

INTRODUCTION:

OPD focus project is been performed observe, analyze and commend some opinions' on-

- Pharmacy conversions
- Radiology conversions
- Pathology conversions

The departments that were being assessed were:

- Cardiology
- Nephrology
- Internal Medicine
- Gynaecology

OBJECTIVE:

- The objective of the study was to understand frailty and to observe the loopholes due to which the conversions are low.
- To understand the needs for better efficiency and effectiveness of the procedure.

METHODOLOGY:

The total number of patients screened were 997, which were picked by convenience sampling and the duration was two months April – May 2017.

Cardiology: 322

Gynaecology: 284

Internal medicine 228

Nephrology:163

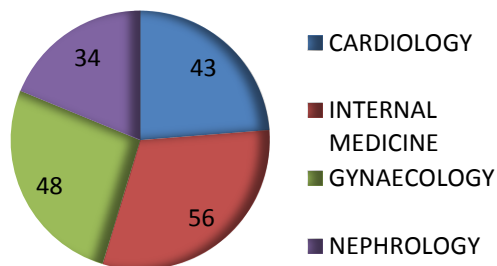
DATA SOURCE:

Daily OPD patient's prescriptions.

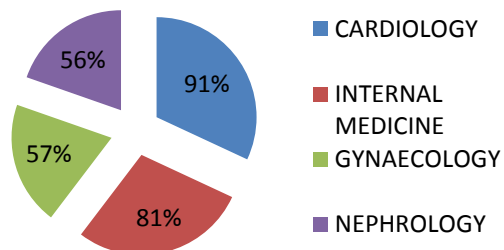
DATA MODULE:

Hospital information system(HIS V614)

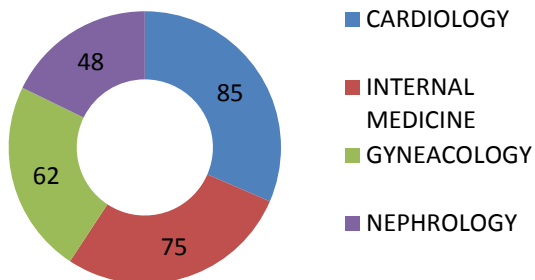
Percentage of patient availing pharmacy services



Percentage of patient availing radiology services



Percentage of patient availing pathology services



REASONS:

PHARMACY

The pharmacy conversions are low in all the four departments because:

- The number of medicines prescribed to the patient is too high along with higher rates that they are not able to afford it, due to which they prefer taking medications from outside chemists where they get their medicines at lower rates. No doubt, MAX also gives discount of 10% (loyal customer discount) but it is only valid if the patient purchases medicines costing above Rs.3000 on his/her first purchase and on subsequent billing is above RS.1000.

RADIOLOGY AND PATHOLOGY

The Radiology conversions of Gynecology are 56% which is around half.

- There is no coordinator in Gynae department which could convince the patients to get their test done from our Radiology department.
- Sometimes, the women are not comfortable as they are too shy to go to a new technician staff to get their test done, so they prefer going to their regular radiology services.

The Radiology and pathology conversions of Nephrology are 44% and 48% respectively which is less than half.

The tests done here are comparatively costlier than the nearby labs available. So, the patients prefer getting themselves tested there itself.

RECOMMENDATIONS:

- Pharmacy should provide some incentives like providing the patients with 20% discount on next consultation which is strategically more attractive. This offer should be displayed at the front office so that the patient gets to know about this offer easily.
- Coordinators should convince the patient to purchase medicines and get their tests done from hospital itself by telling them about the offers and upgraded technology available in the hospital.