



Situational Analysis on human factors related to Information, Communication and Technology(ICT) in home healthcare services(Portea), Bengaluru

Presented By:

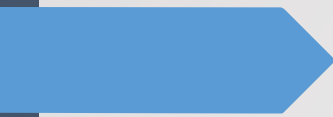
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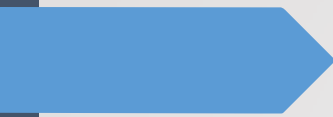
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Background:

1. Portea is Home healthcare with technology
2. Distributed Care Setups
3. EHealth refers to information and communication technology (ICT) tools and services for health, whether the tools are used behind the scenes by healthcare professionals or directly by patients and their relatives.
4. Advanced Home Healthcare used in place of **ICT (Information and Communication technologies)-Based Home healthcare**
5. E-Health includes the interactions



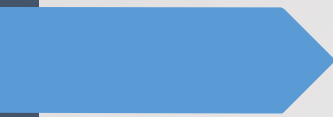
Introduction:

- ICT applications
- For Homecare even more advanced level of ICT tools
- Utilization of ICT affected by human factors and compliance
- User-oriented research in the health informatics field has tended to focus on ICT adaptation and user satisfaction issues, rather than on usability.
- Advances in telecommunications, web solutions, and social networking tools have the potential to support health care delivery and education

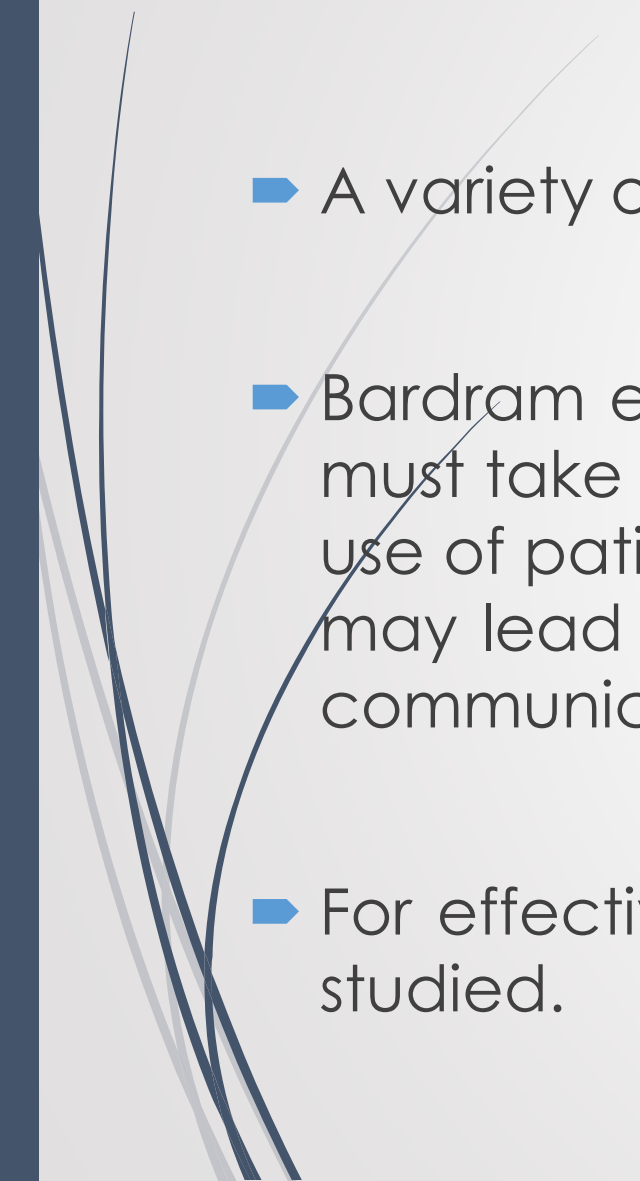
Categories & Parameters to be considered in this context (always with the focus being the home) include:

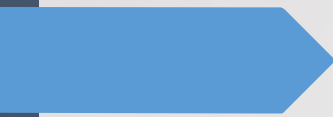
1. Customer Service/engagement/referral teams
2. I.T Tools- Apps, portals, social media, digital marketing, conference calls, mails
3. Training and Education
4. Inter departmental communication
5. Data management and analytics- Lead/order tracker
6. Time of execution/ Response time/TAT
7. Behavior of complete staff

1. Availability
2. Prices
3. Clearances/Approvals
4. Stakeholders- Vendors/outsources factors
5. SOPS/Quality/Compliance

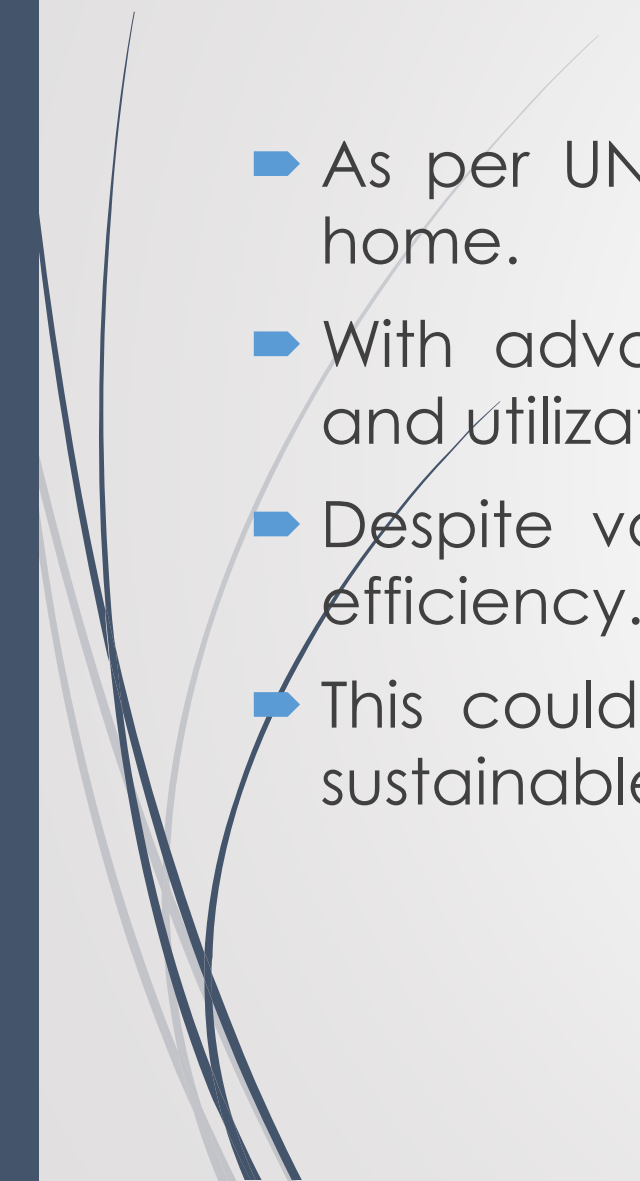


Review of Literature:

- ▶ A variety of ICT applications are described in the review.
 - ▶ Bardram et al.⁽²⁰¹⁴⁾ stated that ICT applications used in home care must take into consideration the role technology should play in the use of patient and healthcare professionals. Neglecting this aspect may lead to technology that not provide the needed support for communication.
 - ▶ For effective resource utilization- factors affecting ICT need to be studied.
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Rationale:

- As per UN report 2010, 70% of patients' need can be fulfilled at home.
 - With advanced homecare medical gadgets, ICT understanding and utilization from employees' perspective was needed
 - Despite various resources there were gaps in ICT utilization and efficiency.
 - This could affect its market hold thereby creating challenge for sustainable profitable model.
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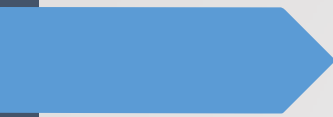
Aim

- ▶ The overall aim of this paper was to contribute in usability research and user-oriented development of healthcare technologies by:

Informing the managers/employees about the current state of utilization of ICT systems

Increasing the understanding of usability aspects specific for operational context, and

Encouraging a more holistic approach on studying utilization issues & prioritization of the same



Research Question:

- ▶ What were the human factors of poor utilization of ICT in Advanced Home Healthcare Services (Portea Medical Services)?

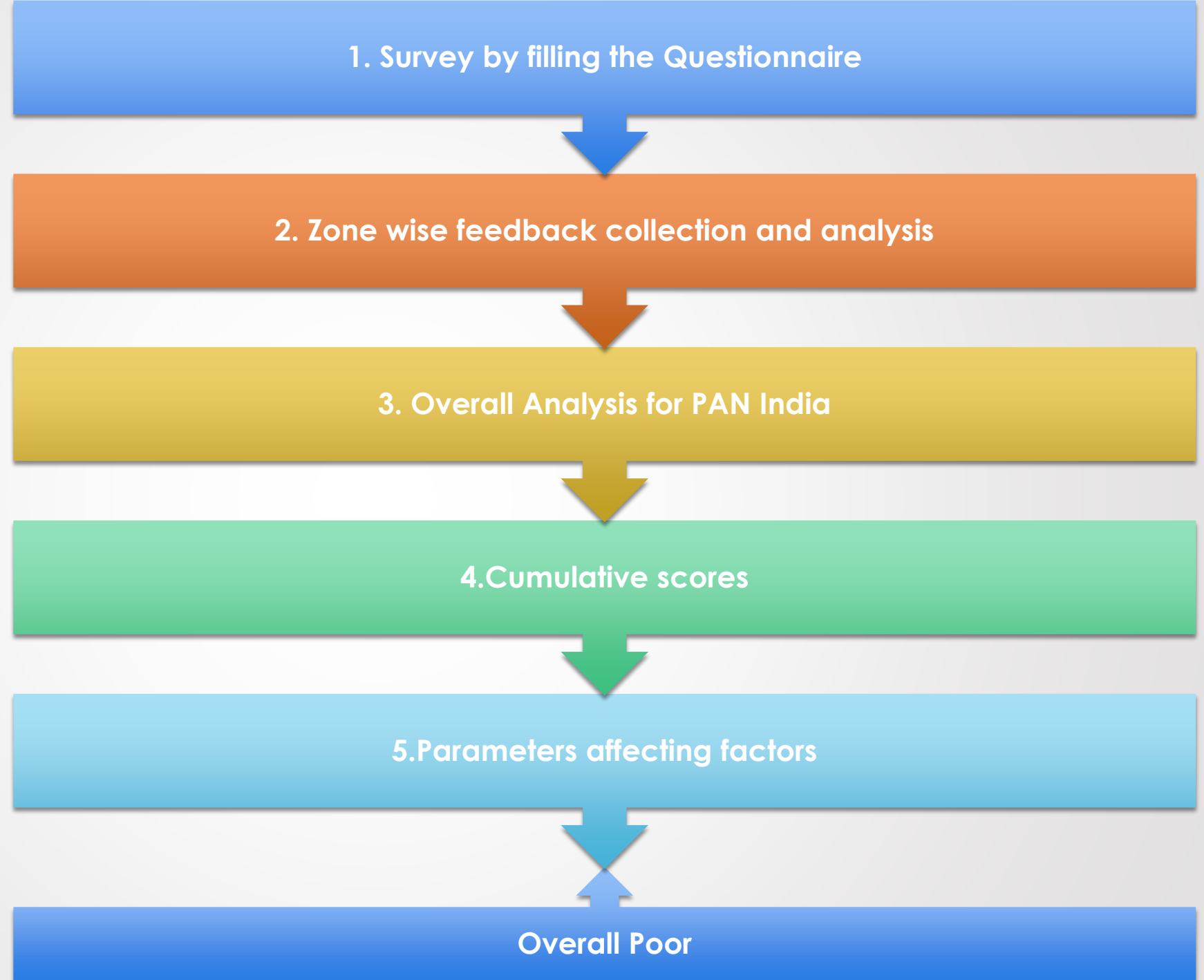
Research Objective:

- ▶ To understand the human factors of poor utilization of ICT in Advanced Home Healthcare Services (Portea Medical Services).

Methodology:

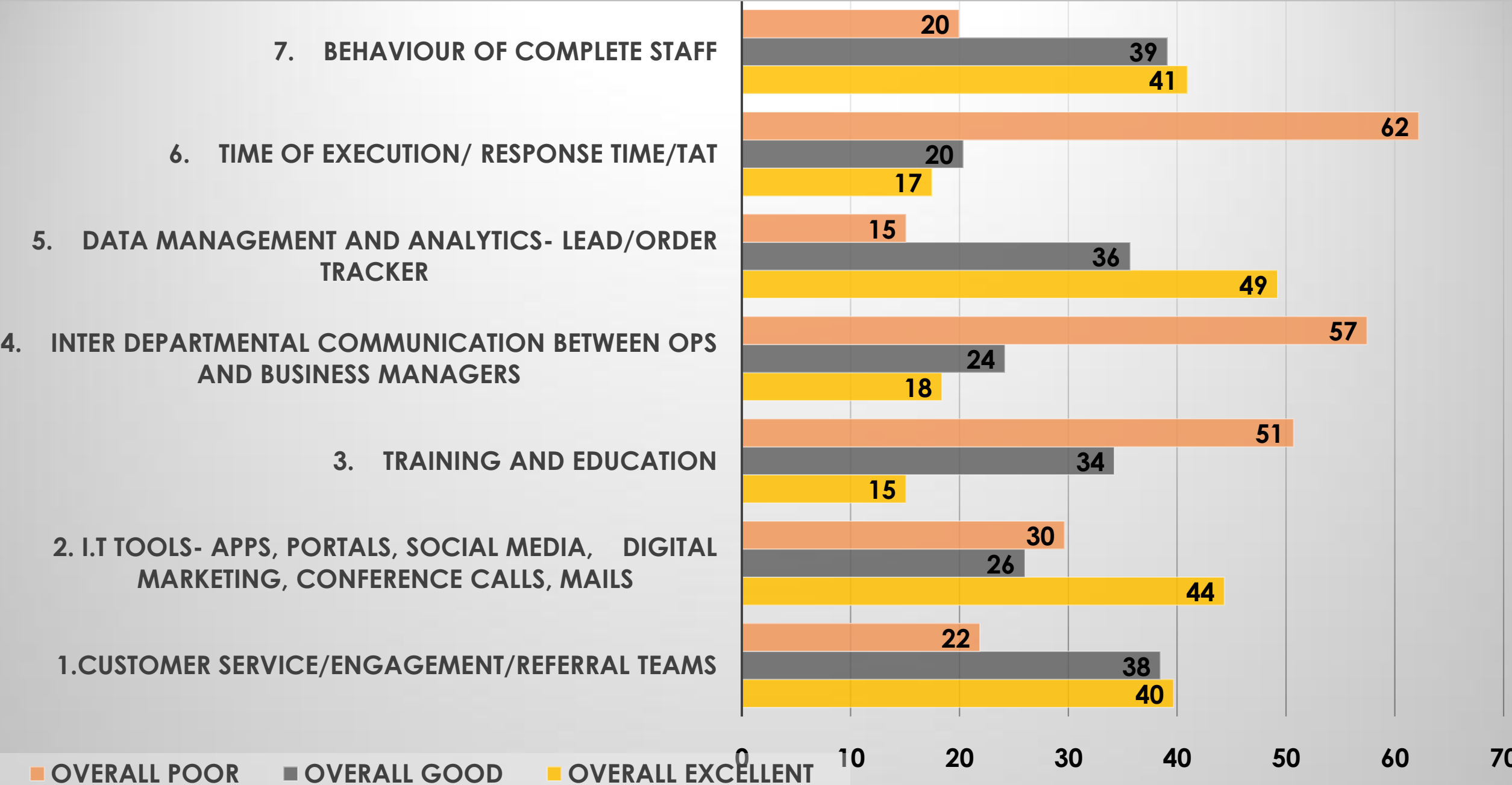
- **Study type-** Descriptive study
- **Study area-** PAN India- 18 cities
- **Study period-** 3 months (March to May 2016)
- **Study Respondents-** Operations Manager, Business Managers, and Coordinators.
- **Sample size-** 28 BM, 32 Operations Managers, 33 Co-ordinators across 18 cities of India)
- **Sample Method** – Cluster Sampling Method
- **Data type-** Primary and Secondary data (from the review of literature)
- **Data collection tool** – Semi-Structured questionnaire
- **Data collection technique-** Face to face, Telephonic interview and direct observations, Conference calls, Business travel plan
- **Limitation in data collection-** Un responded questionnaire(2), People switched the organization (2)
- **Data Analysis-** The data analysis done in MS Excel
- **Ethical Consideration-** Data confidentiality will be maintained throughout the study, the data will be shared for the dissertation purpose only.

Analysis & Findings:

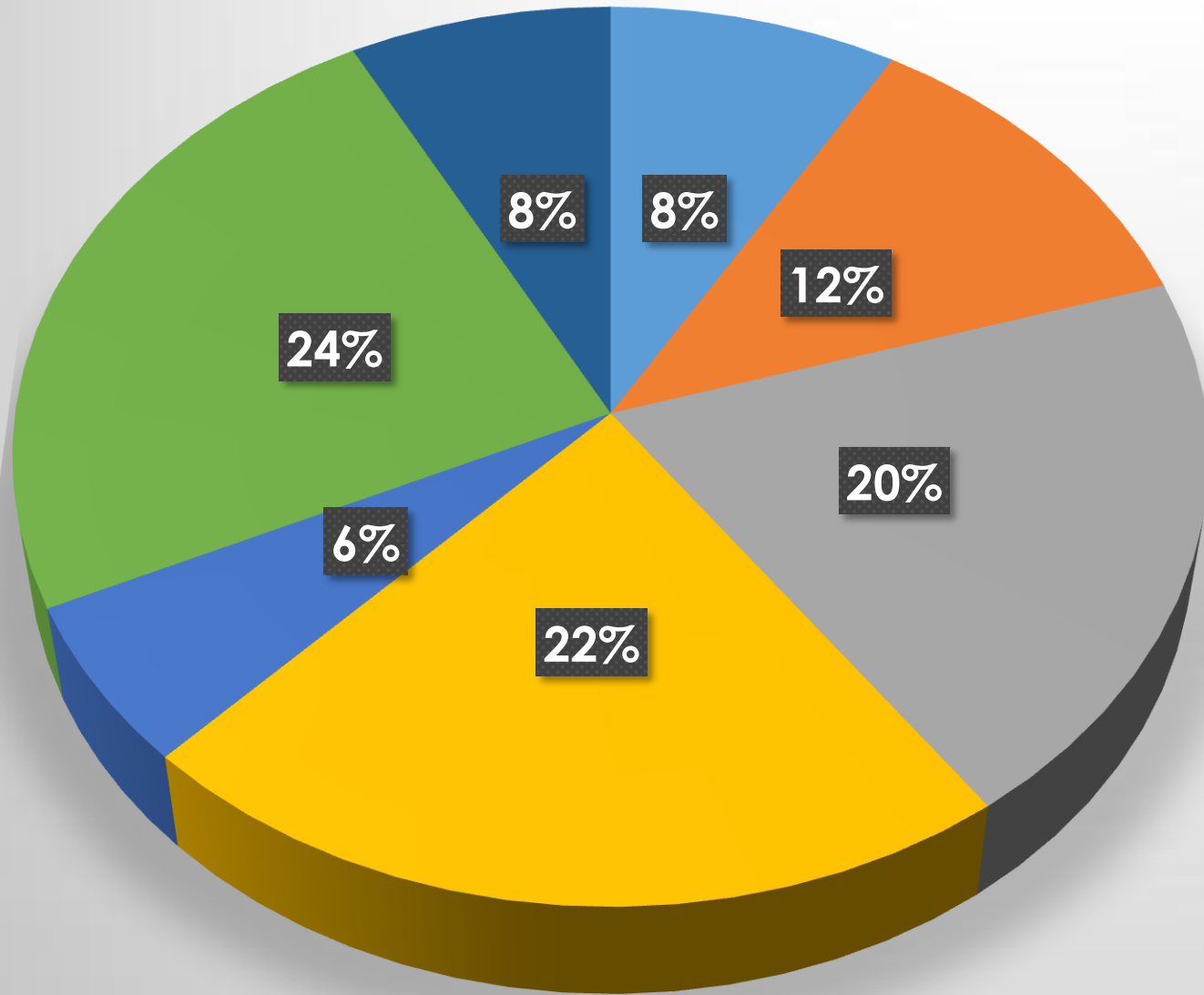




Overall Analysis:



OVERALL POOR



- Customer Service/engagement/referral teams
- 2. I.T Tools- Apps, portals, social media, digital marketing, conference calls, mails
- 3. Training and Education
- 4. Inter departmental communication between Ops and Business Managers
- 5. Data management and analytics-Lead/order tracker
- 6. Time of execution/ Response time/TAT
- 7. Behaviour of complete staff

Results:

➤ **Thus from the study, the situational analysis shows that the major problem areas in ICT for HHC are:**

- Response time/delays (24%)
- Interdepartmental Communication (22%)
- Training & Education (20%)

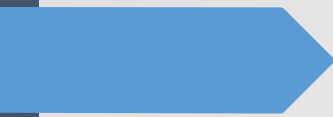
Major Parameters associated with the above factors are:

- Multiple Clearances/Approvals (65%)
- Availability (64%)
- SOP/ Quality issues/Compliance (51%)

➤ There could be the permutation combination of any of these 6 major reasons which could change the situation of the ICT in HHC (Portea).

Future Scope:

- ❑ In the health informatics field, usability studies typically focus on evaluating a single information system and involve a rather small group of end-users. However, little is known about the usability and utilization of clinical information and communication technology (ICT) environment in which healthcare professionals work daily.
- ❑ This paper aims at contributing to usability research and user-oriented development of healthcare technologies.
- ❑ Based on the factors and parameters- Prioritization and Phase level strategies could be stated:
 - **Phase 1**—focus on the poor factors
 - **Phase 2**---focus on the moderate factors
 - **Phase 3**--- focus on all the factors including excellent for continuing the best practises for sustainable longer period of time with advancements.



Conclusion -

- The study was aimed to understand the various human factors associated with ICT in Home healthcare.
- Despite the technology resource & availability, there were some human gaps in each and every delivery point.
- Hence, there is a need to understand & improve the utilization of ICT resources as well as need to form strategies to eliminate the delivery point issues.
- This helps to understand the problems & thereby assist in improving the quality of services both internally and externally
- This will not only help to improve the operational part but also enhance the quality services with profitable sustainable models.

Sr.No	Findings	Suggestions
1.	Zone wise analysis	○ So zonal headquarters ○ intra-zone training modules and hands on ○ Proper process formulation and escalation matrix. ○ Monthly forecasting
2.	Over all Activities PAN India-	○ Central training ○ Business development tours and travelling ○ Mailers, Newsletters and videos ○ Conference calls/ Video calls
3.	For Parameters affecting factors	● SPOC- Single point of contact ● Quality control checks and SOP formulations ● Local Tie ups with central monitoring
4.	For combination of factors and parameters	● Phase level strategy
5.	For Recommending Portea to others	● Staff discounts and incentive mechanism plan ● Customer engagement & referral programs and re- engagement offers can be an option to build trust in Portea both internally and externally.



THANK YOU