

A study on identifying the ways to reduce dropouts at Maternity Hospital

A Dissertation Synopsis

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Master of Business Administration (MBA)
in
Hospital and Health Management

By

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Synopsis

Title

A study on identifying the ways to reduce dropouts at 50 bedded Maternity Hospital

Objective

- To identify the ways to retain the patient in the hospital
- To facilitate the development and implementation of targeted strategies aimed at reducing dropout rates and enhancing patient retention.

Methodology

The study is divided into two parts, observational study and experimental study. Observational study includes identifying the various causes of the patient dropout from the hospital during the nine months journey and in Experimental study includes the formulation and implementation of strategies to increase the retention of the obstetrics patients throughout nine months. This quantitative study involves the developing a questionnaire and conducting surveys with patients who are using maternity services. Then comes the Statistical Analysis to find patterns, connections, and important reasons behind why patients drop out.

Expected Outcomes

- Detailed understanding of factors influencing patient dropouts.
- Effective strategies to reduce dropout rates.
- Improved patient retention and satisfaction.
- Enhanced hospital reputation and patient trust.

Overall Timeline

- Phase 1 (0-2 months): Data Collection and Initial Analysis
- Phase 2 (2-4 months): Strategy Development and Planning
- Phase 3 (4-9 months): Implementation of Strategies and Monitoring, Evaluation, and Continuous Improvement.

Key Performance Indicators (KPIs)

- Reduction in patient dropout rates
- Increase in patient retention and satisfaction

Ethical considerations

Ensuring that patient data is anonymized and protected throughout the research process to maintain confidentiality and comply with data protection regulations. Ensure that the

research design and implementation uphold protocols and principles of fairness and equity, particularly in terms of patient care and access to healthcare services. Maintaining transparency in all aspects of the research, including data collection, analysis, and reporting, to uphold the integrity of the study.

References

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