

# To determine the Quality control norms through Patient Satisfaction towards Health Services at CLINIKK Healthcare

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# CLINIKK®

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# BACKGROUND

- Clinikk-creating India's first managed care model.
- Our program, which was introduced in 2018.
- Combines outpatient care and health insurance to fulfil the demands of India's 600 million people.
- Revolutionizing healthcare delivery and lowering health insurance claims.
- Aim to enhance patient care and reduce the demand for medical services by improving the coordination care

- **Core values:**

- Inclusivity- Clinikk is an equal opportunity employer. This means providing everyone with equal access to opportunities and resources.
- Empathy- Empathy is at the core of what we do. Respect and empathy for our subscribers and colleagues is non-negotiable.
- Integrity- We value high integrity and the commitment to do what's best for our subscribers. There is zero tolerance policy towards not following this value.

- **Vision –**

- Affordable & Accessible Quality Healthcare Services
- Health Insurance for everyone irrespective of income
- To be a 1-stop solution for all healthcare services
- Top quality Healthcare System and Financial Protection for 60 Crore Indians



# INTRODUCTION

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- Patient satisfaction is an important critical indication of providing excellent treatment.
- Main way of assessing the efficacy of health care delivery, and its assessment aids in the improvement of health care services.
- Low patient satisfaction has an impact on clinical results, patient retention, and timely delivery of excellent health care services.
- The goal of this study - To serve as a useful resource to assist Clinikk in improving quality control norms through patient satisfaction by identifying areas for improvement that would aid in increasing patient engagement, thereby making it the community's first choice in seeking medical care through various digital platforms

# AIM AND OBJECTIVE



## Aim

The aim of the study is to assess overall patient satisfaction level and to identify areas of improvement to enhance patient delight towards the services provided by Clinikk Healthcare.

## Objectives

- To observe and analyze the quality norms for the care team, as a baseline for training and managed care.
- To assess the level of satisfaction of patients and the factors associated with satisfaction level for the service provided at CHH by the care team.
- To provide suggestions for enhancing patient experience.



**CLINIKK®**

# MATERIAL AND METHODS

## Study Area

- The study was conducted in CLINIKK healthcare organization located in Bangalore, Karnataka.

## Study Design

- Customer satisfaction- It is a form of descriptive study that is conducted on a specific population at a certain period using a five-point rating scale. Clinikk service satisfaction was examined, and patients from ten major locations were asked to rank the service on a scale of fair, good, and outstanding.
- Quality control norms- It is a sort of observational study that is carried out on the care coordination team (Doctor, Nurse, PCC) at a specified moment in time with the use of a self-prepared quality instrument. Clinikk's quality control parameters were measured, and the care coordination team's service was examined daily at 10 different sites.

## Study Duration

- The study was carried for 3 months from 7th March 2022 to 17th June 2022.

## Sample Size

- A total number of 100 respondents were taken as a sample based on average number of foot fall of cases converted through calls in last two months.

## Study Population

- Clinikk Healthcare patients attended by medical operations team seeking services for medical assistance.

### **Inclusion Criteria**

- All the patients of follow up cases, who had consulted with in the Clinikk . ii. Patients who had age of 18 and above were included. iii. Patients who were willing to participate in the survey.

### **Exclusion Criteria**

- Those patients who hadn't visited the Clinikk even once or who had just taken tele consultation since beginning.

**Sampling Technique-** convenient sampling technique.

### **Data Collection Method-**

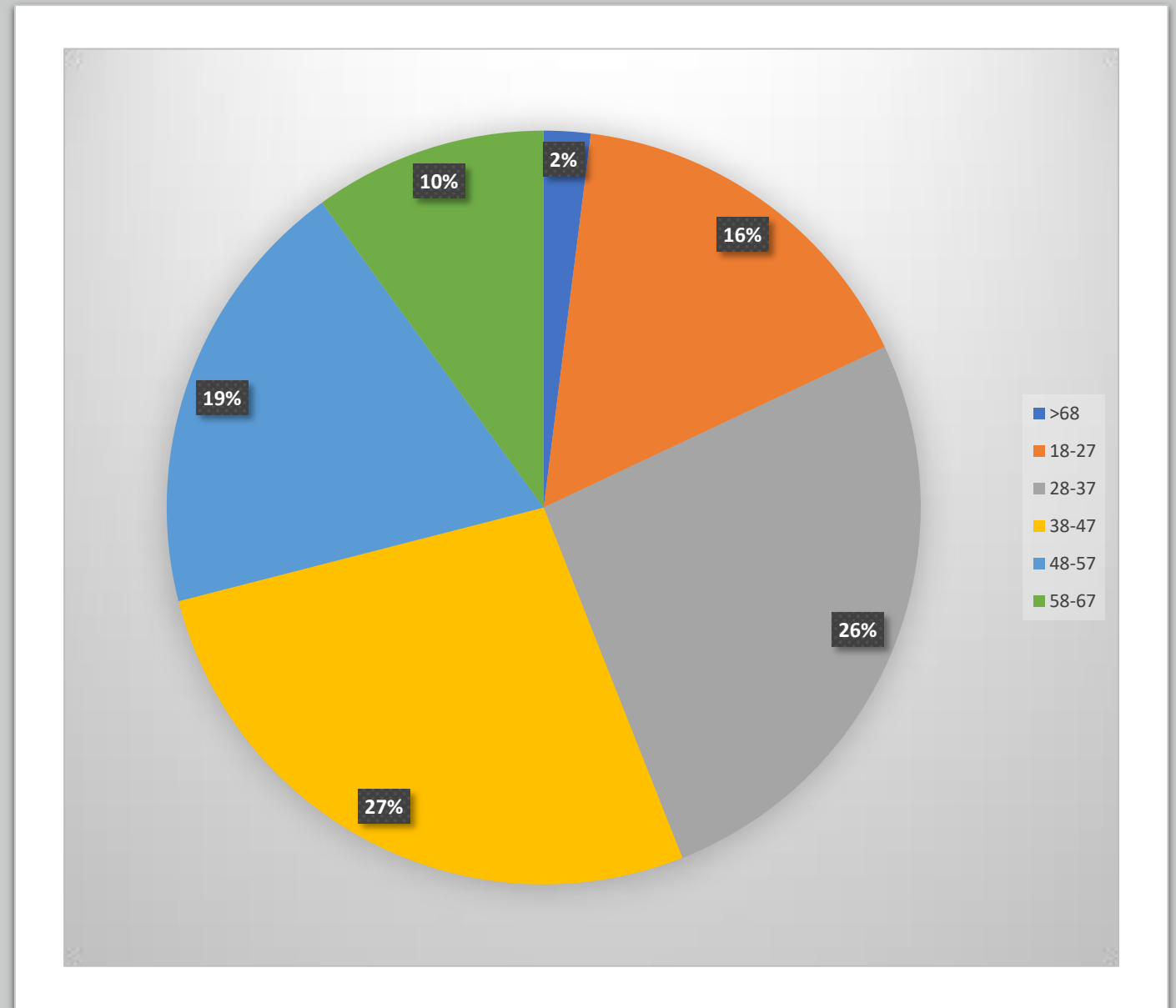
**Customer satisfaction** -For CLINIKK Healthcare services, a customised questionnaire including patient satisfaction qualities was created. A five-point rating scale, was employed in this investigation.

**Quality control norms-** A nominal scale and Likert scale was employed in this investigation.

**Data Analysis-** The tool used for data analysis is Microsoft Excel 365 and SPSS 28.0.

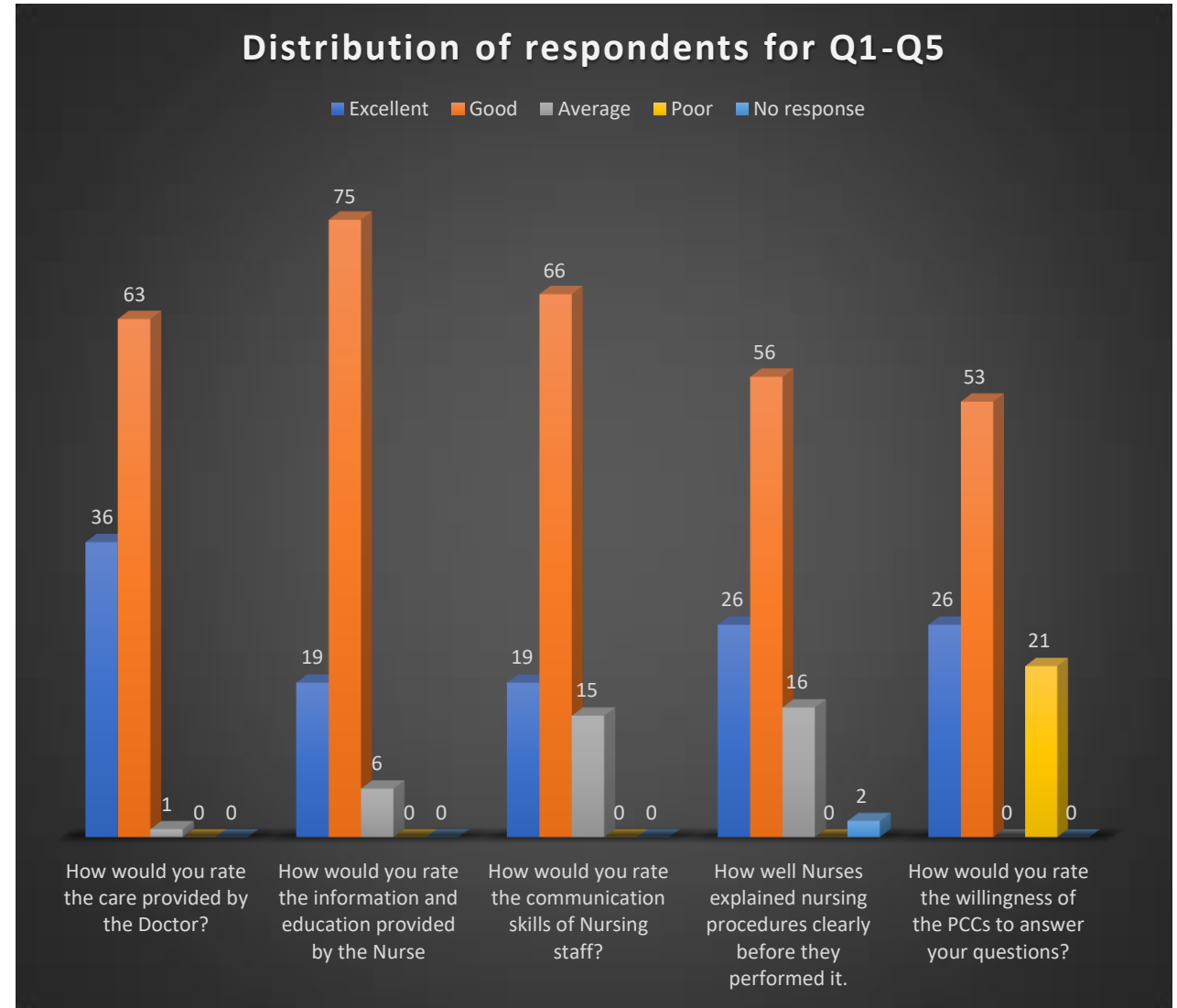
# Results and Interpretation

**Sample distribution according to demographic variables**



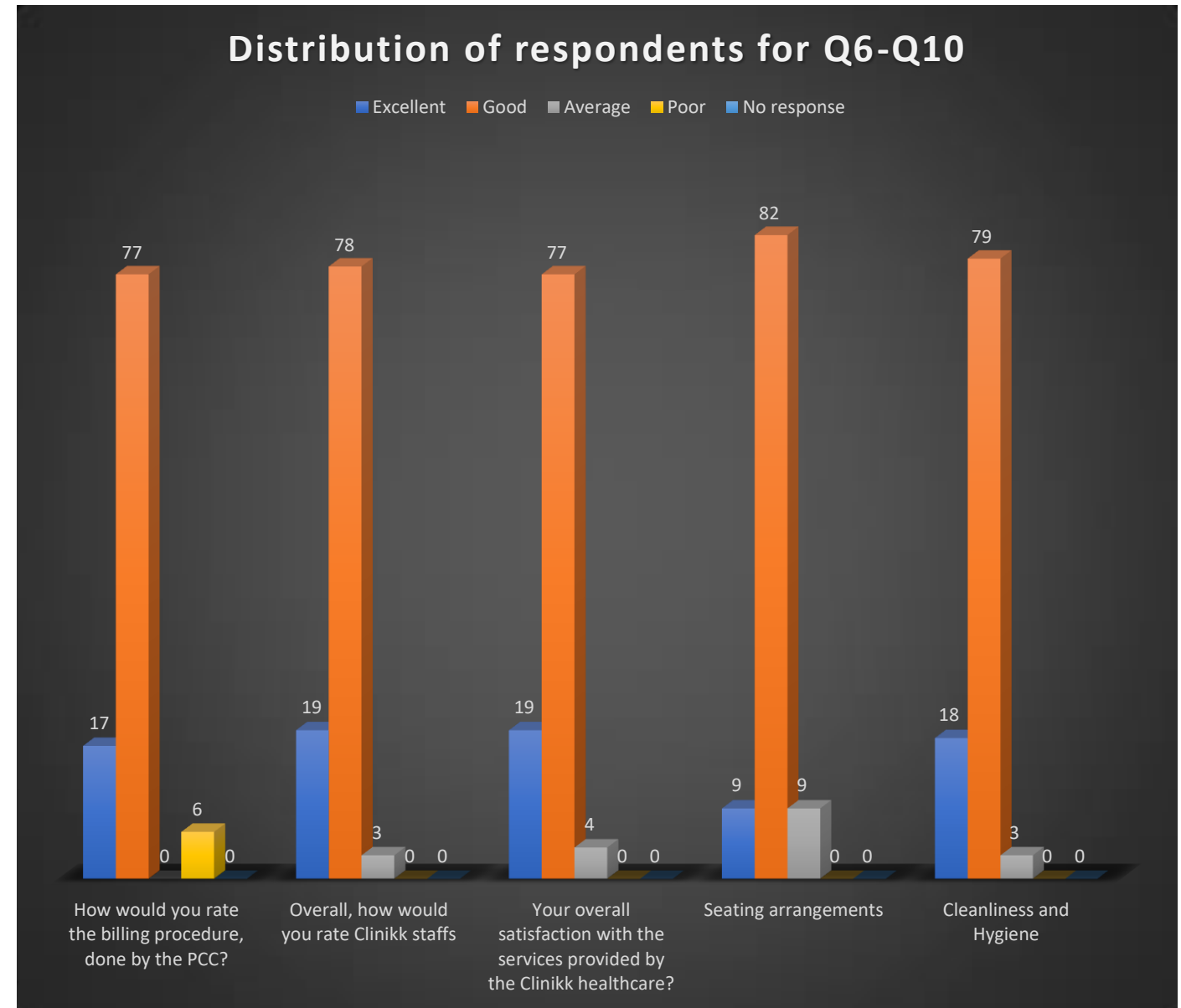
Depicts the Bar diagram for percentage analysis of (Q1-Q5) based on satisfaction scores

- The result shows overall responses of total 100 respondents. All the questions from Q1 to Q5 had a high to moderate level of expectation level, while out of these, information and education provided by the nurse has highest level of satisfaction (Good, 75 responses and Excellent, 19 responses) which was highest of all. Followed by communication skills of nursing staff (Good, 66 responses, Excellent, 19 responses and Average, 15 responses), Nursing procedures (Good, 56 responses, Excellent, 26 responses and Average, 16 responses), willingness of the PCC to answer patient's questions (Good, 53 responses, Excellent, 26 responses, Average 21 responses) which was the lowest responses in comparison to others.



Depicts the Bar diagram for percentage analysis of (Q6-Q10) based on satisfaction scores

- The findings indicate that the degree of anticipation was relatively high (Q6-Q10). All of the questions from Q6 to Q10 had a modest degree of expectation, with the overall evaluation of Clinikk staff (Good, 78 responses, and Excellent, 19 replies) and satisfaction with Clinikk services receiving the highest scores (Good, 77 responses and Excellent, 19 responses), PCC is in charge of billing (Good, 77 responses and Excellent, 17 responses), Seating arrangement received he maximum number of responses (Good, 82, and Excellent, 9). Hygiene and cleaning (Good, 79 responses, and Excellent,18 responses)

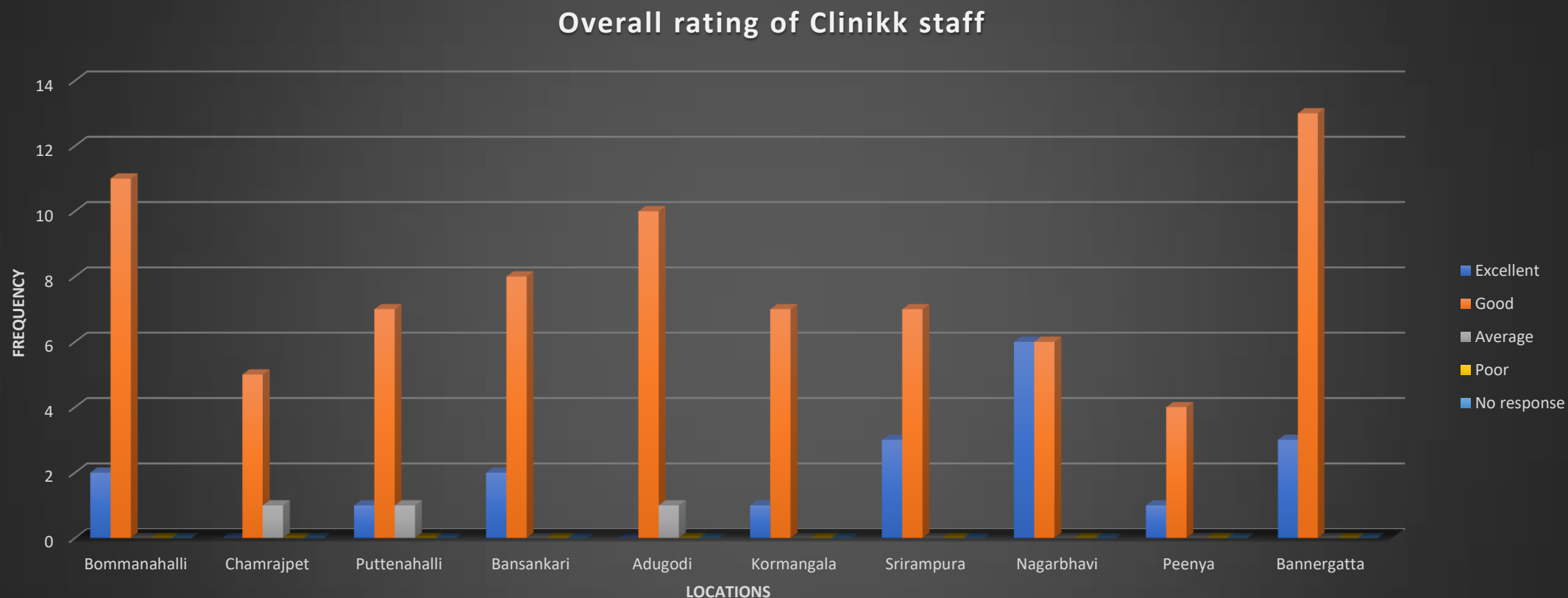


## Mean and Standard deviation scores for service elements of patients' satisfaction

- The mean ratings related to the service aspects for patient satisfaction range from 4.35 (How would you evaluate the Doctor's care?) to 3.84 (How would you assess the PCCs' readiness to answer your questions?). Among the 10 patient satisfaction indicators, the greatest mean score belonged to the Doctor's care towards you during the consultation, while the lowest mean score belonged to the PCCs' readiness to answer your questions.

| Service Elements                                                                | Mean score | Standard Deviation |
|---------------------------------------------------------------------------------|------------|--------------------|
| How would you rate the care provided by the Doctor?                             | 4.35       | .501               |
| How would you rate the information and education provided by the Nurse          | 4.12       | .480               |
| How would you rate the communication skills of Nursing staff?                   | 4.04       | .588               |
| How well Nurses explained nursing procedures clearly before they performed it.  | 4.04       | .781               |
| How would you rate the willingness of the PCCs to answer your questions?        | 3.84       | 1.047              |
| How would you rate the billing procedure, done by the PCC?                      | 4.05       | .645               |
| Overall, how would you rate Clinikk staffs                                      | 4.15       | .437               |
| Your overall satisfaction with the services provided by the Clinikk healthcare? | 4.15       | .460               |
| Seating arrangements                                                            | 4.00       | .429               |
| Cleanliness and Hygiene                                                         | 4.16       | .422               |
| Total Mean score                                                                | 40.91      | 0.58               |

# Location wise overall rating of Clinikk staff



# Location wise Overall satisfaction



# Factor Analysis of customer satisfaction index

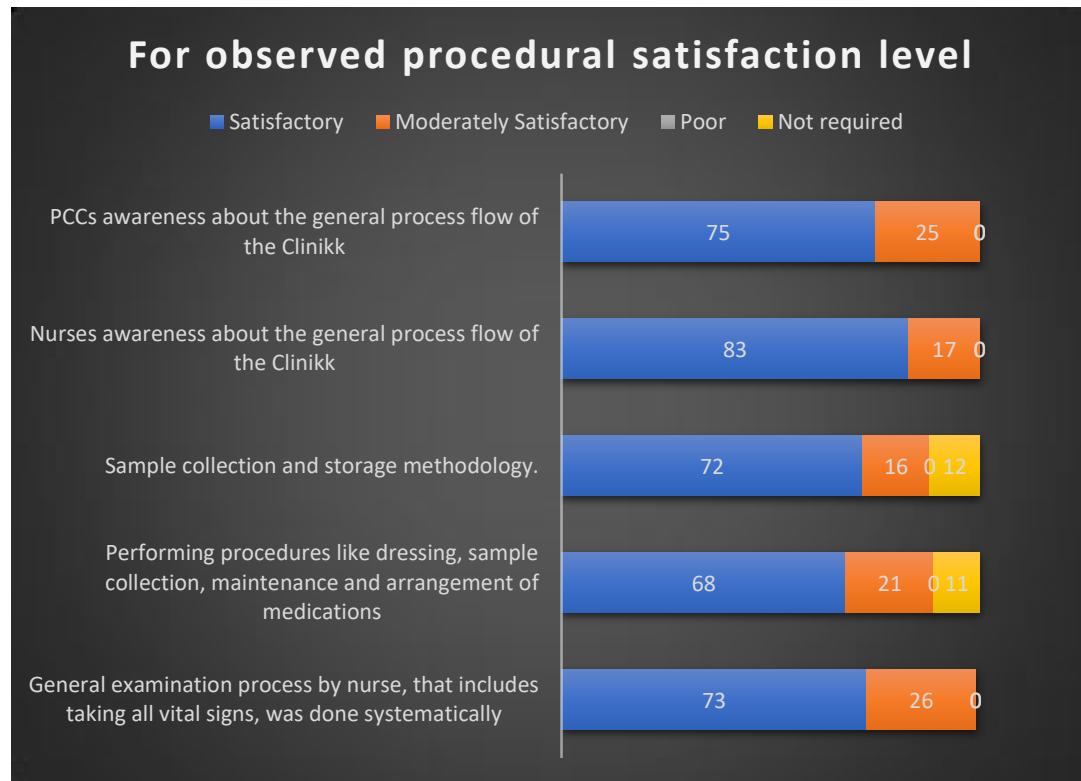
Correlation Matrix

|             |                                                                                 | How would you rate the care provided by the Doctor? | How would you rate the information and education provided by the Nurse | How would you rate the communication skills of Nursing staff? | How well Nurses explained nursing procedures clearly before they performed it. | How would you rate the willingness of the PCCs to answer your questions? | How would you rate the billing procedure, done by the PCC? | Overall, how would you rate Clinikk staffs | Your overall satisfaction with the services provided by the Clinikk healthcare? | Seating arrangements | Cleanliness and Hygiene |
|-------------|---------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------------------------|----------------------|-------------------------|
| Correlation | How would you rate the care provided by the Doctor?                             | 1.000                                               | .075                                                                   | .228                                                          | .276                                                                           | .207                                                                     | .007                                                       | .358                                       | .341                                                                            | -.142                | .017                    |
|             | How would you rate the information and education provided by the Nurse          | .075                                                | 1.000                                                                  | .308                                                          | .205                                                                           | -.001                                                                    | .145                                                       | .155                                       | .286                                                                            | .099                 | .154                    |
|             | How would you rate the communication skills of Nursing staff?                   | .228                                                | .308                                                                   | 1.000                                                         | .352                                                                           | .060                                                                     | .075                                                       | .214                                       | .279                                                                            | -.122                | .015                    |
|             | How well Nurses explained nursing procedures clearly before they performed it.  | .276                                                | .205                                                                   | .352                                                          | 1.000                                                                          | .008                                                                     | -.024                                                      | .161                                       | .182                                                                            | -.030                | .104                    |
|             | How would you rate the willingness of the PCCs to answer your questions?        | .207                                                | -.001                                                                  | .060                                                          | .008                                                                           | 1.000                                                                    | .269                                                       | .188                                       | .051                                                                            | .068                 | .152                    |
|             | How would you rate the billing procedure, done by the PCC?                      | .007                                                | .145                                                                   | .075                                                          | -.024                                                                          | .269                                                                     | 1.000                                                      | .117                                       | .077                                                                            | .332                 | .195                    |
|             | Overall, how would you rate Clinikk staffs                                      | .358                                                | .155                                                                   | .214                                                          | .161                                                                           | .188                                                                     | .117                                                       | 1.000                                      | .189                                                                            | -.054                | .143                    |
|             | Your overall satisfaction with the services provided by the Clinikk healthcare? | .341                                                | .286                                                                   | .279                                                          | .182                                                                           | .051                                                                     | .077                                                       | .189                                       | 1.000                                                                           | .000                 | .136                    |
|             | Seating arrangements                                                            | -.142                                               | .099                                                                   | -.122                                                         | -.030                                                                          | .068                                                                     | .332                                                       | -.054                                      | .000                                                                            | 1.000                | .113                    |
|             | Cleanliness and Hygiene                                                         | .017                                                | .154                                                                   | .015                                                          | .104                                                                           | .152                                                                     | .195                                                       | .143                                       | .136                                                                            | .113                 | 1.000                   |

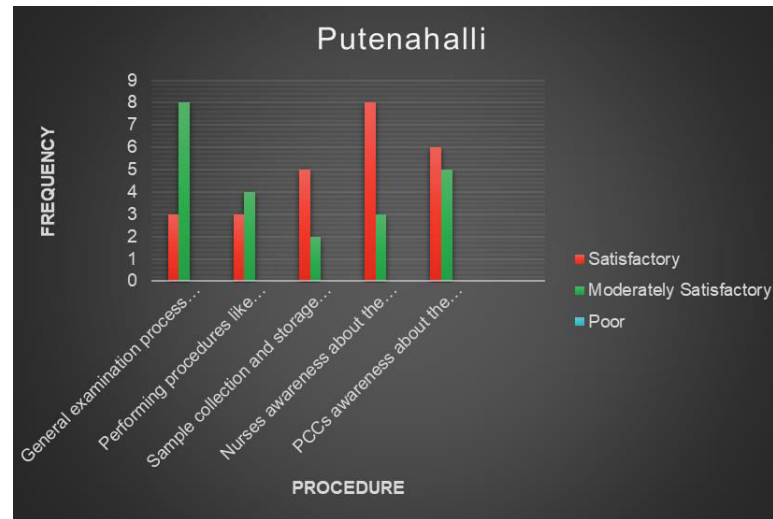
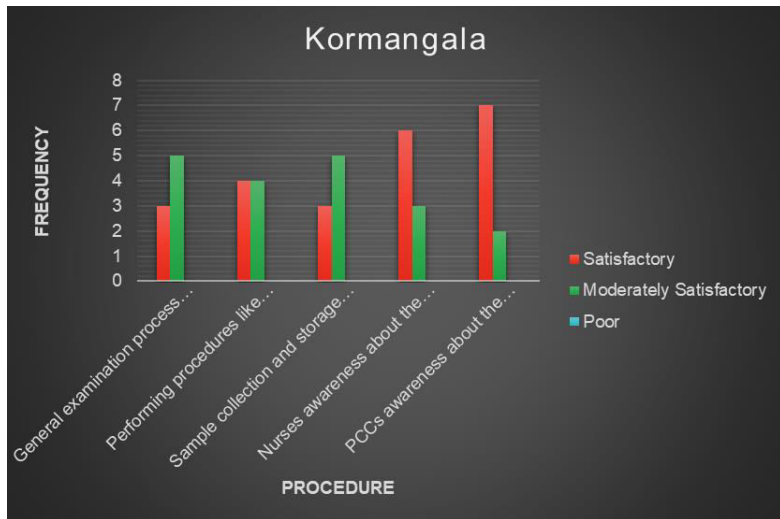
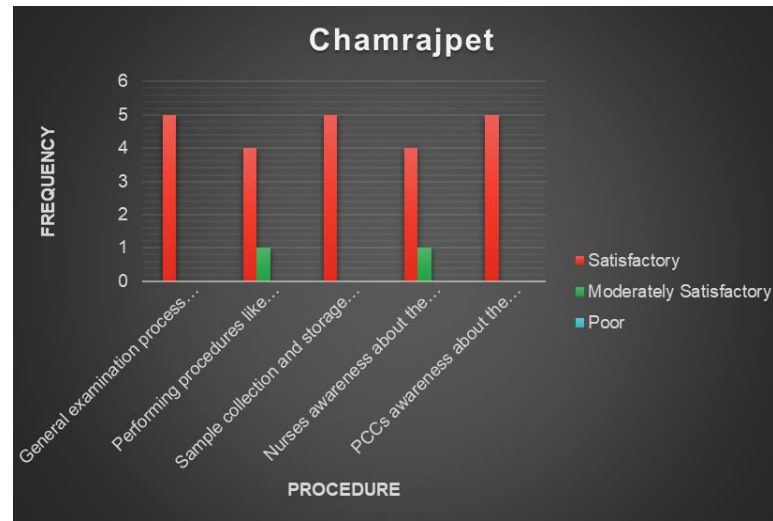
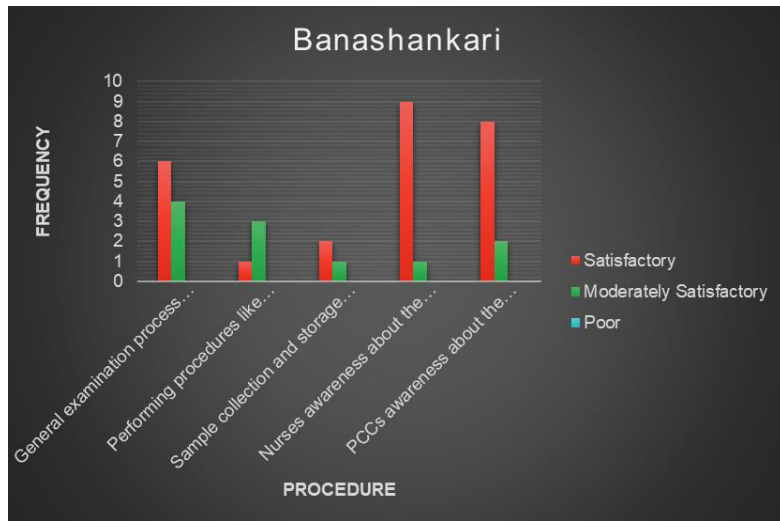
# INTERPRETATION

- I. The correlation matrix box shows the connection between the variables. Where our value of 0.3 or above indicates moderate to high data correlation.
- II. As far as doctor services are concerned. The numbers in red indicate the least connection between the variables, while those in green indicate moderate to high correlation. We can observe from this that there is a moderate to high link between the doctor's treatment and the overall satisfaction with the services offered by Clinikk Health.
- III. When it comes to nursing services. There is also a moderate to high correlation between the nurse's information and education, nursing staff communication abilities, and Clinikk Healthcare's total services.
- IV. There is also a strong association between the nurse's communication abilities and the procedure that they did.
- V. When it comes to PCC services, there is also a substantial association between the PCC's billing method and the seating configuration.

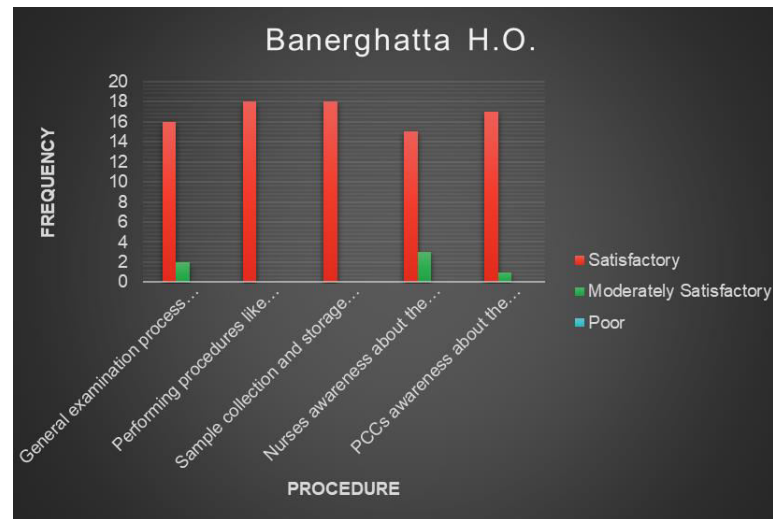
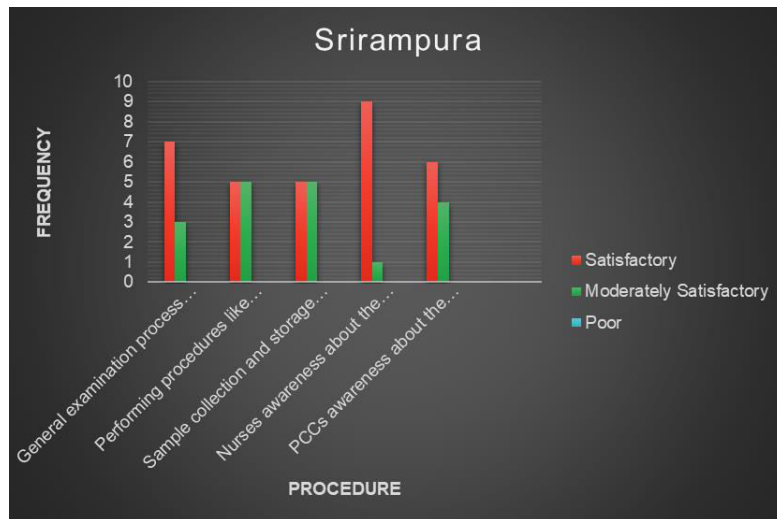
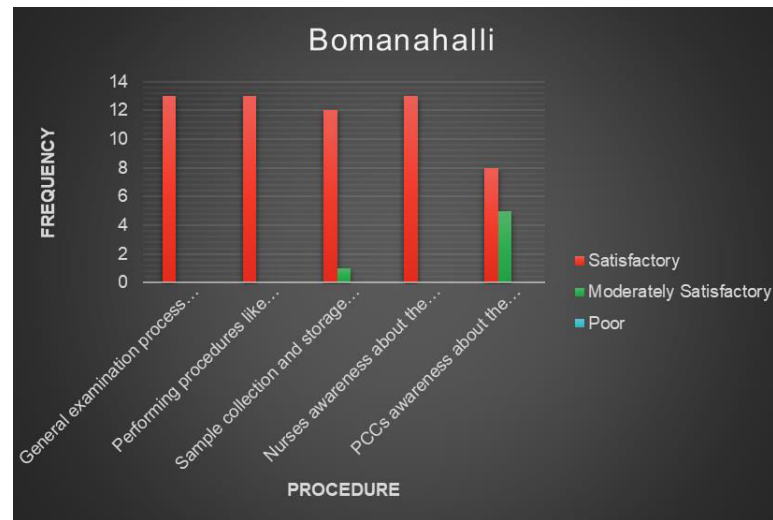
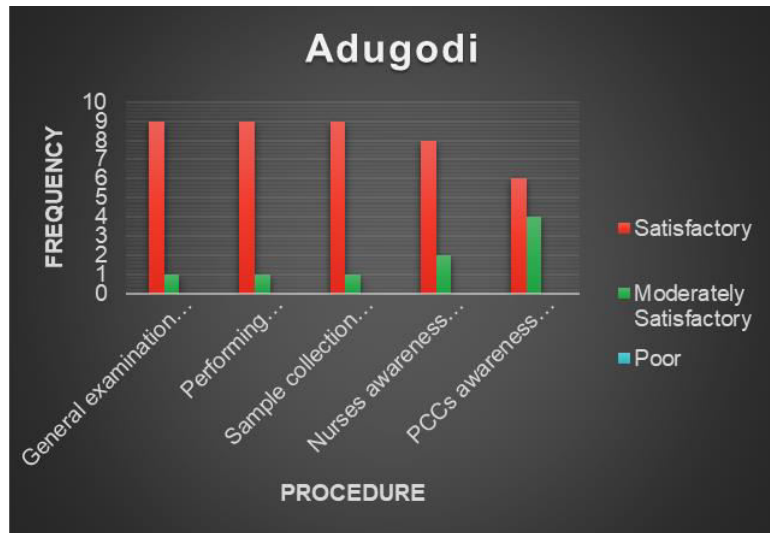
# Analysis of Observational QC



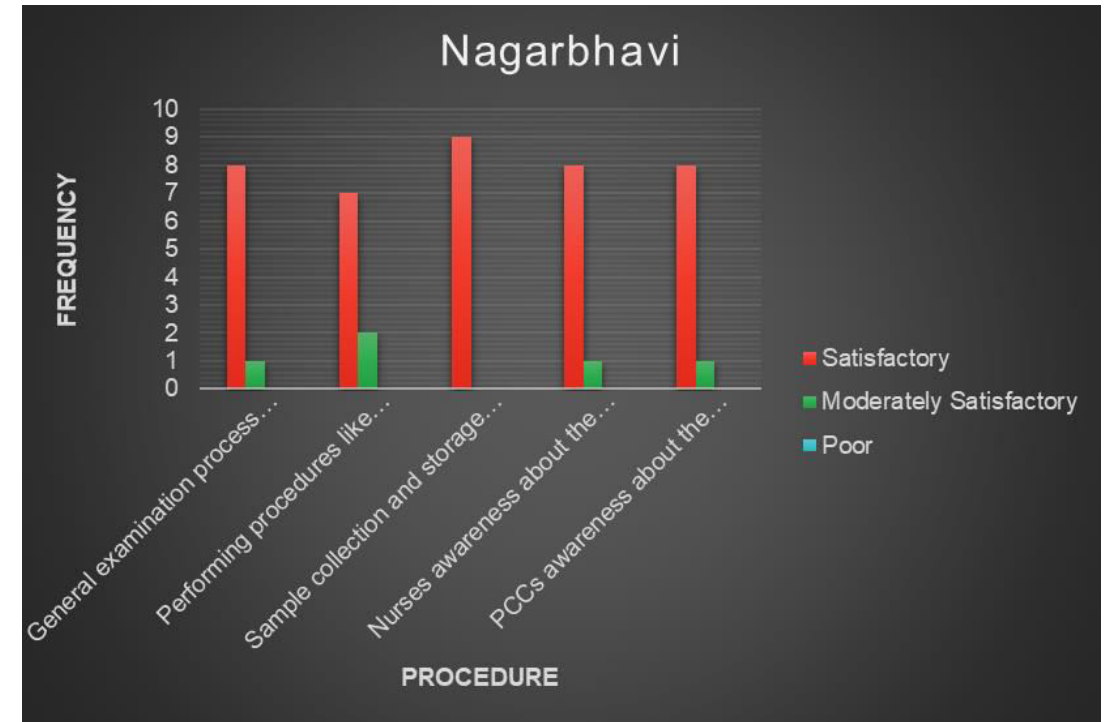
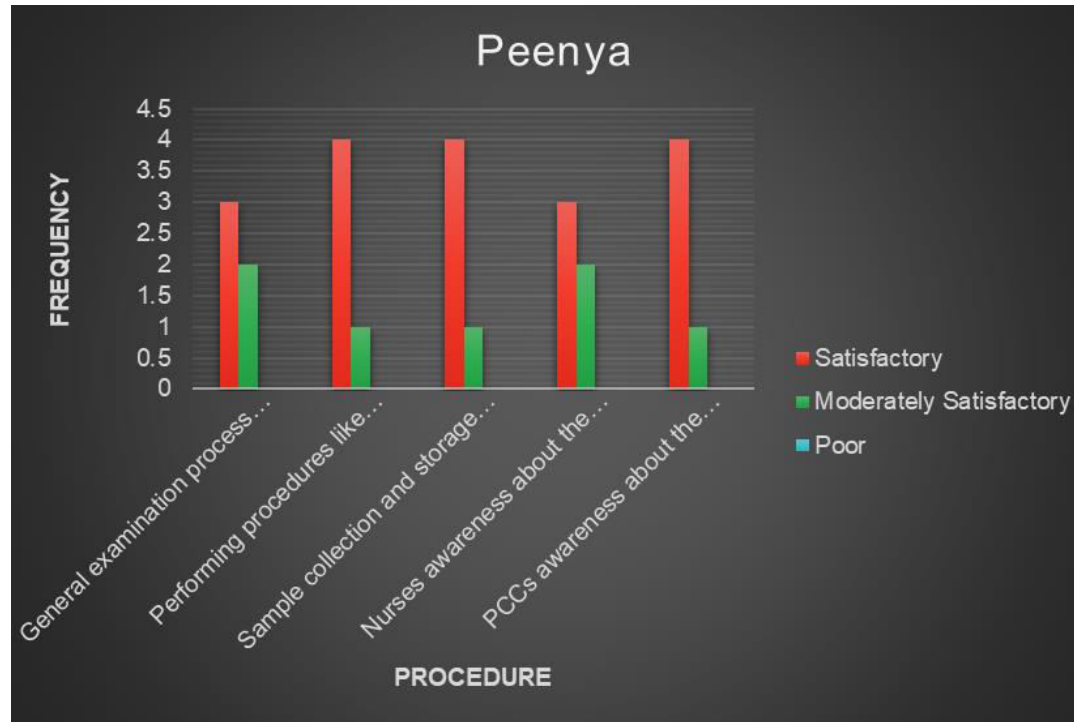
- According to the data, nurses who were aware of the clinic's overall process flow had the highest number of observed procedural satisfaction (83 out of 100). In comparison to other places, executing procedures such as sample collection and drug arrangement had the lowest reported procedural satisfaction (68 out of 100).



Location wise  
Distribution of  
responses for  
procedural  
satisfaction  
level



Location wise  
Distribution of  
responses for  
procedural  
satisfaction  
level



## Location wise Distribution of responses for procedural satisfaction level

- According to the above graphs, it shows the location wise satisfaction level of the observed procedures for the PCCs and nurses, from which it is concluded that Bannerghatta H.O. CHH has the most satisfactory and least satisfactory level was observed at Peenya, Putenahalli and Kormangla.

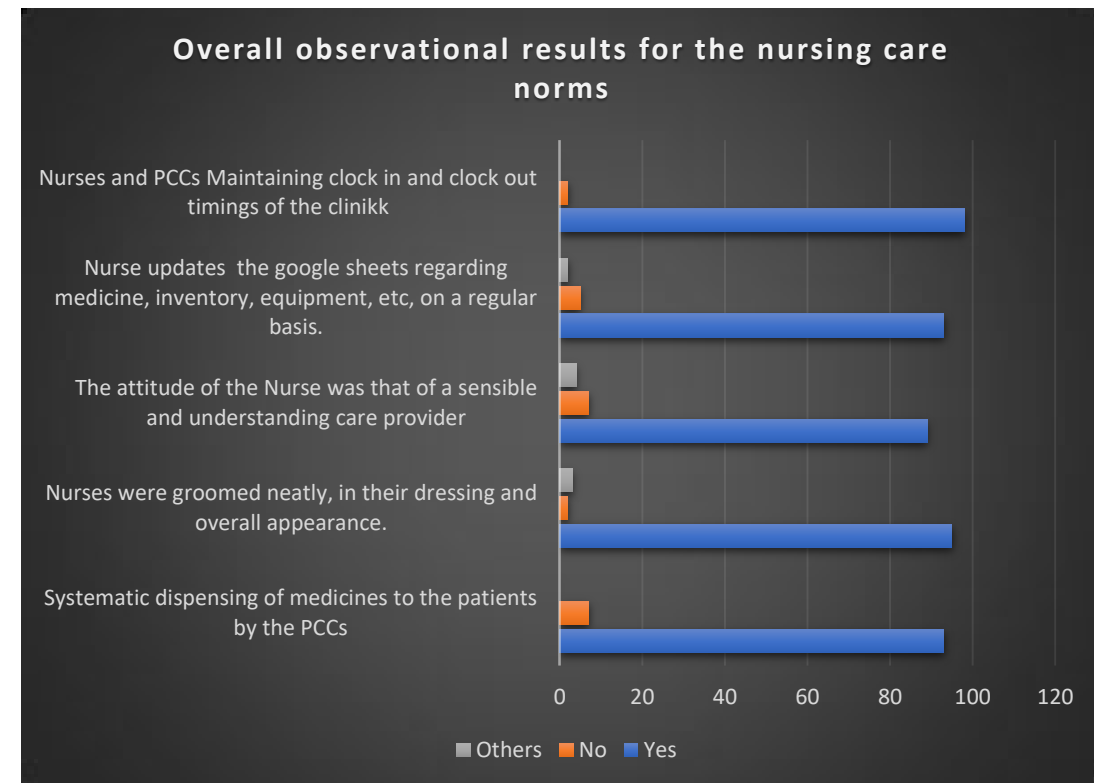
# Statistical Analysis of Observational QC

- **Observational duties that must be compulsorily undertaken by the nurses:**
  - More interaction with the patients while performing general examination.
  - Complete awareness and attentiveness towards the patient when he/she is in the CHH.
  - Neat grooming of nurses, specifically with their standard dress code.
  - The tone should be proper while counselling, the speech should be slow and understandable as well as in the local language that is preferred by the patient.

| Statistics     |                                                                                                     |                                                                                                     |                                            |                                                                 |                                                              |
|----------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------|
|                | General examination process by nurse, that includes taking all vital signs, was done systematically | Performing procedures like dressing, sample collection, maintenance, and arrangement of medications | Sample collection and storage methodology. | Nurses' awareness about the general process flow of the Clinikk | PCCs awareness about the general process flow of the Clinikk |
| Mean           | 1.74                                                                                                | 1.90                                                                                                | 1.96                                       | 1.83                                                            | 1.75                                                         |
| Std. Deviation | .442                                                                                                | .560                                                                                                | .530                                       | .378                                                            | .435                                                         |
| Variance       | .196                                                                                                | .313                                                                                                | .281                                       | .143                                                            | .189                                                         |

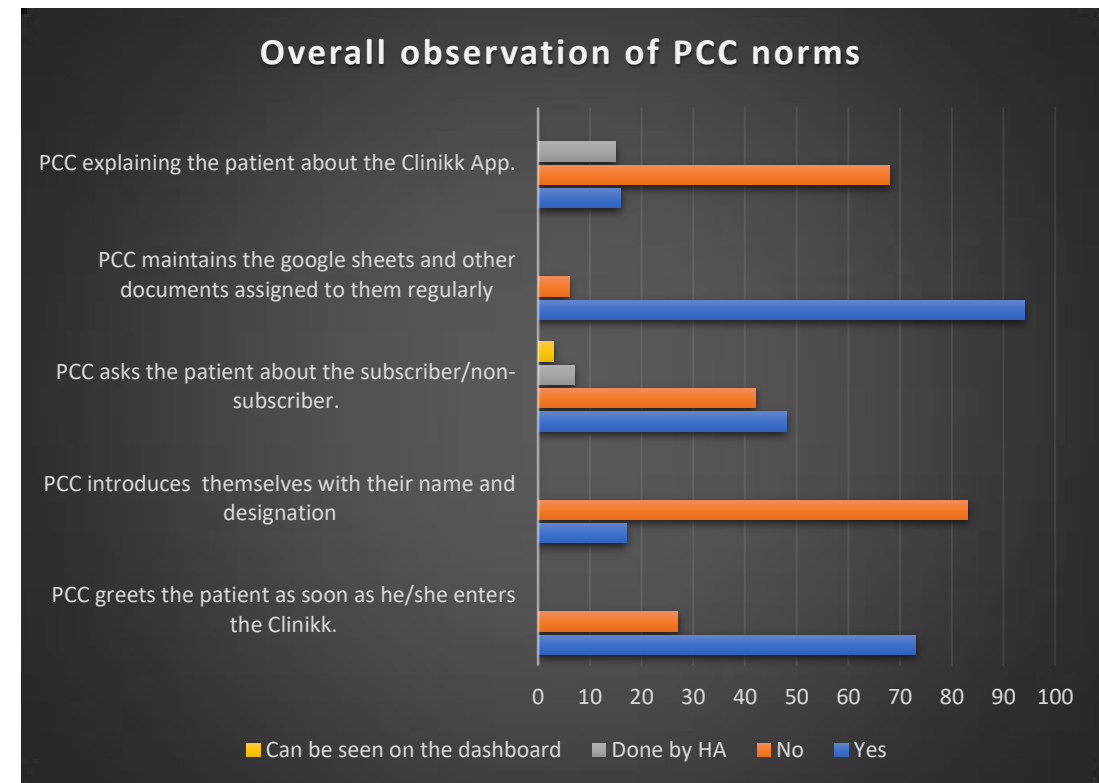
# Overall observational results for the nursing care

- The above graphs depict observations made on the quality norms for the nurses care norms. Following interpretations can be concluded from this:
- The nurses performed all the duties that had been assigned to them according to the protocols, apart from the exceptions that were observed as-
- Since all the nursing staff had only one set of uniform, they could not wear that daily and hence, had to come casually dressed on a few days. For the nurse attitude, and communication skills, some exceptions showed that the nurses need to interact more with the patients to make them feel comfortable rather than just performing the procedure.



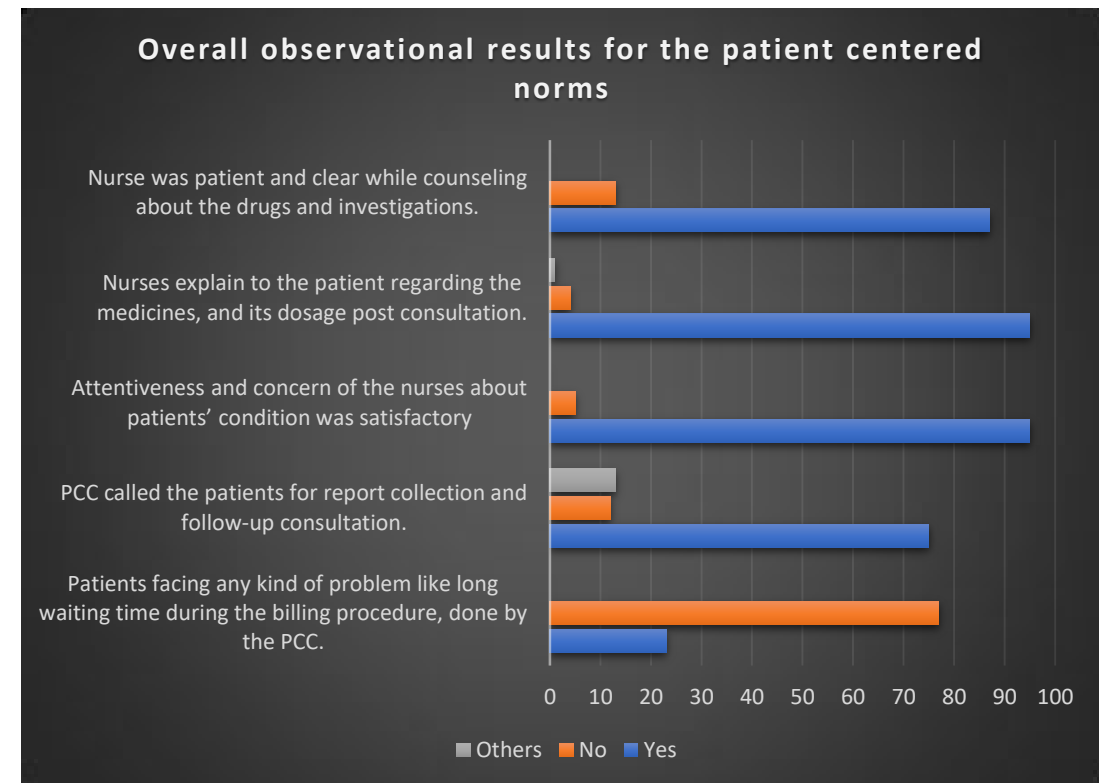
# Overall observational results for the PCC norms

- The PCCs did not explain patient about Clinikk app, while very few of them did, the rest had it assumed that it would be explained to them by the Health Advisors.
- A very important parameter that was observed for the PCCs was greeting the patient specifically by their name and designation which was not at maximum number of CHH. The duties of dispensing medicines as well as greeting the patient when they entered the Clinikk was done on a regular basis with some few exceptions.

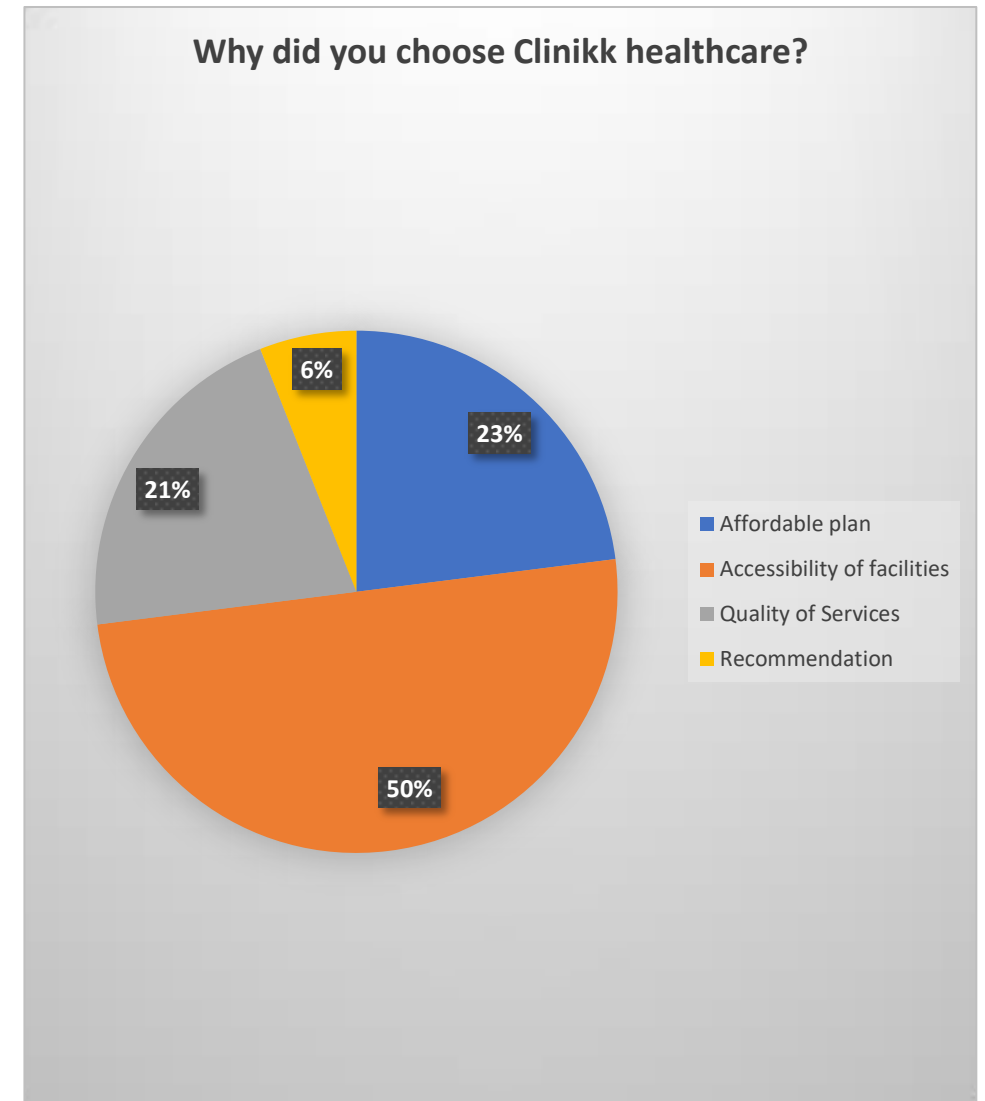


# Observational results for the patient centered norms

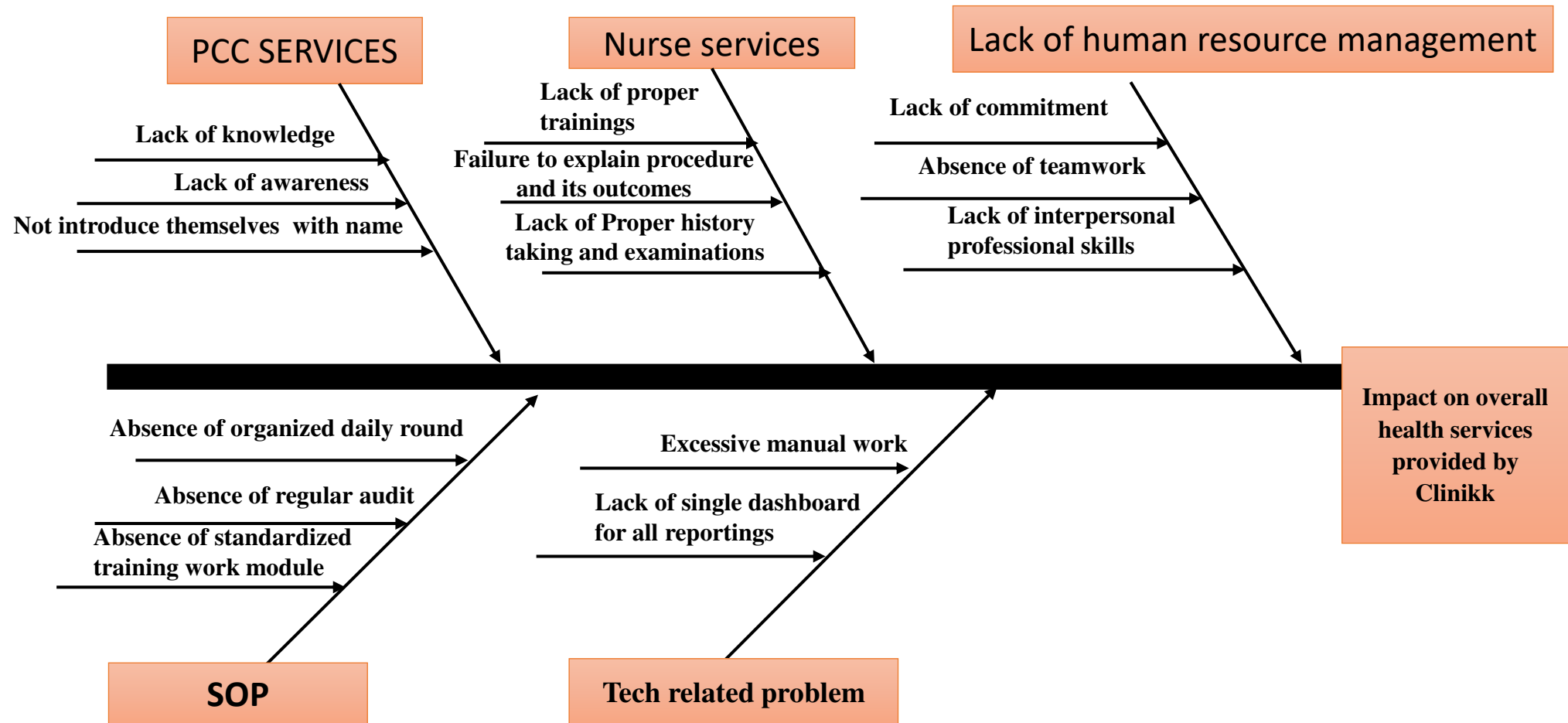
- The depict observation made on the quality norms for patient related procedures. The patient centred norms, it was observed that the nurse's attitude towards patient counselling could be improved. Timely informing of the PCCs to the patient for report collection and follow up consultation to be done on a regular basis.



- According to the data, 50% of participants picked Clinikk healthcare because of the facility's accessibility, 40% because of the affordable plan, 21% because of the quality of service, and 6% because of a recommendation



# Fish Bone Analysis



# CONCLUSION

- As expected, the study's findings show that overall patient satisfaction for the indicators studied is quite high, and in comparison, to the other study, no relationship was found between gender, age group, and city with perceived satisfaction scores because the difference was statistically insignificant.
- The current study shows that pleasant and empathic behaviour of employees during interaction has a favourable influence on patient satisfaction.
- From an organisational standpoint, the research stresses focusing on current patient needs and adopting patient-centred care, which will improve the patient's experience, consequently increasing overall satisfaction with the services offered soon.

# RECOMMENDATIONS

- A separate regular hands-on training session module to be prepared for the nurses including the standard operating procedures that needs to be followed by each and every Clinikk nursing staff.
- For the Zone-A CHHs, that every 2-day visit of a managing authority to check and audit for the shortcomings that were observed and improve them.
- For Zone B CHHs, dashboard to report the daily activities apart from the in and out timings, to be given to the higher authority as a team, on call before calling for the day.
- In the training module of PCCs, there must be an empathetic level of training to make them understand the importance of the organization's expectations out of them and the primary healthcare that must be given to patients.
- For physical consultation, a shot yet crisp and precise direct feedback survey to be made, so that these shortcomings are noticed on a regular basis, and which has a good scope of improvement in it.
- Single dashboard for all the patient records to avoid excessive manual work and increase the productivity.



*Thank  
you*

