

Synopsis for Dissertation Report

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By-

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Under the

Supervision and Guidance of-

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1. TITLE

Reducing Dropouts and Improving Patient Retention: A Study at a Maternity Hospital

2. INTRODUCTION

Cloudnine Hospital, known for its specialized maternity and neonatal care, has established a reputation for high-quality services. However, like many healthcare institutions, it faces challenges related to patient dropouts during the maternity care cycle. Factors such as lack of follow-up, financial concerns, and limited awareness can lead to discontinuity in care. These dropouts not only affect patient outcomes but also hinder the hospital's goal of providing comprehensive maternal health services. This study aims to examine the causes of patient dropouts at Cloudnine Hospital and explore practical measures to improve retention and continuity of care

3. RESEARCH QUESTION

"What are the underlying reasons for patient dropouts in Cloudnine Hospital Bangalore, and what measures can be taken to ensure improved retention?"

4. 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.

5. HYPOTHESIS

Implementing improved patient engagement and follow-up measures will significantly reduce the incidence of dropouts and improve retention rates in maternity care at Cloudnine Group of Hospitals

6. MATERIAL AND METHODS

STUDY DESIGN:

2 parts- Observational and Experimental study.

SETTING:

Cloudnine Group of Hospitals, Bengaluru.

STUDY TOOLS:

- Patient and staff surveys.
- Direct observational checklists.

DURATION OF STUDY: 3 Months

SAMPLE SIZE: All patients visiting Cloudnine Hospital

SAMPLING TECHNIQUE:

Stratified random sampling.

DATA COLLECTION PROCEDURE:

- Hospital records.
- Follow up and Monitoring.

OPERATIONAL DEFINITIONS:

• **Dropout Rate:**

The percentage of patients who miss antenatal visits, delivery at Cloudnine, or postnatal follow-ups, out of all enrolled patients.

• **Retention Rate:**

The percentage of patients who attend at least 80% of antenatal visits, deliver at Cloudnine, and attend two postnatal visits.

• **Patient Engagement:** Measured by the number of patients attending follow-up calls, educational sessions, and responding to reminder systems (SMS/calls).

- **Intervention:**

Includes follow-up phone calls, SMS reminders, and educational workshops designed to improve patient retention and reduce dropouts.

- **Barriers to Care:**

Factors preventing patients from continuing care, such as financial difficulties, transportation issues, or cultural barriers, identified through surveys and interviews

7. DATA ANALYSIS PLAN

Data will be analysed using **Excel**.

8. ETHICAL CONSIDERATIONS

- Maintaining confidentiality and adhering to data protection laws by making sure patient data is anonymous and secured during the research process.
- Make certain that particularly when it comes to patient care and access to healthcare services, research design and implementation adhere to procedures and principles of justice and equity.
- To preserve the study's integrity, all aspects of the research, including data collection, analysis, and reporting, must be transparent.

9. IMPLICATIONS OF RESEARCH

- **Improved Patient Retention:**

The study will help identify effective practices for improving retention in maternity care, ensuring that more patients complete their care journey, leading to better maternal and neonatal outcomes.

- **Enhanced Healthcare Quality:**

By understanding the causes of dropouts, the hospital can implement targeted improvements in patient care, communication, and follow-up, thereby enhancing the overall quality of service.

- **Policy Recommendations:**

The findings may inform hospital policies on patient engagement, follow-up protocols, and resource allocation, leading to more sustainable and effective maternity care systems.

- **Economic Impact:**

Improved retention reduces the likelihood of costly emergency interventions due to lack of follow-up, benefiting both healthcare systems and patients.

10. REFERENCES

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