

A Comprehensive Study in Executive Health Checkup Department including Operational and Marketing Concepts in The Mission Hospital, Durgapur

Presented by:
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Executive Health checkup Department at The Mission Hospital-Overview

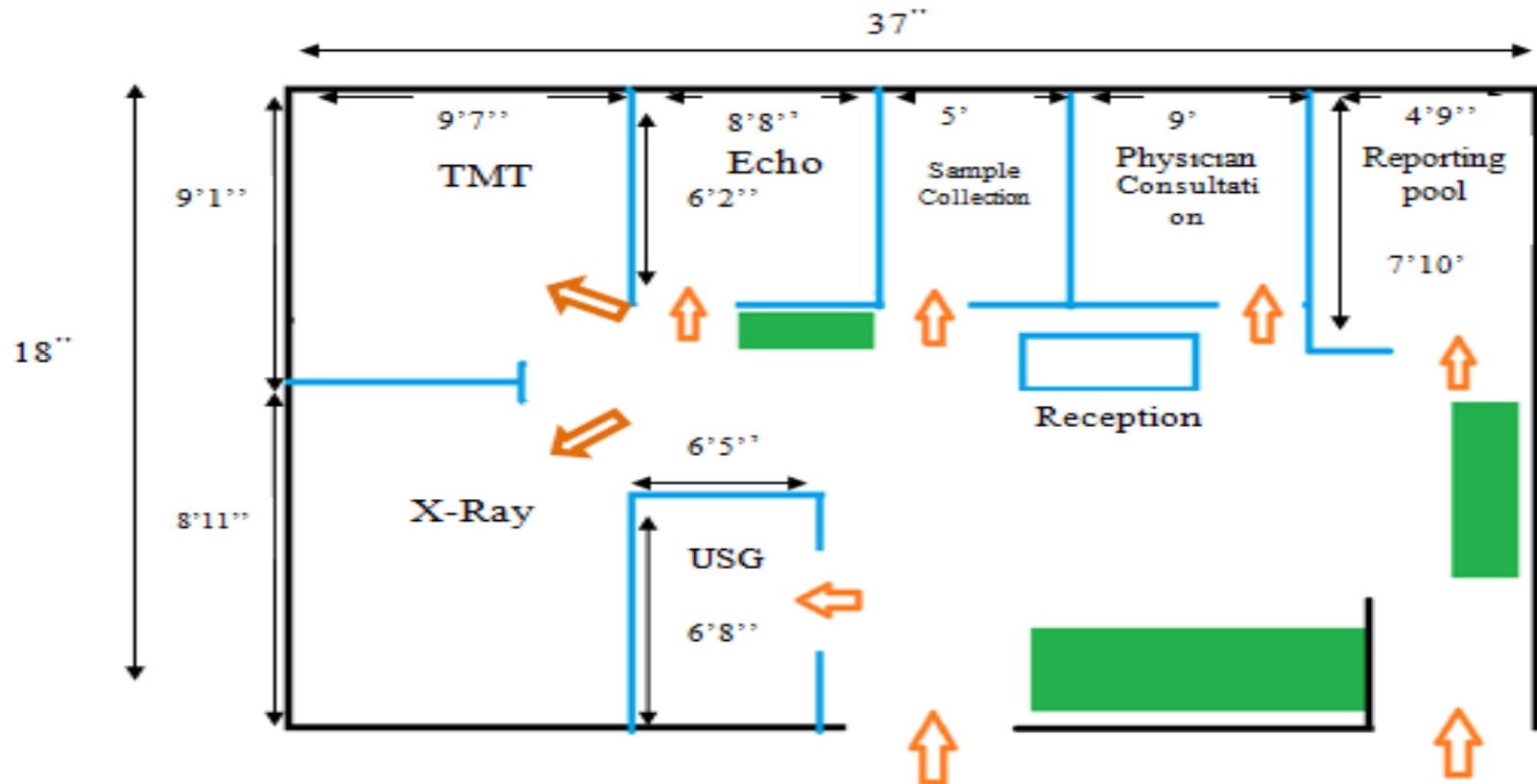
Location: Basement

Inception: August 15,2013

Timings: 8:00-5:00pm (Weekend off)

Staffing: 1 Executive
1 Customer Relationship Associate
1 GDA

Floor Layout



Packages offered

Executive Health Checkup for Male

Executive Health Checkup for Female

Cardiac Health Checkup

Child Health Checkup

Arthritis Checkup

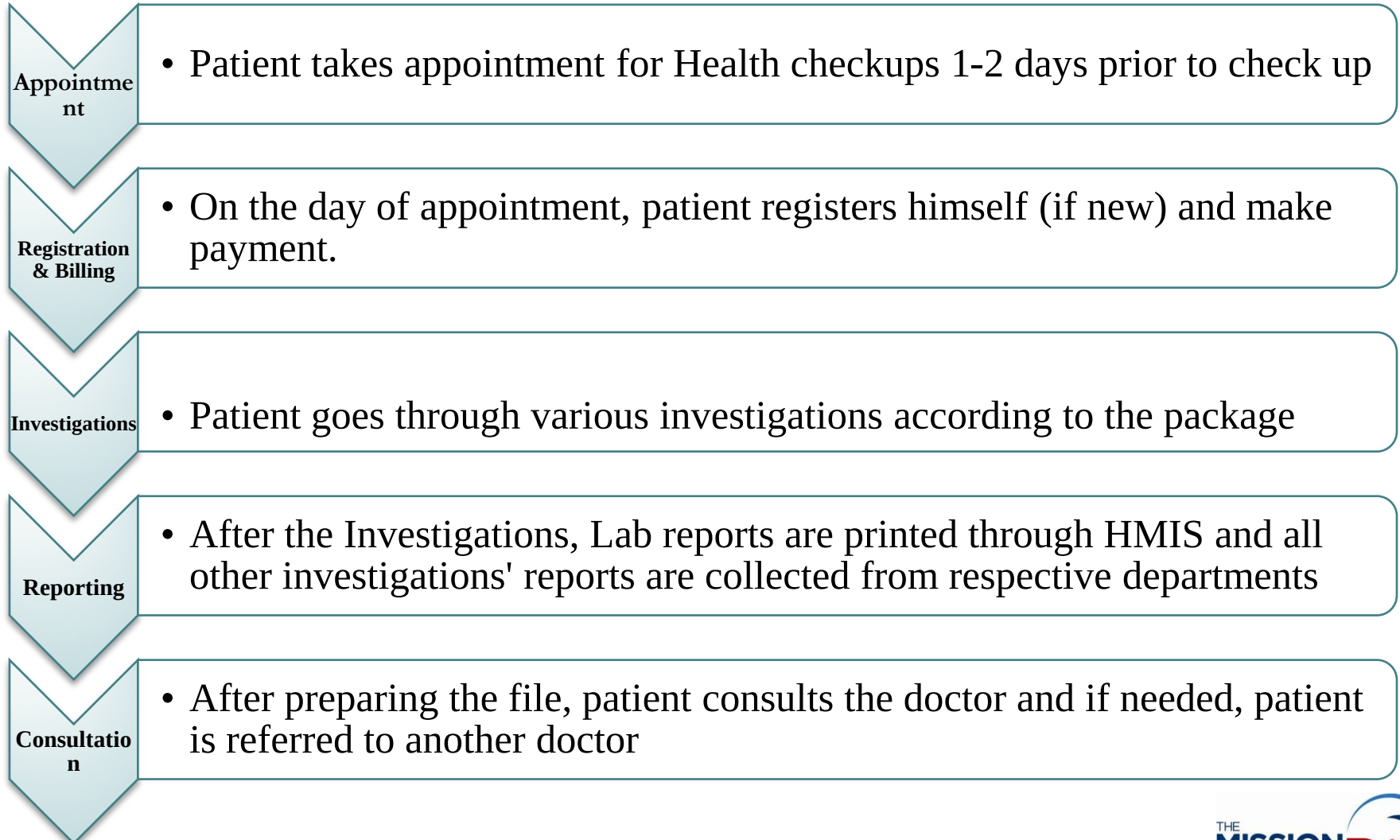
Urology Checkup

Comprehensive Well Women Checkup

Syncope Clinic

Comprehensive Diabetic Health Checkup

Process Flow



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: Retrospective study

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

OUTLINE OF RESEARCH APPROACH-Contd.

PHASE II: Exploratory study

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

Specific objectives:-

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

RESEARCH METHODOLOGY

Study type: Phase-I: Retrospective study
Phase-II: Exploratory study

Duration of Study: 1st March to 30th April, 2015

Study Subjects: Patients who came for availing Health checkup packages in the Health Checkup Department

Sample size: For Phase-I Objective 1, 100% of patients who came to the department for availing services. For Phase-I Objective 2, patients who came in previous 4 months. 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

DATA ANALYSIS AND INTERPRETATION

PHASE I-OBJECTIVE 1

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

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

Table: Year wise workload of HCU Department

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

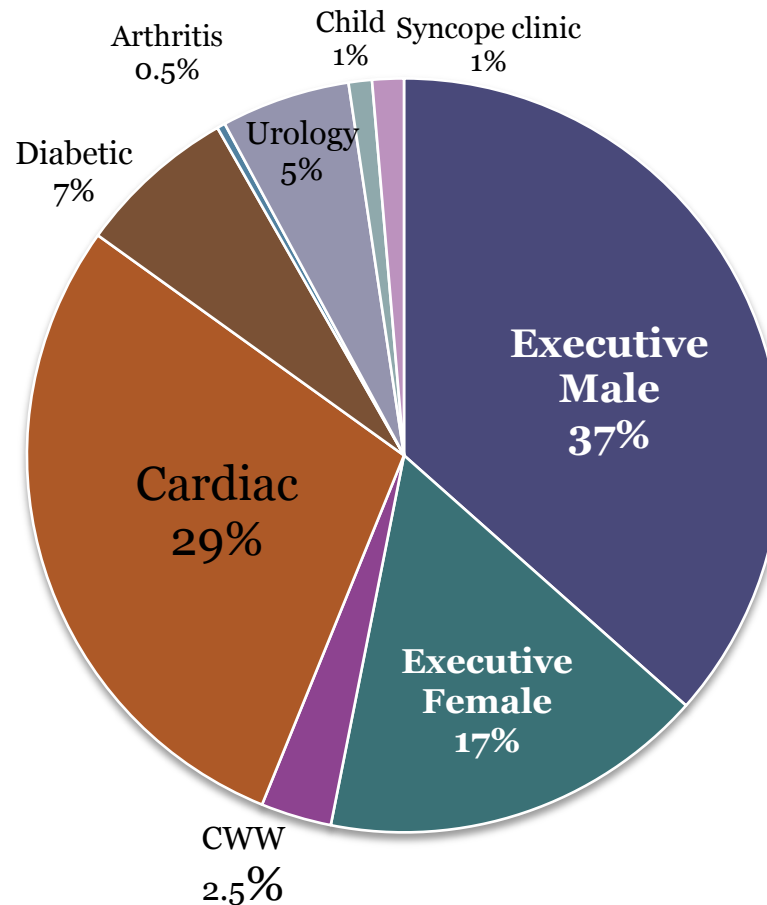
Month-wise workload of Health checkup Department in Year 2014

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

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

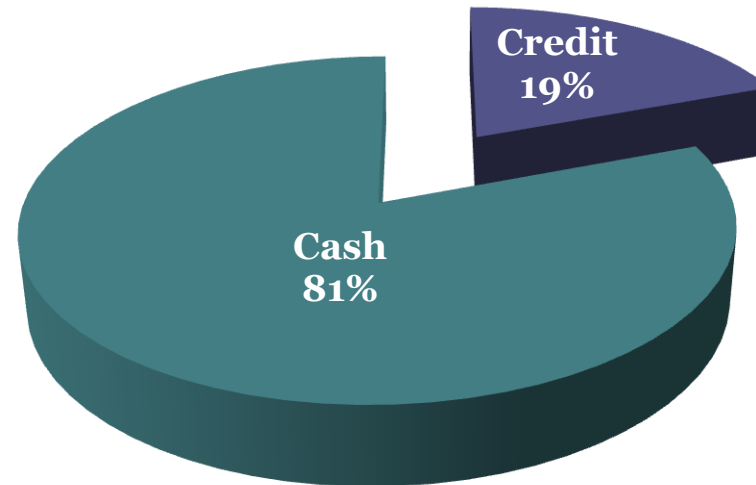
Packages availed by patients since inception of Health checkup Deptt.



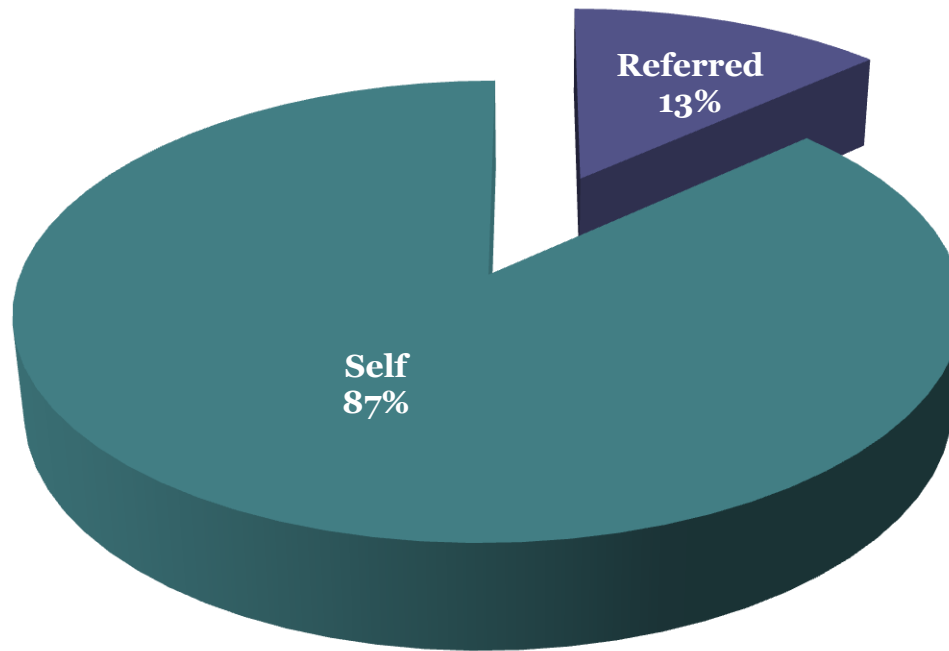
PHASE I-OBJECTIVE 2

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

Patient distribution according to mode of payment (Monthly Average for January'15- April'15)



Patient distribution according to referrals (Monthly Average for January'15- April'15)



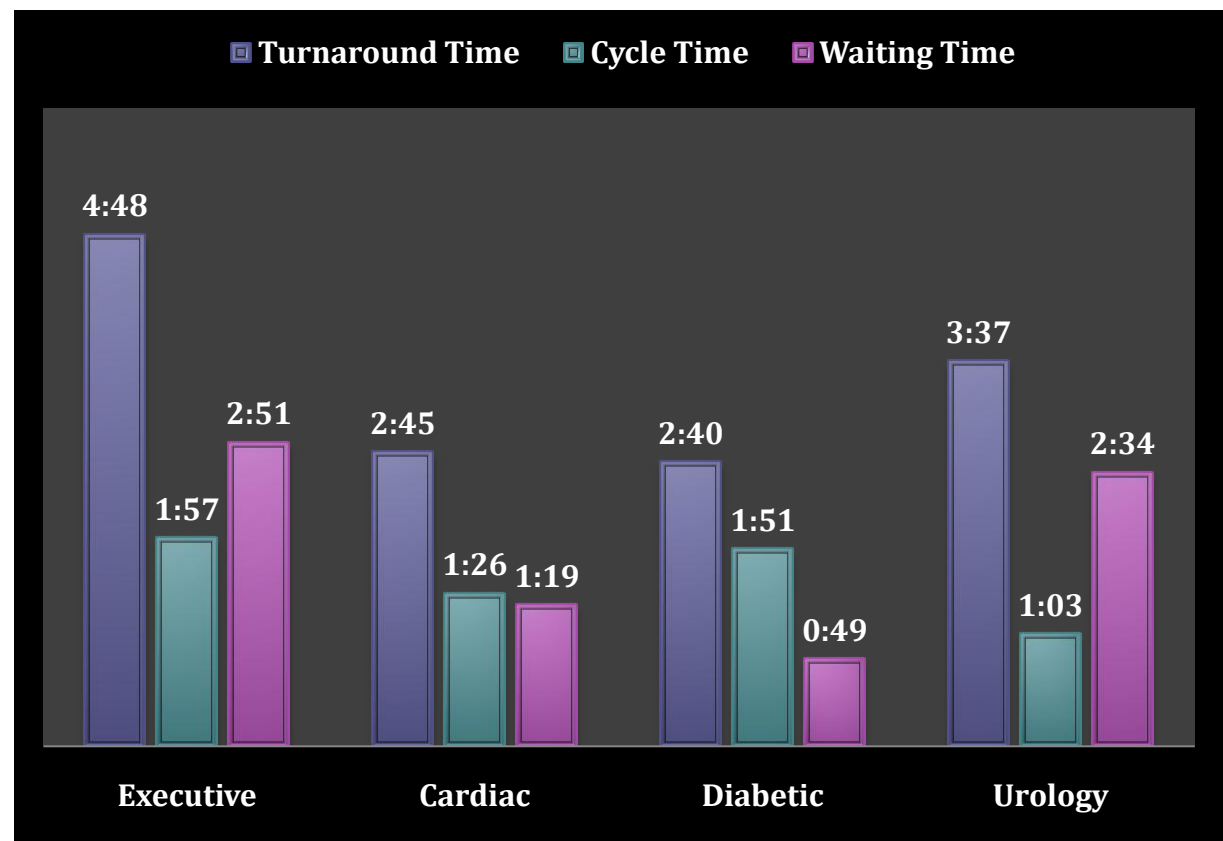
PHASE II-OBJECTIVE 1

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

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

PHASE II-OBJECTIVE 2

To analyze the Cycle time and waiting time of patients



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.

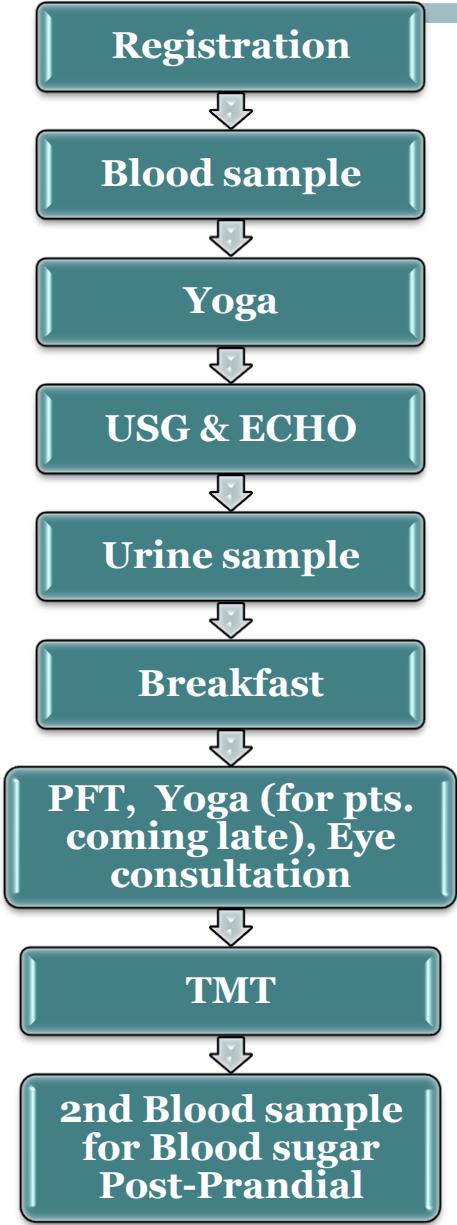
Reasons for waiting time:

- Department timings is from 8:00 am and all the processes except blood sample starts from 9:00 am
- Dependence on other departments.
- Single machine for Echo & USG
- Absence of PFT Technician on the day when Bronchoscopy is scheduled due to shortage of manpower
- Practice of giving breakfast to the patients after TMT which delays the breakfast and further delays the second blood sample.
- Shortage of X-Ray cassettes leads to multiple visits to the department by X-Ray Technician

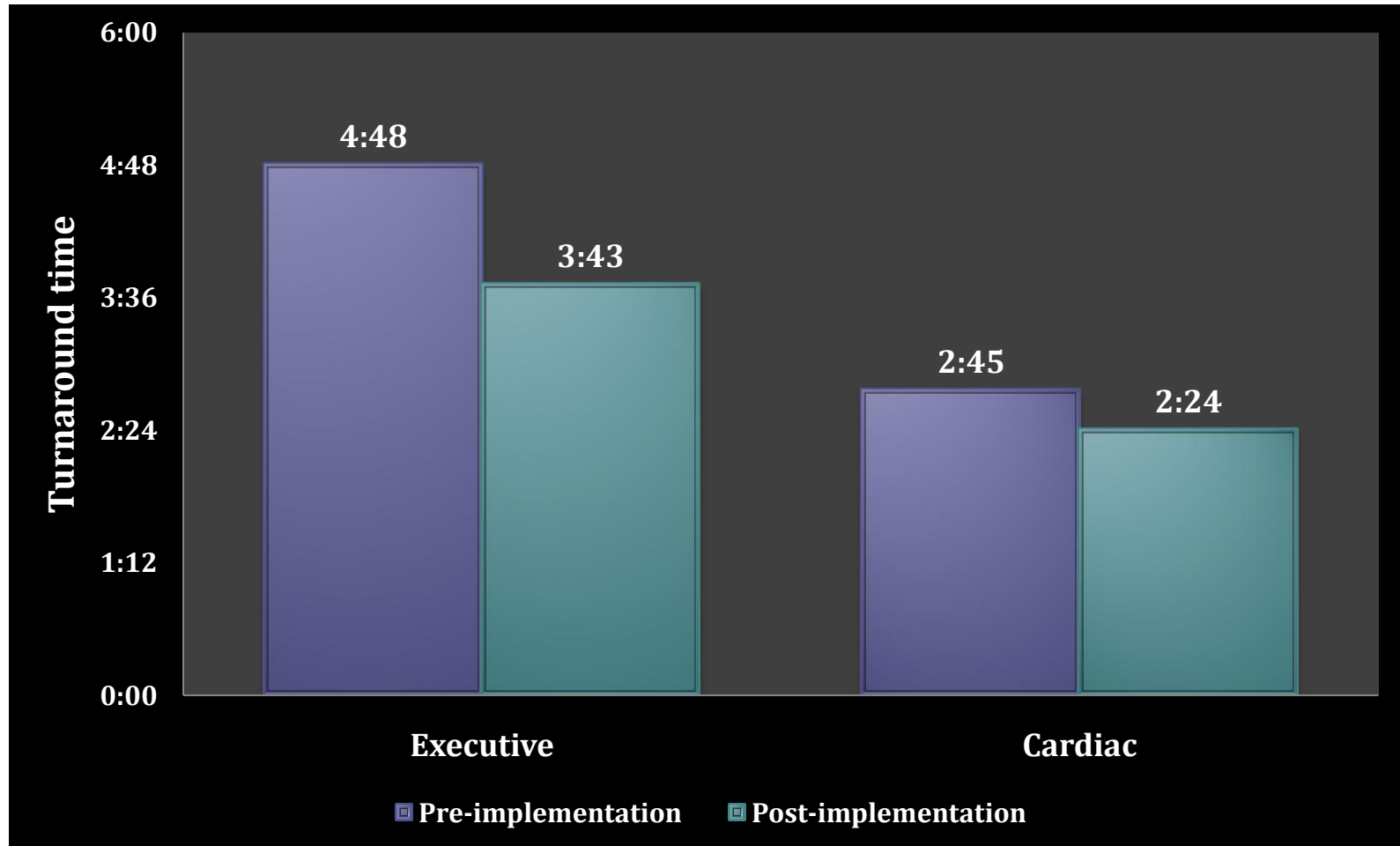
Recommendations for reducing waiting time:

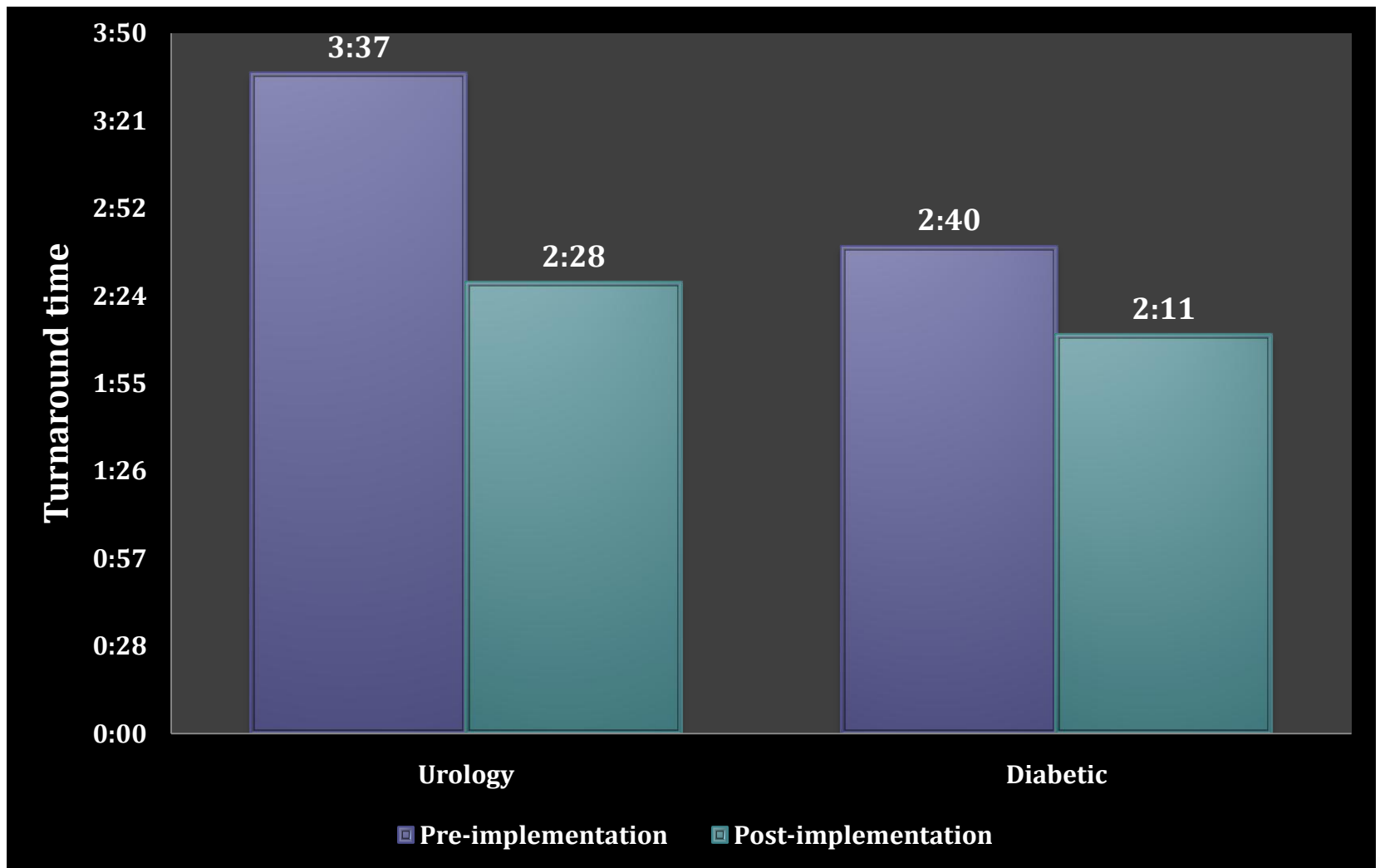
- 8:00-9:00 am can be utilized for Yoga therapy
- One more USG machine can be placed in HCU Deptt.

•Process Optimization



Post-Implementation





Findings and their respective solutions

Findings	Solutions	Implementation
Infection Control		
Infection 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	Implemented

Findings and their respective solutions-contd.

Findings	Solutions	Implementation
Biomedical waste segregation		
Biomedical waste segregation is not proper in sample collection room in relation to sharps segregation.	Provision of Needle cutter in sample collection room	Implemented



Findings and their respective solutions-contd.

Findings	Solutions	Implementation
Patient Privacy		
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	Instead, patients are now provided with tissues
Non-confidentiality of Feedback given by patients	Feedback forms can be made-to-seal and dropped in the box.	In process

Findings and their respective solutions-contd.

Findings	Solutions	Implementation
Patient Privacy		
Urine collection box is placed in X-Ray Room	Cupboard can be made in sample collection room itself	In process



Findings and their respective solutions-contd.

Findings	Solutions	Implementation
Patient Information & Education		
TMT consent is not being properly explained to the patients	Staff training regarding counselling of consent form	Done by Front Office-Assistant Manager in coordination with TMT Technician
TMT consent form is not in a proper format and in single language	Designing of bilingual TMT Consent forms in a proper format	In process
Single language feedback forms	Designing of bilingual feedback forms	In process Mission Feedback Form A4 AW-01.jpg Mission Feedback Form A4 AW-02.jpg
Packages information are provided to patients according to package prices	Staff training to provide information about packages according to the content and benefits	Done by Front Office-Assistant Manager
Patients residing in local area waits for the whole day for consultation.	Patient can be informed that if he desires, he can come next day for collecting reports and consultation.	Implemented

Findings and their respective solutions-contd.

Findings	Solutions	Implementation
Patient safety		
No defibrillator and crash cart in TMT Room	There should be defibrillator and crash cart in TMT Room	Implemented
Patient comfort		
No specific place for breakfast given to the patients	Reporting pool can be made dining room after shifting it near Radiology	Cafeteria can be utilized for this purpose alongwith coupon system (Mgt. Decision)
Seating capacity of 11	Seating space outside adjacent to the deptt. can be used for health checkup patients	Implemented
Patients have to go to Ground Floor Reception for Payment by Credit Card	POS machine can be made available in the department	Implemented



Other recommendations:

A system can be developed for making a reminder to the patient on their mobiles about their visit to the health checkup department.

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

Recommendations-contd.

Accountability: One person from each department should be responsible for dispatching reports to Executive Health Checkup Department.

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

Recommendations-contd.

Communication to the related departments regarding breakfast and daily patients can be electronic rather than manual which will result in saving paper & time & effort of staff

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.....

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

Recommendations-contd.

To perceive the waiting time as less, some engagement material should be there



Recommendations-contd.

Patient's records can be made available to patient in form of pocket-size patient booklet for easy handling and future reference.

PHASE III-OBJECTIVE 1

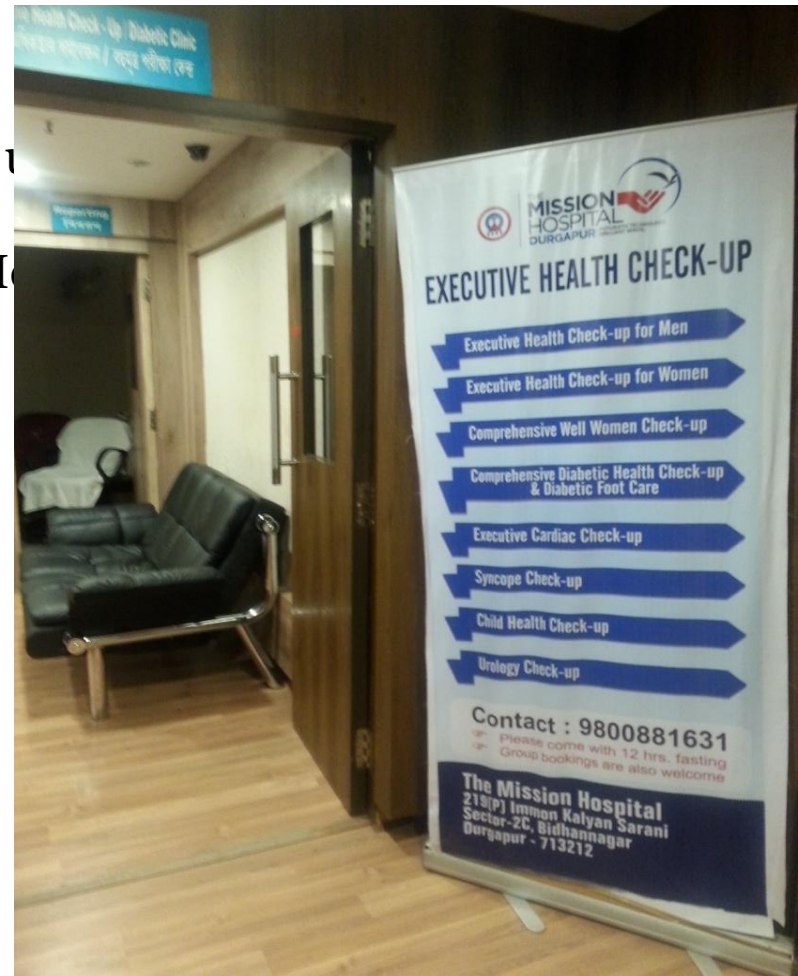
To study existing marketing materials

Existing marketing materials:

- Brochure
- Standeers

OBSERVATIONS:

- Brochure for Health Checkup packages are not available
- Separate brochure for Comprehensive Diabetic Health Checkup
- Standee is placed outside the HCU Deptt

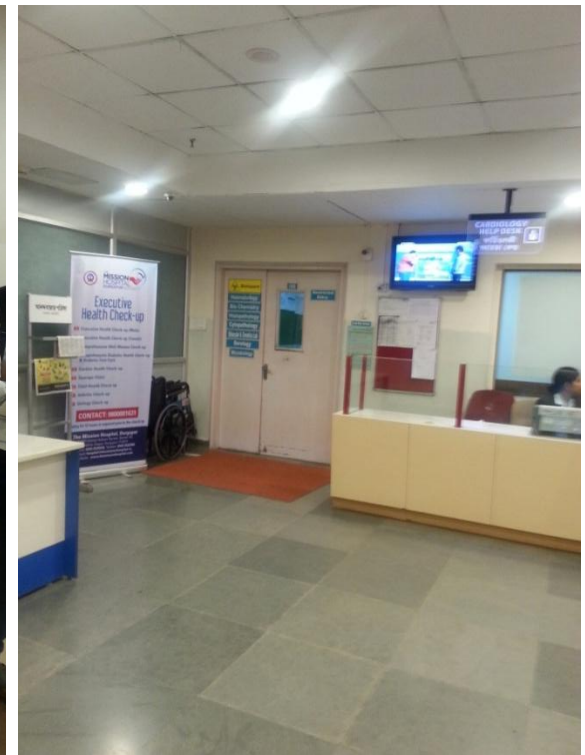


Recommendations:

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

[A5 concertina Leaflet Final.pdf](#)

- Standees of HCU Deptt. can be placed in front of Ground floor Main Reception and 1st Floor OPD waiting area



Recommendations-contd.

- E-mail advertising of HCU packages
- Online marketing (Website, Youtube, slideshare)
- Social media Marketing

Thankyou