

"DIGITAL TRANSFORMATION STRATEGIES IN HOSPITAL MANAGEMENT: ENHANCING PATIENT ENGAGEMENT AND ORGANIZATIONAL PERFORMANCE"

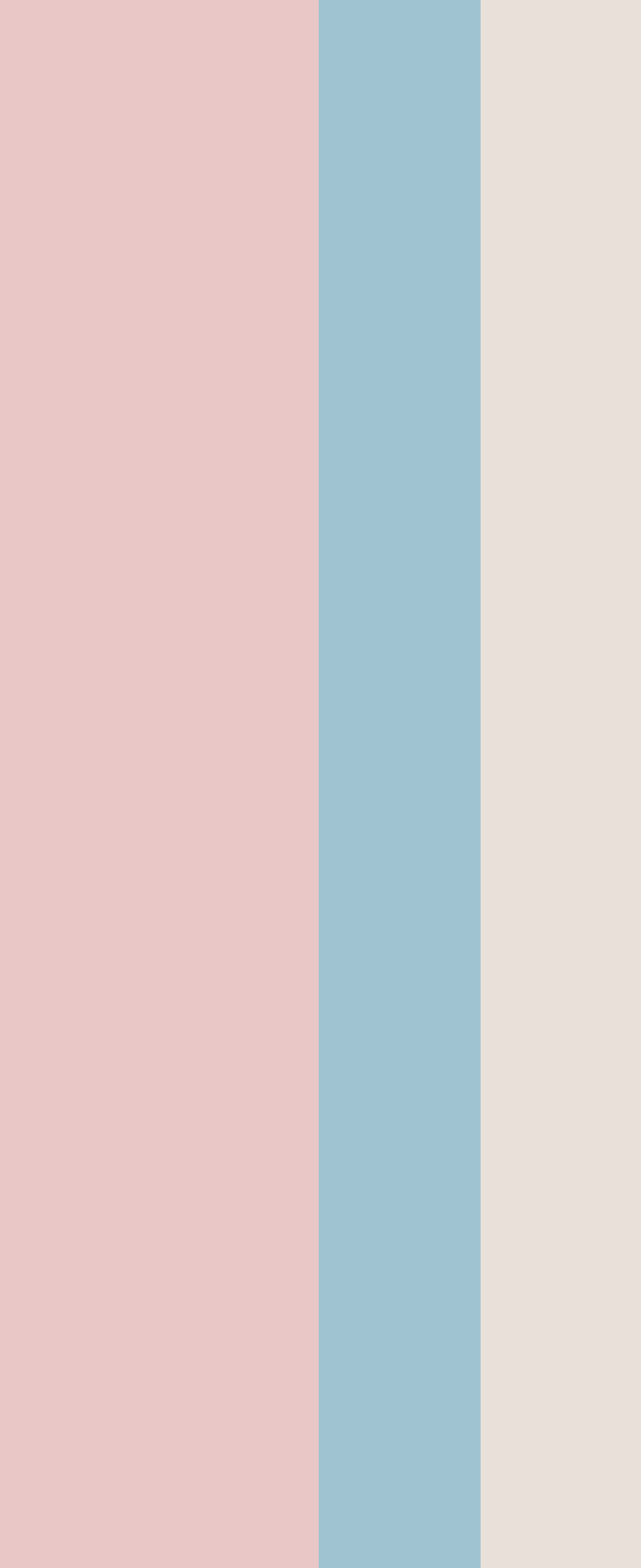
Submitted By- Nikita Makhija

Roll Number- 0410

Pharmaceutical Management, PM-14

Under The Guidance- DR. Sudhinder Singh
Chowhan



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- **Introduction**
 - **Objective**
 - **Result & Discussions**
 - **Observation**
 - **Conclusion**

INTRODUCTION

1

The healthcare industry is undergoing a profound digital revolution, with hospitals at the forefront of this transformation. Digital transformation in hospital management encompasses a wide range of initiatives, from electronic health records and telemedicine to artificial intelligence-driven diagnostics and robotic-assisted surgeries.

These technological advancements promise to streamline administrative processes, reduce medical errors, improve resource allocation, and ultimately enhance patient outcomes



OBJECTIVE

2

- To find the reason of low no. of health checkup done by females as compared to males in Eternal Hospital. According to the data in Preventive Health Checkup Packages there are difference between ratio of men and women.

PHC	Male	Female	Difference %
Mid-Week Special Wellness Package	530	285	46%
Premium Whole-Body Checkup	353	194	45%
Whole Body Checkup	269	135	50%

Sample Size – 101 Females

Data collection:

Survey in this approach data was collected by conducting the interview personally and observing the behavior and responses of the participants. Asking the questions to them individually and completing survey as per the information given.

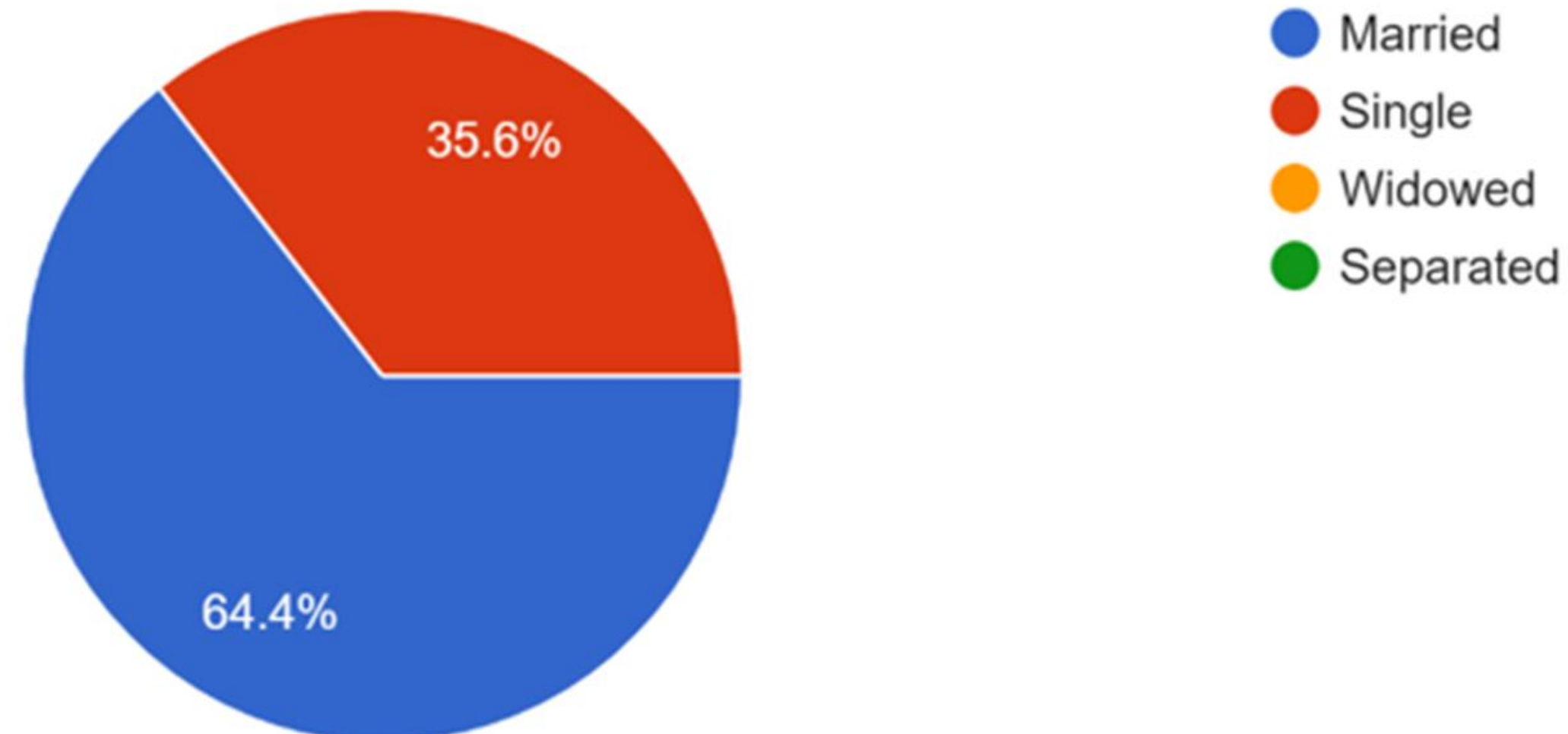
Research Questionnaire:

The primary tool A well-designed questionnaire was necessary for the Survey. In this questionnaire, each question is focused on the survey's aim, and most of the questions are closed-ended for better results. Specific questions/scale measurement formats are created.

- **Age Group.**
- **Marital Status**
- **Importance of health checkup in their life.**
- **Test they would like to include in their health checkup plan.**
- **Preferable time they would consider for health checkup.**

Marital Status

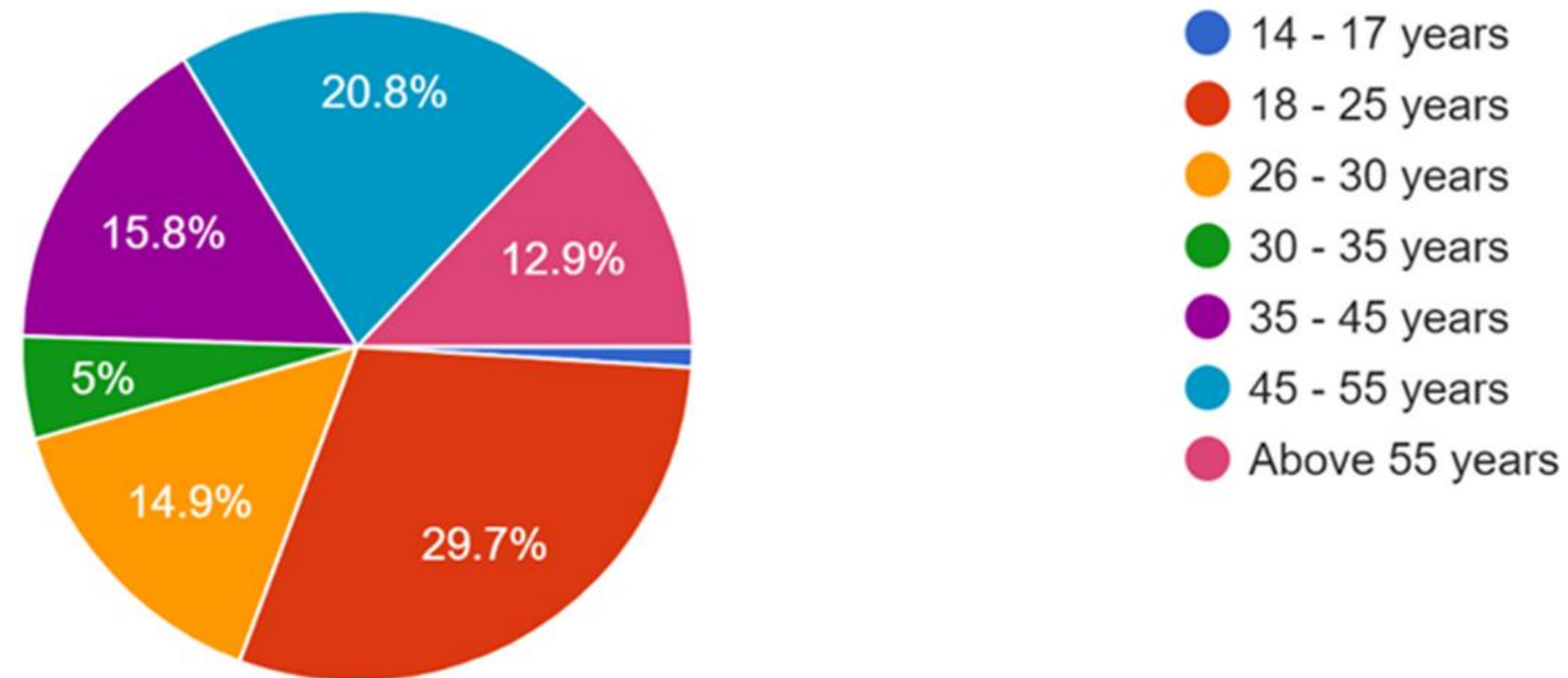
101 responses



Result - The survey results show a considerable variation of marital status among female respondents, with 64.4% reporting marriage and 35.6% reporting unmarried. This demographic breakdown gives insight on possible disparities in healthcare utilization and health outcomes among married and unmarried women

Age

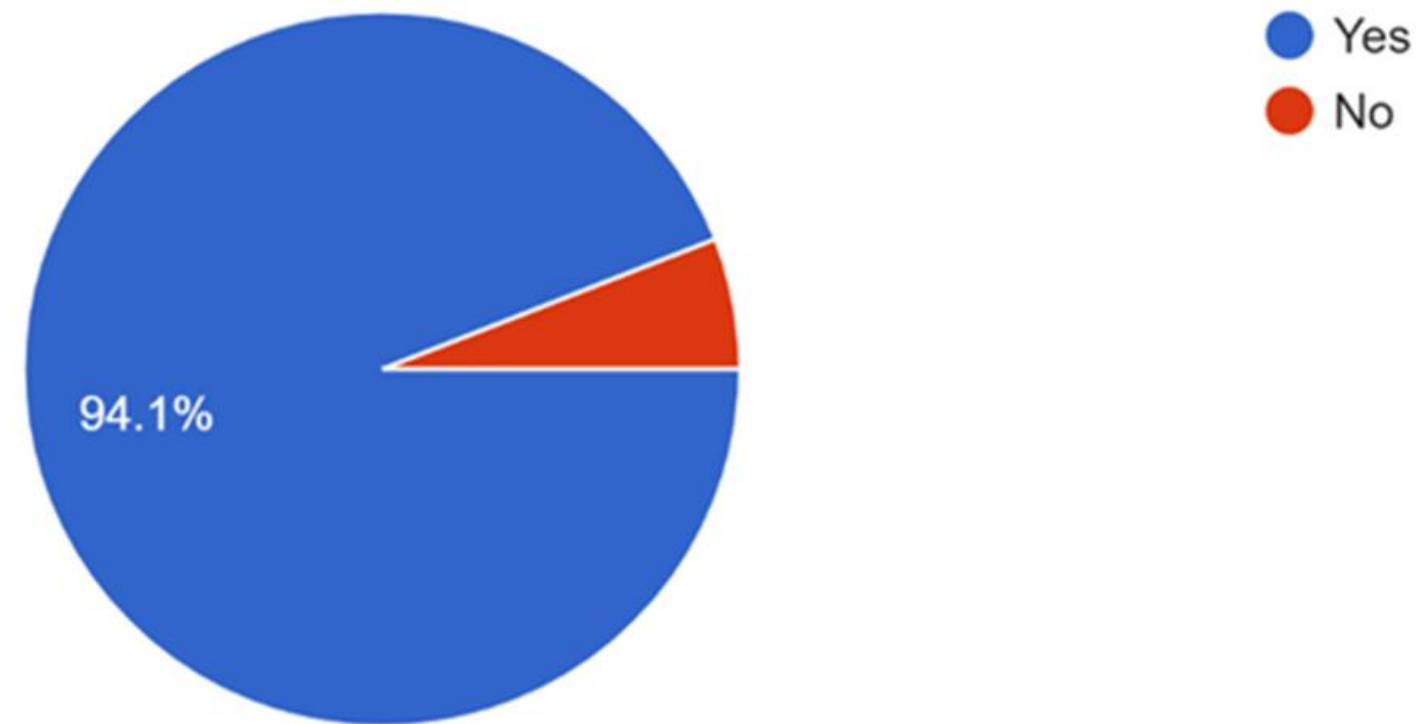
101 responses



Result- From the above pie chart it is reflected that majority of the females are from 18-25 age group. This age group played an important role in understanding younger women's healthcare preferences and demands

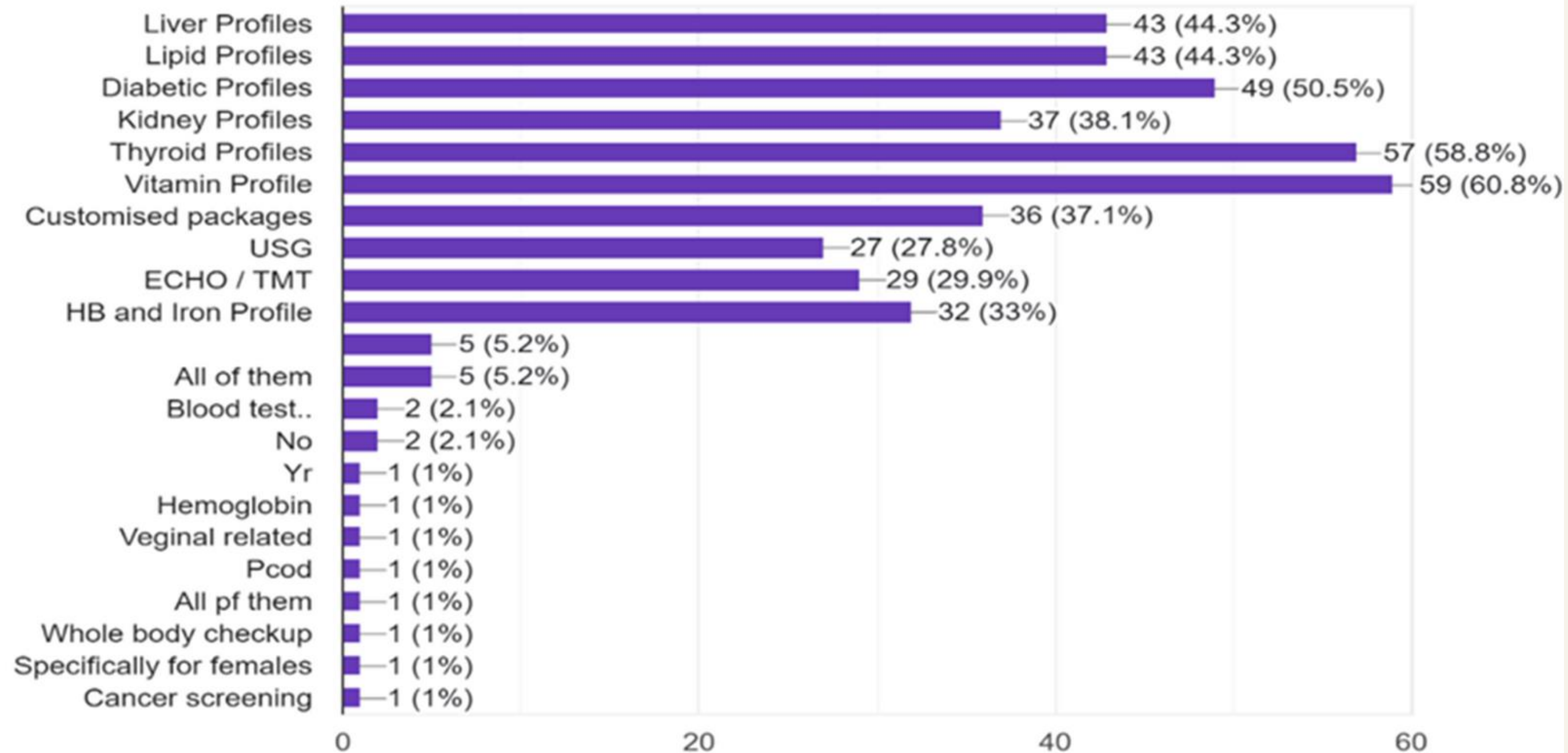
Do you think you need to get your Health checked ?

101 responses



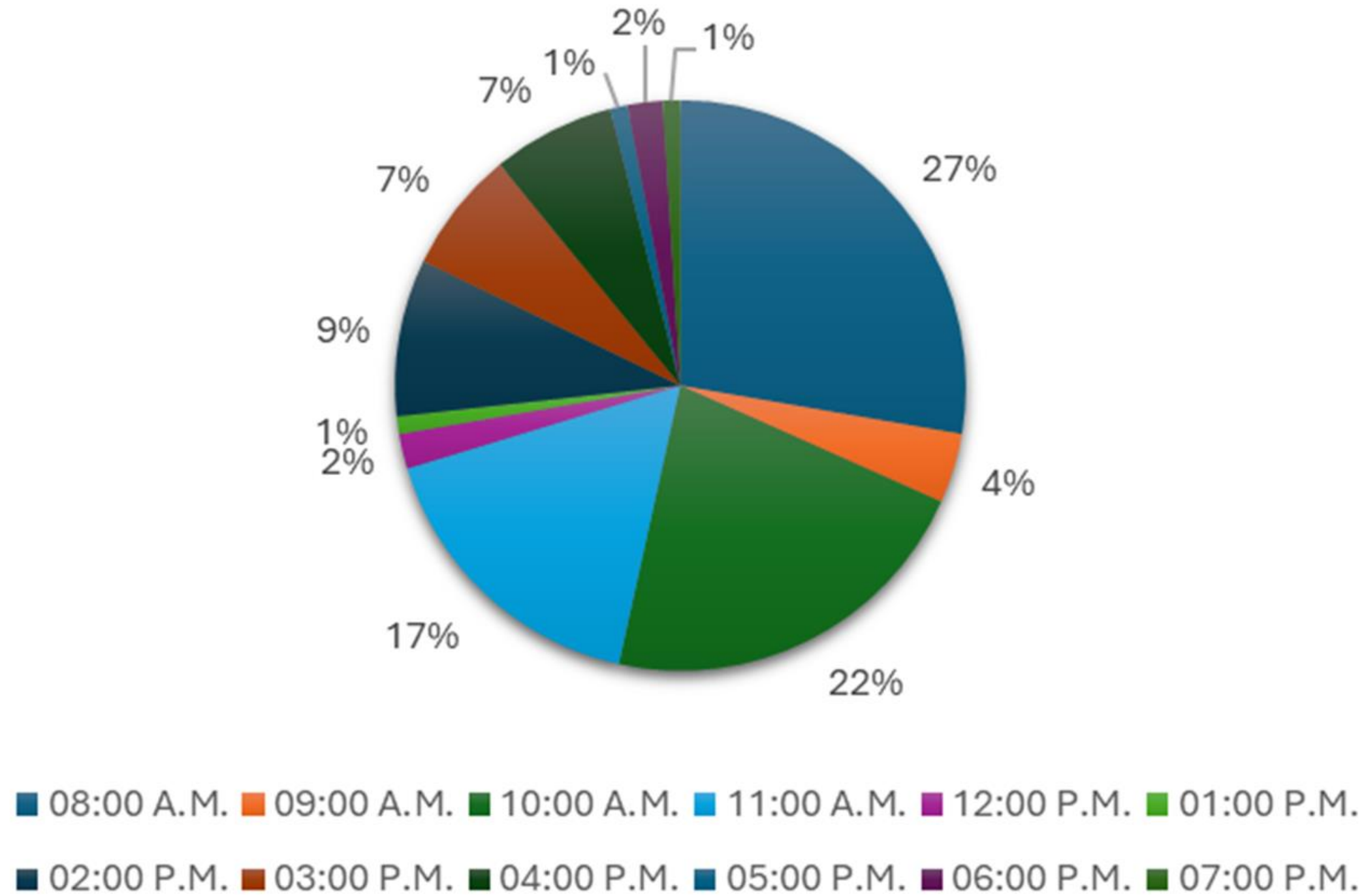
Result - The high perceived relevance of health check-ups among females, with a 94.1% agreement rate. This significant consensus demonstrates universal knowledge among women of the benefits of frequent health checks for preventative treatment and early diagnosis of health concerns

97 responses



Result - The study findings show women's choices for tests they would want to include in their health checkup programs. A strong majority of respondents indicated interest in specific tests: 60.8% preferred vitamin profiles, followed by 58.8% for thyroid tests and 50.5% for lipid and diabetic profiles. These preferences emphasize a focus on preventative health interventions and the monitoring of critical health indicators among women.

Preferable Time



Result - Women prefer morning timing for health check-ups, with peak preferences at 8 a.m., 10 a.m., and 11 a.m. This preference is consistent with the desire for early appointments, possibly owing to ease and minimum disturbance to daily activities

OBSERVATION

9

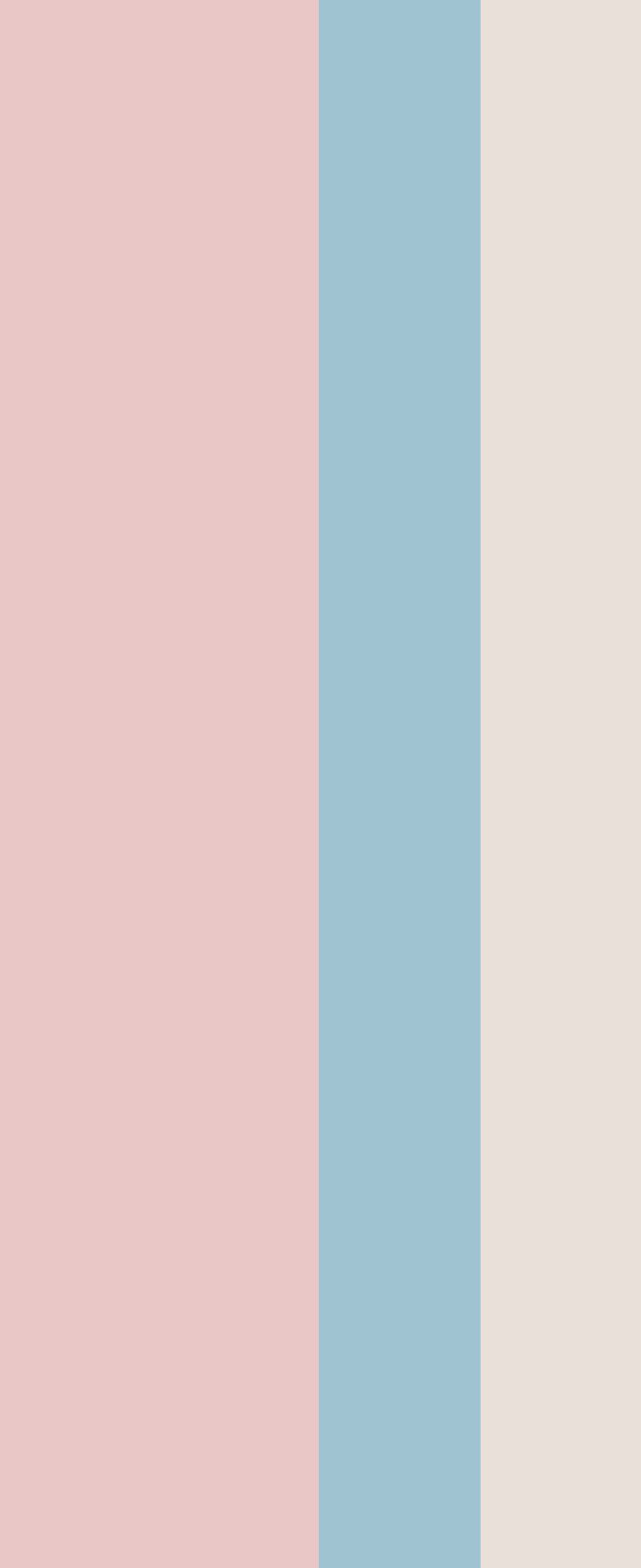
- They Don't prioritize their own health unless any serious problem arises.
- Most of the females are unaware about health-related issues and health package plans.
- Health packages should be cost efficient according to the females.
- Some females have stated about time constraint they would prefer home samples facility.
- They consider Doctors consultation before going through any health checkup.



CONCLUSION

10

- **Personalized Healthcare:** The study emphasizes the necessity for patient-centered healthcare solutions. The survey results suggest that women prefer specialized tests such as vitamin profiles (60.8%), thyroid tests (58.8%), and lipid and diabetes profiles (50.5%).
- **Age-specific strategy:** Given survey respondents are between the ages of 18 and 25, digital transformation initiatives should prioritize engaging younger women in preventative healthcare. This might involve creating mobile applications, utilizing social media for health education, starting a podcast channel for engagement.
- **Implement telemedicine platforms** for remote consultations and follow-ups, allowing women to connect with healthcare providers from the comfort of their homes. This increases access, especially for those with mobility issues or in rural areas.



THANK YOU