

Summer Training Report

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Organization: Motherhood Hospital, Kharghar



A study on the Obstetrics OPD-IPD conversion rates for birthing based on the Expected Delivery Dates of Outpatients and OPD-Radiology conversions for Gynecology and Obstetrics patients in Motherhood Hospital, Kharghar.

Introduction

- Motherhood served around 18348 patients in the year 2020 out of which 16528 were out-patients. The major set of 10794 patients were for the Gynecology and Obstetrics departments. These numbers help in understanding how important OPD is for Motherhood or for that matter any hospital. In this study we try to understand the reasons for the loss of patients for birthing and suggest solutions for the same.
- For an Obstetrics patient around 5-6 ultrasound scans are performed throughout their pregnancy namely Early pregnancy scan, Growth scan, Anomaly scan, NT scan, and many more. Also, for a gynecology patient some diagnostic scans are prescribed for investigation purposes. Motherhood, Kharghar owns 2 highly functional Ultrasonography machines which is used by both OPD and IPD and they have contributed to the revenue of the hospital largely. Loss of patients with respect to diagnostic scans has been seen in recent times in Motherhood, Kharghar.

Review of Literature

- The hospital's image is based on the observed characteristics, reputation, and reviews, all of which are in a position to influence their patients to take advantage of your status and deliver services when needed. And for all this OPD plays a major role. The hospital has to ensure that the patients are accessing all the available services optimally whenever needed. Leakage of patient must be monitored and addressed at due time.(Tusar Kanta, Giri)
- Electronic Health Records (EHRs) can help to monitor patient leakage and provide enhanced medical facilities are built to share information with other health care providers and organizations – such as laboratories, specialists, medical imaging facilities, pharmacies, emergency facilities, and school and workplace clinics – so they contain information from all clinicians involved in a patient's care. (Ozair FF, Jamshed N, Sharma A, Aggarwal P, 2015)
- One of the main objectives of the LaQshya is to improve the quality of care during labour and post-natal care, and stabilization of complications, and to ensure the timely referral of patients, and to ensure an effective, two-way, the follow-up. Respect-for being a mother to not only promote positive outcomes for mothers and babies, but it also supports the cognitive development of children who are later on in life. (NHM,2018)
- A trend-analysis can help an organization to keep a track of how well a team of the whole organization is working towards achieving the goal.

Research Question

- What is the trend of OPD-IPD conversion rate of Obstetrics patients and OPD-Radiology conversion rate of Obstetrics and Gynecology patients in Motherhood Hospital, Kharghar?
- What are the factors associated to the conversion rates and how they can be optimized?

Research Objectives

- To analyze the conversion rate of patients to Admission in Inpatient department of Motherhood Hospital, Kharghar for birthing.
- To observe the changing trends and quantify the reasons for conversions and loss of patients.
- To suggest initiatives to improve conversion rate at Motherhood Hospital, Kharghar.
- To analyze the OPD-Radiology conversions for obstetrics and gynecology patients..
- To perform an experimental activity to improve OPD-Radiology conversions and analyze the same.
- To suggest measures to record the prescribed scans and tests and to track their occurrence or loss.

Methodology

Study Design

Descriptive Cross-Sectional design

Sampling

Convenience sampling

Sample Size

OPD/IPD : 1559 “EDDs”
OPD/Radiology : 12212 “Obs-Gyn”
(73 for the experiment)

Data Collection

- Secondary data was collected from the software INSTAHMS used by the hospital.
- The activity was done by tracking the prescriptions

Inclusion criteria

- OPD Obstetrics patients and patients who did their birthing in Motherhood Kharghar in the period of January 2020 to May 2021.
- Obstetrics and Gynecology Out-patients from May 2020- May 2021
- Obs-Gyn patients who were advised to get scans done for the experimental activity.

Exclusion criteria

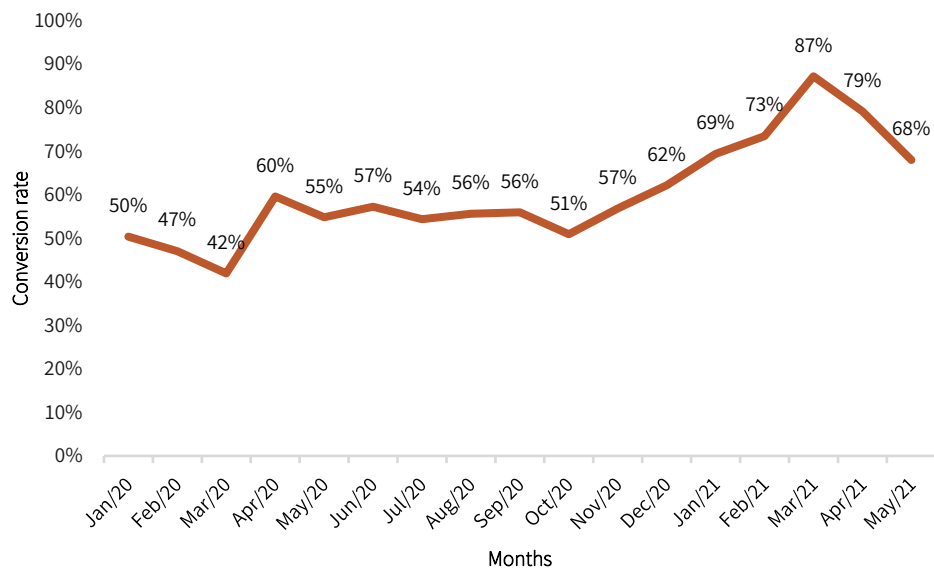
- Obstetrics and gynecology patients on Sundays and other holidays for the experimental activity.
- Pediatrics and other patients



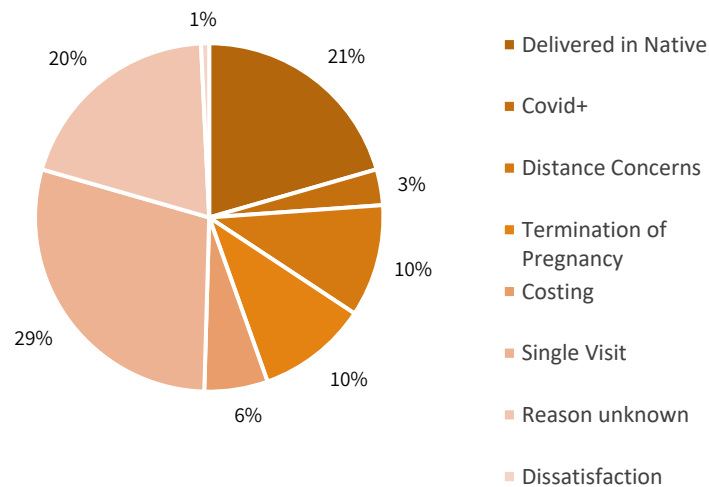
Analysis Results

OPD/IPD Conversion for Birthing

OPD-IPD Conversion rate for Birthing (EDD based)
Jan'20-May'21

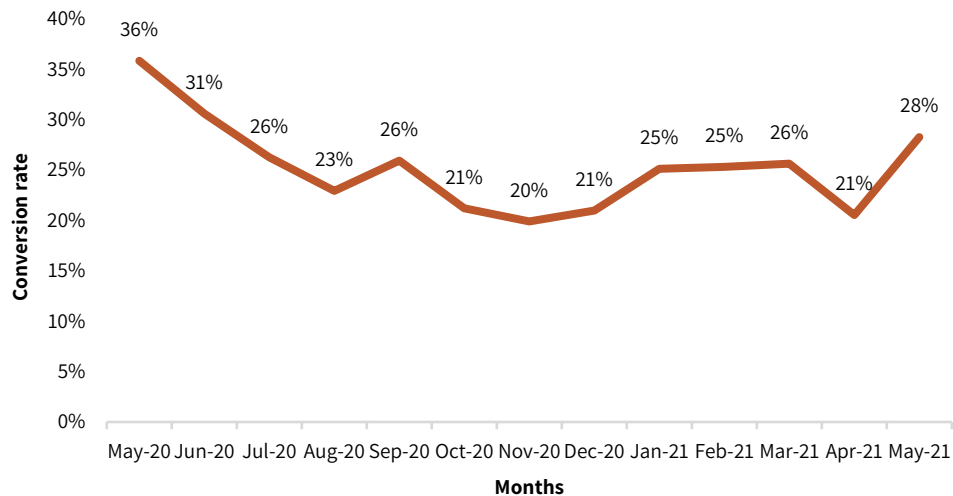


Reasons for Loss of patients for Birthing
Jan'20-May'21

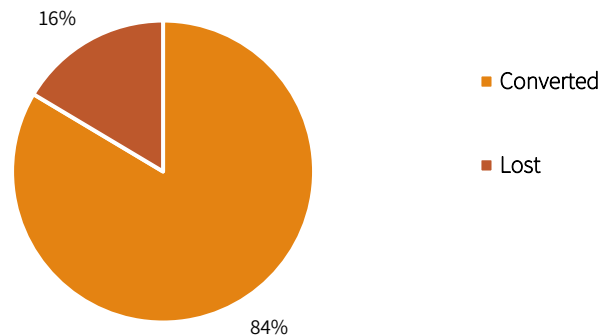


OP/ Radiology Conversion

OPD-Radiology Conversion rate of Obs-Gyn patients
May'20-May'21



Obs/Gyn OPD patients whose prescriptions were
tracked in June(3 weeks)



Reasons for loss of OPD-Radiology Conversions

- Through observation, the cause of this loss is unavailability of the Radiologist in the morning and afternoon timings. The Radiologist who used to work in that schedule was on maternity leave. From June the radiologist has joined the duty, so it is predicted to regain the same conversion rate as before.
- Obstetric patients are advised to get scans done on a particular date, so unavailability of radiologists on the specific dates is also a critical reason for loss of Radiology conversion.
- Patients often plan their OPD visits in a manner that they get their scans done and simultaneously meet their Consulting doctor with their reports, which saves time for the patients. But when the scheduled appointments are not favorable to their schedule, they get their scans done outside Motherhood.

Conclusion

Motherhood Hospital, Kharghar has been showing a rising graph in terms of IPD/OPD conversions for birthing. However, there is always a scope of improvement by curbing the loss .

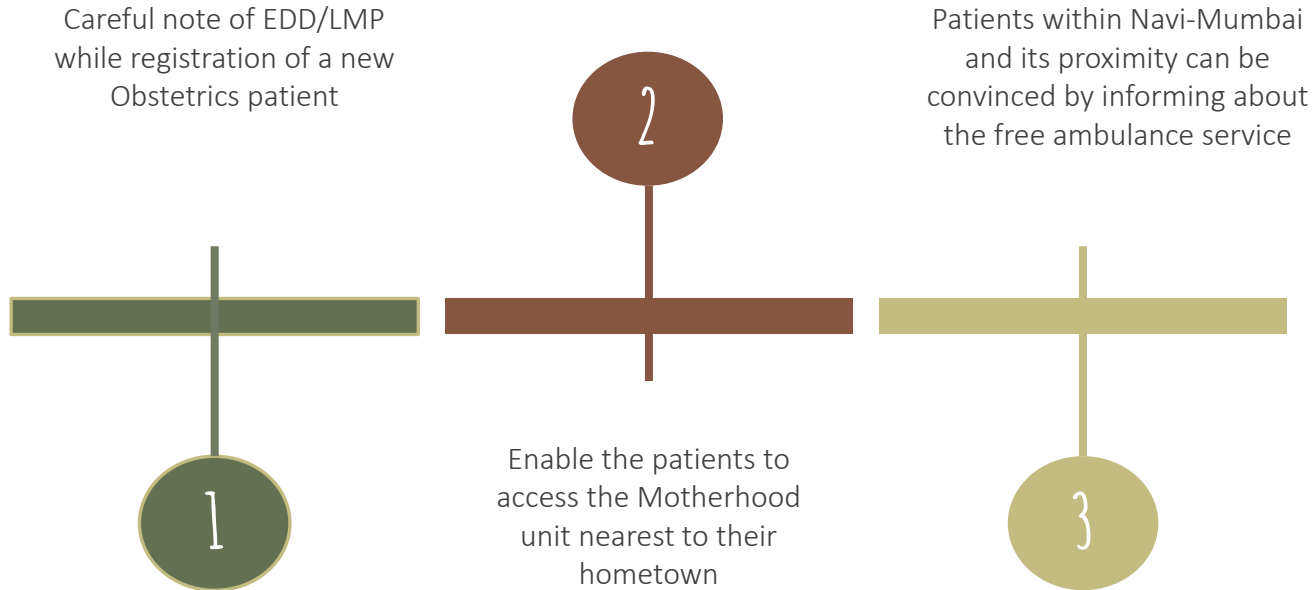
OPD/Radiology conversion has a vast scope of improvement and it can contribute well to improve the revenue of the hospital.





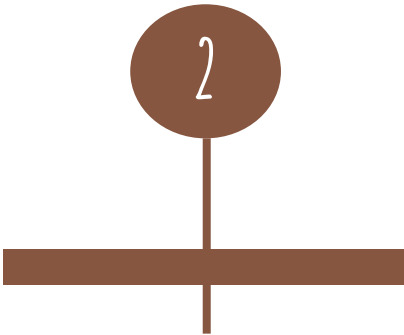
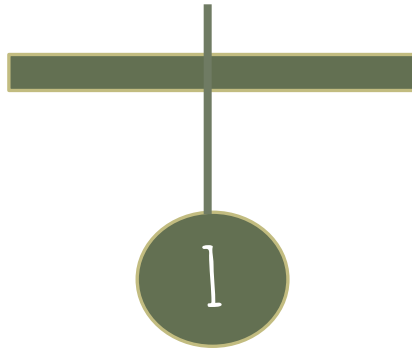
Recommendations

OPD-IPD Conversions for Birthing

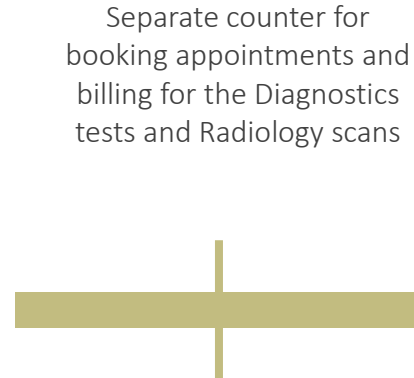


OPD/ Radiology Conversion

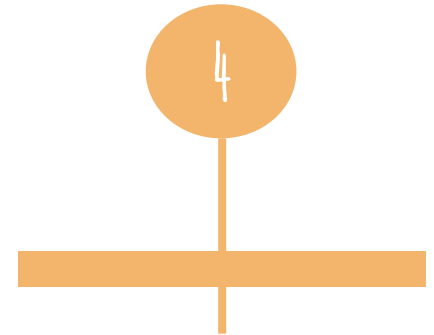
Plan the schedule of the radiologists in such a way that everyday a radiologist is available to perform the scans.



Use of e-Health Records can be implemented to track the prescription for scans, tests, medicines, etc.



Separate counter for booking appointments and billing for the Diagnostics tests and Radiology scans



Encourage feedback and address complaints as soon as possible

Limitations

- Reasons of not opting radiology services were the observations of the staff and myself, since the data related to it was not available.
- For data collection contacting the patients directly was prohibited, since that might affect the image of the hospital.
- With respect to EDD 20% of the total obstetrics out-patients couldn't be traced for the reason of loss.

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Thank you

