

EVALUATING AND ENHANCING IN-PATIENT (IP) TO HOME CARE SERVICE CONVERSION AND IMPROVING REVENUE

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HOME HEALTHCARE

INTRODUCTION

- Wide range of healthcare services offered to patients at the convenience of their home.
- The services includes - Physician consultations, Nursing care, Physiotherapy, Laboratory services, Pharmacy services, Post operative care, Geriatric care, Supportive care for patients with debilitating or chronic illness, End of life care
- Organization where project is done – **Aster MIMS Hospital**, Calicut, Kerala
- **Aster@Home** – JCI accredited homecare unit of Aster DM Healthcare
- Aster@Home Services-
 1. Doctor Visits
 2. Nursing Care
 3. Physiotherapy
 4. Laboratory Services
 5. Pharmacy Services
 6. Personalised Care/24-hour Nursing Care
 7. Home ICU

AIMS AND OBJECTIVES

AIMS

- To analyse the functioning of Aster@Home to identify various factors influencing the overall revenue from homecare department.
- To find out measures to increase in-patient to home care service conversion and revenue, its implementation and evaluation.

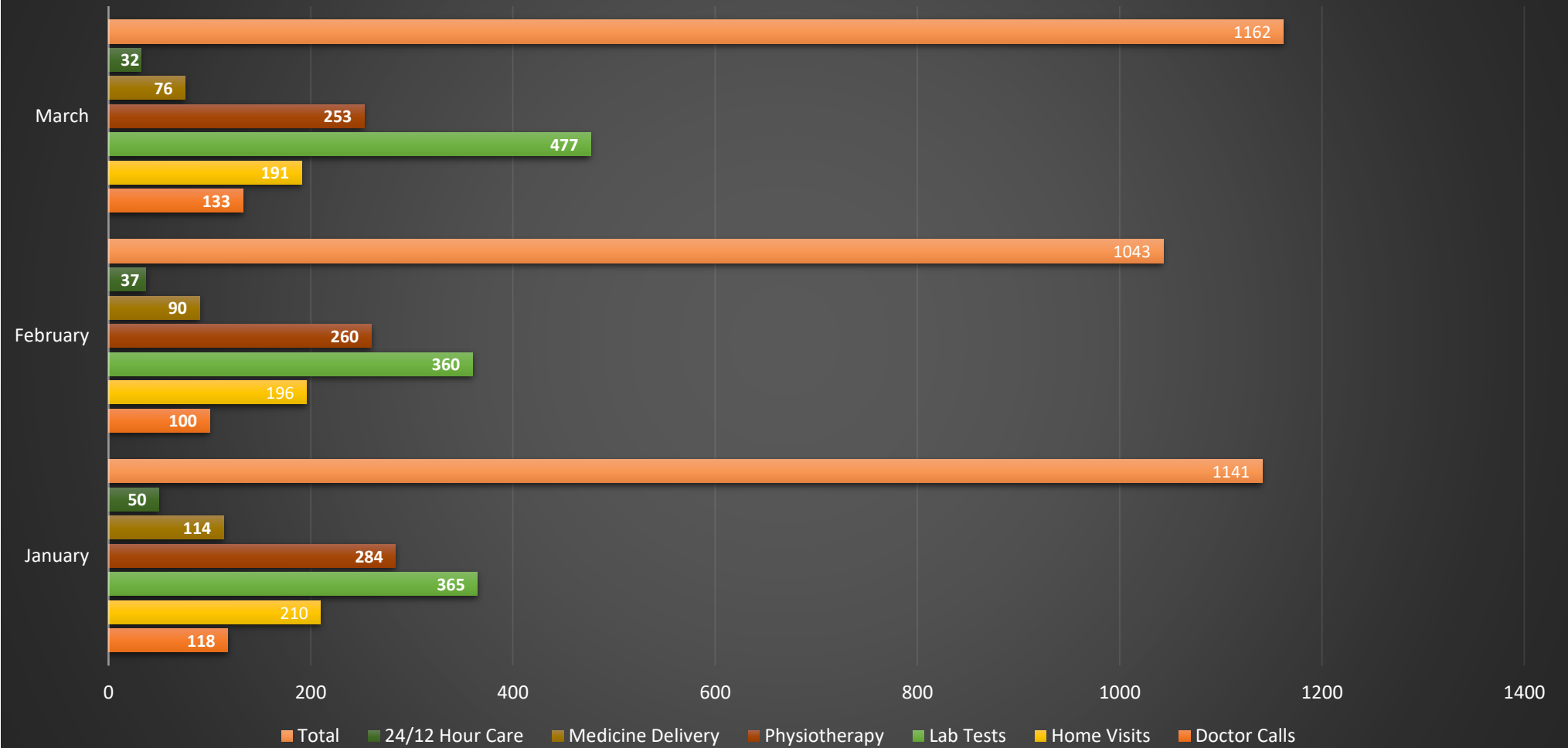
OBJECTIVES

- To increase the number of IP to homecare service conversions
- To monitor daily IP to homecare conversions
- To document daily service reports and revenue break up for evaluation
- To increase one to one nursing care and extended services

STUDY DESIGN

- Descriptive study was undertaken at the homecare department of Aster MIMS, Calicut
- Three parameters – IP conversions, 24-hour nursing care(number/revenue) and Total revenue was evaluated during the study and post implementation.
- **Type of Data:** Quantitative data
- **Data Source:** Daily service report of Aster@Home, Homecare service data register, Service call register
- **Study Duration:** 1st March 2023 to 31st May 2023
- **Data Analysis Tools:** Microsoft Excel, Observational and Comparative Analysis
- **Inclusion Criteria:** Patients availing homecare services
- **Exclusion Criteria:** In patients availing physiotherapy homecare services alone (for IP Conversions)

Home Care Services - Number Breakup



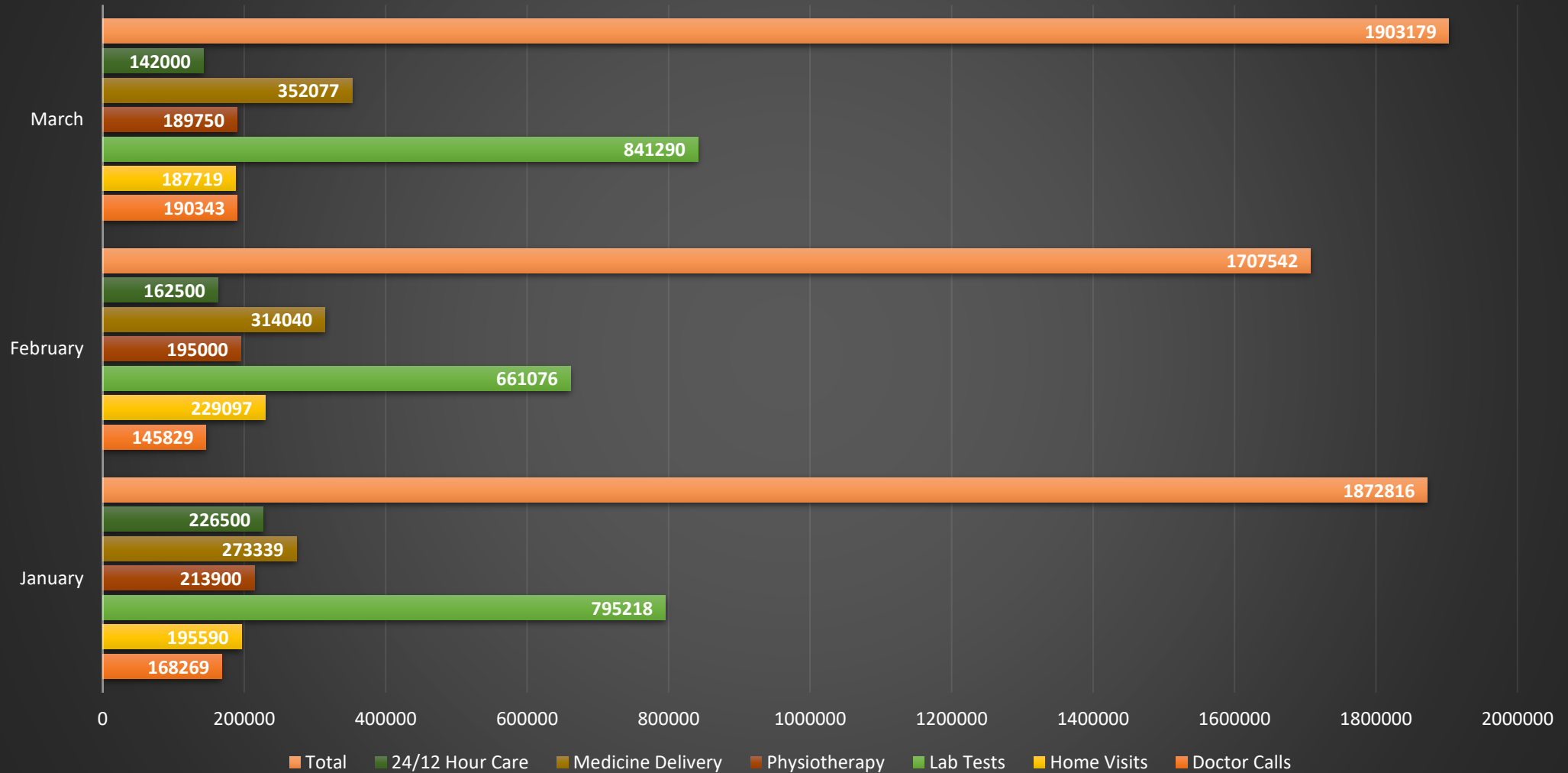
January 2023 to February 2023

- There is a **decrease in total number of services** offered by homecare department in the month of February 2023 as compared to that of January 2023.
- There was a **decrease** in number of specific homecare services – **Doctor Visits, Lab investigations, Physiotherapy, Medicine Delivery and Personalised/ 24-hour Nursing Care**

January 2023 to March 2023

- The total number of services offered by the home care department in the month of March 2023 shows an **increase** compared to that of January 2023 and February 2023.
- There was an increase in number of specific homecare services – **Doctor calls and Laboratory Services** during this period

Home Care - Revenue Breakup



January 2023-February 2023

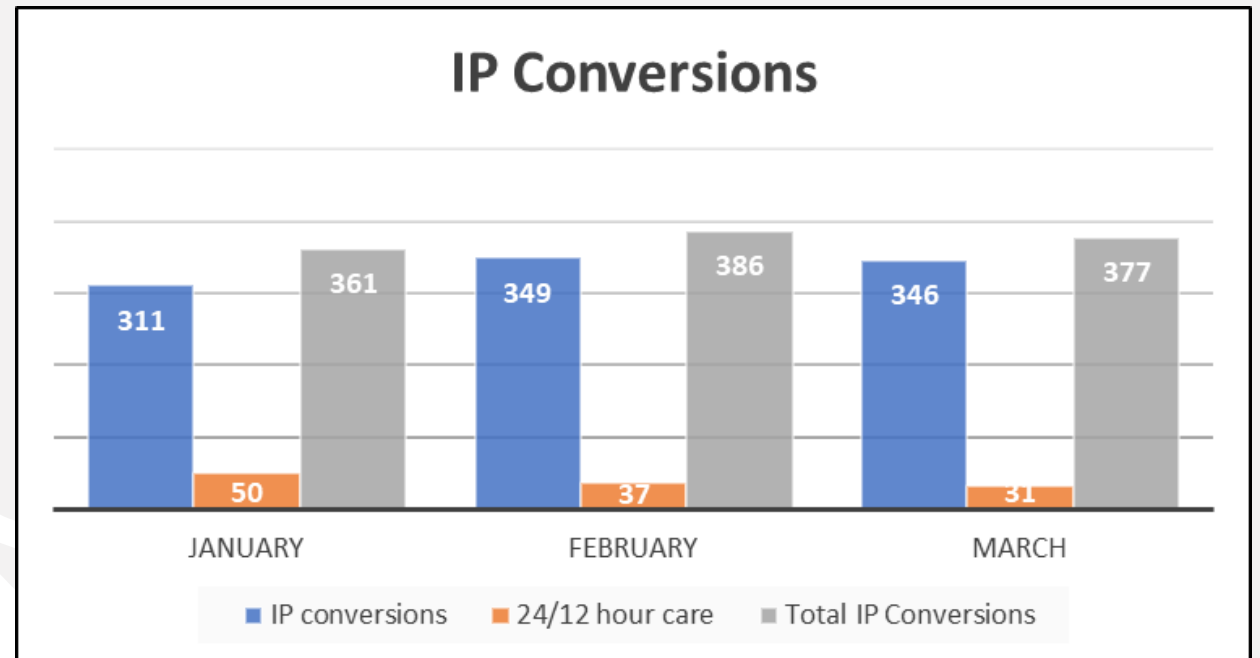
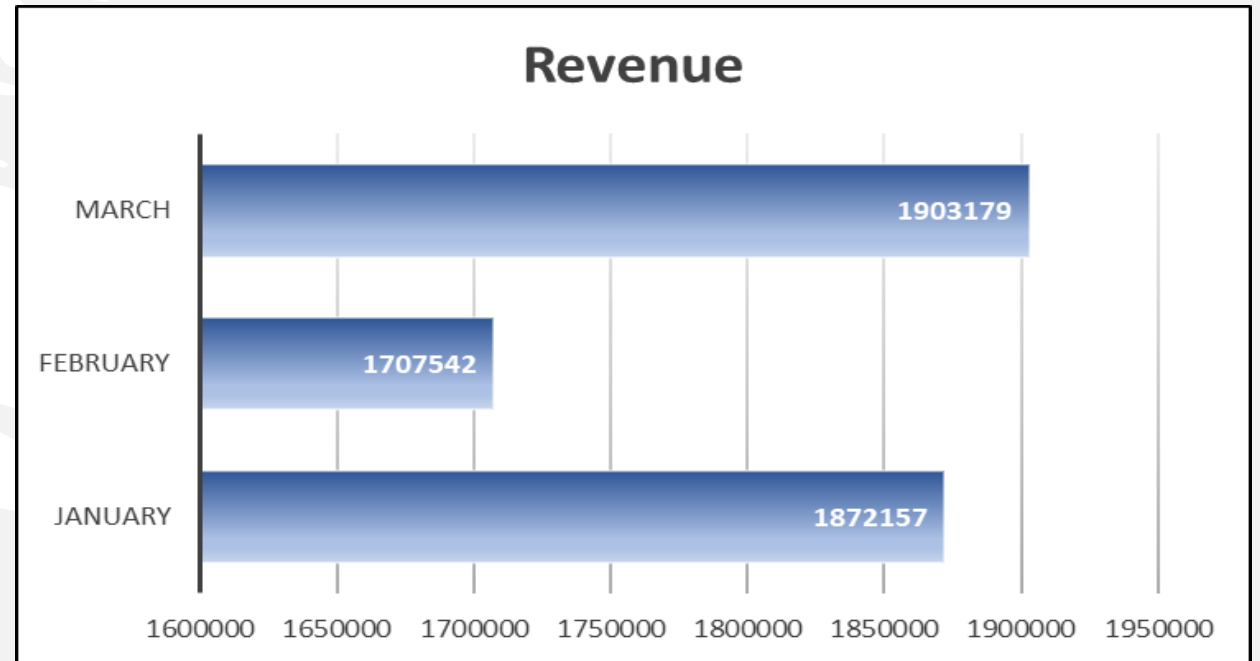
- There is a **decrease in total revenue** from homecare in the month of February 2023 as compared to that of January 2023.
- There was a **decrease** in revenue from specific homecare services – **Doctor visits, Lab tests, Physiotherapy and 24-hour Nursing Care Services.**

January 2023-March 2023

- The **total revenue** for the month of March 2023 shows an **increase** compared to that of January 2023 and February 2023.
- The revenue from **Laboratory Services, Pharmacy Services and Doctor Visits** also shows an **increase** during this tenure.

THREE PARAMETERS

- Revenue
- IP Conversions
- 24 hour Nursing Care



RECOMMENDATIONS

1. Sustainable and Optimal Marketing Strategy

- Promotions through own social media pages
- Broadcasting (targeting existing patients)
- Targeted promotions (primarily for apartments where Aster@Home clinics are functioning)
 - Basic health check-up packages, Women's wellness health check-up packages

2. Measures to Improve Inpatient to Homecare Service Conversion

- Educate in patients about homecare services
- Educate hospital nursing staff about homecare services to counsel and educate about homecare services
- All homecare nursing staff should visit in-patients and give daily report to home care coordinator
- Entrust home care call centre executives to contact discharged patients over phone calls for follow up
- Constant follow up of transplant patients and oncology patients

3. Expanding Service Sector

- Start new clinics
- Organize health check-up camps

IMPLEMENTATION

March 2023

- Social Media Marketing

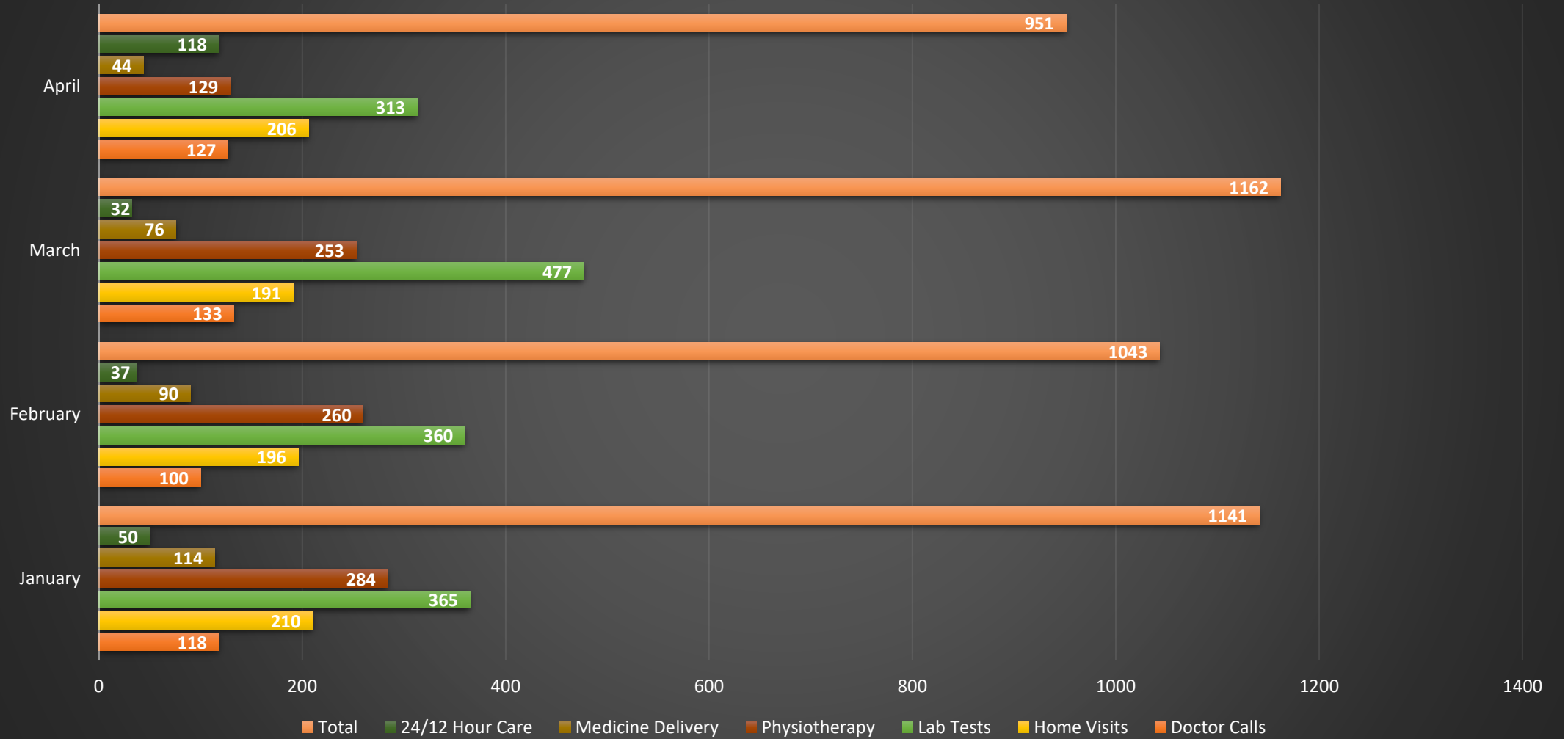
April 2023

- Conducted classes for nurses to educate them on services offered by Aster@Home
- Recruited additional staff for patient counselling
- In-patient visits by homecare nursing staff
- Promotions on hospital services are also given for homecare services

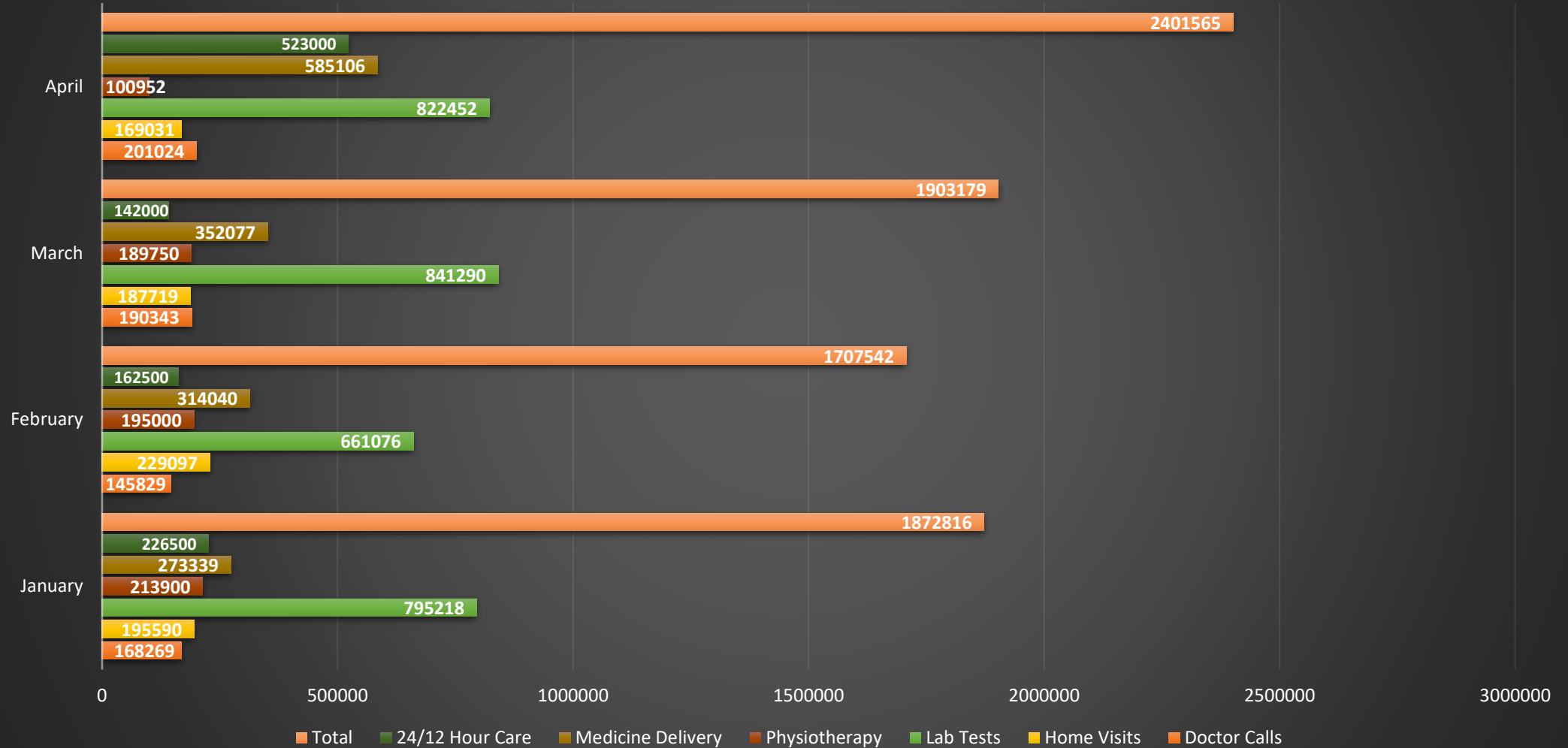
May 2023

- Opening of new clinic
- Promotions in apartments where clinics are located

Home Care Service - Number Breakup



Home Care Services - Revenue Breakup

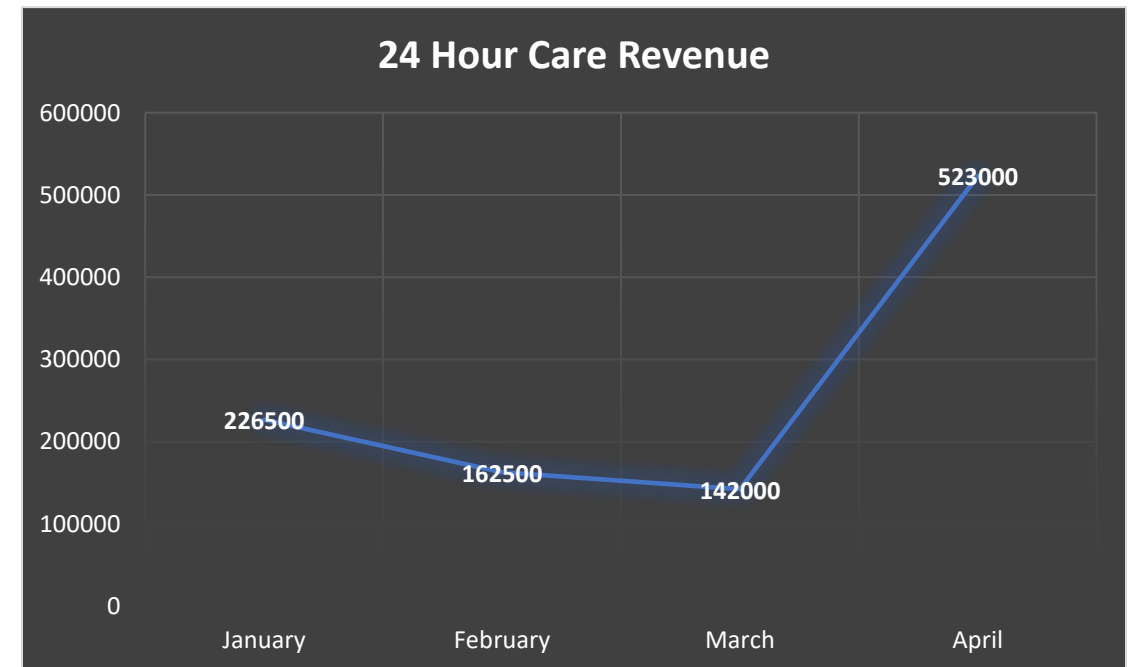


April 2023

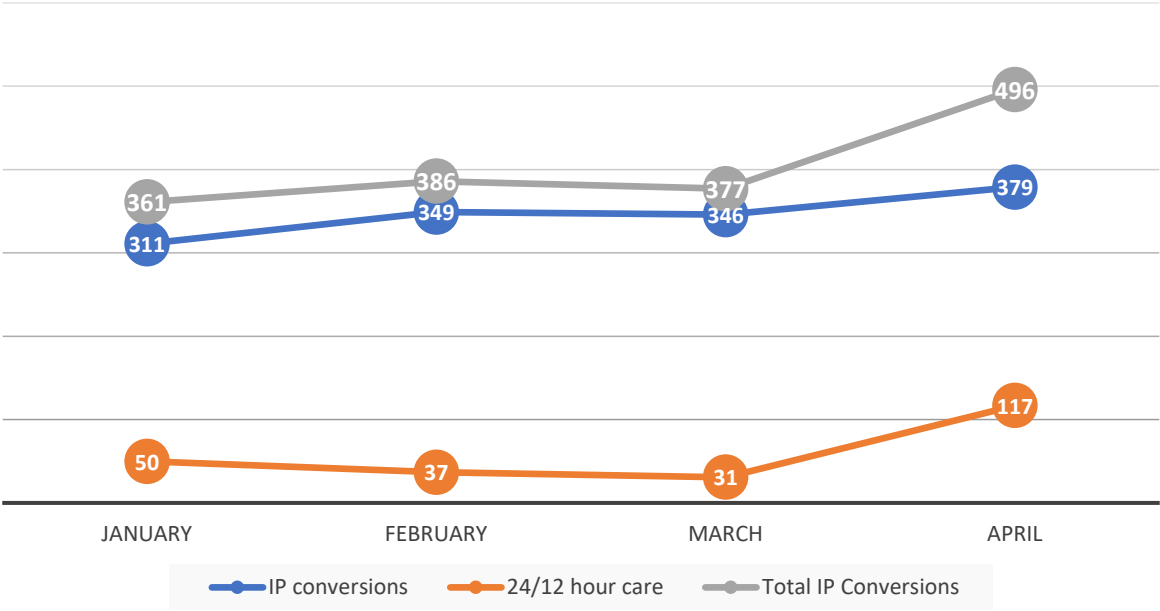
- Increase in total revenue
- Decrease in total number of services
- 24 hr nursing care and home visits(less than Jan value)- number of services increased
- Revenue from 24-hour nursing care, Pharmacy services and Doctor visits increased

Parameters

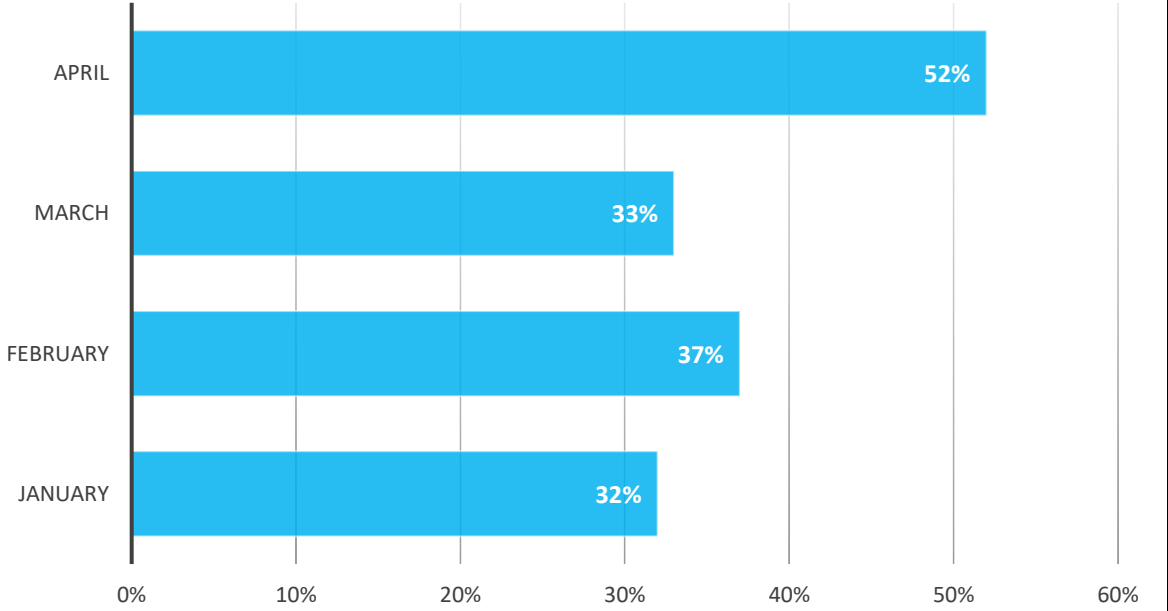
- IP Conversions – Increased
- 24-hour nursing care – Increased
- Total Revenue – Increased

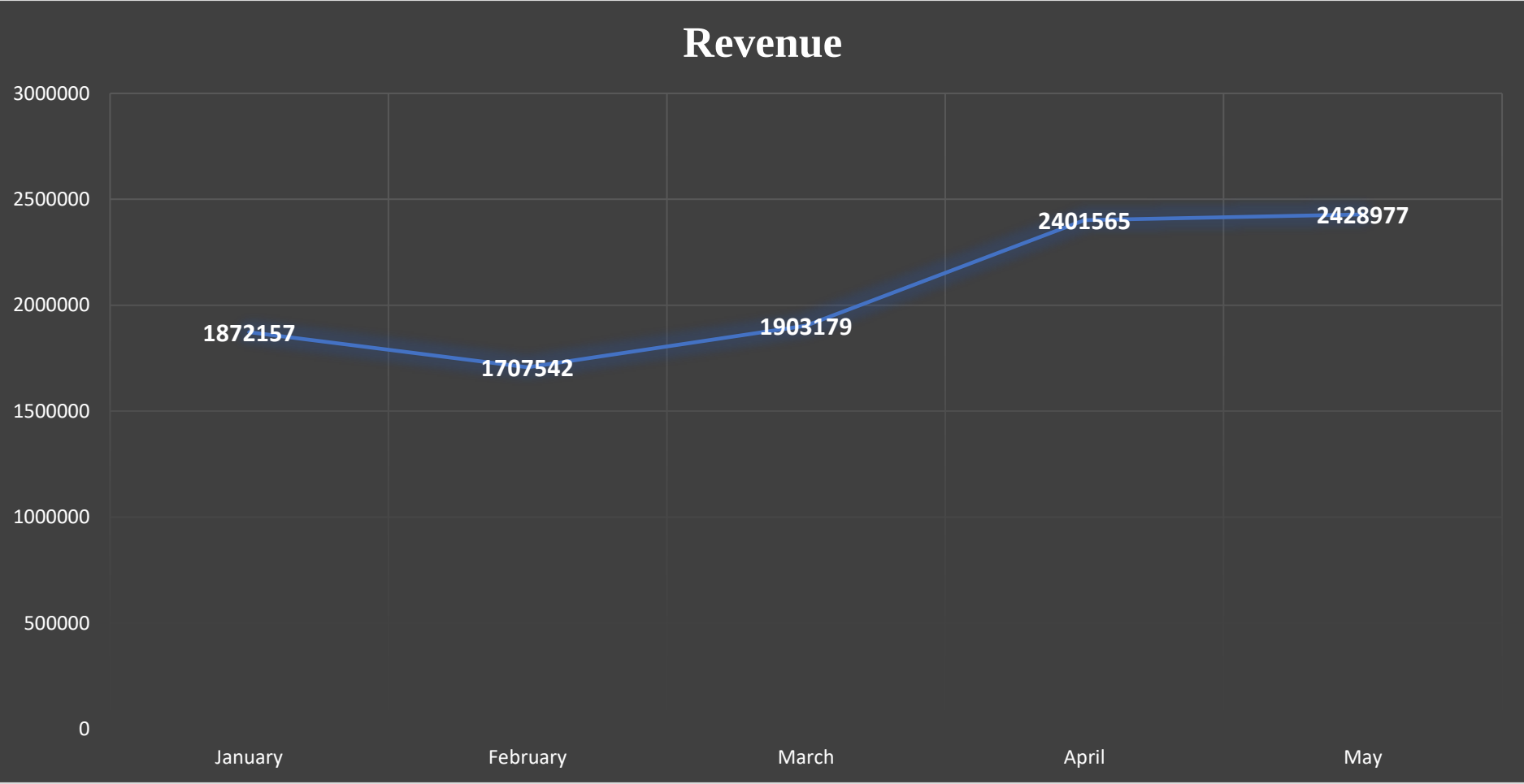


IP Conversions



IP Conversion %







THANK YOU