APPLY THE SERVQUAL TOOL TO ASSESS SERVICE QUALITY FOR HOME HEALTHCARE SERVICES

Dissertation Report

Presented By-
Lahari Saipriya (1124) | MBA-Hospital Management

IIHMR UNIVERSITY

Contents

IIHMR UNIVERSITY

Introduction

- Taking care of the health of each family member has become more difficult as communities all through the world have become progressively nuclear. Indeed, it is problematic for working members of the family to manage their professional duties with the family's health demands. Everything from childbirth to postoperative care to general ailments needs medical as well as personal attention.
- The home healthcare facility was designed specifically to address the demands of such active families.

Impact of covid in home healthcare services

- The consumer, after all, is the one who determines whether a service is of high or low quality. However, there are numerous challenges in healthcare that may impede individuals from having a thorough perspective of quality, including poor knowledge of technical aspects of medical processes, diagnosis, and treatment, among other things. At the same time, the quality of the healthcare service provided is heavily reliant on the participation and compliance of the patients
- The SERVQUAL model of Parasuraman (1985) is widely used as a conceptual framework for analyzing and monitoring service quality delivery in healthcare services. Customers' views of quality are influenced by four distinct gaps.

Research Question

- What is the customer perspective of the services.
- What are the gap between customer expectations and organizational services delivery.
- What should the improvements in order to improve the quality of home healthcare services.

Objective of Internship

- The consumer, after all, is the one who determines whether a service is of high or low quality.
- Patient satisfaction is one of the most significant aspects of quality, which reflects the quality of services provided.
- Therefore understanding the gaps and overall improvisation was the main objective.

IIHMR UNIVERSITY

Organization Profile

- **Seva At Home** was created as a solution to the rising problem of insufficient healthcare facilities and lack of caregivers for the elderly in India.
- The elderly members of a family deserve to have access to better services, experiences and quality remote care services for those distant from their family to lessen the burden of ageing.
- With the aim of making these golden years shine as bright as possible, the founders of Seva At Home came together to develop a system that would be able to help family members take care of their loved ones within the comfort of their homes even though they are away from them or working abroad, yet still secure their family's welfare.
- This organizations aims lies into the affordability of the healthcare services and take care of not only the medical treatments, but also the preventive and rehabilitations aspects as well.

Understandings

Key Activities

- Health and from wellness to provide the best services to members taking our memberships.
- On call support to address the issues
- Scheduling appointments for teleconsultations
- Allocation of staff
- Maintaining the patient data
- Data analysis and weekly report of home health care patients

Key Learnings

- To understand community healthcare needs
- Understanding the operational part of each services
- Doctor patient communication
- Finance part of some services
- How to sell the services

Tasks Undertaken Other than Dissertation

- To understand, identify and improve the gaps in the services
- To recognize and understand patient medical needs
- To make services more affordable
- To fetch more clients and help them with onboarding with services

IIHMR UNIVERSITY

Methodology

Study Design

- Qualitative and Observational Study

Sampling Technique

- Convenient Sampling

Sample Size

- All responders interested in home healthcare services for a variety of reasons are chosen at random.
- The respondents are both active and inactive, and everyone took part in the survey.
- The responses of 100 people have been recorded, and they are all active home healthcare patients or family members of critical patients.

Sampling Procedure

- 100 patients receiving home healthcare services from the company made up the research sample.
- 20 questions were included in a standard set of questionnaires that we used, and we changed them to fit the 5 service aspects of the services under investigation.
- The two sets of surveys that required to be completed before the start of the services and shortly after registration were fully explained to the respondents.

Inclusion Criteria

- Participants in the research had to be at least 18 years old and have been receiving home healthcare services for at least 24 hours to genuinely convey their feelings about the quality of treatment.
- Family members or the family's decision maker also had an active part as a respondent.
- If the patient is in a serious state and unable to provide input, the members are the ones who respond on their behalf.

IIHMR UNIVERSITY

Methodology

Data Collection Tool

- A standard SERVQUAL questionnaire established by Parasuraman and Zeithaml in 1985 was used to collect data.
- The questionnaire included a 20-item "expectation" portion and a set of corresponding statements in the "perception" section.
- The statements were divided into five dimensions: tangibility, dependability, responsiveness, assurance, and empathy in both the expectation and perception portions.
- The grading system was based on a 5-point Likert scale, with 1 indicating "strongly disagree" and 5 representing "strongly agree."

Data Collection

- The "anticipation" set of questions in the first set of the questionnaire was used to determine the level of expectation for a service delivery.
- It was completed by patients when their family members called our CRM department to request home healthcare services.
- They should make a list of the needs and set aside time to find an appropriate caregiver profile.
- These patients were asked about their expectations in the questionnaire before the services began and after they registered on the platform.
- When the caregiver or nurse arrives at the place and the client begins to use the services, the other set of the questionnaire the perception set is completed.
- The study took place over two months from March 21st to June 20th, 2022.
- The study covered minimum 100 home healthcare patients from elderly care to severity of the disease conditions

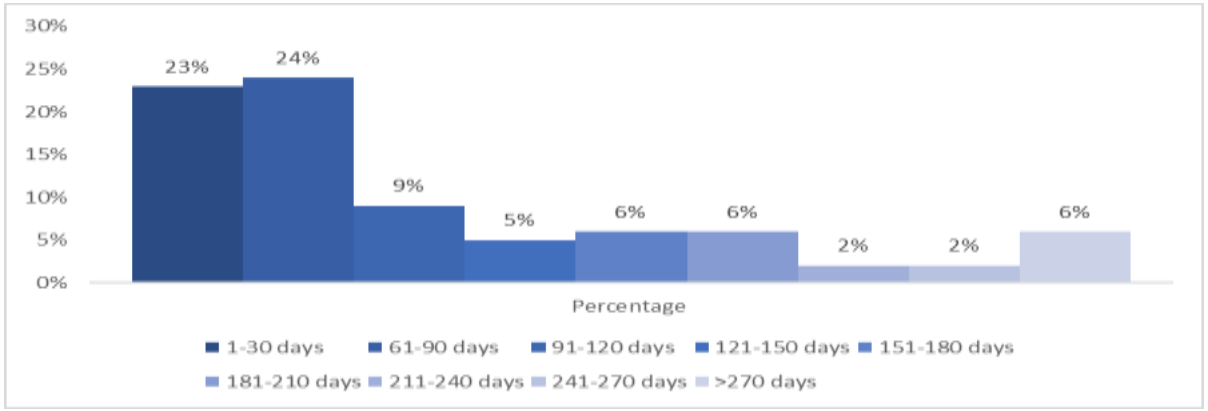
Data Analysis

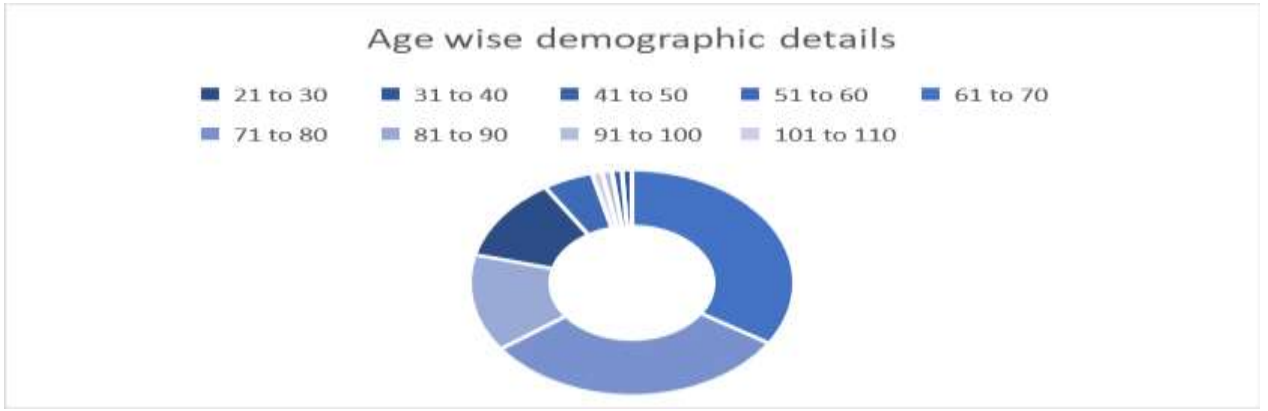
- Step 1: Select a bank whose customer service you want to rate. Utilize the SERVQUAL tool to determine the results for each of the 20 expectation questions. Create a core for each of the perceptual questions after that. Determine the Gap Score for each statement (Gap Score = Perception - Expectation).
- Step 2: Add the Gap Scores for each of the statements that make up each dimension, then divide the amount by the number of statements. This yields the average Gap Score for each dimension.
- Step 3: From the SERVQUAL instrument, average dimension SERVQUAL scores (for all five dimensions). To get an unweighted metric of service quality, add together the scores and divide by five.

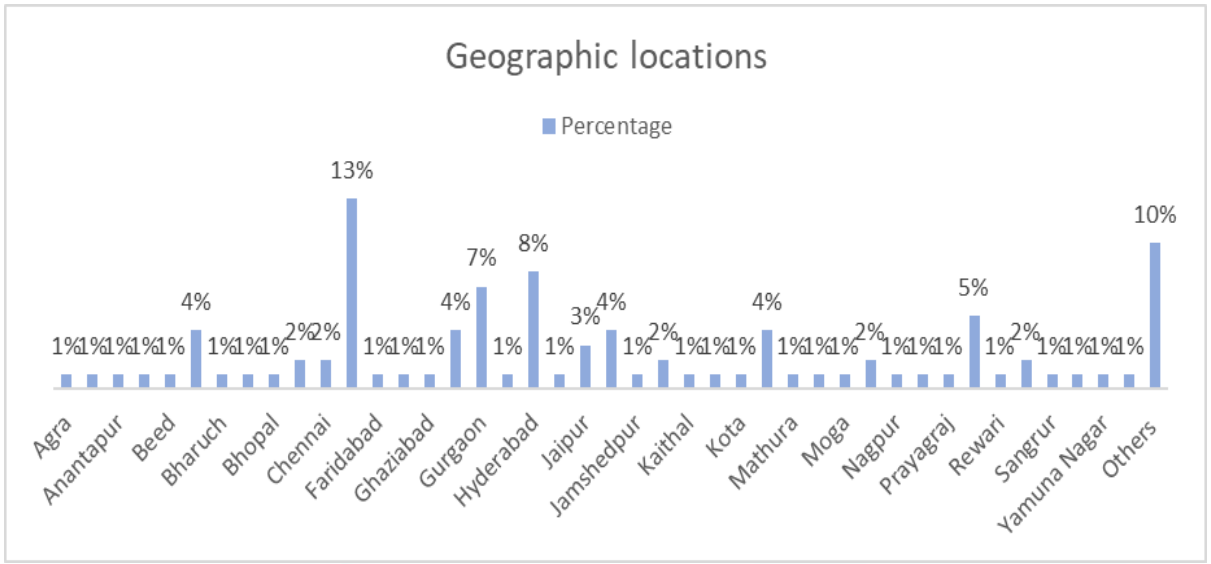
Step-By-Step Guide To Getting A Weighted Servqual Score

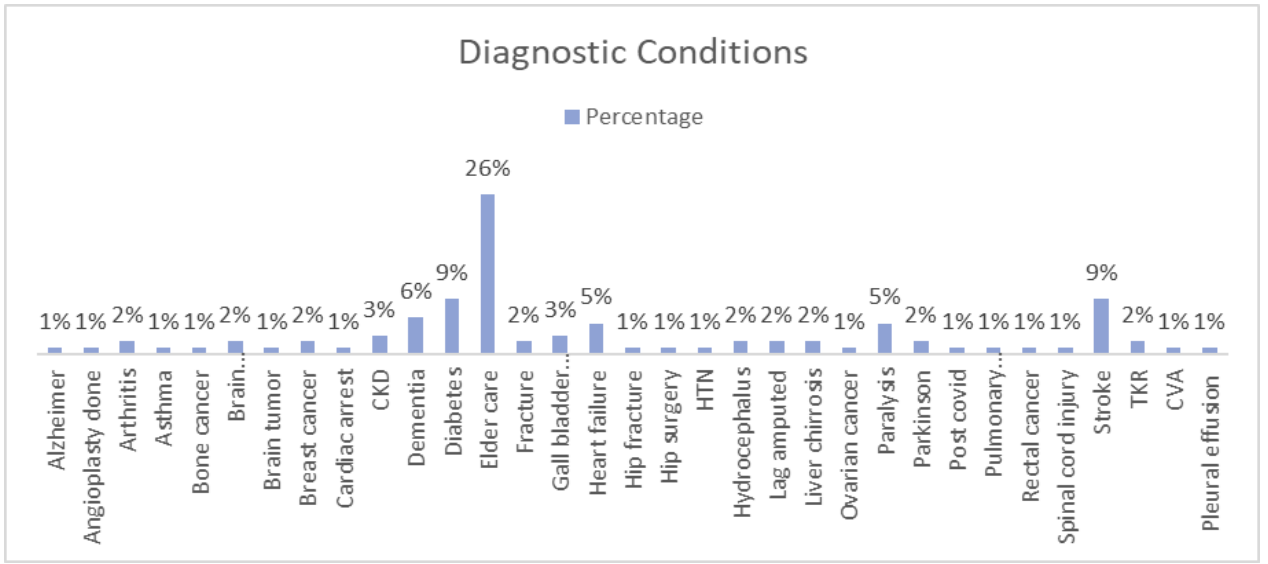
- Step 1: For each of the five dimensions of the SERVQUAL scale, determine the importance weights.
- Step 2: For each dimension, enter the average SERVQUAL score as well as the significance weight. Then multiply each dimension's average score by its significance weight.
- Step 3: To get the total weighted SERVQUAL score, add the weighted SERVQUAL scores for each dimension.

Results: Demographic Details



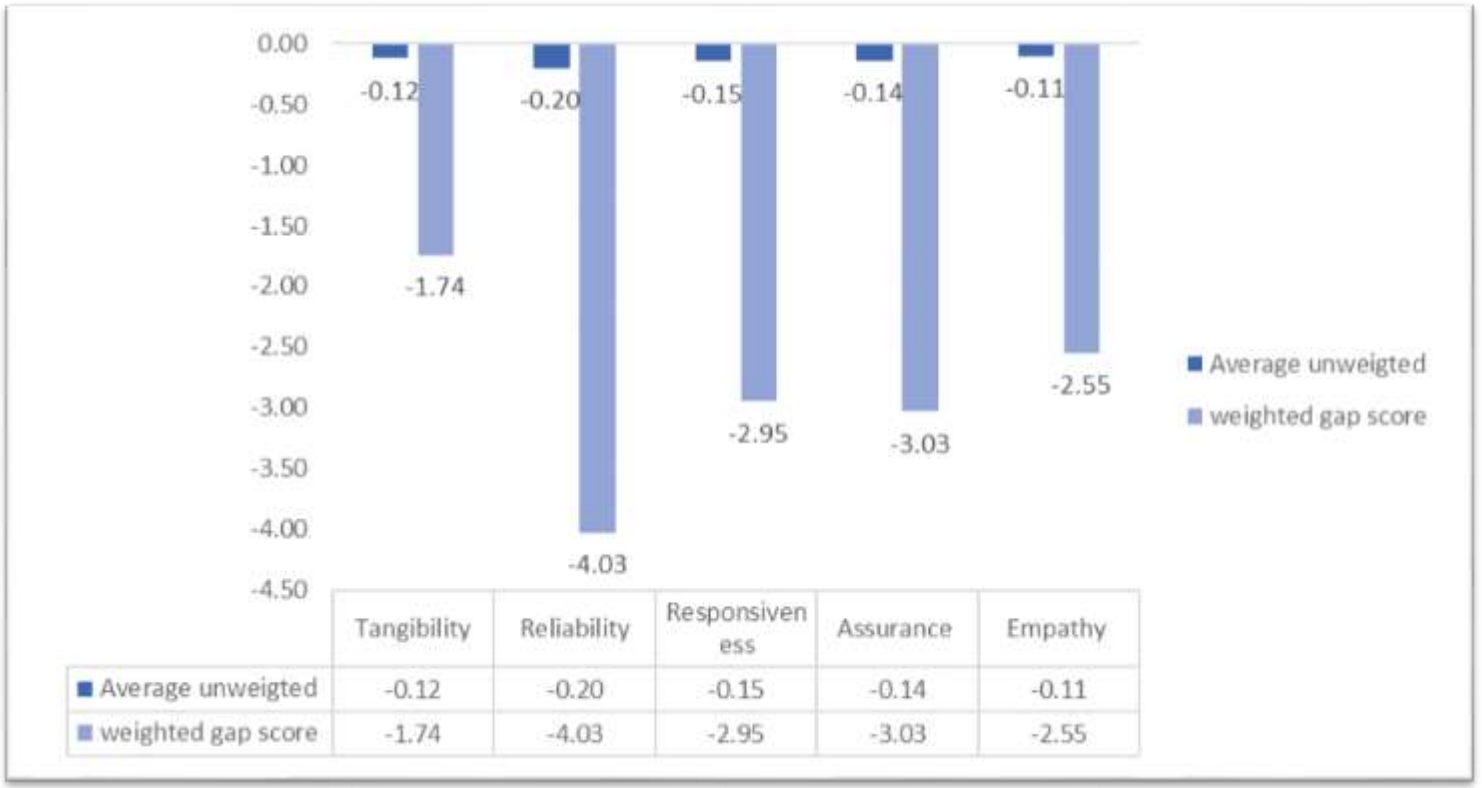






IIHMR UNIVERSITY

Results



	Tangibility	Reliability	Responsiveness	Assurance	Empathy
Average unweigted	-0.12	-0.20	-0.15	-0.14	-0.11
weighted gap score	-1.74	-4.03	-2.95	-3.03	-2.55

QUESTIONNAIRE	GAP SCORE	REMARKS
Assurance - Staff's uniform will be clean, nice and neat	-0.02	Failed to match customer expectations
Assurance - The staff is speaking the preferred language	-0.12	Failed to match customer expectations
Assurance - The staff does things on time	-0.17	Failed to match customer expectations
Assurance - The staff is answering all the questions related to past experiences	-0.17	Failed to match customer expectations
Assurance - The staff never lies and maintains the transparency	-0.14	Failed to match customer expectations
Reliability- Staff is responding quickly whenever questioned	-0.28	Failed to match customer expectations
Reliability- Staff is having the basic required medical knowledge	-0.24	Failed to match customer expectations
Reliability- Staff gives the medications on time	-0.14	Failed to match customer expectations
Reliability- Staff takes readings on time	-0.21	Failed to match customer expectations
Reliability- Staff solves the problems sincerely	-0.13	Failed to match customer expectations
Responsiveness- Staff is always willing to help	-0.16	Failed to match customer expectations
Responsiveness- Staff is never too busy to respond the patient request	-0.15	Failed to match customer expectations
Responsiveness- Quick medical treatment response when needed	-0.13	Failed to match customer expectations
Assurance- The patients feel safe around the staff	-0.20	Failed to match customer expectations
Assurance- Staff is not touching any personal belongings	-0.12	Failed to match customer expectations
Assurance- Staff is trustworthy even in the absence of other family members	-0.13	Failed to match customer expectations

IIHMR UNIVERSITY

Conclusion

- 'The negative gaps imply that there is room for development in the service dimension.' When looking at the Weighted Gaps, the dimension of empathy is the one that stands out the most. the highest weighted gap score, then assurance and finally tangibility.
- Staff must get training in this area. When it comes to service delivery, patient satisfaction is determined by the patient's confidence and reliance on the home healthcare services, which is represented in the behavior of staff, including physicians and nurses.
- To establish and maintain a positive and long-lasting relationship with the clients, the organization must strengthen its policies and train its staff.
- Using the SERVQUAL paradigm of preventing the long-term advantages and progression of the issues are staff behavior, honesty, medical knowledge, and grievance redressal.
- Organizational leader should practice continuously monitoring of customer perceptions of service delivery, identifying the causes of service quality shortfalls, and taking actions to close the gaps in service delivery. The same is offered in such regions.

THANK YOU!

IIHMR UNIVERSITY