

Dissertation at StanPlus Technologies Pvt Ltd.

Presenter

Dr. Aarshabh Shukla

Roll No. 1048

Mentor-

Mr. S.P. Chattopadhyay

Assitant Professor

IIHMR University





Content



About Organization

- Red Ambulance is India's largest ambulance network with more than 5000 Ambulances in Pan India location.
- The Stanplus understand the grave importance of time and quality medical care during an emergency.
- In most cases, these are the factors that can make or break a case.
- Stanplus provide the most professional & technologically advanced medical care & ambulance services that are catered providing swift & world-class healthcare services at the time of dire consequence.



Key Learnings

- Ensure the satisfactory resolution of client queries and concerns
- Enhance the productivity of Hospital managers, and Fleet managers in the respective zone
- Daily interaction with City managers for updates on products/services provided, revenue, training, and support
- Ensure the proper collection of payment from customers, operators, and clients
- Ensure Zero- leakage from respective hospitals and clinics
- Interact with some customers for service feedback
- Increase morale in the team during meetings and in batch-wise sessions and maintain discipline and decorum in the team
- Validate the feedback and data collected by regional Hospital managers & the team
- Train the team regularly on new and existing services



“Review of RED ambulance services and its providers in Hospitals of Bangalore”

Organization Mentor-

Nagesh B

Senior Operations Manager



Introduction

- After establishing a great network in Hyderabad, Stanplus are now expanding its services in Bengaluru city.
- To improve the service delivery & smooth flow of expansion, Stanplus interested to review the services of Red Ambulance in their collaborated hospitals.
- The review will help the Stanplus to identify the service status and issues need to be strengthen along with the existing gaps in the Red Ambulance services in Bengaluru city.



Research Question-

What are the gaps in the service delivery and the status of service provider of Red Ambulance in various hospitals of Bangalore and their scope of improvement?

Objectives

- ❖ **General Objective-** To identify the service gaps in Red Ambulance service catering to different hospitals of Bengaluru.
- ❖ **Specific Objective-**
 - To assess the nature of the work done by the Relationship Manager.
 - To identify gaps in the Red Ambulance (internal & external).
 - To assess the challenges faced by the Pilots, RMs and SRMs in providing the service.





METHODOLOGY

❑ Study design

A descriptive cross-sectional study was conducted in various hospitals in Bangalore city, which are collaborated with Stan plus Technologies from.

❑ Study population

Red Ambulance, Ambulances of other organizations, teamwork of HMs or RM's, Operation Manager, our customers and other StanPlus manpower connected to hospitals of Bengaluru.

❑ Study tools:

- Daily report of RMs and SRMs
- End-of-Day Google form
- Feedback form to be filled in by RMs and SRMs
- Feedback form for the Discharged patients who opted for the Red Ambulance service.
- Feedback form to be filled by Pilots

Methodology

- **Duration of study-**

- This study is conducted in Two and half months from 18 April 2022- 30 Jun 2022.

- **Sample size-**

Convenient and Purposive sample of 22 RMs and 48 Pilots and the feedback form from patients in the month of April and May and June 2022.

- **Data collection Procedures:**

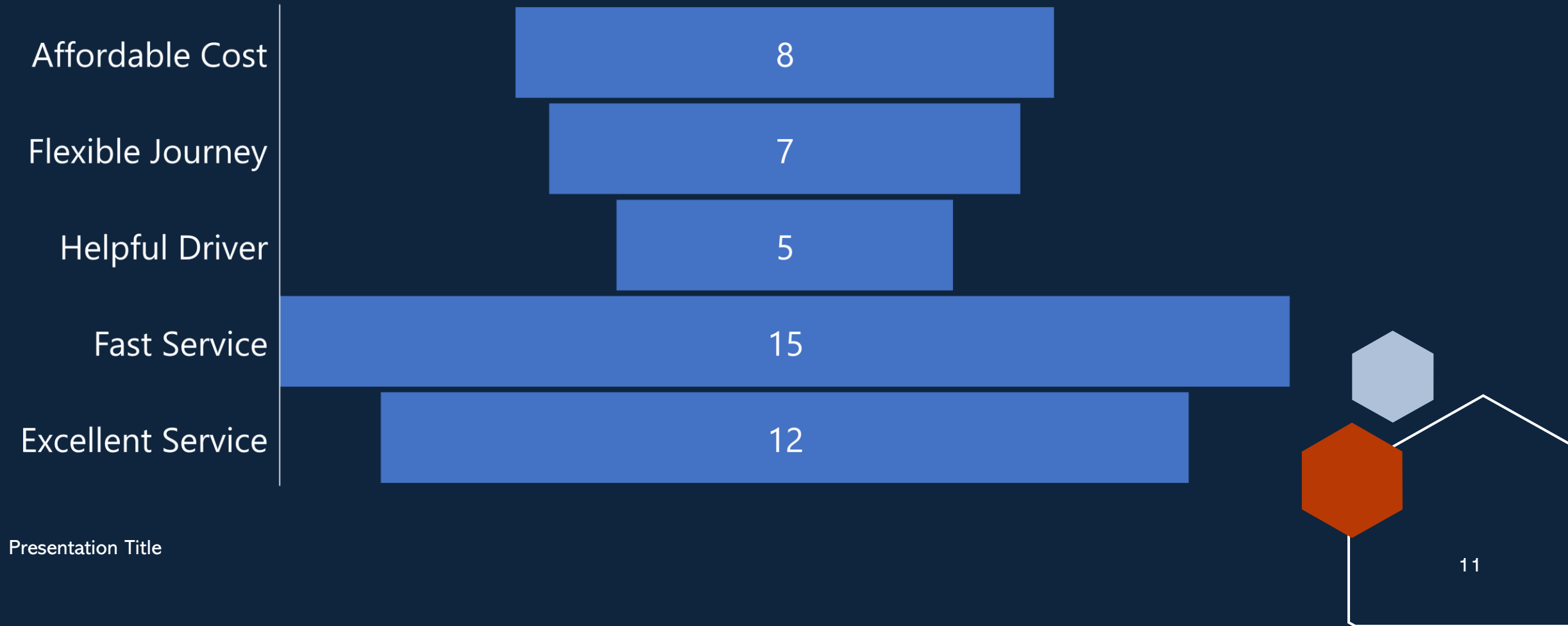
- Primary data is collected and questionnaire is prepared with the help of my supervisor. For the questionnaire google form is prepared which contains the end of the day data. Daily report of Relationship Manager and Senior Relationship Manager is taken. Feedback forms is filled by Relationship Manager and Senior relationship Manager. And also, the feedback forms are to be filled by Discharged Patients who opted the Red Ambulance Service.
- The Questionnaire is to be prepared in the native language and collected through Google forms.

An abstract geometric design on a dark blue background. It features a large orange hexagon in the center-left. To its upper right is a light blue hexagon. To its lower left is a white outline of a hexagon. Below the large orange hexagon is a small orange hexagon.

Results

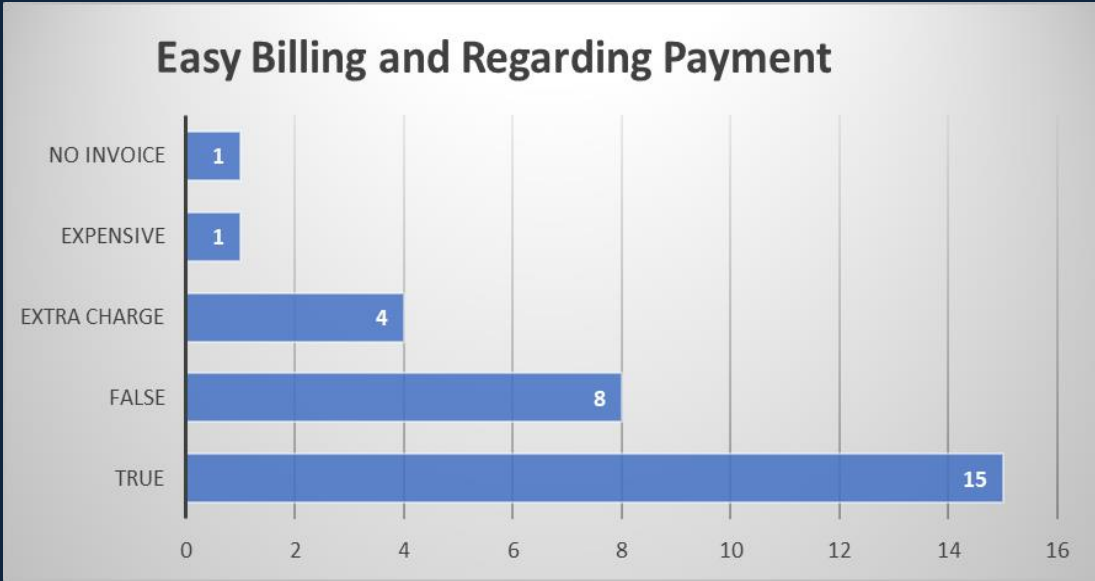
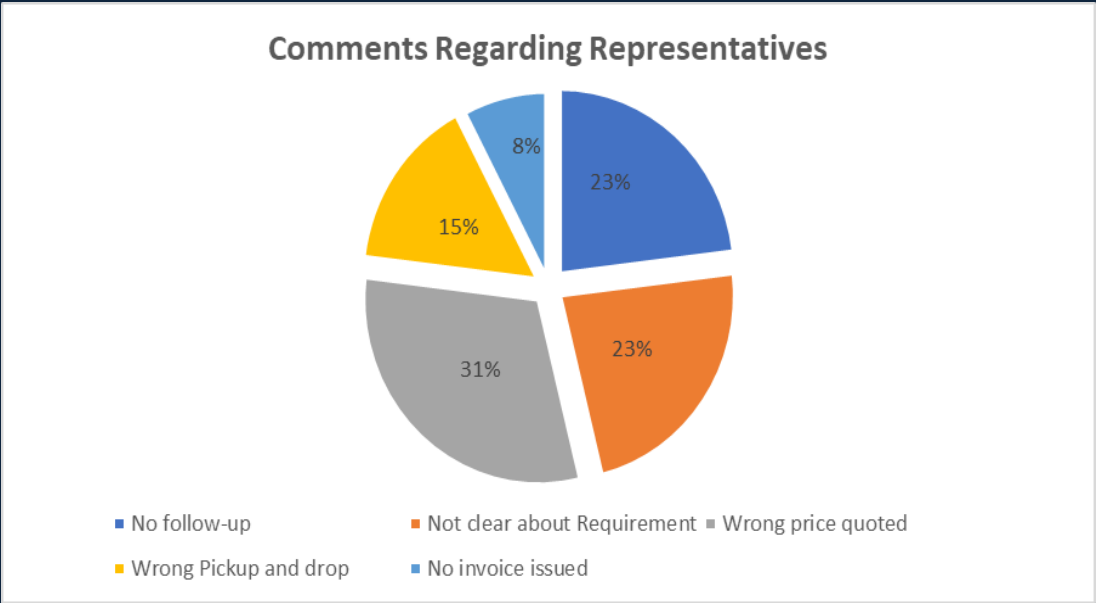
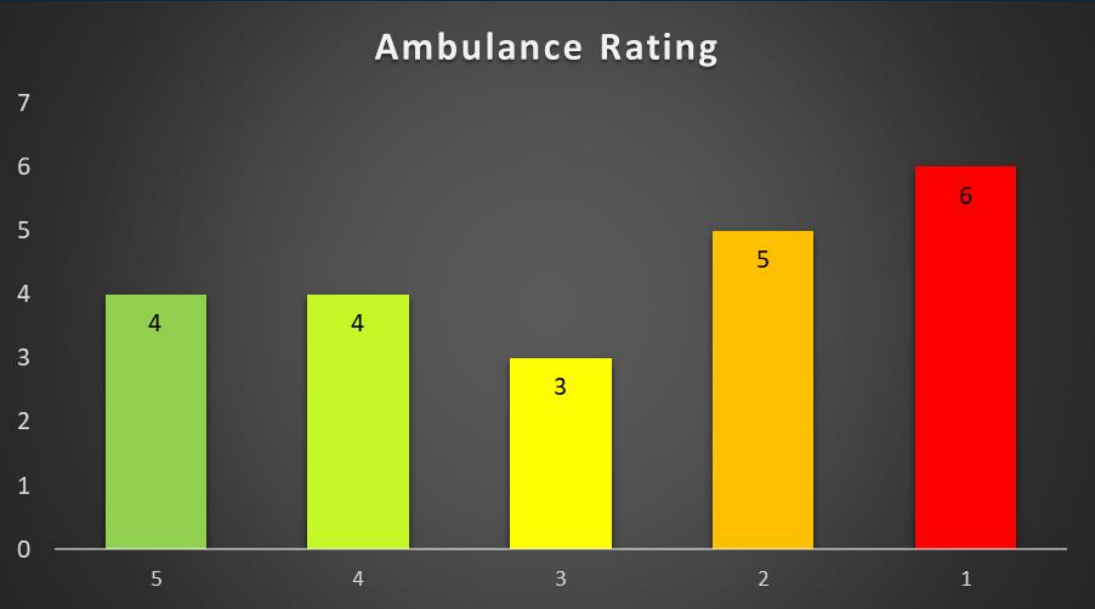
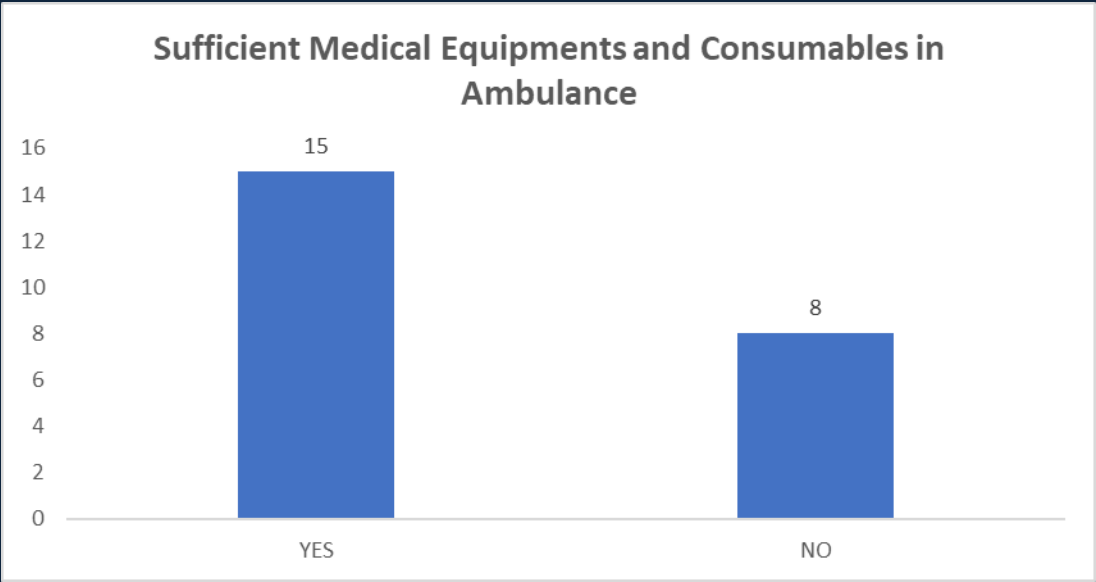
Customers Feedback

Comments by Customers



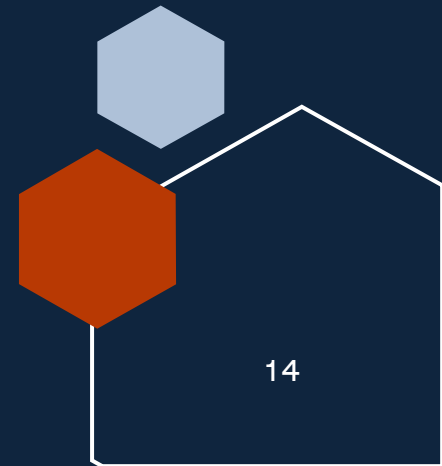
Area of Improvements

- **Tips by Drivers-** Out of 58 Feedback forms, five of the customers complaints that drivers asked them for the tips or the extra money from them.
- **In-sufficient Medical Consumables-** 3 of the patient complaints that there were not sufficient medical consumables and equipment in the ambulance.
- **Improper condition of Stretcher-** 2 of the customers stated that the condition of the stretcher was not proper.
- **AC not Working-** From 58 customers responses, we found that 6 of them stated that AC was not working in their ambulance.
- **Route is unknown by Driver-** 4 feedbacks stated that driver was unknown about the route.
- **Unprofessional behaviour of driver-** We got 3 complaint against the driver that his behaviour was not proper.
- **Representative not clear about the requirement-** We got 3 feedbacks from the customers that representative was not clear about the requirement of the patient.
- **Wrong price quote-** 4 complaints were regarding the wrong price quote.
- **Wrong pickup and Drop Location-** 2 complains were regarding the wrong price pickup and drop location.
- **Rash Driving by the Driver-** Out of 58 feedback forms by customers, only 5 customers complained that driver was driving rashly.



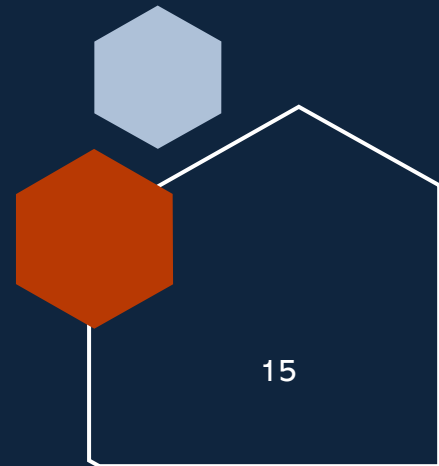
Feedbacks From Relationship Managers

- Competitors
- Internal Leakages
- External Leakages
- Outdated Equipment
- Unacceptance by the hospitals
- Un-cooperation by Drivers
- No working spaces
- Wallet Issues



Feedback From Pilots

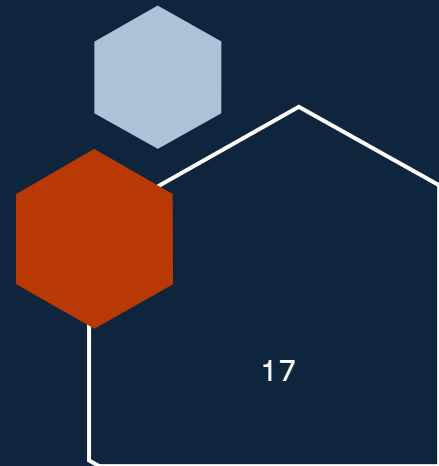
- **Physical Problems**
- **Personal Life**
- **Low Salary**
- **Prone to Infectious Diseases**
- **Lack of GPS Device**
- **Lack of Personal Damage Insurance**
- **No increments in Salary**
- **Un-stability in job**





Recommendations

- **GPS Device** in Ambulances for Map route
- **CCTV in Ambulances**
- **Personal Damage Insurance for Drivers**
- **Increment in Salary**
- **Regular Check-up**
- **Proper Schedule Plan for Drivers**
- **Proper Training for Relationship Managers**
- **Electronic Display in Ambulances**
- **RED Cabs**
- **Standeers in every collaborated hospital**
- **3-digit number for Ambulance**
- **Help Desk for Relationship Managers**



Conclusion

We cannot solve the problems what we have found in our organization all at once but we can and we are taking a step ahead to solve maximum problems as early as possible.

As Stanplus is a startup and we are improving day by day by knowing about the problem and solving them in the best way possible.

In this study, we mentioned about what barriers and challenges our drivers and relationship managers face in their daily duty hours and also about the problems or inconvenience our customers had.

Each startup has to cross rough paths on their way ahead but crossing the path sooner and in the most efficient way is what matters.





References

- Juhrmann ML, Vandersman P, Butow PN, Clayton JM. Paramedics delivering palliative and end-of-life care in community-based settings: A systematic integrative review with thematic synthesis. *Palliat Med*. 2022 Mar;36(3) 405-421. doi:10.1177/02692163211059342. PMID: 34852696; PMCID: PMC8972966.
- Joudyian, N., Doshmangir, L., Mahdavi, M. *et al*. Public-private partnerships in primary health care: a scoping review. *BMC Health Serv Res* 21, 4 (2021).
- European Observatory on Health Systems and Policies, Sagan, Anna & Richardson, Erica. (2015). The challenge of providing emergency medical care. *Eurohealth*, 21 (4), 3 - 5. World Health Organization. Regional Office for Europe
- Snooks, H. A., Kearsley, N., Dale, J., Halter, M., Redhead, J., & Foster, J. (2005). Gaps between policy, protocols and practice: a qualitative study of the views and practice of emergency ambulance staff concerning the care of patients with non-urgent needs. *Quality & safety in health care*, 14(4), 251–257.



Thank you

<https://www.stanplus.com/>

Call for Help:

1800-121-911-911