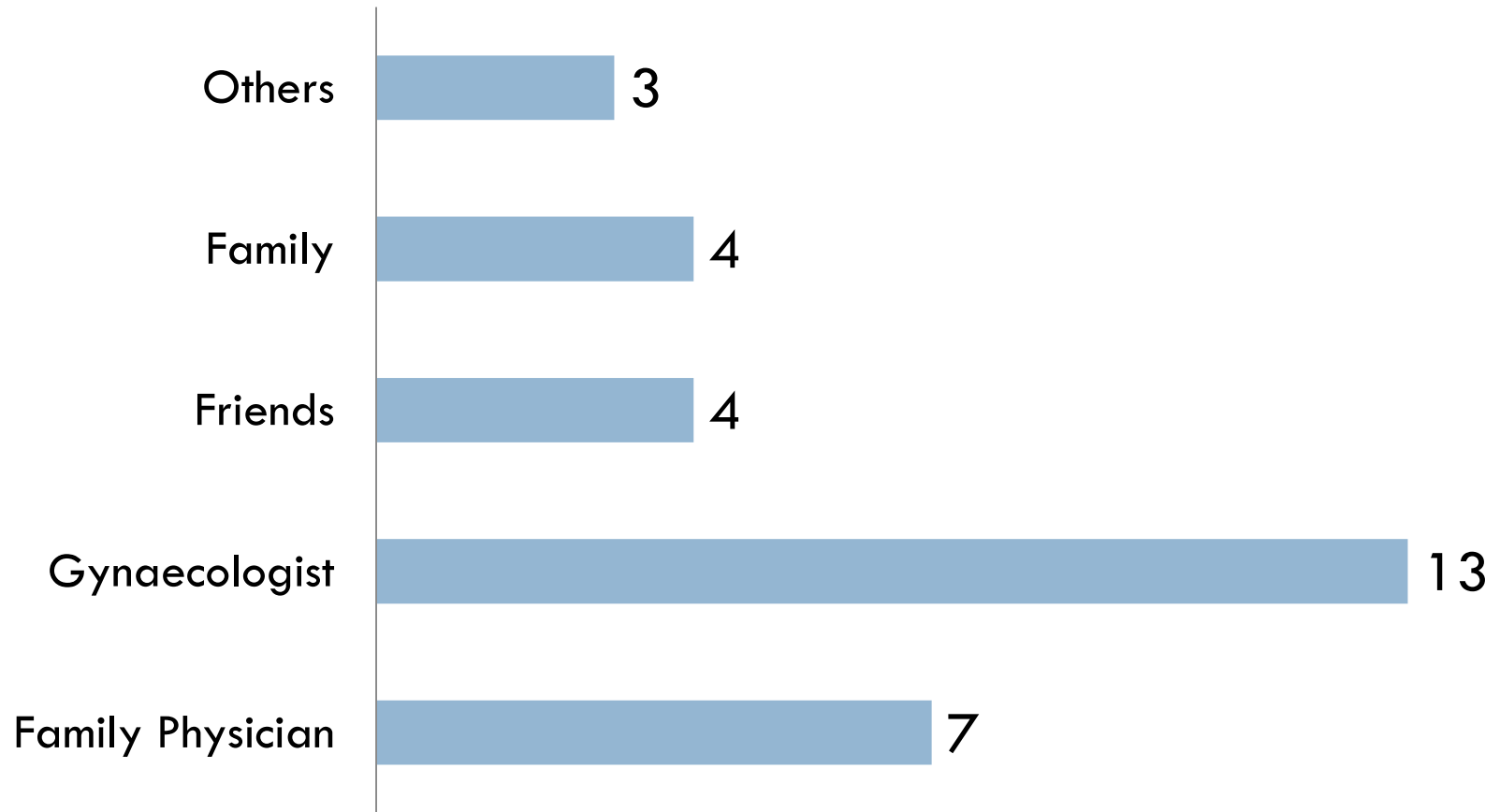
# Need Analysis

- A structured questionnaire was designed to understand the issues and problems faced by patients undergoing IVF treatment.
- The researcher visited the selected IVF clinics and surveyed their patients.
- Responses were collected from twenty three patients from these centres.

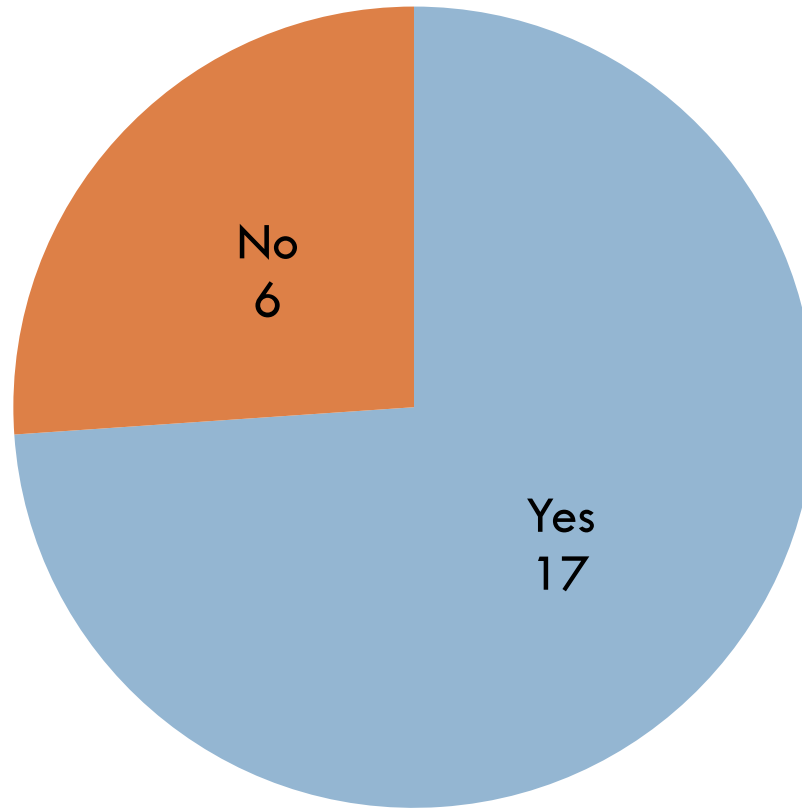
# Distribution of respondents based on IVF Clinic from which treatment is being taken



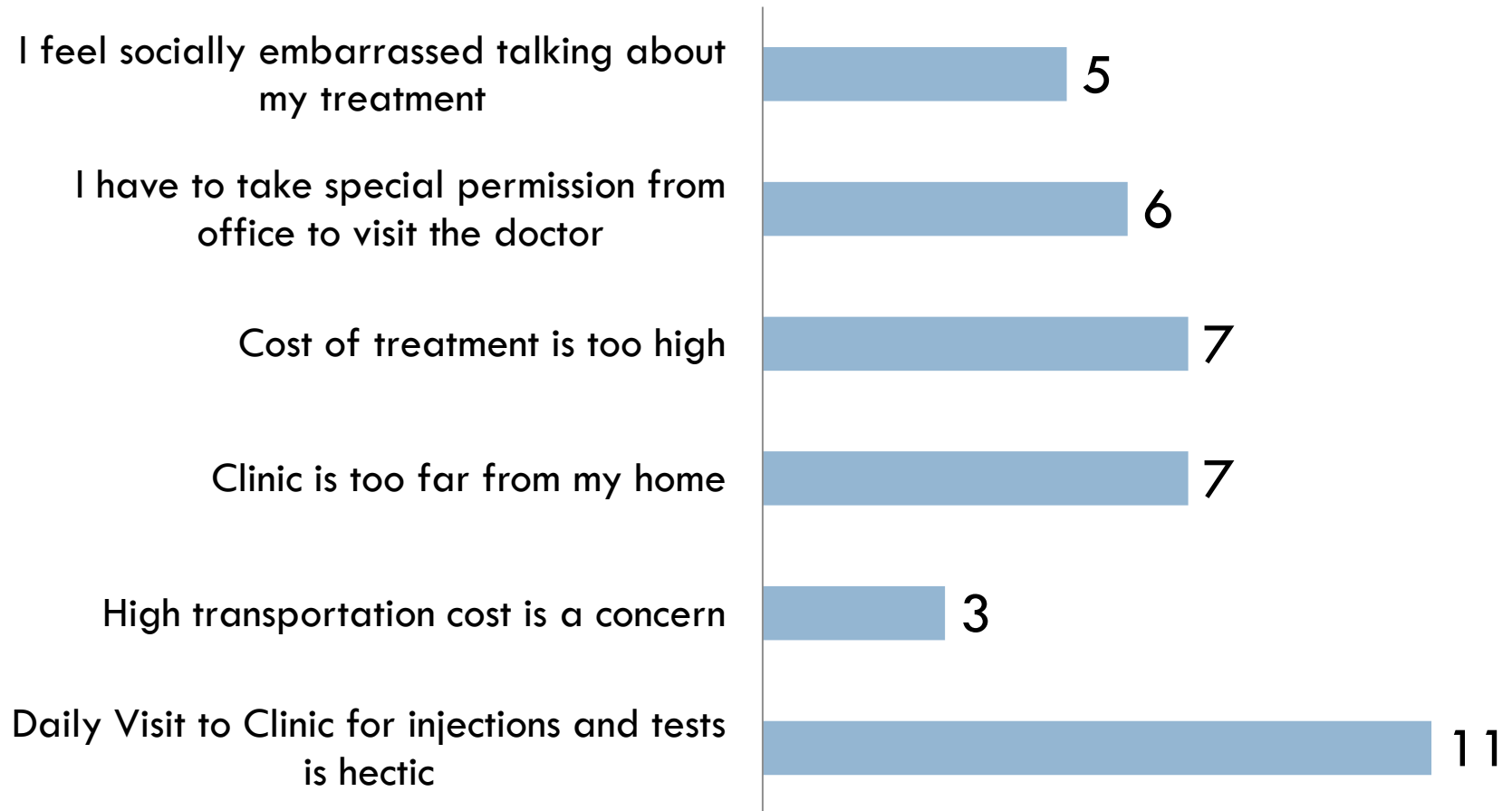
# From where did the patients come to know about IVF treatment?



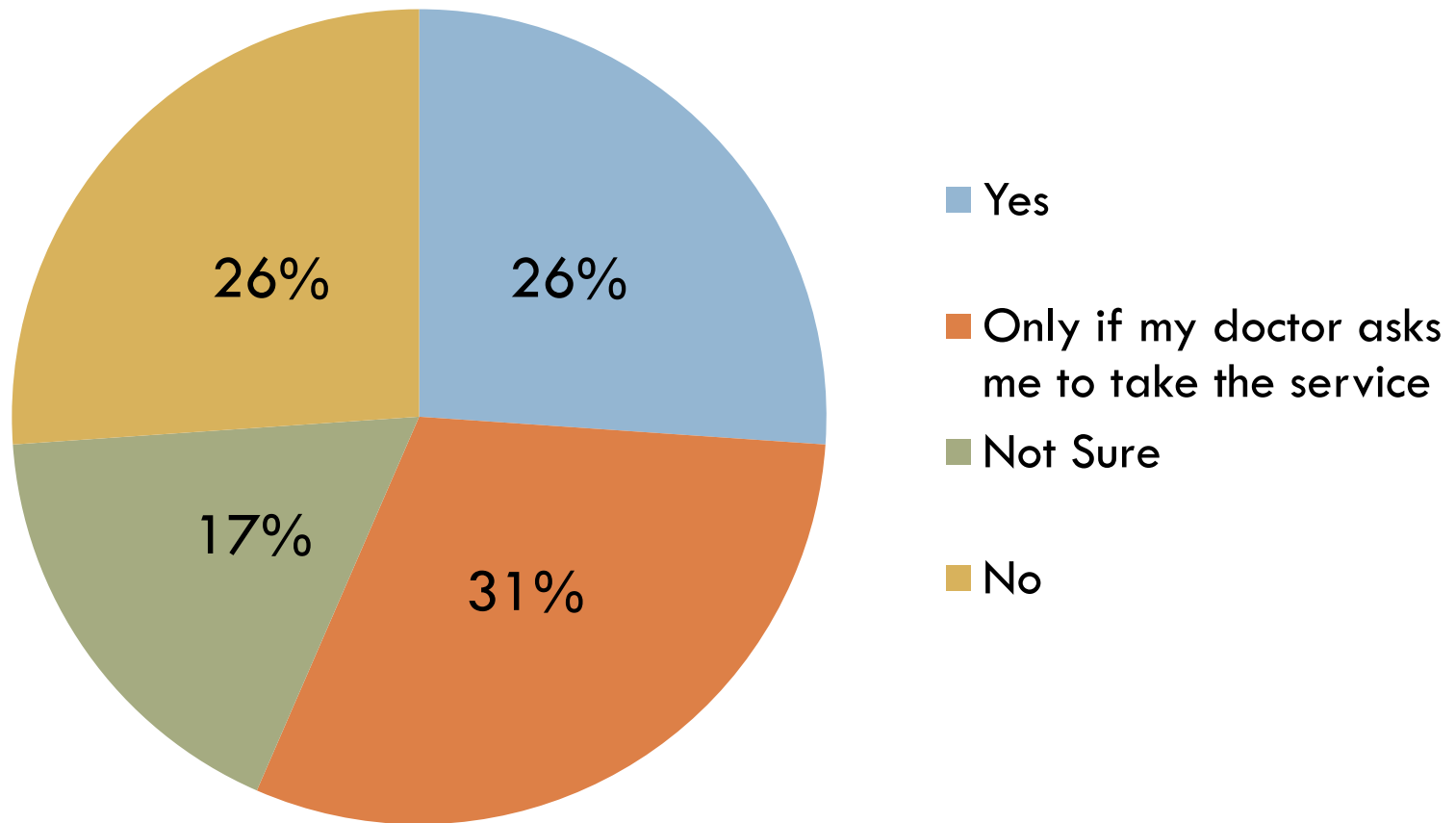
# Have the patients faced any difficulty during the treatment?



# Problems Faced by the Patients



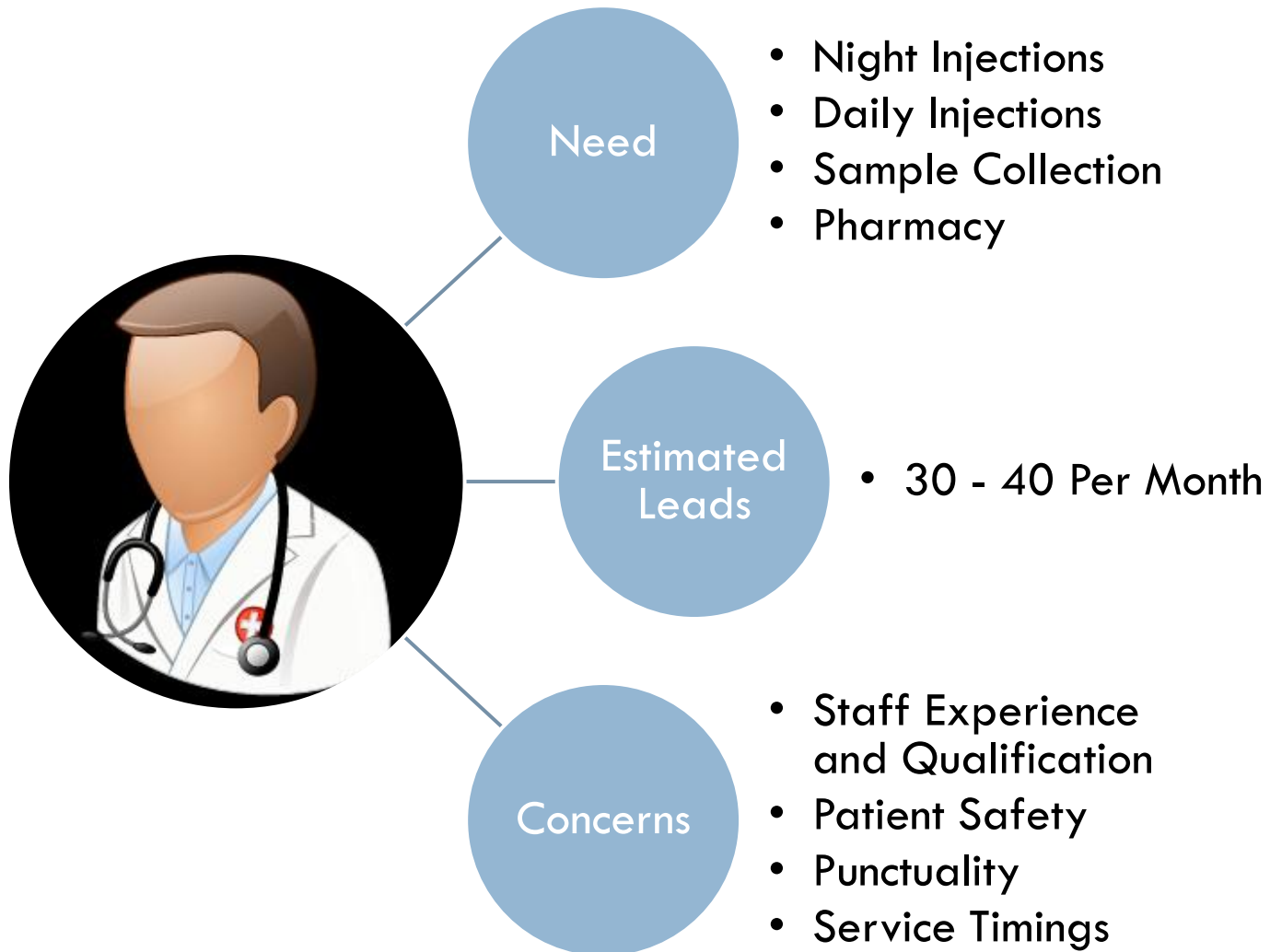
# Would you like to avail home healthcare service from Portea?



# Other services you would like to have as a part of service offering?

- ☐ Ultrasound Scan
- ☐ Medicines
- ☐ Carer Service
- ☐ Yoga
- ☐ Dietician

# Inputs from Doctors



# Impact of IVF Product on Organization and Staffing

- Portea's new IVF product is not anticipated to significantly affect the company's organizational structure.
- There are, however, few changes in appointment timing of the staff and training requirement to successfully launch the new service line.
- Work timings of the staff will have to be expanded beyond stipulated 8PM.
- Since all our new customers from this service would be females the staff allocation has to be done keeping in mind their privacy needs.

# Marketing Strategy for IVF Product

- In order to be successful, Portea must differentiate itself from competitors in order to appeal to customers in the homecare marketplace.
- Our competitors are not currently providing any specialized services to patients undergoing IVF treatment.
- Customers will have the ability to receive multiple services like hormonal injections and blood tests at their home which will save a lot of their time and effort.

# Marketing Strategy for IVF Product

- Since these services would not be very successful if delivered independently due to the intricacies involved in the treatment Portea will tie up various fertility centres and customize a service plan for its patients.
- Marketing Collaterals will be designed for the IVF services and displayed at partner centres to make the patients aware of the services provided by the company.

# Marketing Strategy for IVF Product

- Portea's on field sales force will play a major role in this partnership. The sales team will visit target centres from time to time to make them aware of our specialized offering. These visits shall continue even after successful partnership to keep the business coming to the company.
- Sales staff will require training in IVF product pitch and sales practices.

# Financial Projections for IVF Product

| Measure                                                             | 1 <sup>st</sup> Month | 2 <sup>nd</sup> Month | 3 <sup>rd</sup> Month | 4 <sup>th</sup> Month |
|---------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Projected Patient Flow (Night Injection)                            | 10                    | 20                    | 20                    | 25                    |
| Projected Patient Flow (Day Time Injection)                         | 0                     | 1                     | 5                     | 10                    |
| Projected Patient Flow (Sample Collection)                          | 0                     | 1                     | 5                     | 10                    |
| Total Visits                                                        | 10                    | 22                    | 30                    | 45                    |
| Income                                                              | 6000                  | 18850                 | 46250                 | 83500                 |
| Marketing Cost                                                      | 5000                  | 0                     | 5000                  | 0                     |
| Transportation Cost<br>(Average distance 20Km)<br>(Rs.15/- per Km ) | 6000                  | 12000                 | 12000                 | 15000                 |
| Training Cost of Nurses                                             | 5400                  | 5400                  | 5400                  | 5400                  |
| Staff Cost                                                          | 4167                  | 9167                  | 12500                 | 18750                 |
| Other Administrative Costs                                          | 200                   | 200                   | 200                   | 200                   |
| Total Cost                                                          | 20767                 | 26767                 | 35100                 | 39350                 |
| Cash Flows                                                          | -14767                | -7917                 | 11150                 | 44150                 |

# Results and Discussions

## Technology

Will utilize existing technology which lowers project risk.

The new product would not require major training efforts for the staff.

Once this product is in place it is simple to operate and maintain for a relatively low cost.

## Marketing

This initiative will allow Portea to reach large number of target groups by entering into B2B tie ups.

The marketplace for IVF is in a steady state of growth hence there is a lot of potential in this product.

Portea will be able to differentiate itself from its competitors and will have first movers advantage with introduction of this product.

## Organizational

Minimal increases to staffing are required with no changes to organizational structure.

No new facilities or capital investments are required.

Work timings will be affected and additional administrative support will be required for this product.

## Financial

Break even occurs early in the third month of operation.

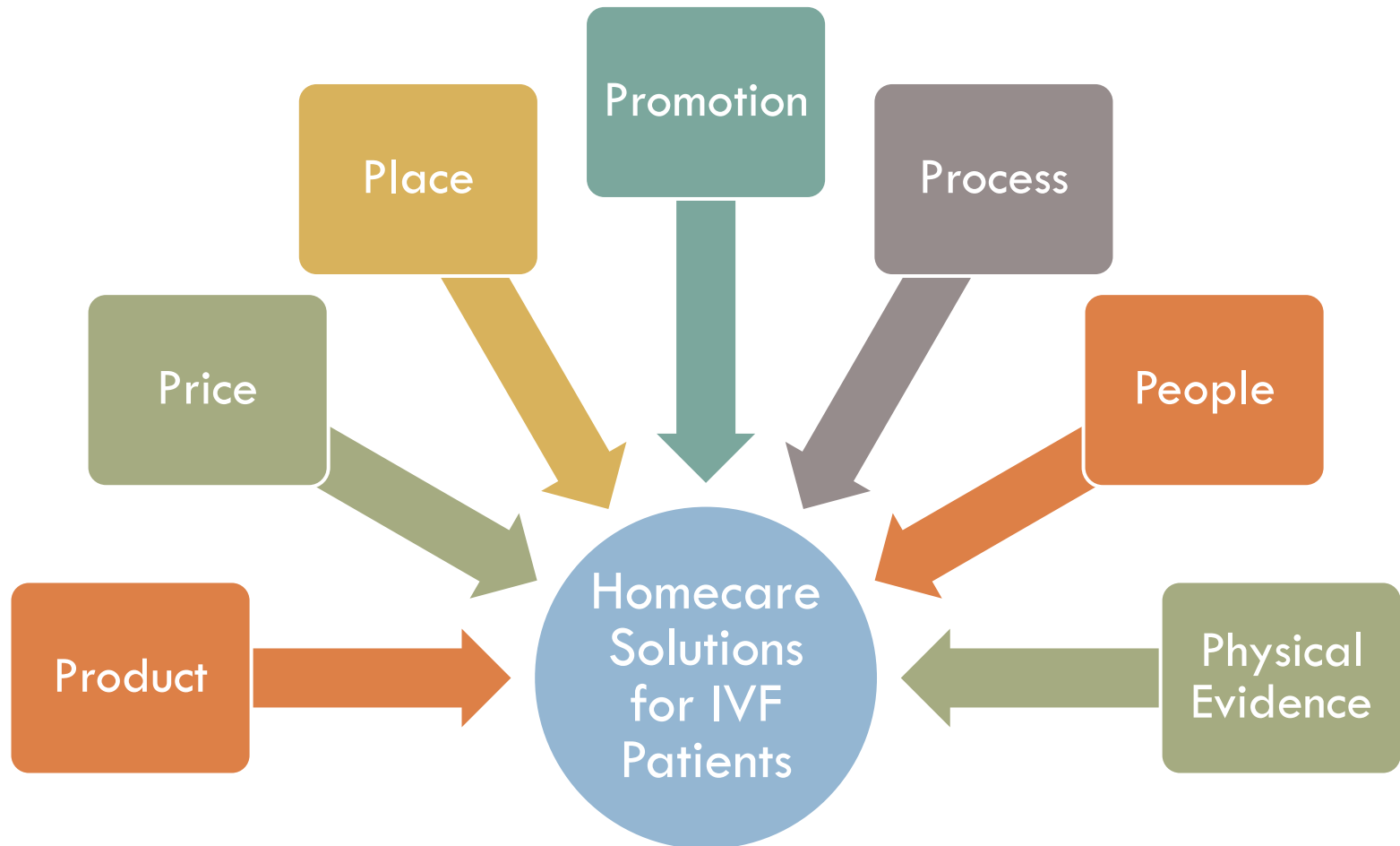
Six months projections show increase in sales by 4% of total sales of nursing product.

Portea will be in position to capture greater market share with introduction of this product.



# **Business and Operational Plan**

# 7Ps of IVF Service



# Product

- The product for service organizations is usually defined in terms of intangible services which are not easily to quantify.
- Services provided in phase one of the launch would include:
  - ▣ Day Time Hormonal Injections
  - ▣ Trigger Injections
  - ▣ Blood Hormone Tests
  - ▣ Sample Collection
- After successful launch of the product additional service may be introduced in phase two like medical devices for IVF centres and pharmacy services for patients and care providers.

# Price

- Price is the amount paid in exchange for the value received. Price must not only be competitive and lead to profit, but also must be of value in eyes of customer.
- Pricing was done keeping in mind three important factors including cost, competition and value to customer.
- **Pricing Workup:**
  - ▣ Minimum Nursing Charges + Transportation Costs + Doctor's Share (If Any) + Profit Margin (20 - 30%)
  - ▣  $450 + 150 \text{ (min.)} + 10\% \text{ (Average } 60 - 100) + 20\% \text{ (Average } 100)$

# Place

- Presenting products or services to the customer in the right place and at the right time holds a lot of importance.
- The most obvious “place” where we would market our service would be the IVF Centres.
- Other places that we would target would be hospitals, physicians and B2C channels including media and website.

# Promotion

- Promotion includes the various forms of communicating with the target audience to effectively present benefits, answer needs and inspire action.
- The on field sales team would be trained to pitch the new IVF product to doctors who are the primary decision makers in case of IVF treatment.
- Marketing collaterals would also be designed to be displayed at the partner centres to make the patients aware of the new service.

# Process

- Process or service blueprint is an important element of the marketing mix that determines how a service should be created and delivered to the customer.
- The elements of service blueprint include customer actions, onstage and backstage employee actions, and support processes to their minutest detail.
- [IVF Final Process Flow.pdf](#)

# People

- Clinicians involved in care delivery act as the brand ambassadors for the company. A patient doesn't have much insight to a physician's clinical skills, but they will be pleased based on how the clinician deals with them as a person.
- Qualified nurses who have experience in IVF will be selected and trained for the procedure at the partner centre for the prescribed time.
- On field sales team has a major role to play in the success of the new product. They will act a “power players” and will promote our product to all target centres and hospitals. A specialized script will be designed for them which would include the product information and the reason the patient should go for the service from Portea.

# Physical Evidence

- Physical Evidence is what the customer perceives and experiences about our product. Patients' first encounter with the service provider determines his perception and decision to buy or not buy the service.
- Portea has successfully made a place for itself in the customers mind through intensive marketing efforts. This would be continued in the form of marketing efforts for customers and sales team pitches for doctors.
- Since patients undergoing IVF treatment have a lot of social and emotional concerns the staff will be given soft skill training to handle these cases. Additionally it is compulsory for the staff to wear proper uniform whenever going to attend any patient. This not only creates a positive image in the eyes of the customer but their confidence also increase in the care giver.

# Product Launch Schedule

| Start Date     | End Date       | Activity                                                      |
|----------------|----------------|---------------------------------------------------------------|
| March 15, 2016 | -              | Initiate Project                                              |
| March 20, 2016 | -              | Project kickoff meeting                                       |
| March 20, 2016 | April 10, 2016 | Market Research and Study                                     |
| April 10, 2016 | April 20, 2016 | Product Designing                                             |
| April 20, 2016 | May 1, 2016    | Sales Team and Clinician Training                             |
| May 1, 2016    | May 10, 2016   | Testing the service for concept and messaging strategy        |
| May 10, 2016   | May 15, 2016   | Designing of Marketing Collaterals and Tie Up with IVF Centre |
| May 18, 2016   | -              | Product Launch in Bangalore                                   |
| June 18, 2016  | -              | Tie up with other IVF Centres in Bangalore                    |
| July 1, 2016   | -              | Product Launch in Mumbai and Delhi                            |
| July 15, 2016  | -              | Product Launch in Kolkata, Chennai, Hyderabad and Pune        |

# Challenges

- Additional transportation cost to the company for night injections. Prices have to be charged accordingly.
- All procedures are time sensitive hence no delay can happen from our side. Any delay can lead to failure of entire IVF Cycle.
- Safe pick and drop has to be arranged for the nurses going for night time injections.

# Conclusion

- The global IVF market is witnessing a substantial growth owing to rising incidence of infertility cases.
- Launching the new product for IVF patients will be highly beneficial to the organization and has a high probability of success.
- With the launch of this product, Portea will not only have the first movers advantage but will also be able to capitalize on the growing trend of infertility clinics across the country.
- By offering homecare to IVF patients the company can market its products to an entirely new market, increase revenue and growth projections, and allow the patients to receive the injections and other tests in the comfort of their home.

**Thank You.**