

SYNOPSIS

Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Healthcare Analytics

by

Shirke Lalit Ravindra

Under the Supervision and Guidance of

Dr. Ritu Vashistha

2026

DISSERTATION SYNOPSIS

Submitted by: Lalit Shirke

Guided by: Dr. Ritu Vashistha

Enrollment No: IIHMR-U/18/2024/-26/0022

TITLE: Strategic Analysis of Hospital Package Utilization

1. INTRODUCTION:

Hospital package utilization has become an essential component of healthcare service delivery and hospital revenue management. Healthcare institutions offer various treatment and diagnostic packages to improve patient convenience, optimize resource utilization, and ensure cost-effective care. These packages generally include surgical procedures, diagnostic services, preventive health check-ups, maternity services, and chronic disease management programs.

In recent years, hospitals have increasingly adopted package-based healthcare services due to rising competition, increasing patient expectations, and the need for operational efficiency. Effective utilization of hospital packages benefits both hospitals and patients by reducing treatment costs, improving transparency in billing, and enhancing patient satisfaction. However, improper utilization, lack of awareness among patients, inefficient pricing strategies, and underutilization of available packages may affect hospital profitability and service effectiveness.

Strategic analysis of hospital package utilization helps healthcare organizations evaluate package performance, identify gaps in utilization, understand patient preferences, and improve healthcare service planning. The study also helps hospitals formulate strategies for better package design, pricing, promotion, and operational management.

This research aims to assess the utilization patterns of hospital packages, identify factors influencing their usage, and evaluate their impact on hospital efficiency and patient satisfaction. The findings of the study will help healthcare administrators improve package utilization strategies and enhance organizational performance.

2. RESEARCH QUESTION:

- What are the utilization patterns of hospital packages among patients?
- What factors influence the utilization of hospital packages?
- How does hospital package utilization impact operational efficiency and patient satisfaction?
- What strategies can improve hospital package utilization in healthcare organizations?

3. OBJECTIVES:

Primary Objective:

- To analyze the utilization of hospital packages in healthcare organizations.

STUDY TOOLS:

1. Structured questionnaire for patients.
2. Interview schedule for hospital staff.
3. Hospital records and package utilization reports.

DURATION OF STUDY: The study will be conducted over a period of 3 months from Feb 2026 to June 2026.

SAMPLE SIZE:

Approximately 150 participants will be included in the study.

SAMPLING TECHNIQUE: Convenience sampling techniques will be used for selecting participants.

DATA COLLECTION PROCEDURE: Data will be collected using structured questionnaires and hospital records. Patient responses regarding awareness, satisfaction, and utilization patterns will be gathered through direct interviews or survey forms. Operational and financial data related to package utilization will be collected from hospital administrative departments after obtaining necessary permissions.

OPERATIONAL DEFINITIONS:

- **Hospital Package Utilization:** The extent to which patients avail predefined healthcare service packages offered by the hospital.
- **Patient Satisfaction:** The level of patient contentment regarding affordability, quality, and convenience of healthcare packages.
- **Operational Efficiency:** Effective utilization of hospital resources leading to improved service delivery and revenue generation

4. **DATA ANALYSIS PLAN:** The collected data will be entered into Microsoft Excel and analyzed using Statistical Package for Social Sciences (SPSS) version 25. Descriptive statistics such as frequency, percentage, mean, and standard deviation will be used to summarize the data. Inferential statistical tests such as Chi-square test and correlation analysis will be applied to determine the association between variables. A p-value of less than 0.05 will be considered statistically significant.

Secondary Objectives:

- To identify the factors affecting hospital package utilization.
- To assess patient awareness and satisfaction regarding hospital packages.
- To evaluate the operational and financial impact of package utilization on hospitals.
- To suggest strategic recommendations for improving hospital package utilization.

- 5. HYPOTHESIS: Null Hypothesis (H_0):** There is no significant relationship between hospital package utilization and patient satisfaction or hospital operational efficiency

Alternative Hypothesis (H_1): There is a significant relationship between hospital package utilization and patient satisfaction or hospital operational efficiency.

6. MATERIAL AND METHODS:

STUDY DESIGN: Descriptive cross-sectional study.

SETTING: The study will be conducted in a selected multi-specialty private hospital. The hospital provides various healthcare packages including diagnostic, surgical, maternity, and preventive healthcare packages.

STUDY POPULATION

Patients availing hospital packages and hospital administrative staff involved in package management.

Inclusion Criteria:

- Patients who have utilized hospital packages during the study period.
- Hospital staff involved in package administration and billing processes.
- Participants willing to provide informed consent.

Exclusion Criteria:

- Patients do not utilize any hospital package.
- Incomplete patient records
- Participants are unwilling to participate in the study.

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8. ETHICAL CONSIDERATIONS:

- Informed consent will be obtained from all participants before data collection.
- Participant confidentiality and privacy will be strictly maintained.
- Data collected will be used only for academic and research purposes.
- Necessary permission will be obtained from the hospital management before conducting the study.

9. IMPLICATIONS OF RESEARCH:

The study will help healthcare organizations understand the effectiveness of hospital package utilization strategies. The findings may support hospital administrators in improving package design, pricing, marketing, and patient engagement. The research may also contribute to better operational efficiency, increased patient satisfaction, and enhanced financial performance of hospitals.

10. REFERENCE:

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- Kotler P, Keller KL. Marketing Management. 15th ed. Pearson Education; 2016.
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- Kumar R. Research Methodology: A Step-by-Step Guide for Beginners. 5th ed. Sage Publications; 2019.
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