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IIHMR University, Jaipur

A STUDY ON IDENTIFYING THE WAYS TO REDUCE DROPOUTS AND IMPLEMENTING STRATEGIES TO IMPROVE RETENTION AT A MATERNITY HOSPITAL

Student

Siddharth Sharma

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Mentor

Dr. Neetu Purohit

INTRODUCTION

The dynamics of patient retention in maternity hospital is pivotal for ensuring continuous care, optimizing patient outcomes, and enhancing hospital sustainability. This research paper examines the retention strategies for new patients at a maternity hospital, which receives a significant influx of patients daily, with 250 patients from Monday to Friday and over 300 on Saturdays. On the basis of New Registration patients are divided into three categories.

- **Pregnant Patients** - Retaining these patients is vital for ensuring they receive uninterrupted care, which is critical for both maternal and fetal health.
- **Gynaecological Patients** - . Retention strategies for this group will aim to ensure that patients choose to undergo their surgeries at the hospital.
- **Patients Planning for Pregnancy** – Retention of these patients is crucial so that they receive best fertility care.

Objective

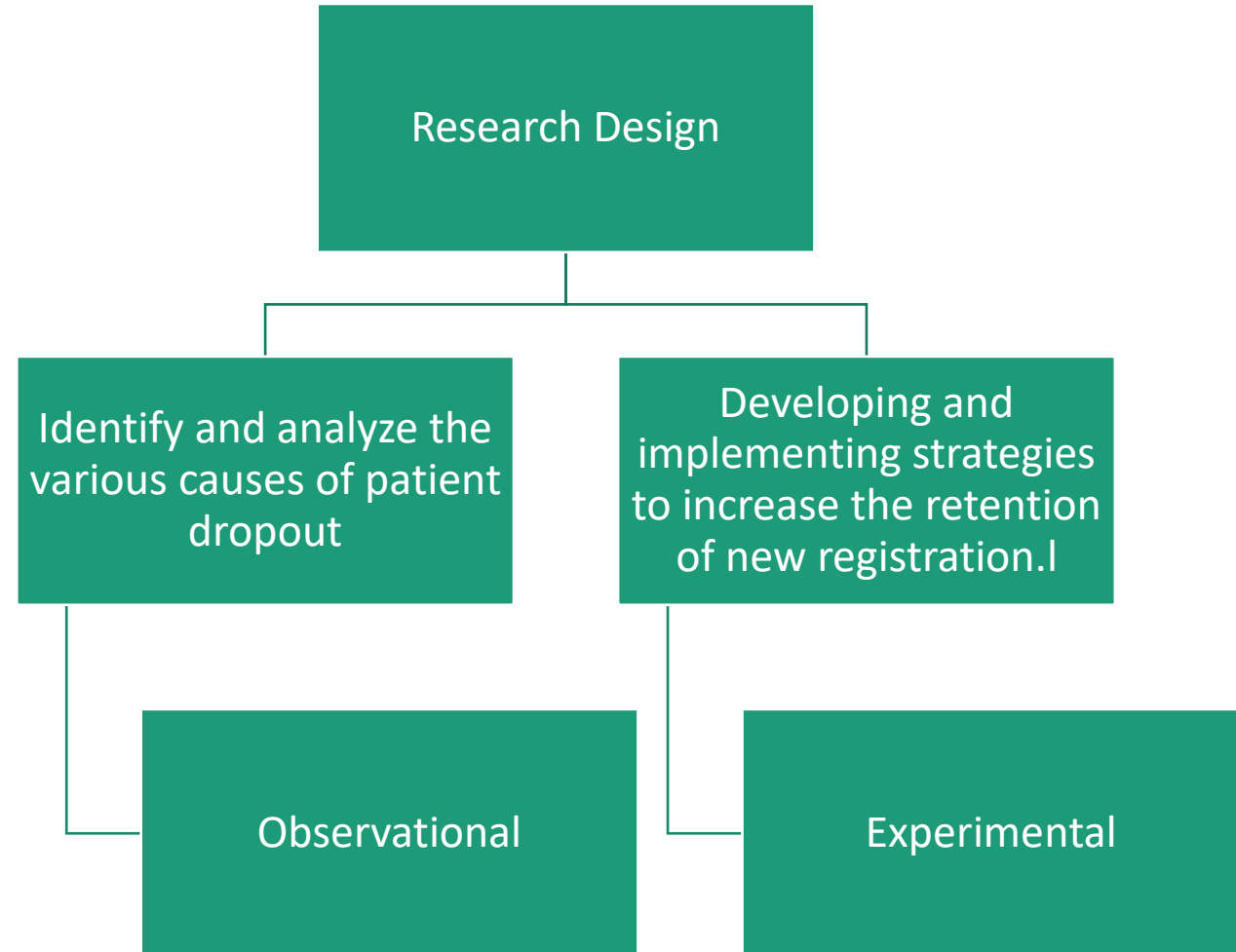
- To identify the reasons behind the drop-out of new registered patients in a single speciality maternity care hospital.
- To develop and implement targeted strategies aimed at reducing dropout rates and enhancing patient retention.

Literature Review

Author(s)	Year	Location	Sample Size	Sampling Techniques	Salient Features
Smith et al.	2020	USA	200	Random Sampling	Identified socio-economic barriers to retention
Johnson et al.	2019	UK	150	Stratified Sampling	Highlighted the role of patient education
Lee et al.	2021	South Korea	300	Systematic Sampling	Discussed cultural factors influencing dropouts
Patel et al.	2018	India	250	Convenience Sampling	Explored the impact of hospital facilities
Chen et al.	2022	China	220	Cluster Sampling	Examined the role of family support
Brown et al.	2017	Canada	180	Purposive Sampling	Investigated the effect of healthcare policies
Ahmed et al.	2016	Nigeria	260	Snowball Sampling	Focused on traditional beliefs and practices
García et al.	2023	Spain	140	Quota Sampling	Analyzed patient satisfaction and retention

Methodology

- **Research Design** – Study is divided into two parts. Observational study and an experimental study.
- This approach allows for a thorough understanding of the reasons behind patient dropout and the development and testing of strategies to mitigate these dropouts.



Study Population

- Pregnant women attending the hospital for professional maternity care.
- Gynaecology patients which are looking for procedures related to medical management.
- Patients who are planning for the pregnancy via IUI and IVF.

RESULT

Quantitative Assessment

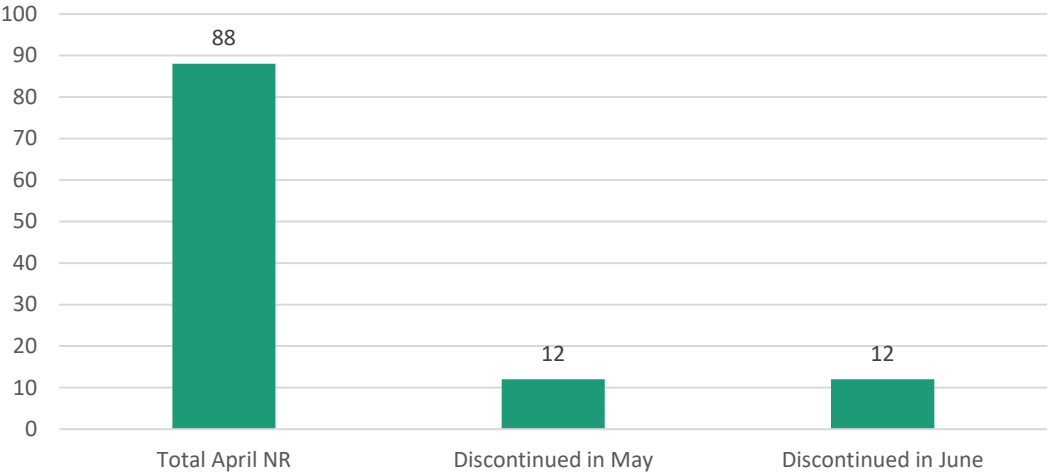
April

Total April NR	Discontinued in May	Discontinued in June	Dropout %
88	12	12	14%

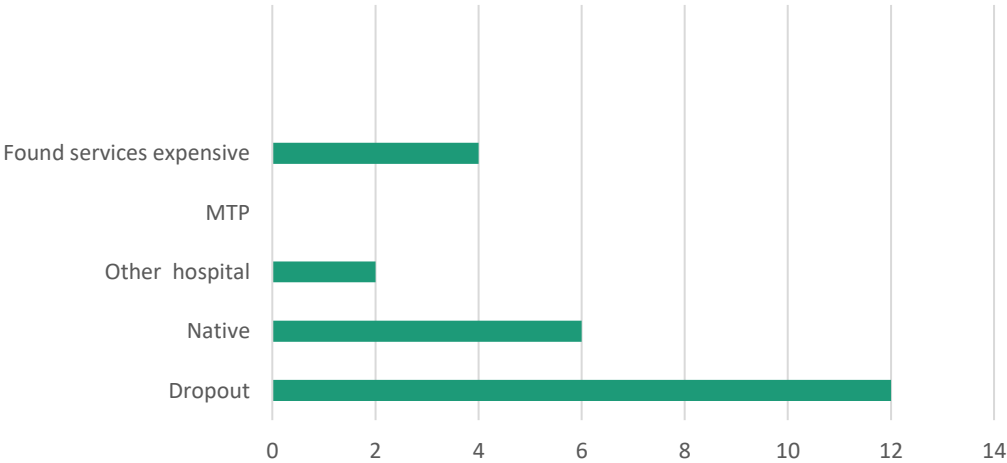
NR Breakdown

Dropout	12	Percentage
Moving to Native	6	50%
Other hospital	2	12%
MTP	0	0%
Found services expensive	4	33%

APRIL NR DROPOUT



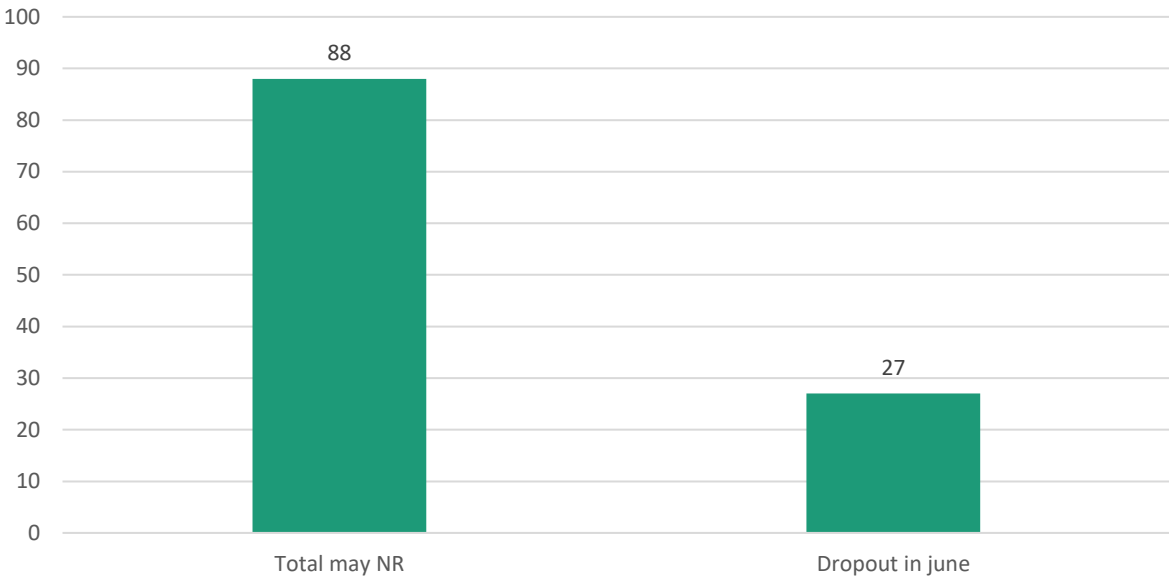
NR BREAKDOWN APR



MAY

Total may NR	Dropout in june	Dropout %
88	27	30%

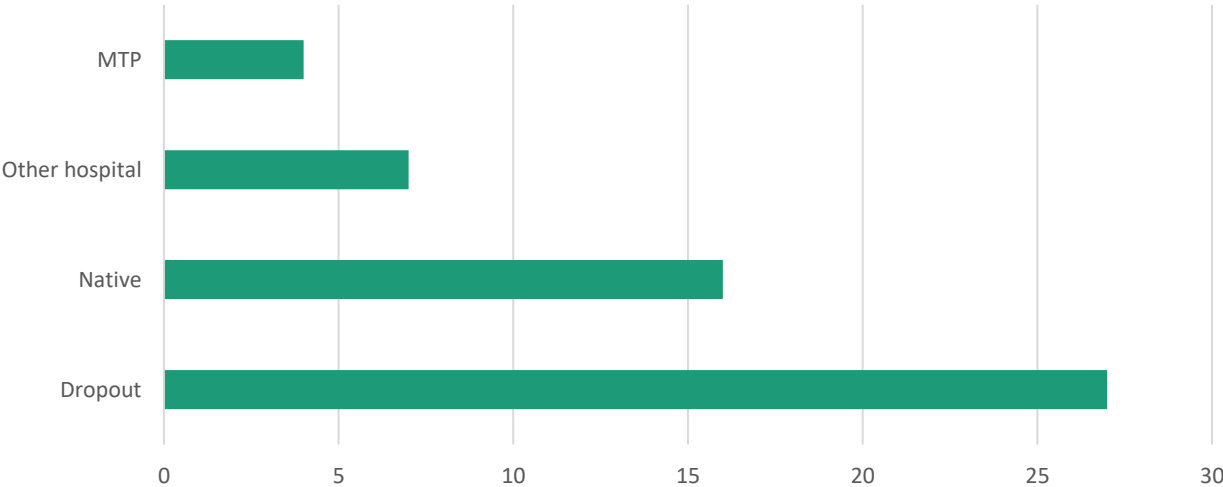
MAY NR DROPOUT



NR Breakdown

Dropout	27	Percentage
Moving to Native	16	59%
Other Hospital	7	25%
MTP	4	14%

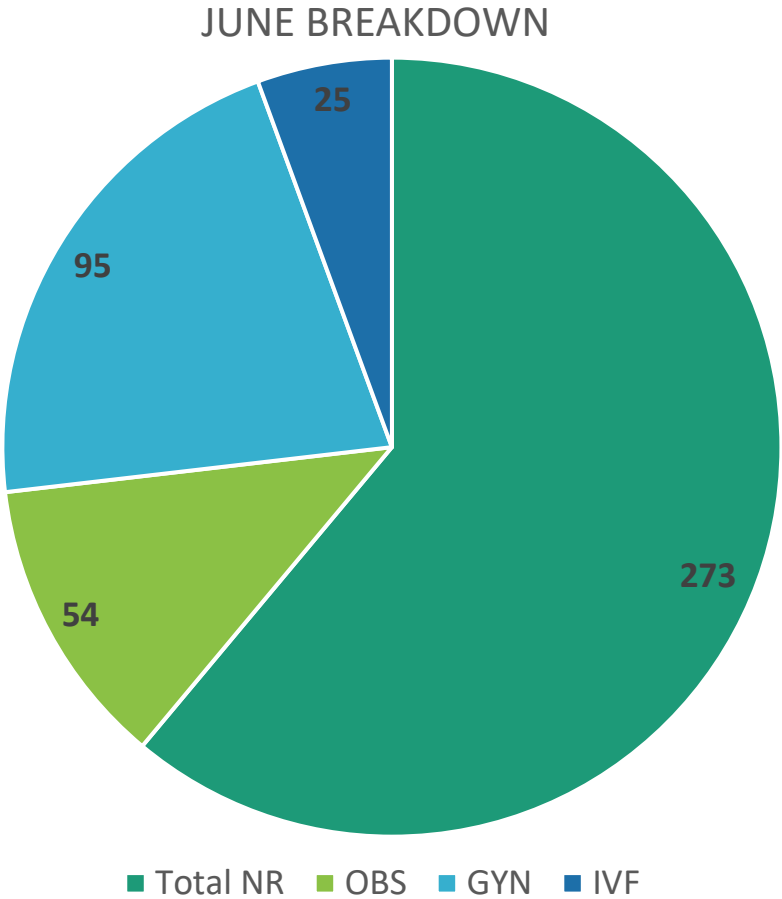
NR BREAKDOWN MAY



JUNE

June consultation breakdown			
Total NR	OBS	GYN	IVF
273	54	95	25

The dropout analysis of june will be done in the coming months. The study is in progress.



Targeted strategies to for reducing patient dropout due to following reasons

- Patients moving to native place for delivery.

Native

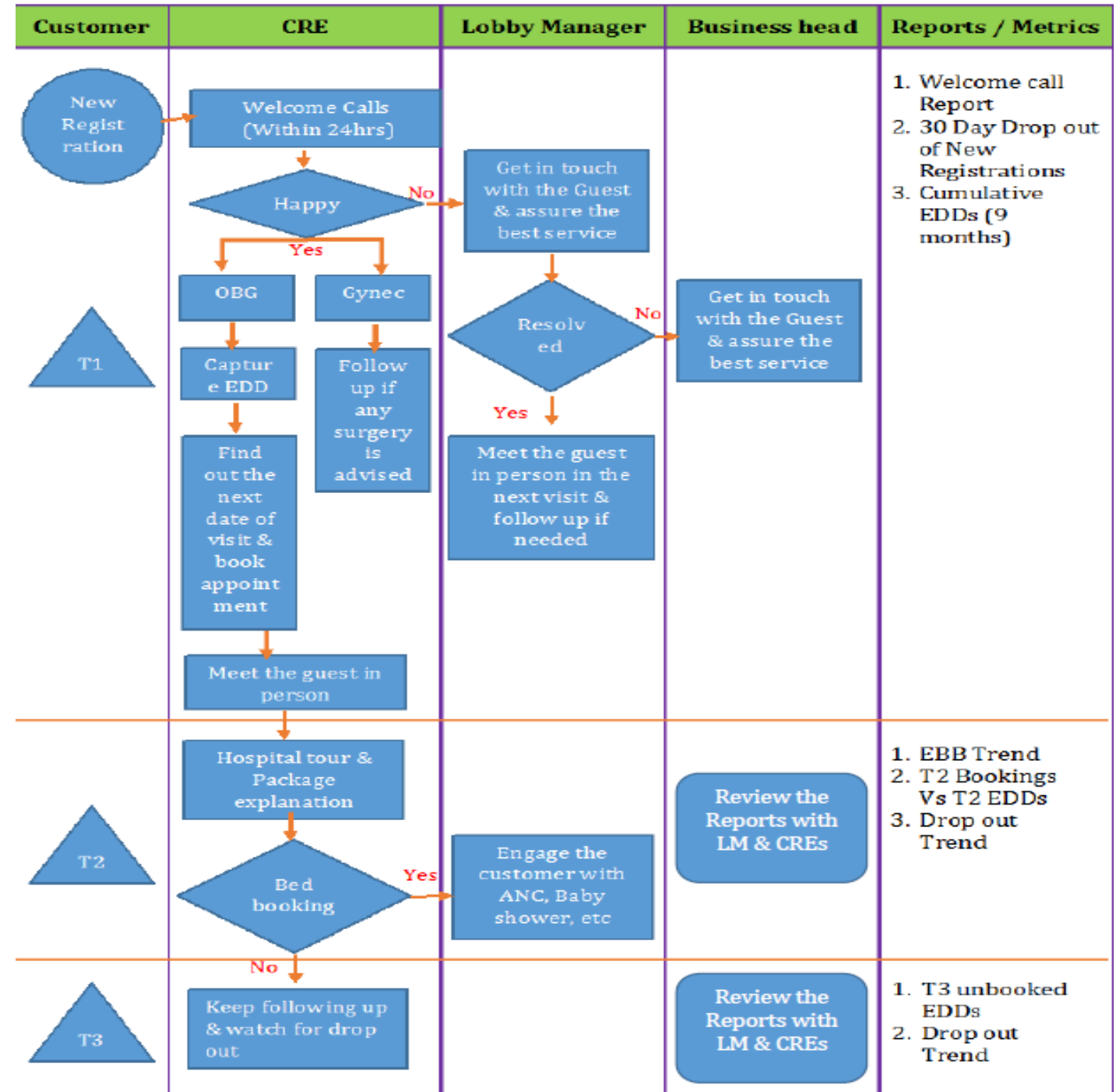
- Patient moving to other hospitals.

Other
Hospital

- Patients dropping out due to higher expenses

Expenses

- Process for tapping each and every patient during and after the visit



Native Place

- This is the tradition in southern part of India that the paternal side of the family will bear the cost of the first delivery.
- To tackle this first we find out the place where patient is moving and then we find out if our own hospital is present in that region.
- If yes then we transfer the bed booking along with the 15% total discount on the final bill so that the patient will stay in same brand hospital.

Dropping out due to expenses

- We have prepared a strategy for retaining the patients into the hospital by giving discounts on the existing services.
- We take 8000/- bed booking amount from the patients.
- In this 8000/- Patient will get the IPD room on time, we will be blocking the room according to their date.
- This 8000/- is just the deposit, this will be adjusted in the final amount at the time of delivery.
- By paying 8000/- patient will be getting additional 5000/- discount on the final bill.
- Additionally patient will get 4000/- worth of coupons which they can utilize either in scan or blood test.

Moving to other hospital

- If the patient is moving to other hospital, then a call from our hospital side will go to the patient.
- We will try to identify the reason behind the shift of the hospital. If it is because of some service; then we will give the service free to the patient in order to retain that patient.
- If the problem is not related to service but the final delivery bill, then we will match the final price of the delivery with the final bill of the hospital where patient is moving. *** (ONLY TO AN EXTENT WHERE WE ARE NOT FACING LOSS)

Conclusion

- **Discount and Transfer Strategies:** To address the tradition in southern India where the paternal side bears the cost of the first delivery, we identify where patients are moving and check if our hospital is present in that region. If so, we transfer the bed booking and offer a 15% discount on the final bill to retain the patient within our hospital network.
- **Prepaid Bed Booking System:** Implementing an advanced bed booking system where patients pay an ₹8,000 deposit ensures they receive an inpatient department (IPD) room on time, blocking the room according to their expected delivery date. This deposit is adjusted in the final delivery bill, adding convenience and security for the patients.
- **Financial Incentives:** By paying the ₹8,000 deposit, patients receive a ₹5,000 discount on the final bill at the time of delivery. This financial incentive encourages patients to stay with the hospital, providing both economic relief and assurance of service quality.

- **Additional Benefits:** Patients are also provided with ₹4,000 worth of coupons, which can be utilized for scans or blood tests. This adds value to the patients' experience, making the hospital services more attractive and comprehensive.
- **Strategic Monitoring and Adaptation:** The impact of these strategies is monitored continuously through data collection and analysis, evaluating patient retention rates, satisfaction levels, and overall hospital performance. This ensures the strategies remain effective and adaptable to changing patient needs and preferences.
- Overall, these strategies collectively aim to improve patient satisfaction and loyalty, ensuring a higher retention rate and better health outcomes for both mothers and their babies.

Progress

The strategical Implementation has been started in June and it will take at least three months to monitor the results effectively.