

**COMPREHENSIVE STUDY IN EXECUTIVE HEALTH  
CHECKUP DEPARTMENT INCLUDING OPERATIONAL  
AND MARKETING CONCEPTS IN THE MISSION  
HOSPITAL, DURGAPUR**

**Internship Training  
at  
The Mission Hospital, Durgapur**

**By  
Ritika Batra**

**Under the guidance of  
Dr. Arindam Das**

**MBA Hospital & Health Management  
2013–15**

  
**Institute of Health Management Research  
Jaipur  
2015**

**TO WHOMSOEVER MAY CONCERN**

This is to certify that Dr. Ritika Batra (PT), student of MBA Hospital and Health Management from IIHMR University, Jaipur has undergone internship training at The Mission Hospital, Durgapur from February 2<sup>nd</sup>, 2015 to April 30<sup>th</sup>, 2015.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all his future endeavors.

Prof. Ashok Kaushik  
Dean, Academics and Student Affairs  
The IIHMR University, Jaipur

Prof. Arindam Das  
Associate Dean, Research  
The IIHMR University, Jaipur





May 5, 2015

CERTIFICATE OF DISSERTATION COMPLETION

TO WHOM IT MAY CONCERN

The certificate is awarded to **Ms. Ritika Batra** in recognition of having successfully completed her dissertation in the Health Checkup department. She has successfully completed her Project on “**A Comprehensive Study in Executive Health Checkup Department including operational and marketing concepts**” from February 2<sup>nd</sup> to April 30<sup>th</sup> 2015 in **The Mission Hospital, Durgapur.**

She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning. We wish her all the best for future endeavors.

Mr. Abhijit Mukherjee  
General Manager-Operations





**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled A Comprehensive Study in Executive Health Checkup Department including Operational and Marketing Concepts in The Mission Hospital, Durgapur submitted by Dr. Ritika Batra (PT), Enrollment No IIHMR-U/01 /2013-15/0086 under the supervision of Prof. Arindam Das (Associate Dean, Research, The IIHMR University, Jaipur for award of MBA Hospital and Health Management of the university carried out during the period from Feb 2<sup>nd</sup> to April 30<sup>th</sup>, 2015 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning

*Dilip*

Signature

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## **CHAPTER-1 PROJECT OUTLINE**

### **INTRODUCTION:**

Good health is the foundation of a productive and rewarding life. Today's lifestyle has brought with it stress, unwholesome eating habits and inadequate rest. Coupled with elevated levels of pollution and lack of exercise, these factors are bound to gradually take their toll on health. Routine health checkups are one solution to it which aims to detect subclinical illness and risk factors for disease with the purpose of reducing morbidity and mortality.

Getting right health services, screenings, and treatments, is a step forward to enhance the chances for living a longer, healthier life. Therefore, hospitals are now coming up with a different department which focuses on preventive health care.

Executive Health Checkup Department in The Mission Hospital is located in the basement and comes under Front Office. All the investigations which are related to the department are done in the department itself except PFT, for which patient have to go to PFT department. But location of PFT is near to the department which decreases the movement and effort of the patient.

### **REVIEW OF LITERATURE**

According to a study done by Richard R. Lau to find out the development and change of young adult's preventive health beliefs and behavior, health professionals have turned their attention increasingly to "lifestyle" factors that are associated with morbidity and mortality.

.



Study done by David A Thompson and Yarnold et al, perceptions regarding waiting time, information delivery and expressive quality predict overall patient satisfaction.

A study done on patient satisfaction in the Government Allopathic health facilities of Lucknow district revealed significantly high satisfaction with respect to waiting time of less than 30 minutes .

According to a study done on Patient waiting time, patient satisfaction can be enhanced, if providers create an environment that dialogue between health professional and the patient that enables them to identify the most important and relevant information to transmit to patients and families. Further, consumers evaluate products based on intrinsic and extrinsic dimensions. Intrinsic dimensions include tangible and core attributes directly related to quality, while extrinsic dimensions are image variables such as price, brand name etc. It has been found that as consumers become more educated and experienced, they tend to engage in comprehensive processing of all available dimensions, consumers are more likely to rely on extrinsic attributes for the product evaluation study indicated that auxiliary service quality dimensions such as “non-physicians care” and “convenience” were important for satisfaction.

A study done on effects of instruction on intrinsic interest examined that contextual cues influence the impact of receiving instructions for improving performance on intrinsic motivation.

## **RATIONALE**

Health checkup Department is a point of contact where potential customers come in direct contact with the hospital's services and therefore it can be a key determinant of inpatient as well as follow-up outpatient traffic. Hence, improved operational efficiency and patient satisfaction in this area is of prime importance. Further, this department is dependent on patient's awareness which is further dependent on the Marketing materials. Therefore, the study has been carried out to improve operational efficiency of the department as well as Marketing materials

## **RESEARCH QUESTION**

What are the bottlenecks in the department keeping in view operations and marketing materials?

## **OBJECTIVE OF THE STUDY**

To study the operational efficiency and marketing concepts of Health Checkup Department

## **OUTLINE OF RESEARCH APPROACH**

A triphasic approach was used in the study.

### **PHASE-I**

In the first phase, retrospective study was carried out.

Specific objectives:-

- To assess the patient's demand of health checkup packages over the years since inception of Health checkup department
- To assess the patient profile in terms of mode of payment and referrals
- To study the overall process and patient flow in the Health Check Up Department

## **PHASE II**

In the second phase, Time motion study was carried out.

Specific objectives:-

- To analyze the time spent in various activities in Health Checkup Department.
- To analyze the Cycle time and waiting time of patients.
- To ensure the process improvement in Health Check Up department by suggesting remedial measures.

## **PHASE III**

In the third phase, Marketing materials of Executive Health checkup department will be studied

Specific objectives:-

- To study existing marketing materials and suggest changes, if needed
- To recommend new ways of marketing

## **RESEARCH METHODOLOGY**

- Type of Study: Phase-I: Retrospective study

Phase-II: Explorative study



- Location of Study: Executive Health Checkup Department, The Mission Hospital, Durgapur
- Duration of Study: 1<sup>st</sup> March to 30<sup>th</sup> April, 2015
- Study Subjects: Patients who came for availing Health checkup packages in the Health Checkup Department
- Sample size: For Phase-I, 100% of patients who came to the department for availing services.

For Phase-II, of the 9 packages offered by the hospital, 4 packages were selected based on their maximum demand.

From these 4 packages, 200 samples were selected based on the previous weightage of each package in the period of Jan' 14 to Dec' 14

- Sampling method: Stratified Random Sampling
- Data collection Tool: Observation, Hospital Information System

## **CHAPTER-2 HEALTH CHECKUP DEPARTMENT**

### **2.1. OVERVIEW**

The Mission Hospital is the renowned hospital in Durgapur where preventive Health care services are provided. The Executive Health Checkup department, as a part of the OPD Services, is a wing of this multispecialty hospital, dedicated to the diagnostic and preventive side of patient care. It is a place where patients, presumably healthy come in for prognosis of disease. This system facilitates the patient to get all the required investigations/consultations done without having to pay individually for consultations or investigations. It is a point of contact where potential customers come in direct contact with the hospital's services. This department therefore can be a key determinant of inpatient as well as follow-up outpatient traffic.

### **2.2. DIFFERENT AREAS IN HEALTH CHECKUP DEPARTMENT**

1. Patient's waiting lounge
2. Reception Counter
3. Doctor's Consultation Room
4. Sample Collection Room
5. USG Room
6. ECHO Room
7. ECG & TMT Room
8. X-Ray Room
9. Reporting pool

### 2.3. FLOOR LAYOUT

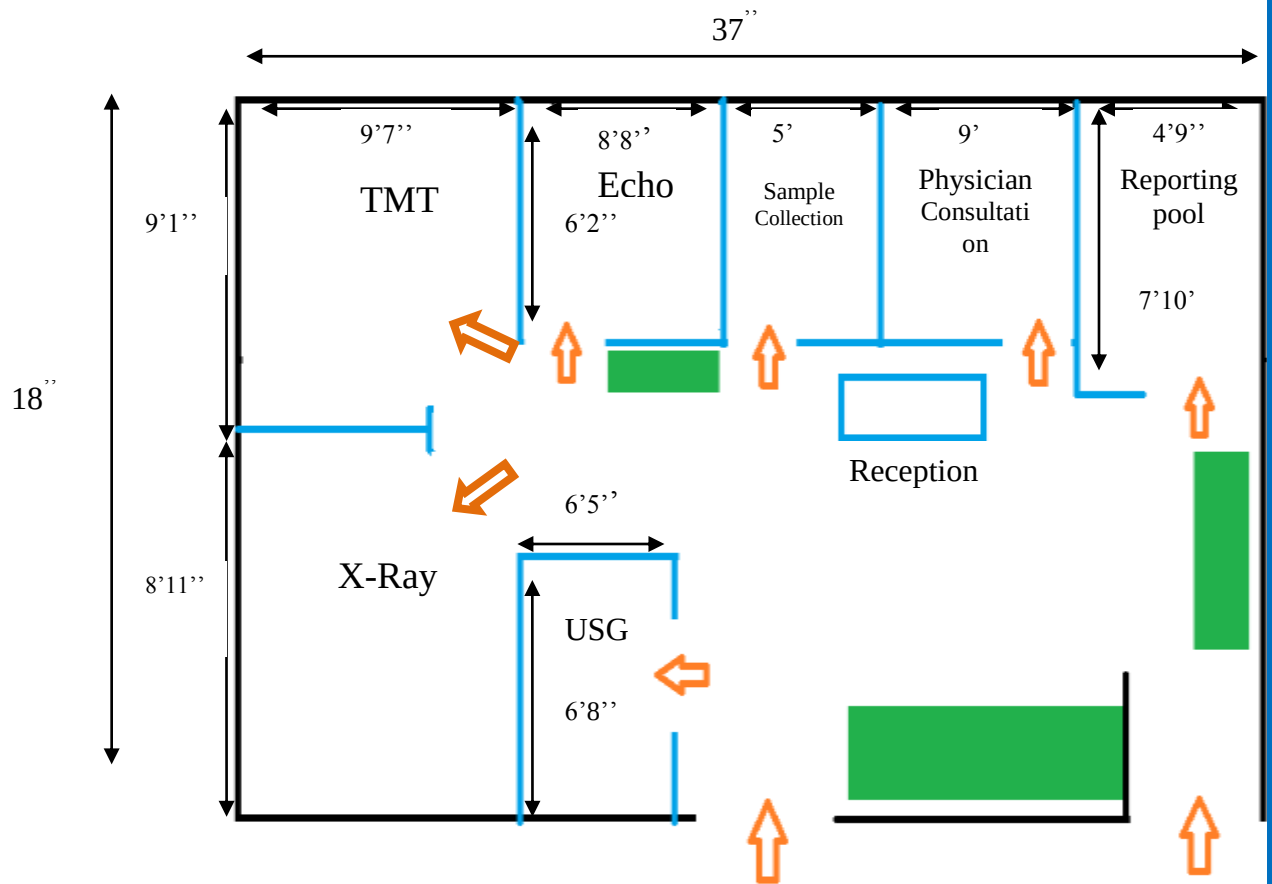


Figure 2.1: Figure depicting floor layout of Health checkup Department

## 2.4. MANPOWER AND SHIFTS

Table 2.1: Staff and their respective shifts in the Health checkup Department

| Staff                           | Shift            |
|---------------------------------|------------------|
| Customer Relationship Associate | 8:00 am-4:00 pm  |
| Executive                       | 9:00 am -5:00 pm |

## 2.5. PROCESS FLOW

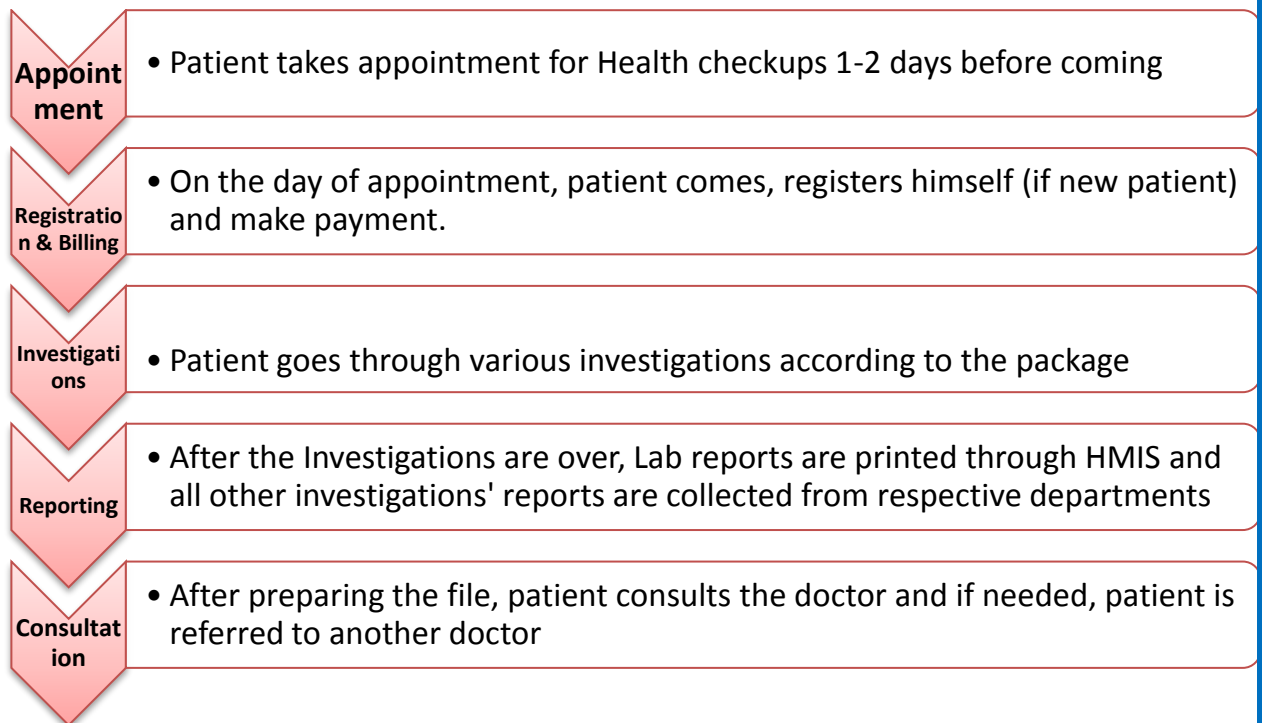


Figure 2.2: Flow chart depicting process flow in Health checkup Department



## **2.6. PACKAGES OFFERED**

There are 9 packages for the patients which are coming to The Mission Hospital for health checkups:

- Executive Health Checkup for Male
- Executive Health Checkup for Female
- Cardiac Health Checkup
- Child Health Checkup
- Arthritis Checkup
- Urology Checkup
- Comprehensive Well Women Checkup
- Syncope Clinic
- Comprehensive Diabetic Health Checkup

Details of Investigations included in the packages and price of packages is attached in Annexures.

## CHAPTER-3 DATA ANALYSIS AND INTERPRETATION

### 3.1. PHASE I-OBJECTIVE 1

To assess the patient's demand of health checkup packages over the years since inception.

Table 3.1: Year wise workload of Health checkup Department (August, 2013-April, 2015)

| Year              | Total cases | Average/month |
|-------------------|-------------|---------------|
| 2013 (4.5 months) | 1757        | 390           |
| 2014              | 4493        | 374           |
| 2015 (4 months)   | 1753        | 438           |

Health checkup Department in The Mission Hospital was inaugurated on August 15, 2013. On an average, 390 health checkups were done per month in 2013 which decreased to 374 health checkups done per month in 2014. Number of health checkups rose to 431 per month in 2015.

Table 3.2: Month-wise workload of Health checkup Department in Year 2013

| Month   | Total HCUs done    | HCUs/day        |
|---------|--------------------|-----------------|
| Aug'13  | 196                | 13              |
| Sep'13  | 361                | 14              |
| Oct'13  | 342                | 12              |
| Nov'13  | 384                | 14              |
| Dec'13  | 474                | 18              |
| Average | Average/month: 390 | Average/day: 14 |

Table 3.3: Month-wise workload of Health checkup Department in Year 2014

| Month   | Total HCUs done    | HCUs/day        |
|---------|--------------------|-----------------|
| Jan'14  | 376                | 14              |
| Feb'14  | 343                | 14              |
| Mar'14  | 395                | 15              |
| Apr'14  | 312                | 12              |
| May'14  | 307                | 11              |
| Jun'14  | 393                | 15              |
| Jul'14  | 436                | 16              |
| Aug'14  | 418                | 16              |
| Sep'14  | 317                | 12              |
| Oct'14  | 321                | 12              |
| Nov'14  | 478                | 19              |
| Dec'14  | 397                | 14              |
| Average | Average/month: 374 | Average/day: 14 |

Table 3.4: Month-wise workload of Health checkup Department in Year 2015

| Month   | Total HCUs done    | HCUs/day        |
|---------|--------------------|-----------------|
| Jan'15  | 365                | 13              |
| Feb'15  | 362                | 15              |
| Mar'15  | 544                | 21              |
| Apr'15  | 482                | 18              |
| Average | Average/month: 438 | Average/day: 16 |

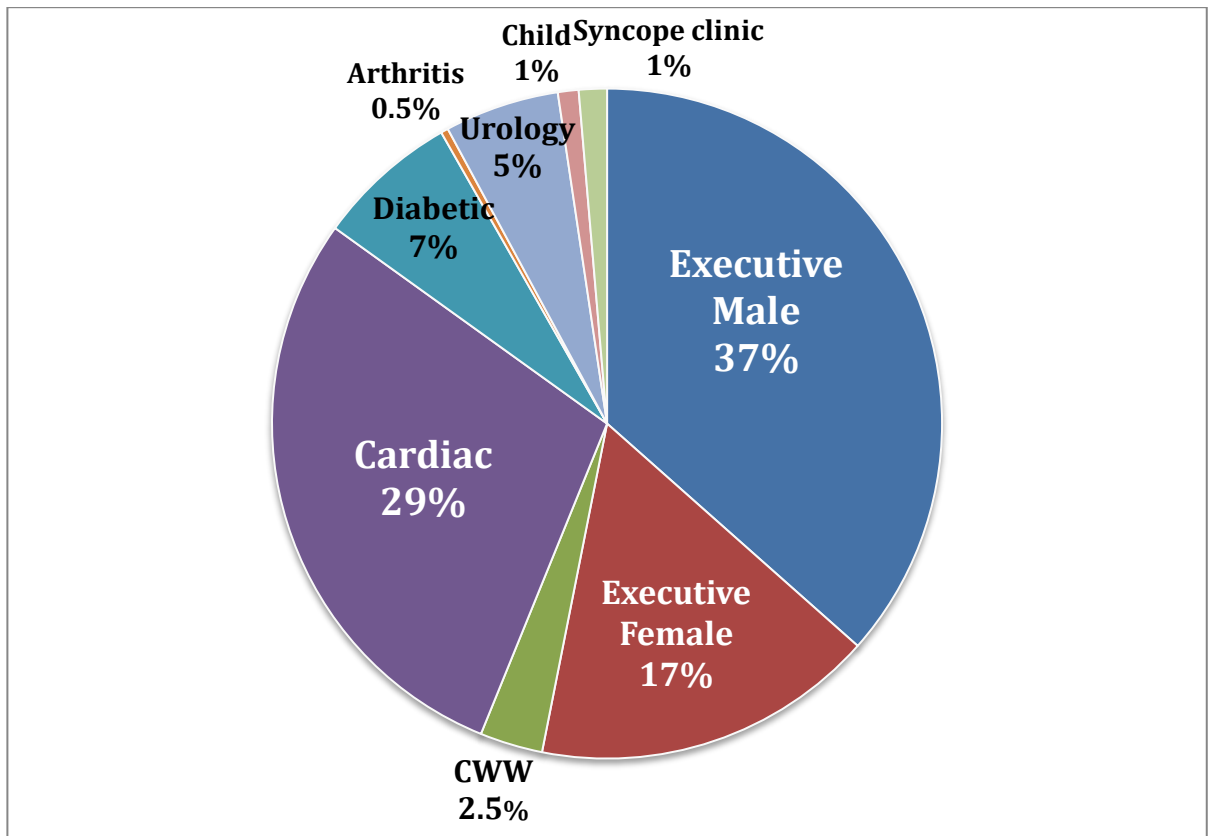


Figure 3.1: Pie-chart showing packages availed by patients since inception of Health checkup Deptt.

From the above figure, it is evident that Executive Health checkup packages were availed by patients the most (54%) as it involves all the important tests covering whole body checkup. Followed by Executive health checkup packages, Cardiac packages were availed the most.

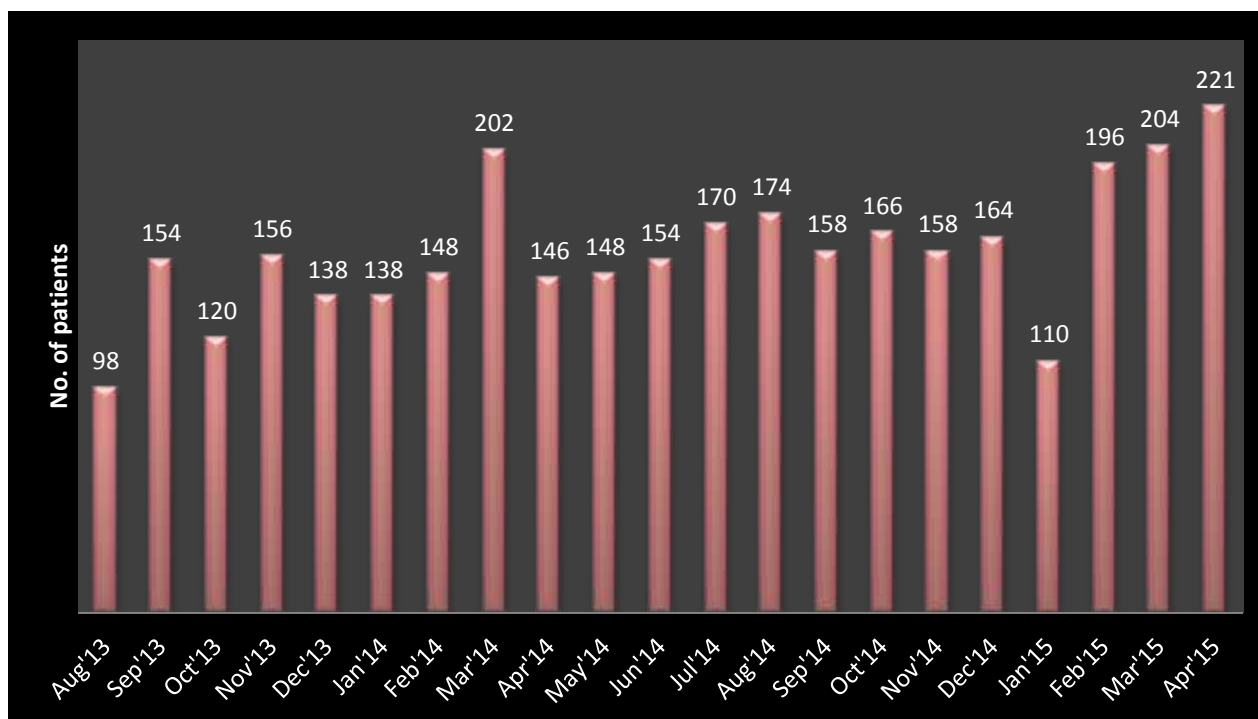


Figure 3.2: Graph showing month-wise demand of Executive HCU package over the years since inception

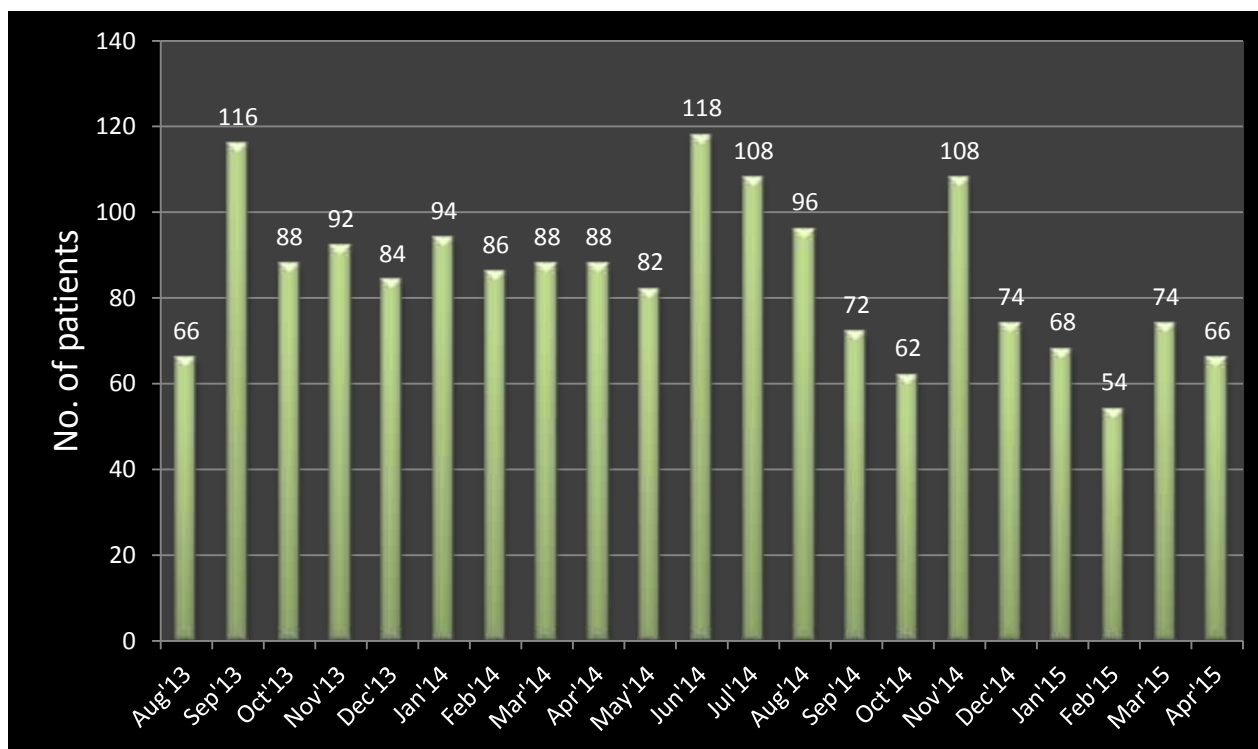


Figure 3.3: Graph showing month-wise demand of Cardiac HCU package over the years since inception



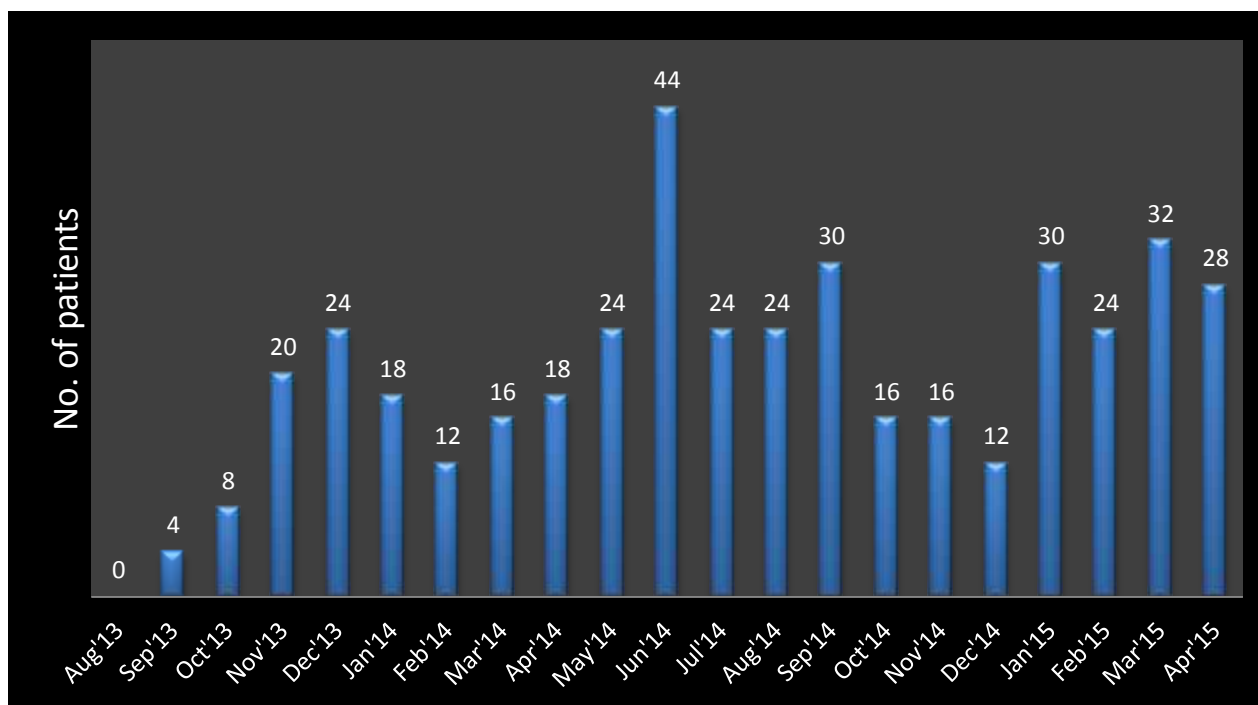


Figure 3.4: Graph showing month-wise demand of Diabetic HCU package over the years since inception

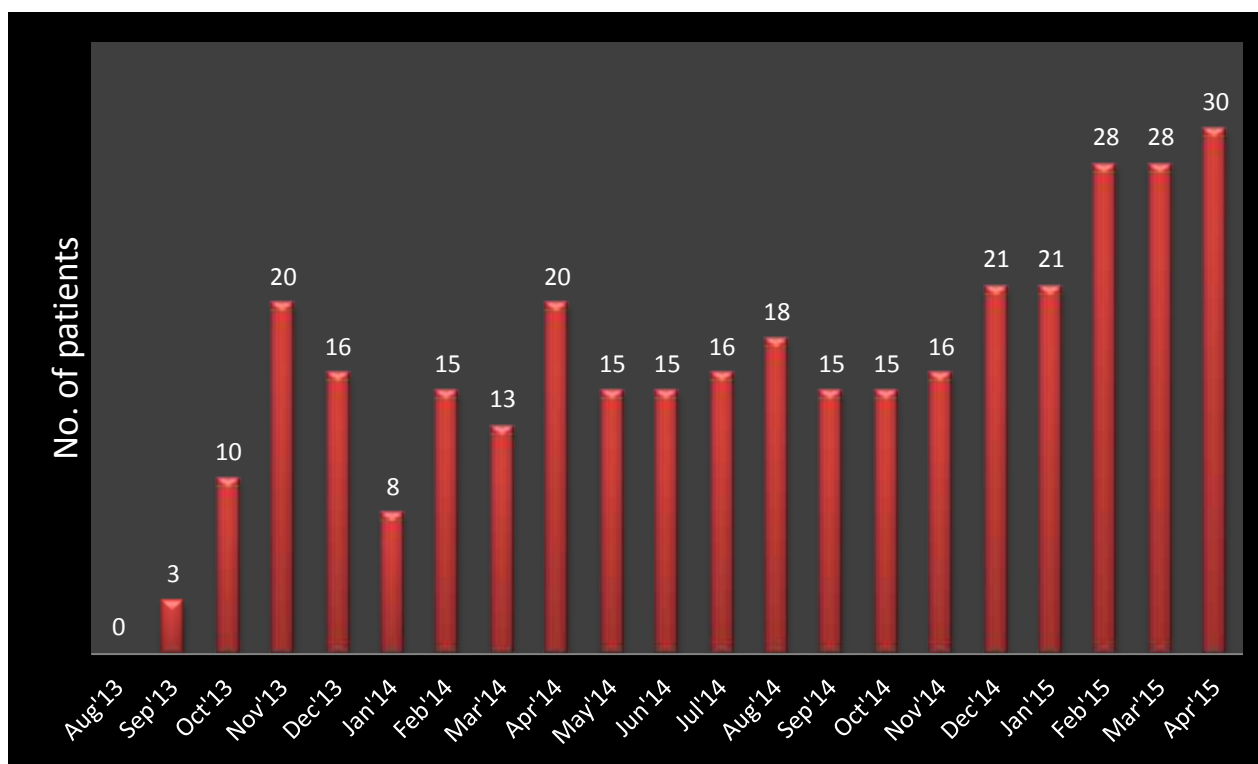


Figure 3.5: Graph showing month-wise demand of Urology HCU package over the years since inception

### 3.2. PHASE I-OBJECTIVE 2

To assess the patient profile in terms of mode of payment and referrals

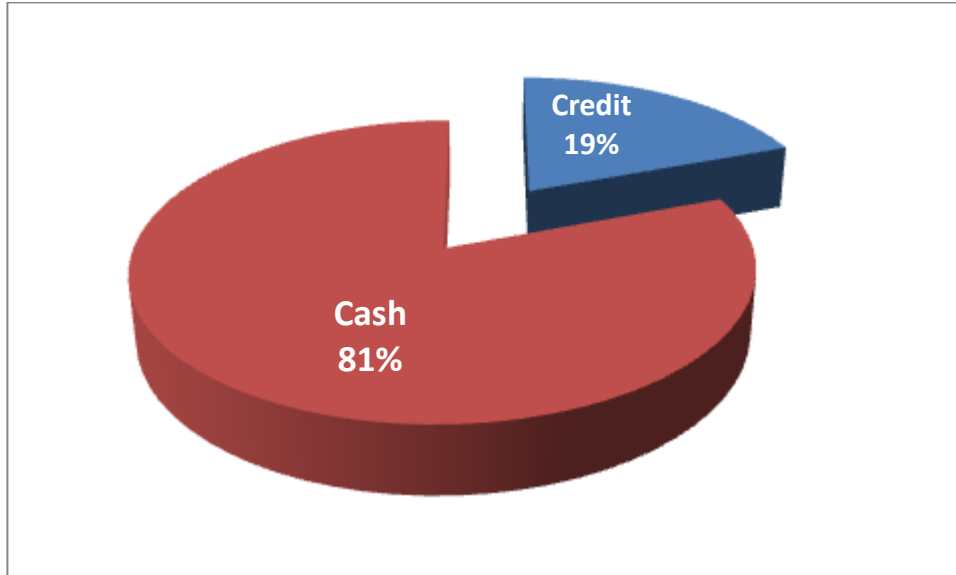


Figure 3.6: Pie-chart showing break-up of credit and cash patients per month (Monthly Average for January'15- April'15)

It was noted that cash patients are 4 times more than credit patients. This is a good indicator as this shows that patients are aware of our services.

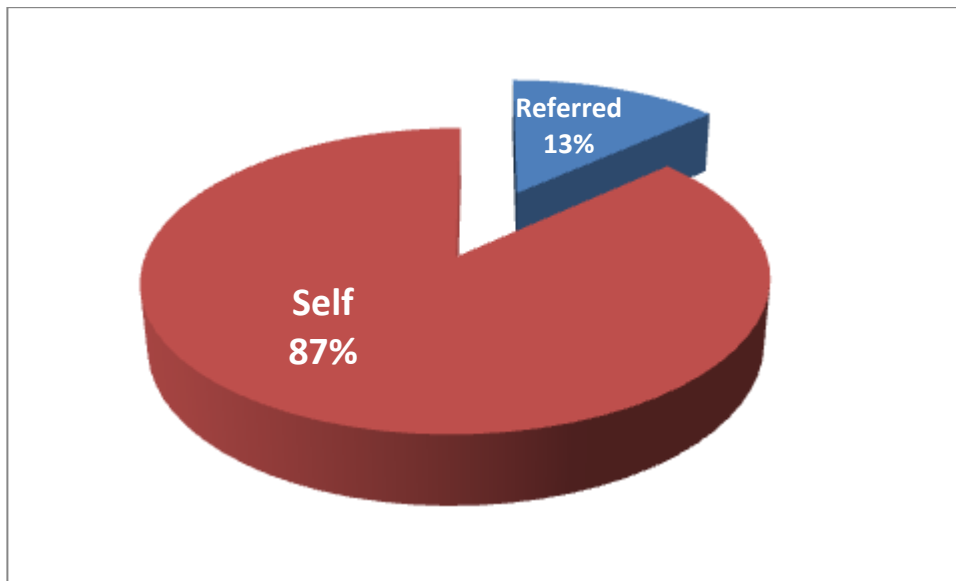


Figure 3.7: Pie-chart showing break-up of patients who were prescribed health checkup packages and patients coming on their own

It can be observed from the above figure that most of the patients coming for health checkup packages are non-referred patients which again is another good indicator.

### 3.3. PHASE II-OBJECTIVE 1

To analyze the time spent in various activities in Health Checkup Department.

Table 3.5:Table showing different activities included in the health checkups and time spent in those activities

| Activity          | Time (in minutes) |
|-------------------|-------------------|
| Registration time | 7                 |
| Blood sample      | 3                 |
| Urine sample      | 6                 |
| 2nd sample time   | 2                 |
| ECHO              | 4                 |
| USG               | 4                 |
| Breakfast         | 10                |
| X-ray             | 3                 |
| TMT               | 31                |
| PFT               | 12                |
| Eye Consultation  | 13                |
| Yoga              | 22                |
| Uroflowmetry      | 8                 |
| Foot studies      | 15                |
| Consultation      | 15                |

### 3.4. PHASE II-OBJECTIVE 2

To analyze the Cycle time and waiting time of patients

**Overview:** 200 samples were selected for this phase. Of the 9 packages, 4 packages were selected, namely Executive, Cardiac, Diabetic & Urology health checkup packages based on maximum demand for these packages. Further, based on the previous weightage of the packages in the period of Jan' 14 to Dec'14, 112 samples were selected for Executive, 62 for Cardiac, 15 for Diabetic and 11 for Urology Health checkup packages.

#### 3.4A PRE-IMPLEMENTATION

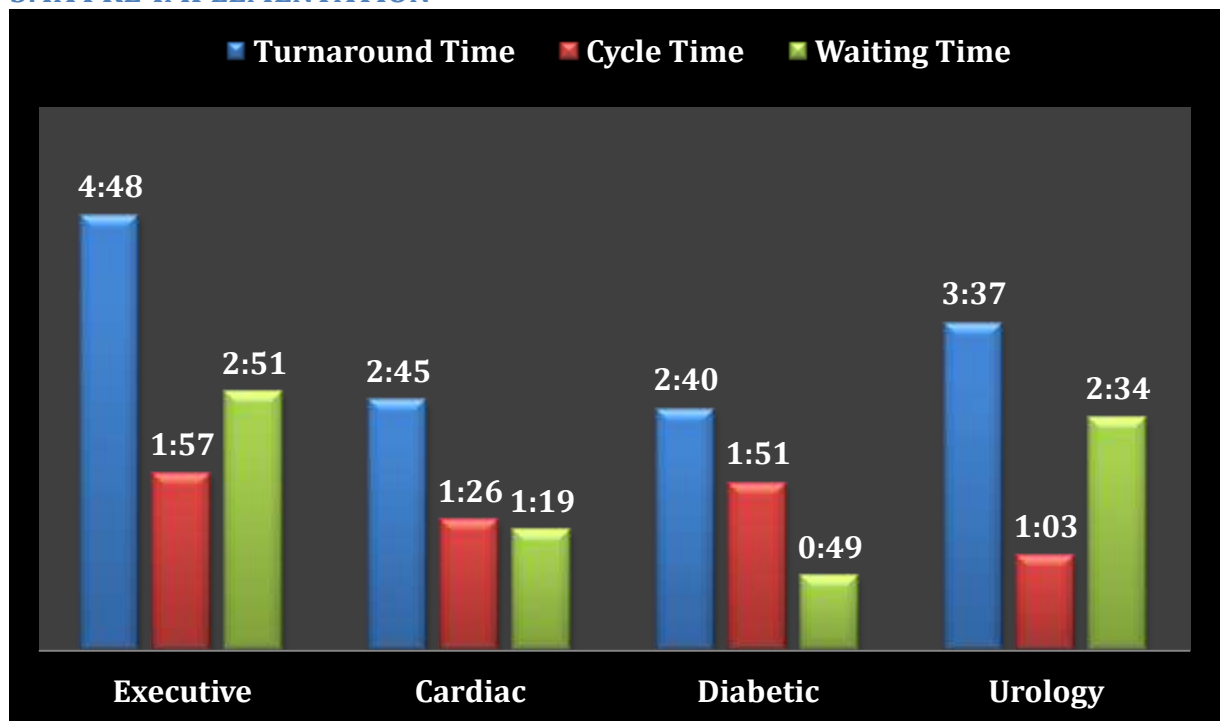


Figure 3.8: Graph showing Turnaround time, Cycle time and waiting time for different health checkup packages

In the above figure, **Turnaround time** is referred to the time from registration to the last investigation.

**Cycle time** refers to the time for which patient is involved in one investigation or the other.

**Waiting time** refers to the time when patient is not involved in any activity.

### **Reasons for waiting time**

1. Department timings is from 8:00 am and all the processes except blood sample starts from 9:00 am
2. Health checkup department functioning depends on various other departments. In that case, its not the everytime that the other deptt concerned person is free, so he comes to the deptt accordingly. It is here where waiting time arises.
3. Single machine for Echo & USG
4. Absence of PFT Technician on the day when Bronchoscopy is scheduled due to shortage of manpower
5. Practice of giving breakfast to the patients after TMT which delays the breakfast and further delays the second blood sample.
6. Shortage of X-Ray cassettes leads to multiple visits to the department by X-Ray Technician

### **Recommendations for reducing waiting time**

1. As the timings between 8:00-9:00 am was identified as idle time for the patient and also for the Department, that time can be utilized for Yoga therapy which generally is being done in noon time
2. One more USG machine can be placed in HCU Deptt.



3. Process Optimization can be done for reducing the waiting time by following process:

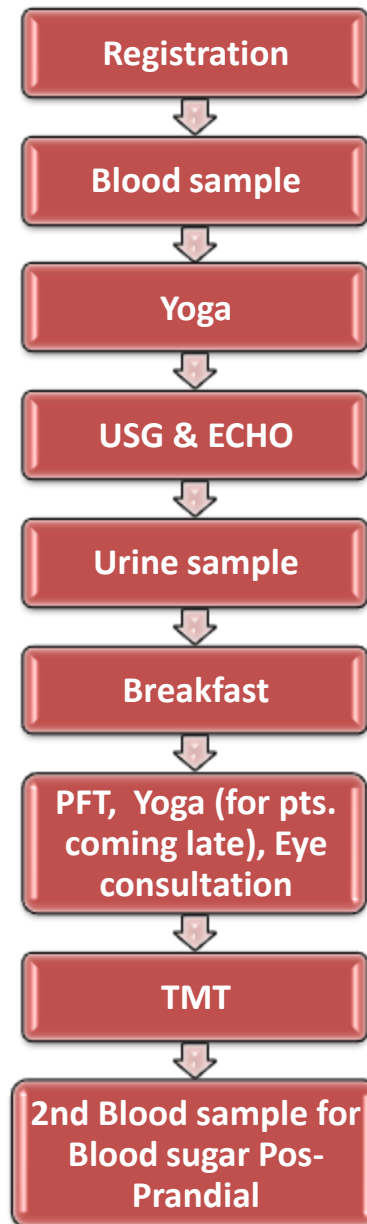


Figure 3.9: New designed process flow for Process Optimization in Health checkup deptt

\*X-Ray can be done starting from 9 am after the Portable X-Rays gets finished. This way X-Ray Technician visits to the HCU Deptt. can be finished upto 11 am.

### 3.4B POST-IMPLEMENTATION

In the post-implementation phase, new designed process flow (as figured above) was followed and improvements in turnaround time were noted as follows:

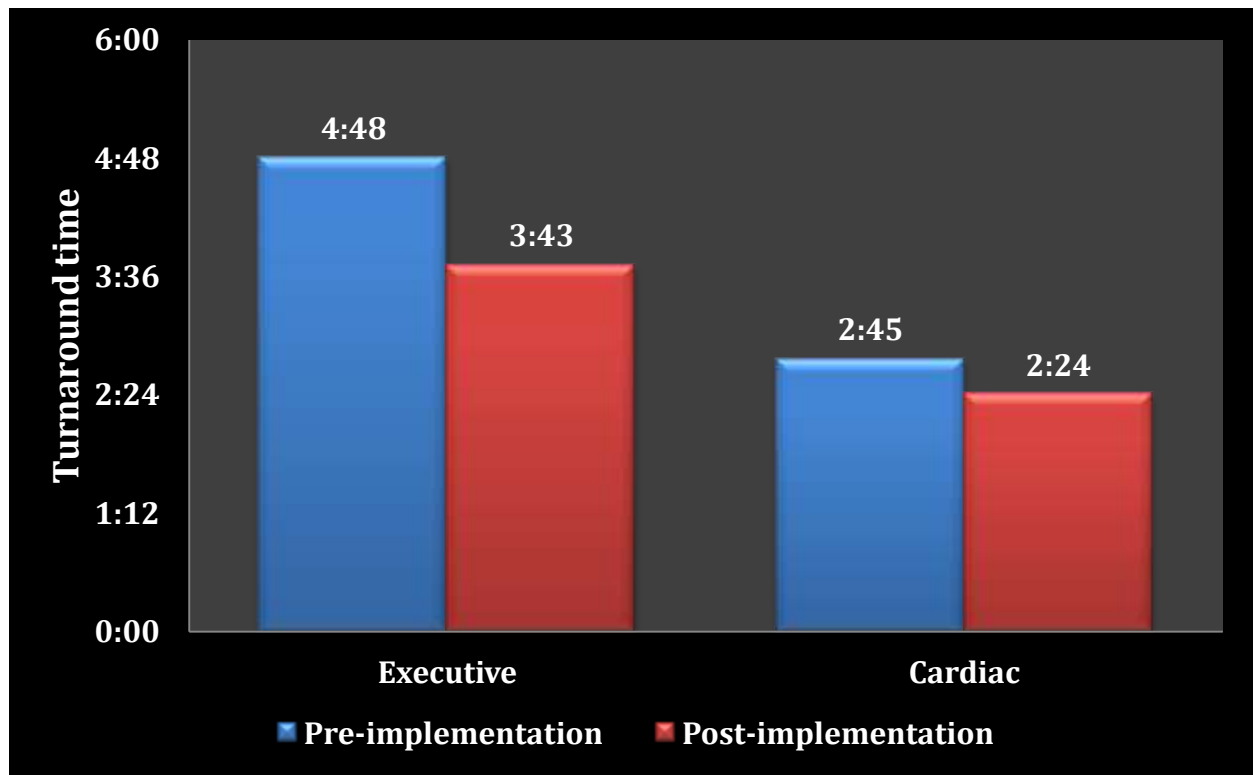


Figure 3.10: Turnaround time of Executive and Cardiac health checkups in the pre-implementation and post-implementation phase

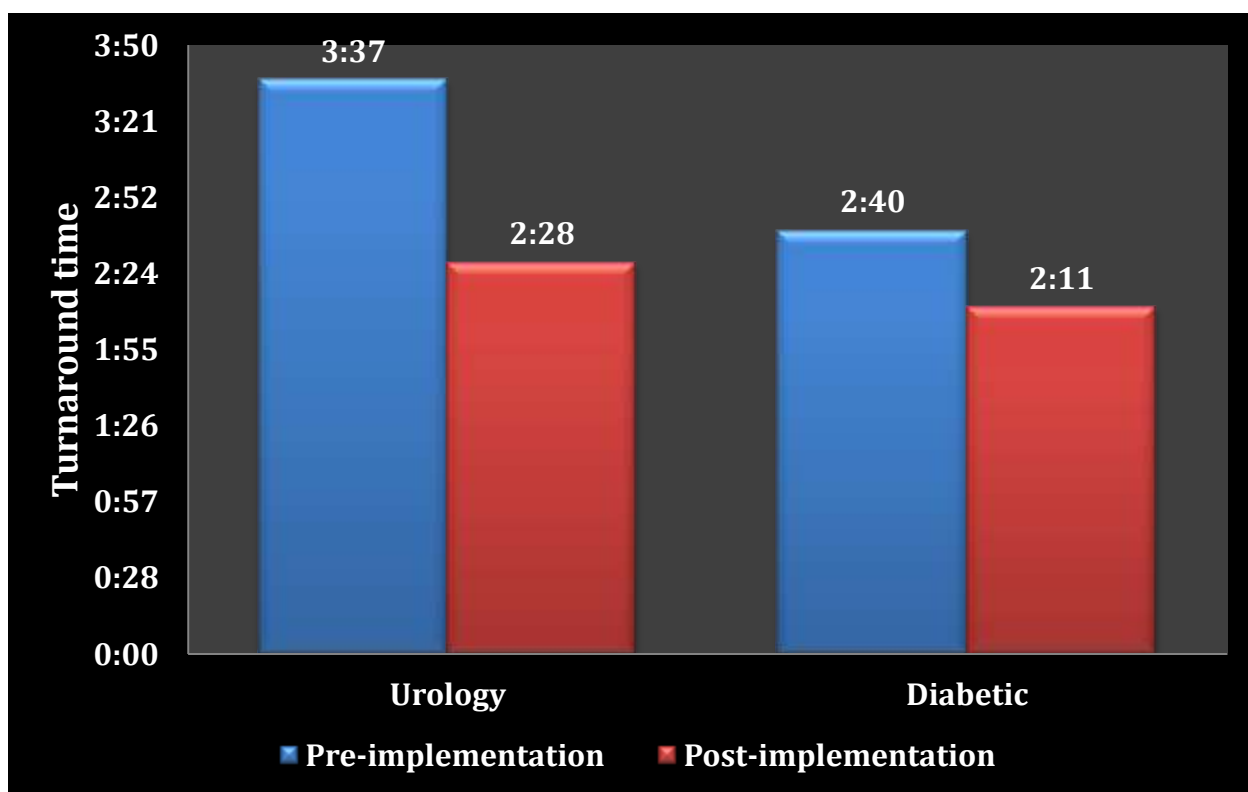


Figure 3.11: Turnaround time of Urology and Diabetic health checkups in the pre-implementation and post-implementation phase

### 3.5 WAYS TO IMPROVE OPERATIONAL EFFICIENCY IN THE DEPARTMENT

#### 3.5A Findings and their respective solutions

Table 3.6: Findings in the health checkup department and their respective solutions

| S. No. | Findings                                                                       | Solutions                                                                                                                                                |
|--------|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
|        | <b>Infection Control</b>                                                       |                                                                                                                                                          |
| 1.     | Inf. Control practices are not good in relation to cleaning USG and Echo probe | USG and Echo probes should be cleaned after each usage with AEROSEPT (Air and surface sprayable disinfectant), as discussed with Infection Control Nurse |
|        | <b>Biomedical waste segregation</b>                                            |                                                                                                                                                          |
| 2.     | Biomedical waste segregation is not proper in                                  | Provision of Needle cutter in sample                                                                                                                     |

|     |                                                                                                        |                                                                                            |
|-----|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|     | sample collection room in relation to sharps segregation.                                              | collection room                                                                            |
|     | <b>Patient Privacy</b>                                                                                 |                                                                                            |
| 3.  | Washroom is 50 metres away from HCU Deptt. Therefore pts. Have to carry urine through basement OPD way | Small size packets can be provided to the patients                                         |
| 4.  | Urine collection box is placed in X-Ray Room                                                           | Cupboard can be made in sample collection room itself                                      |
| 5.  | Non-confidentiality of Feedback given by patients                                                      | Feedback forms can be made-to-seal and dropped in the box.                                 |
|     | <b>Patient Information &amp; Education</b>                                                             |                                                                                            |
| 6.  | TMT consent is not being properly explained to the patients                                            | Staff training regarding counselling of consent form                                       |
| 7   | TMT consent form is not in a proper format and in single language                                      | Designing of bilingual TMT Consent forms in a proper format                                |
| 8.  | Single language feedback forms                                                                         | Designing of bilingual feedback forms                                                      |
| 9.  | Packages information are provided to patients according to package prices                              | Staff training to provide information about packages according to the content and benefits |
|     | <b>Patient safety</b>                                                                                  |                                                                                            |
| 10. | No defibrillator and crash cart in TMT Room                                                            | There should be defibrillator and crash cart in TMT Room                                   |
|     | <b>Patient comfort</b>                                                                                 |                                                                                            |
| 11. | No specific place for breakfast given to the                                                           | Cafeteria can be utilized for this purpose                                                 |

|     |                                                                          |                                                                                      |
|-----|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|     | patients                                                                 | alongwith coupon system (Mgt. Decision)                                              |
| 12. | Seating capacity of 11                                                   | Seating space outside adjacent to the deptt. can be used for health checkup patients |
| 13. | Patients have to go to Ground Floor Reception for Payment by Credit Card | POS machine can be made available in the department                                  |

### 3.5B Other recommendations

- ✚ Patient can be informed that if he desires, he can come next day for collecting reports and consultation.
- ✚ A system can be developed for making a reminder to the patient on their mobiles about their visit to the health checkup department.
- ✚ Accountability: One person from each department should be responsible for dispatching reports to Executive Health Checkup Department.
- ✚ Communication to the related departments regarding breakfast and daily patients can be electronic rather than manual which will result in saving paper and time & effort of staff.
- ✚ To perceive the waiting time as less, some engagement material should be there
- ✚ Patient's records can be made available to patient in form of pocket-size patient booklet for easy handling and future reference.

### 3.5C Recommendations followed by the Management

- ✚ New designed process flow (as figured above)
- ✚ Needle cutter placed in the sample collection room



Image 1. Needle cutter

- ✚ Wall-mounted wooden rack is made in the Sample collection room



Image 2. Wooden rack

- ✚ Practice of cleaning USG & ECHO probe started
- ✚ Patients are provided with tissues to cover urine containers.
- ✚ Feedback forms are designed in form of made-to-seal.
- ✚ Training of staff regarding explanation of TMT Consent forms and packages given by Front Office-Assistant Manager in coordination with TMT Technician
- ✚ TMT Consent form designed in addition with proper format.

- ✚ Practice initiated regarding informing the patient that collection of laboratory reports and consultation can be done the following day or as and when patient desires.
- ✚ Defibrillator and Crash Cart is placed in TMT Room.
- ✚ Television and POS facility was made available in the Department



Image 3.POS machine on Health checkup  
Reception desk



Image 4.TV in Health checkup Deptt.

- ✚ Practice of sending reminder text message to the patients who booked for the next day appointment started.

**Message:** Tomorrow you have a scheduled appointment at 8:00 am for Executive/Cardiac/etc. health checkup. Hereby you are requested to come with 12

hrs fasting & slight urine pressure. Do carry your morning medicines, if any. Do not eat or drink anything except plain water. For further queries please call at this no. 9800881631

Regards The Mission Hospital Durgapur

- ✚ Practice of sending text message and mail to all the concerned deptts. regarding daily patients started.

**Message one day prior around 6pm:** Tomorrow we are having scheduled appointment for ..... health checkups till now. Hoping for your prompt delivery of services. Thank you- Health checkup Deptt.

**Mail around 11 am on the day of appointment:** Thank you for your support and cooperation. Please update the scheduled appointments for Date.....

Table 3.7: Format of list of daily patients attached in e-mail sent to concerned departments.

| S. No. | Name of patient | MR No. | Health checkup |
|--------|-----------------|--------|----------------|
| 1.     |                 |        |                |
| 2.     |                 |        |                |

- ✚ One person from each department was identified who will be responsible for dispatching reports to Executive Health Checkup Department. The same is tabulated as follows:



Table 3.8: List of names of concerned persons in each department responsible for dispatching reports to HCU Deptt.

| Investigations | Concerned person                    |
|----------------|-------------------------------------|
| Blood Group    | Mr. Arnab, Technician, Blood Bank   |
| USG & X-Ray    | Mr. Sirsa, Sr. Executive, Radiology |
| TMT            | Mr. Pulak, TMT Technician           |
| Echo           | Ms. Supriya, Cardiac MT             |
| PFT            | Mr. Shantanil, CRA, Pulmonology     |

### 3.6 PHASE III-OBJECTIVE 1

To study existing marketing materials

Existing marketing materials in the Mission Hospital are as under:

1. Brochure
2. Standees

#### 3.6A Observations

- ❖ Brochure for Health Checkup packages are not updated regarding the prices and packages.
- ❖ Separate brochure for Comprehensive Diabetic Health Checkup

Existing brochure is attached below:



- ❖ Standees are placed outside the HCU Deptt which is a place from where patients doesn't cross frequently



Image 7. Standee displaying Health checkup packages outside the department

- ❖ No other ways of marketing

### 3.6B Recommendations

- ❖ New Brochure need to be designed alongwith inclusion of all the packages and updated prices.

- 
- THE MISSION HOSPITAL**  
SINGAPORE
- ## Executive Health Check-up
- 1. Executive Health Check-up (Basic)
  - 2. Executive Health Check-up (Premium)
  - 3. Executive Health Check-up (Platinum)
  - 4. Diagnostic Services (Basic Health Check-up & Additional Test Cost)
  - 5. Executive Health Check-up (Gold)
  - 6. Executive Health Check-up (Silver)
  - 7. Executive Health Check-up (Bronze)
  - 8. Executive Health Check-up (Diamond)
  - 9. Executive Health Check-up (Platinum)
  - 10. Executive Health Check-up (Executive)
- CONTACT: 06700 1234**
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- ❖ E-mail advertising of HCU facilities
- ❖ Online marketing (Website, Youtube, slideshare)
- ❖ Social media Marketing

## **CHAPTER-4 DISCUSSION**

The objective of the study was to study the operational efficiency and marketing concepts of Health Check-up Department.

As Health Check-up Department is a point of contact where potential customers come in direct contact with the hospital's services it can be a key determinant of inpatient as well as follow-up outpatient traffic. Hence, improved operational efficiency and patient satisfaction in this area is of prime importance.

The study was done in three phases to find out the trend of different health checkup packages provided by The Mission Hospital since inception, to find out the waiting time for selected four health checkup packages which are Executive, Cardiac, Urology and Diabetic Health checkup packages, and to study the marketing materials used for the department. Sample was selected through stratified random sampling and data was collected through observation and HIS.

The study showed that Executive Health checkup packages were availed by patients the most (54%) since inception. As Executive health checkup packages include whole body checkup, it can be the reason of maximum demand for this package. On an average, 14-16 health checkup patients avail facilities per day. It was also noted that cash patients availing services are more than quadruple the credit patients. This is a good indicator as this shows that patients are aware of our services. Further, 87% patients are coming to the department without referrals from the doctors.

Waiting time in the health checkup department is more than the cycle time for completing all the investigations, which is putting a question mark on the operational efficiency of the health checkup department. But after designing process in a different way waiting time decreased by 22.5% in Executive Health checkup package, 12.7% in Cardiac Health

checkup package, 31.8% in Urology Health checkup package, 18% in Diabetic Health checkup package.

Marketing materials which hold an utmost importance for creating awareness of hospital services are lagging in terms of complete information to the patients. Therefore, designing of Health checkup brochure was done which can be of help to the patients.

## **CHAPTER-5 CONCLUSION**

By analyzing the data in more details and focusing more on loop holes causing increase in waiting time which further increase in patient dissatisfaction, it was recommended that new process flow, slight changes in related departments' responsibilities and improvements in inter-departmental coordination can help in reducing waiting time and thus patient dissatisfaction.

Further, updating Brochure of Health checkup Department and using standees more vigorously in each waiting area can help in providing information of Hospital health checkup packages to patients and patient party coming to the hospital, hence creating awareness amongst them.

Despite the constraints, The Mission Hospital is providing quality health care and is emerging as a key medical service provider to the population of Durgapur and Eastern parts of India complying to its mission.



## ANNEXURE

| THE MISSION HOSPITAL EXECUTIVE HEALTH CHECKUP PACKAGES |                                         |                                           |                                           |                            |                          |
|--------------------------------------------------------|-----------------------------------------|-------------------------------------------|-------------------------------------------|----------------------------|--------------------------|
| Investigations                                         | Executive Health Checkup- Male (4100/-) | Executive Health Checkup- Female (4600/-) | Comprehensive Well Women Checkup (6100/-) | Arthritis Checkup (1999/-) | Urology Checkup (2100/-) |
| Blood Grouping                                         | ●                                       | ●                                         | ●                                         |                            |                          |
| CBC                                                    | ●                                       | ●                                         | ●                                         | ●                          |                          |
| ESR                                                    | ●                                       | ●                                         | ●                                         | ●                          |                          |
| Liver Profile                                          | ●                                       | ●                                         | ●                                         |                            |                          |
| Lipid Profile                                          | ●                                       | ●                                         | ●                                         |                            |                          |
| Blood Sugar-Fasting                                    | ●                                       | ●                                         | ●                                         |                            |                          |
| Blood Sugar-PP                                         | ●                                       | ●                                         | ●                                         |                            |                          |
| Urine RE/ME                                            | ●                                       | ●                                         | ●                                         |                            | ●                        |
| Urea                                                   | ●                                       | ●                                         | ●                                         |                            | ●                        |
| Creatinine                                             | ●                                       | ●                                         | ●                                         |                            | ●                        |
| Uric Acid                                              | ●                                       | ●                                         | ●                                         | ●                          | ●                        |
| Micral                                                 | ●                                       | ●                                         | ●                                         |                            |                          |
| PSA                                                    |                                         |                                           |                                           |                            | ●                        |
| T3,T4,TSH                                              | ●                                       | ●                                         | ●                                         |                            |                          |
| LH,FSH,Prolactin                                       |                                         | ●                                         | ●                                         |                            |                          |
| RA Factor                                              |                                         |                                           |                                           | ●                          |                          |
| C-Reactive factor                                      |                                         |                                           |                                           | ●                          |                          |
| Echo(Screening)                                        | ●                                       | ●                                         | ●                                         |                            |                          |
| ECG                                                    | ●                                       | ●                                         | ●                                         |                            |                          |
| TMT                                                    | ●                                       | ●                                         | ●                                         |                            |                          |
| USG Abdomen(Screening)                                 | ●                                       | ●                                         | ●                                         |                            | ●                        |
| X-Ray Chest PA                                         | ●                                       | ●                                         | ●                                         |                            |                          |
| X-Ray (as prescribed by the Doctor)                    |                                         |                                           |                                           | ●                          |                          |
| X-Ray KUB                                              |                                         |                                           |                                           |                            | ●                        |
| Uroflowmetry                                           |                                         |                                           |                                           |                            | ●                        |
| PFT                                                    | ●                                       | ●                                         | ●                                         |                            |                          |
| Mammography                                            |                                         |                                           | ●                                         |                            |                          |
| Pap Smear                                              |                                         |                                           | ●                                         |                            |                          |
| Yoga Therapy                                           | ●                                       | ●                                         | ●                                         |                            | ●                        |
| Eye Consultation                                       | ●                                       | ●                                         | ●                                         |                            |                          |
| Physician Consultation                                 | ●                                       | ●                                         | ●                                         |                            |                          |
| Gynae Consultation                                     |                                         |                                           | ●                                         |                            |                          |
| Ortho Consultation                                     |                                         |                                           |                                           | ●                          |                          |
| Urology Consultation                                   |                                         |                                           |                                           |                            | ●                        |

| THE MISSION HOSPITAL EXECUTIVE HEALTH CHECKUP PACKAGES |                                               |                                       |                                     |                               |
|--------------------------------------------------------|-----------------------------------------------|---------------------------------------|-------------------------------------|-------------------------------|
| Investigations                                         | Comprehensive<br>Diabetic Checkup<br>(4500/-) | Cardiac Health<br>Checkup<br>(2600/-) | Child Health<br>Checkup<br>(1500/-) | Syncope<br>Clinic<br>(2999/-) |
| Blood Grouping                                         |                                               |                                       | ●                                   |                               |
| Haemoglobin                                            | ●                                             | ●                                     | ●                                   |                               |
| TLC                                                    |                                               | ●                                     | ●                                   |                               |
| DLC                                                    |                                               | ●                                     | ●                                   |                               |
| RBC Count                                              |                                               |                                       | ●                                   |                               |
| Platelet Count                                         |                                               |                                       | ●                                   |                               |
| PCV                                                    |                                               |                                       | ●                                   |                               |
| RBC Indices                                            |                                               |                                       | ●                                   |                               |
| ESR                                                    | ●                                             |                                       | ●                                   |                               |
| Blood Sugar-Fasting                                    | ●                                             | ●                                     |                                     |                               |
| Lipid Profile                                          | ●                                             | ●                                     |                                     |                               |
| SGPT                                                   | ●                                             |                                       | ●                                   |                               |
| Alkaline Phosphatase                                   |                                               |                                       | ●                                   |                               |
| Albumin                                                | ●                                             |                                       |                                     |                               |
| HBA1C                                                  | ●                                             |                                       |                                     |                               |
| Urine RE/ME                                            | ●                                             |                                       | ●                                   |                               |
| Urea                                                   |                                               | ●                                     | ●                                   |                               |
| Creatinine                                             | ●                                             | ●                                     | ●                                   |                               |
| Uric Acid                                              |                                               | ●                                     |                                     |                               |
| Micral                                                 |                                               | ●                                     |                                     |                               |
| Urinary Microalbumin/<br>Creatinine Ratio              | ●                                             |                                       |                                     |                               |
| Stool RE/ME                                            |                                               |                                       | ●                                   |                               |
| TSH                                                    | ●                                             | ●                                     | ●                                   |                               |
| Mantoux Test                                           |                                               |                                       | ●                                   |                               |
| Echo(Screening)                                        | ●                                             | ●                                     |                                     | ●                             |
| ECG                                                    |                                               | ●                                     |                                     | ●                             |
| TMT                                                    | ●                                             | ●                                     |                                     | ●                             |
| X-Ray Chest PA                                         |                                               | ●                                     | ●                                   |                               |
| Serum Sodium                                           |                                               | ●                                     |                                     |                               |
| Serum Potassium                                        |                                               | ●                                     |                                     |                               |
| Holter Monitoring                                      |                                               |                                       |                                     | ●                             |
| Tilt Table Test                                        |                                               |                                       |                                     | ●                             |
| Foot Studies                                           | ●                                             |                                       |                                     |                               |
| Yoga Therapy                                           | ●                                             | ●                                     |                                     |                               |
| Eye Consultation                                       | ●                                             |                                       |                                     |                               |
| Cardiac Consultation                                   |                                               | ●                                     |                                     | ●                             |
| Dietician Consultation                                 | ●                                             |                                       | ●                                   |                               |
| Diabetology Consultation                               | ●                                             |                                       |                                     |                               |
| Paed Consultation                                      |                                               |                                       | ●                                   |                               |

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