REDUCING DROPOUTS AND IMPROVING PATIENT RETENTION: A STUDY AT A MATERNITY HOSPITAL

Dissertation Submitted to

The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

Dr. Sanjay Gupta

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cloudnine

Appendix E: Completion Certification

CERTIFICATE

This is to certify that Ms. Manya Tripathi (EMP ID – 17643) in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her internship at Cloudnine Hospital – Whitefield (Kids Clinic India Limited) during March 10 - May 31, 2025.

Place : Whitefield, Bengaluru
Date : 7-Jun-2025

KIDS CLINIC INDIA LIMITED BENGALURU

For Cloudnine
(A Unit of Kids Clinic India Ltd.)

Preceptor/Head of the organisation

IIHMR UNIVERSITY

CERTIFICATE

This is to certify that dissertation titled **"Reducing Dropouts and Improving Patient Retention: A Study at a Maternity Hospital"** is a record of the research work undertaken by **Dr. Manya Tripathi** in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Dr. Sanjay Gupta
Faculty Guide

IIHMR University, Jaipur

Date 9/6/2025

Dr. Sanjay Gupta
School Dean

IIHMR University, Jaipur

Date 9/6/2025

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **REDUCING DROPOUTS AND IMPROVING PATIENT RETENTION: A STUDY AT A MATERNITY HOSPITAL** is the bona fide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Dr.Manya Tripathi

Date: 15-06-25

ABSTRACT

This ongoing research focuses on the crucial issue of patient retention within a maternity hospital, exploring the various elements that lead to patient dropout and proposing robust strategies to improve retention rates. Retention in maternity care is shaped by cultural traditions, perceptions of care quality, and financial factors. The study, which is still underway, has identified major causes of patient dropout, such as customary practices in southern India—where pregnant women often return to their hometowns for delivery—alongside concerns over service quality and financial limitations.

To address these challenges, the hospital is in the process of developing and executing a comprehensive retention plan. One of the main components is the **Discount and Transfer Strategy**, which acknowledges cultural customs while ensuring continuity of care. By identifying the regions to which patients may relocate and determining if those areas fall within the hospital's network, the hospital offers a seamless transfer of bed bookings along with a 15% discount on the final bill. This helps retain patients within the hospital's system and reduces the impact of cultural relocations.

Another significant initiative is the **Prepaid Bed Booking System**, where patients can reserve inpatient rooms by paying an ₹8,000 deposit. This system secures room availability in alignment with the patient's due date, enhancing convenience and peace of mind. The deposit is later deducted from the final bill, offering financial flexibility and reassurance, which contributes to a better patient experience and improved retention.

Financial Incentives also play a key role. Patients who pay the ₹8,000 deposit are rewarded with a ₹5,000 discount on their delivery bill. Additionally, they receive coupons worth ₹4,000 for scans and blood tests, adding further value and making the hospital's services more appealing and cost-effective.

The hospital is equally committed to **Improving Service Quality and Communication**. By fostering strong relationships through better communication, personalized care plans, and educational support, the hospital aims to build trust and promptly address patient concerns. This individualized approach ensures patients feel cared for throughout their maternity journey, decreasing the likelihood of them switching to other providers.

At the core of the hospital's approach is **Strategic Monitoring and Adaptation**. Through continuous data collection and performance tracking—focusing on retention rates, patient satisfaction, and operational metrics—the hospital can refine and evolve its strategies in response to patient needs and market trends. By using data-driven insights, the hospital ensures its methods remain relevant and effective.

This study emphasizes the necessity of understanding and tackling the diverse factors behind patient dropout in maternity care. The hospital's holistic strategy-which combines cultural sensitivity, quality improvements, and innovative financial models—seeks to build a supportive, trustworthy environment that encourages ongoing care. By adopting these measures, the hospital aims to increase patient satisfaction and loyalty, ultimately leading to better retention and improved maternal and neonatal health outcomes.

The preliminary findings reflect the hospital's strong commitment to patient-centered care. Through respectful cultural engagement, enhanced service delivery, and meaningful financial support, the hospital is addressing the core drivers of patient retention. Ongoing monitoring and refinement ensure these strategies remain sustainable and impactful in fostering patient loyalty and positive health results.

ACKNOWLEDGEMENT:

I would like to convey my heartfelt gratitude to all those who helped, supported and guided me through this work. I want to express my deepest gratitude to **Mrs. Snigdha Sarangi** (Business Head) for his unending support.

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CHAPTER 1: INTRODUCTION

The ability to retain patients in maternity hospitals is fundamental to delivering uninterrupted care, improving health outcomes, and maintaining operational sustainability. This research explores retention strategies targeted at new patients in a maternity hospital that experiences high daily footfall—averaging around 250 patients on weekdays and exceeding 300 on Saturdays. The hospital caters to a diverse group of patients, including expectant mothers nearing delivery, women needing gynaecological surgeries, and patients undergoing Fertility treatments.

1.1 Background

Maternity hospitals play a vital role in delivering end-to-end reproductive healthcare services. In an increasingly competitive healthcare landscape, it is essential to keep new patients engaged throughout their treatment journey. Retaining patients not only improves clinical outcomes but also enhances operational efficiency and financial performance. This study focuses on identifying and evaluating effective retention methods tailored to three key patient groups: pregnant women, gynaecological patients, and those seeking fertility assistance.

1.2 Patient Segments and Goals for Retention

Pregnant Patients:

A large share of the hospital's patient base comprises pregnant women who require consistent prenatal monitoring leading up to childbirth. Ensuring these patients remain within the care system is critical for safeguarding the health of both mother and child. Retention approaches in this segment focus on providing superior prenatal services, strengthening communication between patients and healthcare providers, and offering holistic support throughout the pregnancy.

Gynaecological Patients:

This group includes individuals with gynaecological conditions, many of which necessitate surgical intervention. The goal here is to encourage patients to opt for surgical care within the hospital. Strategies involve show casing the hospital's advanced surgical infrastructure, availability of skilled healthcare professionals, comprehensive pre- and post-operative care, and educating patients on the benefits of undergoing procedures at this facility.

Patients Seeking Fertility Treatment:

Patients in this category pursue options like IVF or IUI and rely on the hospital's reproductive medicine department. Retaining them involves delivering cutting-edge fertility solutions, ensuring high success rates, crafting individualized treatment pathways, and providing emotional support to help navigate the psychological challenges that often accompany fertility treatments.

1.3 Business Value of Patient Retention

Patient retention goes beyond maintaining continuity of care—it reflects a hospital's ability to foster trust and deliver exceptional experiences. From a business standpoint, consistently retaining patients helps ensure stable revenue generation. Patients who stay with the hospital are more likely to continue using its services—from initial prenatal consultations to delivery, surgical care, or fertility procedures—creating a predictable financial cycle.

Moreover, satisfied and loyal patients often become ambassadors for the hospital, driving organic growth through word-of-mouth referrals. This not only strengthens the hospital's market position but also reduces reliance on costly marketing campaigns to attract new patients. Keeping existing patients is typically less expensive and more efficient than continuously acquiring new ones.

The financial stability gained through strong retention rates enables the hospital to invest in areas such as advanced technology, staff training, and service expansion. It also supports strategic long-term planning rather than reactive short-term measures. High retention thus fosters a virtuous cycle—better care leads to patient loyalty, which in turn strengthens financial health, allowing for continued improvements in service quality and overall institutional growth.

CHAPTER – 2: LITERATURE REVIEW:

Author(s)	Year	Location	Sample Size	Sampling Techniques	Salient Features
Tadese et al.	2022	Debre Berhan, Ethiopia	842	Cluster Sampling	Discovered that low income, lack of partner support, and living in a rural area were among the factors contributing to high dropout rates from the maternal continuum of care.
Opon et al.	2020	Kenya	133	Stratified and Proportionate Sampling	Examined how access and organisational characteristics, such as long waiting times and facility working hours, affect adherence to prenatal clinic appointments.
Amare et al.	2022	Northwest Ethiopia	Not specified	Community-based Cross-sectional Study	Investigated factors that influence dropout from the maternity continuum of care, with a focus on the significance of socioeconomic status and accessibility to medical facilities.
Mihret et al.	2024	Northwest Ethiopia	Not specified	Interpretive Description Approach	Using a socio-ecological model, the difficulties with the maternity

Author(s)	Year	Location	Sample Size	Sampling Techniques	Salient Features
					continuum of care within the primary health care system were examined, with issues at the individual, interpersonal, community, and health system levels being identified.
Dadi et al.	2021	Rural Ethiopia	Not specified	Analysis of National Survey Data	Evaluated how antenatal care visit location and frequency affected rural women's maternity care continuum, emphasising the value of early and regular ANC visits.
Mihret et al.	2022	Ethiopia	Not specified	Case–Control Study	Highlighted the need for focused interventions by identifying risk factors for HIV-positive prenatal care booked mothers' withdrawal from institutional delivery.

CHAPTER - 3 METHODOLOGY:

3.1 Research Questions:

1. *What are the primary causes contributing to patient dropouts across maternity hospital services?*
2. *What targeted strategies can be implemented to enhance patient retention in maternity, gynaecological, and fertility care settings?*

3.2 OBJECTIVE

- To determine effective strategies for retaining the patient in the hospital.
- To aid in the creation and application of focused approaches meant to lower dropout rates and improve patient retention.

3.3 Research Design:

This study's methodology, which consists of two main parts-an observational study and an experimental study—is intended to fully address the problem of patient retention at a maternity hospital. With this method, the causes of patient dropouts may be thoroughly understood, and measures to reduce these dropouts can be developed and tested.

Observational Study-

The goal of the observational study is to explore and analyze the various factors contributing to patient dropout during the nine-month maternity journey. A detailed questionnaire has been created to collect comprehensive information from patients regarding their experiences and reasons for discontinuing care. This questionnaire addresses aspects such as satisfaction with medical services, communication with healthcare providers, and any external influences that may affect their decision to leave the program. Surveys will be administered to both current maternity service users and those who have discontinued care, providing quantitative insights into patient experiences and identifying key factors associated with dropout. Data will be

gathered from patient records, surveys, and structured interviews, which will include demographic details, medical history, and feedback on their experiences in the hospital. The collected data will undergo statistical analysis to uncover patterns, correlations, and significant reasons behind patient dropout, thereby quantifying the impact of various factors on retention rates.

Experimental Study

Building on the insights gained from the observational study, the experimental study will concentrate on creating and implementing strategies aimed at enhancing the retention of obstetric patients throughout the nine-month period. This phase will involve several steps:

• In order to address the identified causes of patient dropout, strategies will be created based on the observational study's findings. Enhancing patient education, offering more support services, strengthening communication techniques, and expediting administrative procedures are a few examples of these tactics. Through continuous data collection and analysis, the success of these adopted techniques will be evaluated, with an emphasis on patient happiness, retention rates, and overall hospital performance.

3.4 Study Setting:

The study has been carried out in a maternity hospital that serves a highly diverse population

3.5 Study Population:

Three categories comprise the demographic we are aiming to reach-

- Expectant mothers seeking medical attention at the hospital.
- Gynaecological patients seeking medical management methods.
- Patients who intend to use IUI and IVF to become pregnant.

3.6 Sampling Techniques:

•Sample Size Calculation: Based on the above mentioned new registration data, all the patients who were coming to the hospital as new registration was taken.

3.7 Conceptual Definition:

•Patient Dropout: Patient dropout refers to the discontinuation of care by patients who were initially registered to receive maternity services but,for various reasons, do not complete their planned course of care. This may occur at any stage during the nine-month pregnancy journey, during necessary gynecological treatments or surgeries, or while undergoing fertility treatments. Patient dropout can result from factors such as dissatisfaction with services, communication breakdowns, financial constraints, or personal and medical reasons, ultimately leading to the patient seeking care elsewhere or not receiving the needed medical attention.

3.8 Statistical Methods:

•Analysing the data present in the system about the patient with the help of excel in order to derive inferences.

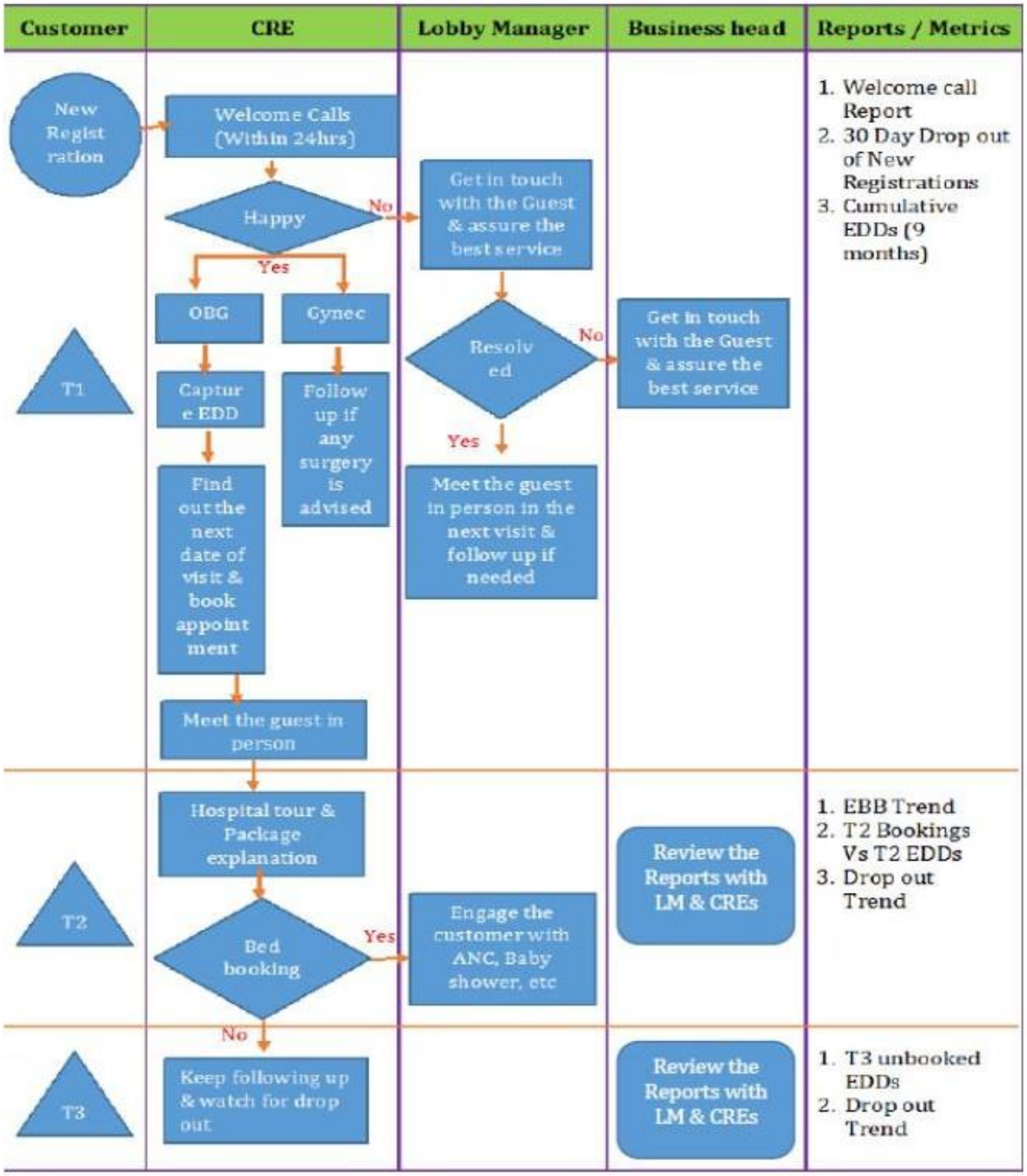
•Inferential statistics to identify significant factors contributing to dropouts.

3.9 Ethical Considerations:

•Informed Consent: Written consent obtained from all participants

•Voluntary Participation: Participation is voluntary, with no penalties for non-participation

•Data Security and Confidentiality: Ensuring that patient data is anonymized and protected throughout the research process.



Patient Tracking Workflow

1. At Registration

Role: Customer Relations Executive (CRE)

Process:

- The CRE is stationed at the main reception to identify and greet new registrations.

- The main reception and scan room staff direct new patients to the CRE cabin.
- The CRE welcomes the patient, explains the hospital's services and facilities, and addresses any initial inquiries.

2. Pre-Consultation

Role: CRE

Process:

- The CRE connects with the patient and shares their visiting card.
- They explain the services and facilities available.
- Patients are encouraged to reconnect with the CRE post-consultation for further queries or appointment scheduling.

3. Post-Consultation

Role: CRE

Process:

- The CRE enquires if the patient needs a follow-up appointment.
- If patient files are marked "to be followed up," they are categorized (e.g., Booked – OBG/Others).
- CRE contacts the patient for further steps and ensures follow-up engagement.

4. Day 1 (Post-Registration)

Role: CRE

Process:

- A welcome call is made to the patient on Day 1.
- The CRE assesses if the patient was satisfied with their initial experience.
    - If **happy**, the next appointment is scheduled.
    - If **unhappy**, concerns are documented and escalated if needed.
- Patients are encouraged to download the hospital's app for continued engagement.

5. Day 30 (Post-Registration)

Role: CRE

Process:

- CRE follows up with patients who haven't visited within 30 days post-registration.
- The intent is to understand reasons for absence and encourage a return visit.

Checkpoints, Reports & Escalations

1. Checkpoints

- All new registrations are personally met by CREs.
- Registration files are stickered for easy tracking.
- Every patient receives a welcome call on Day 1.
- Follow-up appointments are booked for new patients wherever applicable.
- Unhappy patients are contacted, and service recovery is initiated.
- Patients who haven't visited in over 30 days are called to assess the reason.

2. Reports & Formats

- **Welcome Call Report:** Tracks the status of calls and patient feedback.
- Reports are reviewed regularly by the Lobby Manager (LM) and Business Head (BH).

3. Review Frequency

- **Daily:** Initial reviews and random checks by LM and BH.
- **Alternate Days:** Specific review of welcome calls by LM.
- **Weekly:** In-depth reviews of follow-up appointment trends and unhappy patient cases.

4. Escalation Protocol

- **Pregnancy & No Follow-Up:** If a pregnant patient hasn't taken a follow-up appointment within 30 days, escalate to the Business Head.
- **Unhappy with Doctor/Charges:** If a patient expresses dissatisfaction with a doctor or hospital charges, escalate to the Business Head immediately.

Chapter-4 Results:

4.1 Quantitative Assessment-

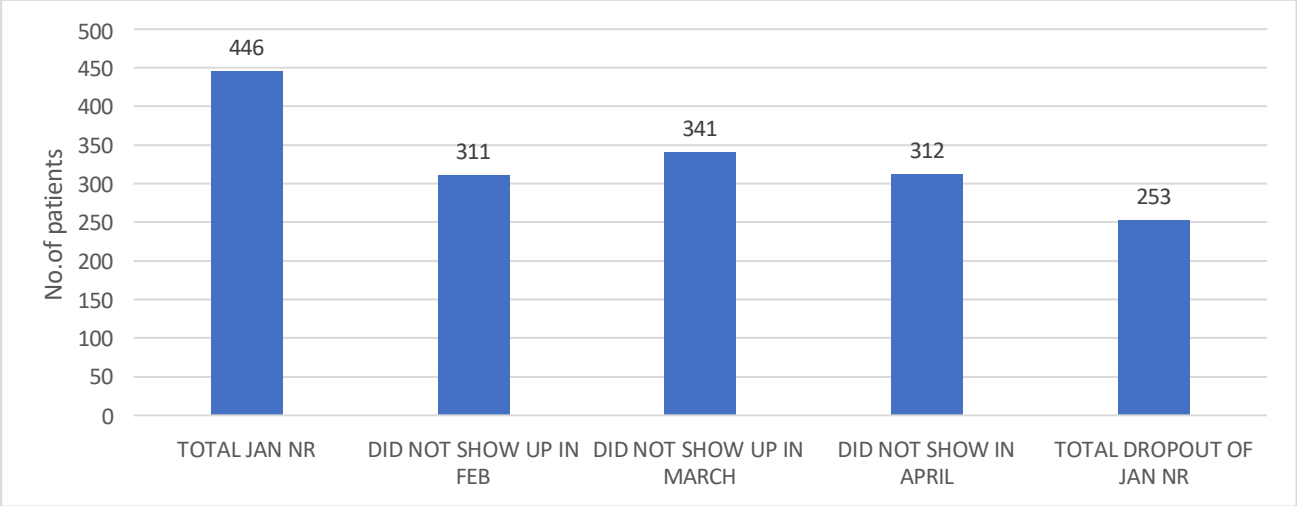
The hospital defines a dropout as a patient who discontinues follow-up or treatment for a duration of 2 to 3 months.

It was found that total new registrations in the month of January were 446 pregnant women out of which 253 discontinued their treatment in the hospital after Feb, March and April. (Table 1 and Figure 1)

Table 1: Total dropout out of January New Registrations-

TOTAL JAN NR	DID NOT SHOW UP IN FEB	DID NOT SHOW UP IN MARCH	DID NOT SHOW IN APRIL	TOTAL DROPOUT OF JAN NR (did not show up after Jan)
446	311	341	312	253

Figure 1: Total dropout out of Jan New Registration-

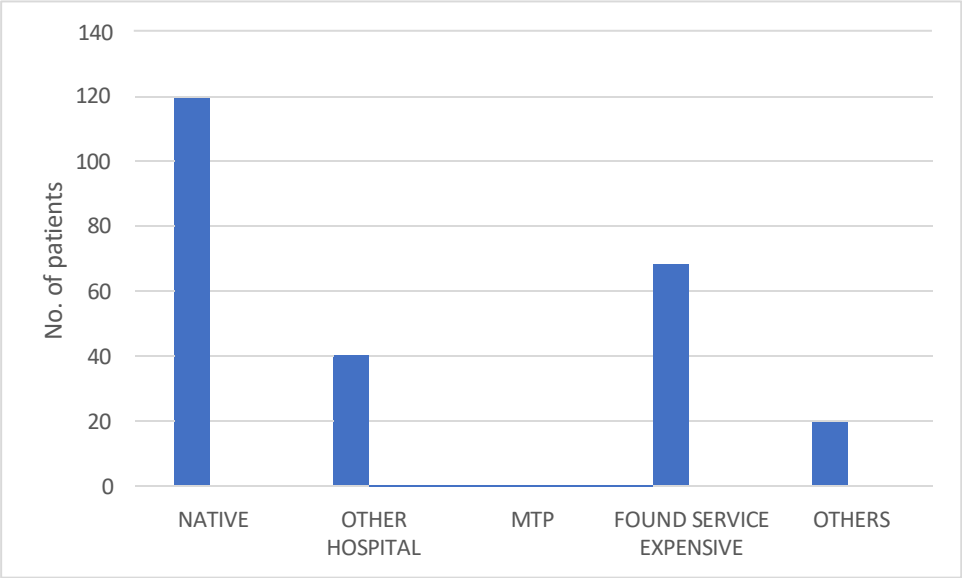


Percentage dropout in JAN= 56%

Table 2: Dropout reason category wise breakdown by the patients-

DROPOUT	NATIVE	OTHER HOSPITAL	MTP	FOUND SERVICE EXPENSIVE	OTHERS
253	120	42	4	68	19

Figure 2: Dropout reasons by the patients-



Similarly, in the month of Feb total new registrations were 438 out of which 263 women had drop-out after the month of March & April with a drop-out percent of 60%.

Table 3: Total dropout out of February New Registrations-

TOTAL FEB NR	DID NOT SHOW UP IN MARCH	DID NOT SHOW UP IN APRIL	TOTAL DROPOUT OF FEB NR (did not show up after Feb)
438	256	328	263

Figure 3: Total dropout out of Feb New Registration –

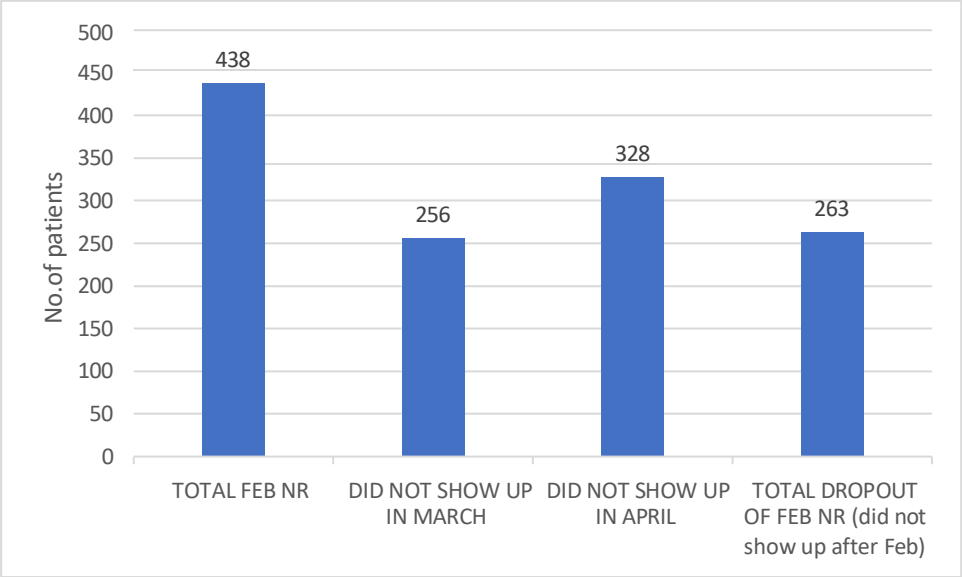
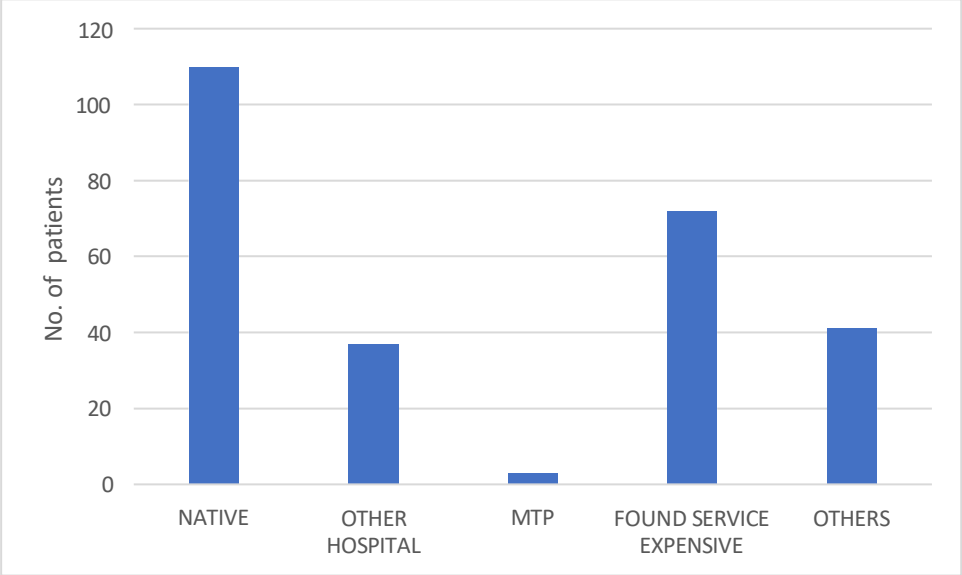


Table 4: Dropout reason category wise breakdown by the patients-

DROPOUT	NATIVE	OTHER HOSPITAL	MTP	FOUND SERVICE EXPENSIVE	OTHERS
263	110	37	3	72	41

Figure 4: Dropout reasons by the patients-



4.2 Sampling Techniques-

Sample Size Calculation: We reviewed every patient who arrived at the hospital in January and February based on the aforementioned new registration data.

4.3 Reasons for Patient Dropouts Seen-

The study found a number of important causes for patient dropouts over the hospital's nine-month maternity stay. In order to improve patient retention and guarantee that patients receive ongoing, all-encompassing care, it is imperative that these factors be addressed.

4.3.1 Patients Moving to Other Hospitals

Patients choosing to transfer to other hospitals is another documented cause of patient dropout. Numerous factors, such as actual or perceived variations in service quality, the accessibility of other medical facilities, or referrals from friends and family, may have an impact on this choice. Additionally, patients may look for specialised care or second opinions that they feel are better offered elsewhere. Improving hospital communication and care quality is essential to solving this problem. The possibility that patients would seek care elsewhere can be considerably decreased by making sure they feel appreciated, understood, and well cared for. Establishing a solid rapport with patients by frequent check-ups, individualised treatment programs, and timely resolution of their issues helps promote patronage and confidence in the hospital's offerings.

4.3.2 Moving to Native for delivery

One key reason patients discontinue care is the tradition of pregnant women returning to their hometowns for childbirth, which is especially common in southern India. In these areas, cultural norms often require the husband’s family to cover the cost of the first delivery. This leads many expectant mothers to move back to their native places, causing hospitals to lose patients. To address this, hospitals should design strategies that respect these cultural norms while keeping patients within their network. For instance, if the hospital has branches or partner facilities in those hometown regions, it could transfer the patient’s booking there. Offering a 15% discount on the final bill might further encourage patients to stay within the same hospital brand, helping maintain continuity of care.

4.3.3 Patients Dropping Out Due to Higher Expenses

One of the main causes of patient dropout is the increased costs of maternity care. Financial limitations may force patients to look for less expensive solutions, even if doing so means leaving our institution to receive care elsewhere. The hospital might use financial techniques that help patients in order to lessen this problem. For example, lowering the cost of care can be achieved by providing discounts on current services. It can also be beneficial to implement a prepaid bed booking system where patients pay a ₹8,000 deposit to guarantee an inpatient department (IPD) room on time. For patients' convenience and security, this payment is deducted from the final delivery bill. Patients also receive a ₹5,000 discount on the final fee at the time of delivery if they pay the ₹8,000 deposit. By providing both financial comfort and a guarantee of high-quality care, this financial incentive encourages patients to remain at the hospital. Additionally, giving patients coupons worth ₹4,000 for blood tests or scans enhances the overall experience and makes the hospital's offerings appealing and extensive.

The hospital can create focused retention efforts by comprehending these primary causes of patient dropout. In order to lessen the strain on patients, these tactics ought to improve communication and service quality, address cultural customs, and offer financial incentives. These tactics' efficacy and flexibility in responding to shifting patient demands and preferences will be ensured by ongoing monitoring and assessment, which will eventually increase patient retention and health outcomes.

4.4 Strategies for overcoming these barriers-

4.4.1 If patient is going Native

It is customary for the paternal side of the family to pay for the first delivery in southern India. Due to this cultural custom, pregnant women frequently give birth in their hometowns, which contributes to a high patient attrition rate for maternity hospitals. A focused approach has been created to deal with this issue and keep patients in the hospital network. Finding out where the patient is going is the first stage in this method. This entails asking patients about their intentions and motivations for going back to their home countries. The hospital can then ascertain whether it has a branch or a partner hospital in that area by knowing where they are going.

The next step is to transfer the bed reservation if a hospital branch or partner is located in the patient's destination area. To guarantee a smooth transfer of the patient's care, coordination with the receiving hospital is required. The patient's faith in the continuity of care is maintained when they are informed that their reservation for a bed has been successfully moved to the new site. A 15% final bill reduction is provided to further encourage patients to remain in the same hospital network.

The cost of delivery is one of the main worries for many patients, so this financial incentive is important.

The hospital reduces part of the costs related to childbirth by providing a significant discount, which encourages people to stay in the hospital network rather than looking for other options. The transfer of bed reservations and the provision of discounts are intended to be simple and patient-friendly procedures. In order to make sure that patients understand the benefits of remaining in the hospital network, hospital staff members are taught to effectively communicate these advantages to patients. In order to establish confidence and reassure patients that their needs and cultural customs are being honoured and accommodated, this communication is essential. The hospital also makes sure that all of its branches and affiliated hospitals provide the same level of service.

Because it guarantees that they will always receive the same excellent level of treatment, no matter where they are, this consistency is essential for keeping patients. Mechanisms for ongoing observation and feedback are in place to gauge patient satisfaction and quickly resolve any problems.

4.4.2 If patient is moving to other hospital / Dropping out due to expenses

We have developed a thorough plan to lower the cost of our services and guarantee patient retention in order to solve the problem of patients leaving or relocating to other hospitals due to increased costs.

4.4.3 Bed Booking and Deposit

We charge patients ₹8,000 to reserve a bed in advance. This sum is used as a deposit to reserve a room in the In-Patient Department (IPD) for the anticipated delivery date of the patient. We alleviate a typical worry of expectant mothers and their families by guaranteeing room availability, which increases their confidence in and contentment with our medical services.

4.4.4 Adjusting the Deposit in the Final Bill

When the final bill is made, the ₹8,000 deposit can be adjusted. This strategy guarantees that the deposit is an advance contribution towards the patients' total delivery costs rather than an extra financial burden. Patients' financial worry is reduced and trust is increased due to this billing transparency.

4.4.5 Additional Discount on Final Bill

We give patients who pay the ₹8000 bed booking cost an extra ₹5000 off their final bill as a way to encourage them to stay at our facility. Because of this significant reduction, our services are more affordable than those of other hospitals, which encourages patients to select and remain with us for their maternity care requirements.

4.4.6 Coupons for Additional Services

Patients who pay the ₹8000 deposit will also receive ₹4000 in coupons in addition to the financial savings. These discounts can be used for necessary services like blood tests and scans. By providing these vouchers, we guarantee that our patients can obtain the essential medical services within our facility while also adding value for them. This strategy encourages the utilisation of our all-inclusive maternity care services while also improving patient satisfaction.

4.4.7 Enhancing Patient Retention

By employing this approach, we hope to keep patients who might otherwise choose to transfer to other hospitals because of alleged cost savings. Our strategy ensures that patients believe they are getting exceptional value for their money by addressing both the financial and service quality components. This simultaneous emphasis on cutting costs and improving services is essential for keeping patients who are price conscious and may think about moving to another hospital.

4.4.8 Monitoring and Feedback

We will keep a close eye on patient satisfaction and retention rates to make sure this approach is working. To measure patient satisfaction and pinpoint any areas that require improvement, regular surveys and feedback systems will be used. This continuous assessment will assist us in improving our approach and making sure it satisfies our patients' changing needs.

4.4.9 Communication Issues

Interpersonal communication between patients and medical staff is a major factor in retention. As a result, the study revealed that patients do not have the necessary information about their treatment plans or the upcoming visits. Improving the effectiveness of the communication efforts, for example, by educating CREs and having them practise appropriately coordinated communication

scenarios, are potential solutions that could be useful for the need for the modifications. Building trust and the patient's confidence depends on stakeholder interactions and using effective communication to share information about the patient's health.

4.4.10 Affordable Care Packages

Create packages that offer a cheaper rate for all required scans, consultations, and blood tests. In addition to offering financial assistance, these packages may encourage patients to remain at the hospital for the duration of their pregnancy and postoperative treatment.

1. Engagement Events and educational Sessions: To maintain patients' interest in the hospital, plan frequent events and educational sessions. Pregnant women might benefit from these programs, which can include informative lectures, workshops, and community get-togethers.

2. Final Bill savings: Provide both surgical and non-surgical patients with final bill savings. This monetary reward might lessen some of the financial strain on patients and motivate them to stay in the hospital for further treatment.

3. Shorten Waiting Times: Put methods into place to shorten wait times for patients in the daily OPD (Outpatient Department) and scan. Patients can have a better experience and be more willing to return for follow-up sessions if procedures are streamlined and made efficient.

Chapter-5 Discussion:

5.1 Understanding Patient Dropout Dynamics

Financial reasons, perceived service quality, and cultural customs all have an impact on patient retention in maternity hospitals. Due to cultural conventions, expecting mothers in southern India frequently give birth in their hometowns, where traditional practices and family support systems are prevalent. Because patients choose care closer to their family settings, this practice disrupts the hospital's continuity of care and leads to a high dropout rate.

The perception of service quality and patient satisfaction is another important factor contributing to patient dropout. Patients may transfer to different hospitals in response to referrals, the perception of better care elsewhere, or discontent with their present medical experience. Retaining patients in the hospital's network requires addressing these attitudes and enhancing the connections between patients and providers.

When it comes to patient decision-making, financial limitations are also quite important. Increased maternity care costs may force patients to look for less expensive alternatives, even if doing so means leaving their present institution. Hospitals must employ tactics that increase the financial accessibility and patient appeal of their services in order to lessen this.

5.2 Retention Strategies

5.2.1 Pre Bed Booking-

In order to guarantee that they get an inpatient department (IPD) room on schedule, patients must pay a ₹8,000 deposit under the hospital's sophisticated bed booking system. This method adds convenience and security by blocking the room based on the patient's anticipated delivery date. Patients have security and financial relief when the deposit is deducted from the final delivery bill. The hospital improves the patient experience and promotes retention by guaranteeing timely room availability, which adds ease and dependability.

5.2.2 Discount and Transfer Strategies-

The hospital created a plan to determine the patients' native destinations and determine whether the hospital network is available in those areas in order to address the custom in southern India where the paternal side pays for the first delivery. If so, the hospital offers a 15% reduction on the final

payment and helps move bed reservations to partner institutions within the network. This approach lessens the effect of cultural factors on retention rates by honouring cultural customs, guaranteeing continuity of care, and keeping patients in the hospital network.

5.5.3 Financial Incentives

Patients who pay the ₹8,000 deposit are given a ₹5,000 discount on the entire payment at the time of delivery, which further encourages retention. In addition to giving financial comfort, this financial incentive reassures patients of the hospital's dedication to offering reasonably priced care. Patients are also given vouchers worth ₹4,000 by the hospital, which they can use for blood tests or scans. These extra advantages enhance the patient experience and make medical services more alluring and thorough.

5.5.4 Enhancing Service Quality and Communication

Improving communication and service quality is essential to raising patient retention and satisfaction. Through improved channels of communication, individualised treatment plans, and patient education programs, the hospital concentrated on developing strong relationships between patients and providers. Building trust, immediately addressing patient concerns, and making sure that patients feel appreciated and supported throughout their pregnancy journey are the goals of these initiatives. The hospital increases patient happiness and loyalty by offering all-encompassing assistance and upholding high standards of treatment, which lowers the possibility that patients would look for other healthcare providers.

5.5.5 Strategic Monitoring and Adaptation

The efficacy and longevity of the methods put into place depend heavily on ongoing observation and assessment. To monitor patient retention rates, satisfaction levels, and operational performance measures, the hospital uses strong feedback systems and data analytics. This proactive strategy makes it possible to continuously improve and modify strategies in response to changing market dynamics and patient needs. The hospital makes sure that its tactics continue to be successful and adaptable to the evolving tastes of its patients by utilising data-driven insights.

Chapter-6 Conclusion:

Our maternity hospital's comprehensive approach to patient dropout is multidimensional, addressing the different reasons why patients may depart over the course of their nine-month stay. We can enhance patient satisfaction, retention, and overall results by comprehending and addressing these factors. The main tactics we have used and their expected effects are described in this conclusion.

6.1 Discount and Transfer Strategies

It is customary for the paternal side of the family to pay for the first delivery in southern India. Due to this cultural custom, patients frequently relocate to give birth in their hometowns. We have created a focused plan to keep these patients in our network of hospitals in order to address this. Finding out which areas our patients are relocating to is the first step. Next, we determine whether our hospital is present in those regions. We provide a smooth transfer of bed reservations to the hospital in the patient's home area if it does. Additionally, we offer a 15% final bill reduction to encourage patients to stay in our network.

By doing this, we preserve patient loyalty by upholding cultural customs and guaranteeing continuity of treatment within our brand.

6.2 Pre Bed Booking System

The availability of an inpatient department (IPD) room at the time of delivery is one of the major sources of concern for pregnant moms. We have put in place a sophisticated bed booking mechanism to alleviate this worry. Patients can reserve their IPD accommodation by paying a ₹8,000 advance deposit. This technique gives them the confidence and peace of mind that their needs are addressed quickly by making sure the room is blocked in accordance with their anticipated delivery date. For the patients, the procedure is convenient and financially secure because the ₹8,000 deposit is not an extra expense and is deducted from the final delivery price. This approach not only resolves logistical issues but also increases our services' dependability and credibility.

6.3 Financial Incentives

We provide significant financial incentives to patients to further encourage them to remain at our hospital. Patients can receive a ₹5,000 reduction on the final charge at the time of delivery by paying the ₹8,000 deposit. Our hospital is a desirable option because of this incentive, which offers

expecting mothers and their families substantial financial relief. Additionally, it guarantees that patients will obtain high-quality services at a lower cost, improving their overall experience.

6.4 Additional Benefits

In addition to the monetary rewards, we provide patients with coupons worth ₹4,000 that could be applied for necessary services like blood tests and scans. The patient experience is greatly enhanced by these extra perks, which also increase the scope and affordability of our hospital services. We guarantee that patients can obtain essential diagnostic services without incurring additional costs by providing these discounts. This tactic not only raises patient happiness but also motivates them to use our services more frequently, which boosts hospital engagement and loyalty in general.

6.5 Strategic Monitoring and Adaptation

Putting these techniques into practice is a continuous process rather than a one-time endeavour. We use thorough data collecting and analysis to continuously track the effects of these tactics. Important indicators including overall hospital performance, satisfaction levels, and patient retention rates are routinely assessed. This ongoing observation enables us to evaluate the success of our tactics and make the required modifications to accommodate evolving patient requirements and preferences. We can guarantee that our tactics continue to be applicable and successful by remaining flexible and responsive, which will result in long-term gains in patient satisfaction and retention.

6.6 Overall Impact

It is anticipated that these tactics will have a significant combined effect. We want to give our patients a more dependable and encouraging environment by tackling the cultural, practical, and financial causes of patient dropout. The transfer and discount tactics provide continuity of care throughout our network while honouring local customs. The pre-paid bed reservation system reduces administrative hassles and increases customer confidence in our offerings. Patient satisfaction is increased by the financial incentives and extra benefits that make our services more appealing and accessible. Last but not the least, ongoing strategy monitoring and modification guarantee that we continue to be sensitive to patient requirements and preferences, which results in long-term gains in retention rates and overall hospital performance.

In summary, these strategies work together to improve patient loyalty and satisfaction, which will increase retention and improve the health of moms and their unborn children. A more patient-

centred approach to maternity care can be developed by comprehending and treating the particular causes of patient dropout. In addition to helping our hospital, this also improves the general health of the communities we serve. In order to satisfy our patients' changing demands, we are dedicated to provide the best possible care and constantly enhancing our offerings.

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