



CONVERSION OF OPD PATIENTS TO RADIOLOGY : A STUDY ON FINDING REVENUE LEAKAGES IN RADIOLOGY DEPARTMENT

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- RBH (Rukmani Birla Hospital) is a part of CK Birla hospitals group. It is a 230 bedded multi-specialty hospital in Jaipur which offers in-patient and out-patient services.
- Built on three key principles — **Clinical Excellence, Ethical Conduct and Patient Centric approach**, with it's team of efficient doctors, caring nurses, and organized support services, caters to the patients' needs and also makes sure that they and their families are well looked after. It is a NABH accreted hospital.



- **MISSION:** “To create Clinical Centres of Excellence on a strong backbone of research, academics and evidence-based medicine for best clinical and patient outcome”
- **VISION:** “To provide best of Patient Service & Clinical Excellence”

INTRODUCTION

The number of patients who are really converted from the outpatient department to the radiology department will be determined by the conversion data from the outpatient department to the radiology department.

AIM - To study the Conversion of OPD Patients to Radiology department and to find out the revenue leakages in radiology department.



OBJECTIVES -

- To identify the number of patients advised for radiology investigation from the out-patient department.
- To calculate the conversion rate of OPD patients to the radiology department that who all availed the services.
- To determine the reasons for non-conversions.

METHODOLOGY

RESEARCH QUESTION:

- What is the percentage of patients converted from OPD to radiology department (advised to availed) ?
- What are the top 5 specialities with highest conversion rates in March, April and May ?
- What are the reasons for non-conversions ?

- **Study setting:** The study is conducted at CK Birla Hospital.
- **Study population:** The study population will consist of all the patients of all age groups who consulted in OPD and are advised for radiology from the hospital in Jaipur (India).

Research Design :

- It is measured using a cross-sectional research design.
- For this kind of study, information was gathered from all at once who had been advised for radiology services from the hospital and who all availed the radiology services through MIS (Management Information System) and made in MS-Excel.

Operational Definitions :

Diagnostic effectiveness: The percentage of patients who, following conversion to radiology, receive a prompt and accurate diagnosis.

Conversion: Patients that actually availed the services at radiology department after being advised by the consultant.

Inclusion Criteria:

- All age groups (pediatrics to geriatrics).
- All the cash and Insurance patients.
- All the departments

Exclusion Criteria:

- Situations requiring urgent radiology intervention.

Study Instruments:

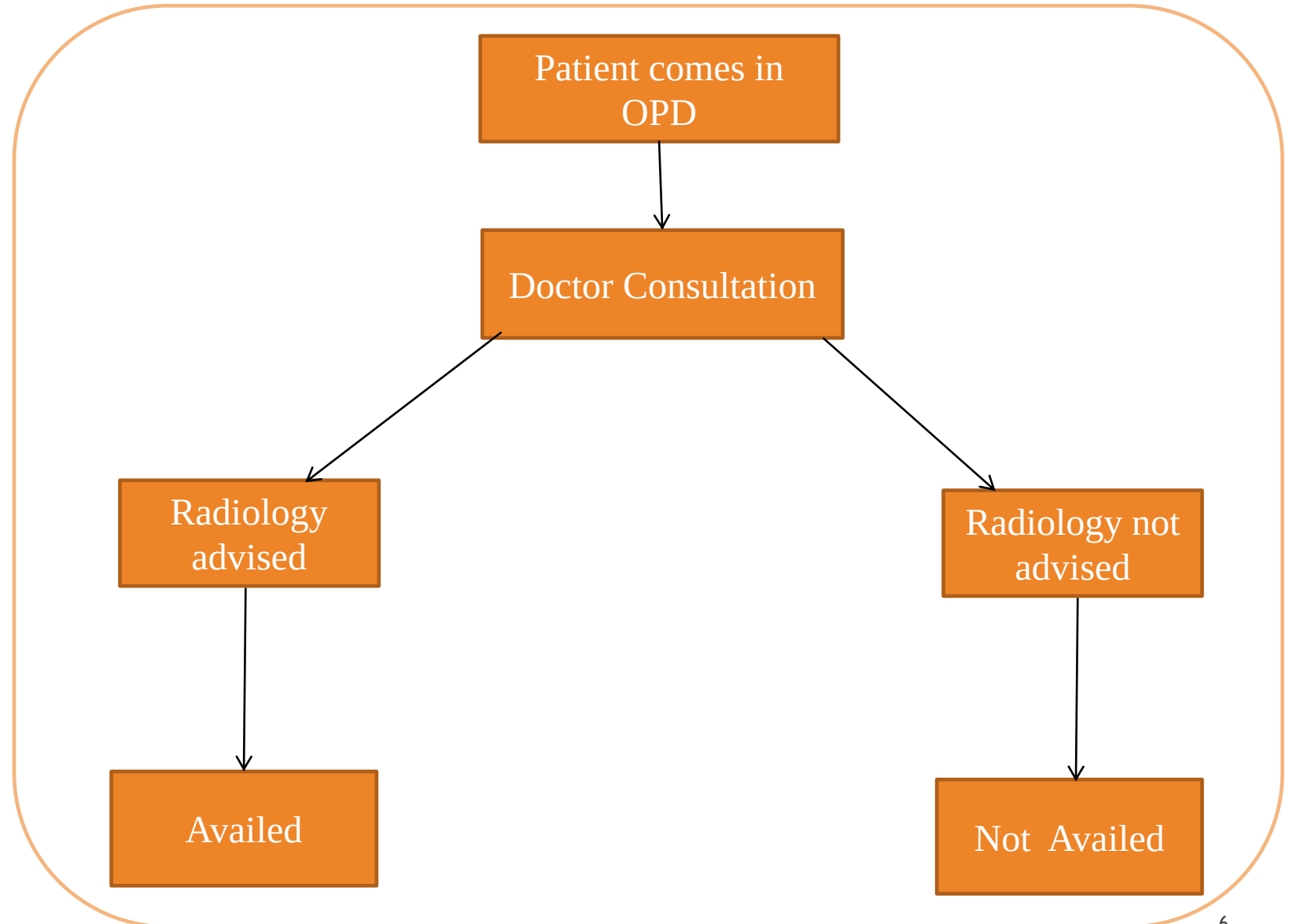
- Hims (Hospital information management system)
- Doctor's coordinator
- Google sheet
- Prescription

CONVERSION PROCESS

TEAMS INVOLVED :

- Billing (PCS)
- Consultant
- Saarthi (Doctor Coordinator)
- Radiology Technician
- Medical Administration

PROCESS BRIEF



IMPORTANCE OF MAINTAINING CONVERSION

- Prevents revenue leakage
- Patient satisfaction
- Hospital efficiency

REASONS FOR NON-CONVERSION

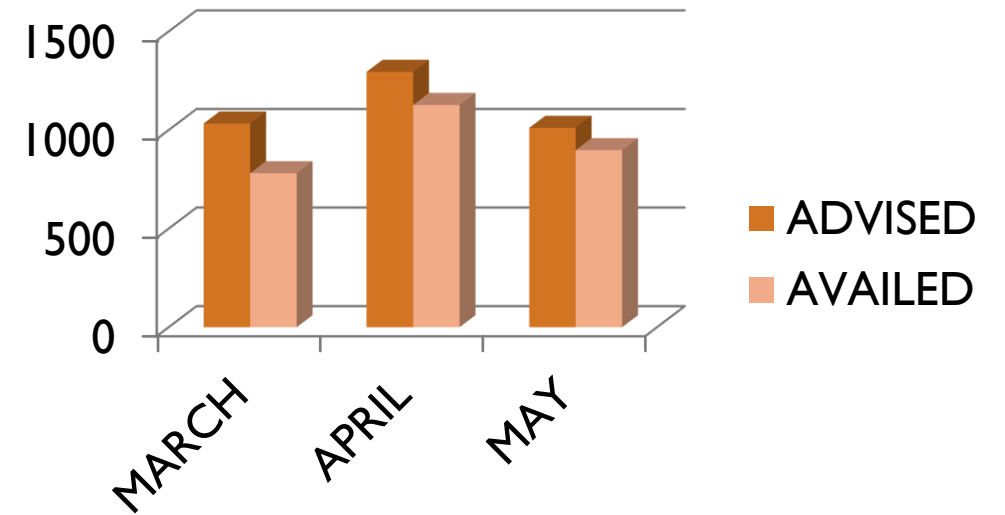
- Financial issues related to patients
- Long waiting time for investigations
- Resources are limited

GENERAL PROBLEMS OF CONVERSION

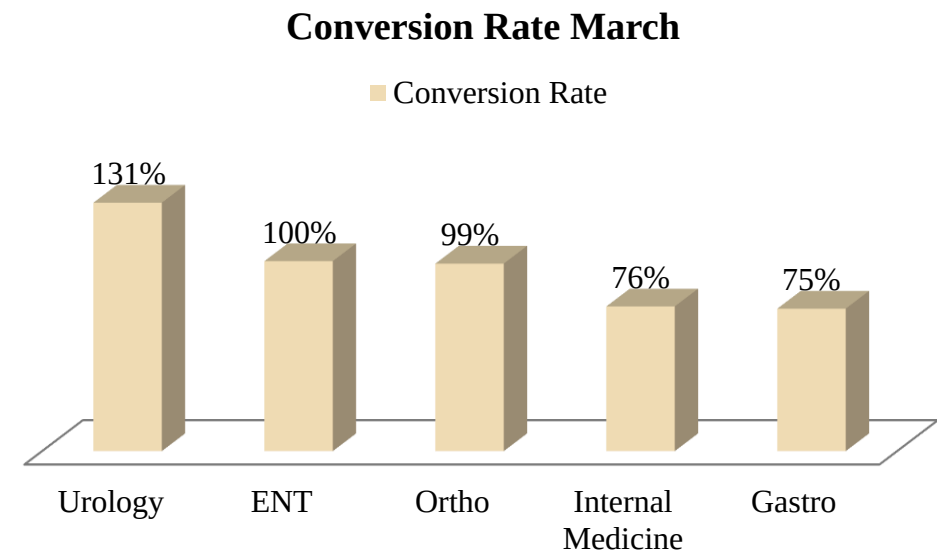
- Radiologist shortage
- Long waiting time
- Limited resources
- Social and financial hindrances
- Chances of human error

ANALYSIS AND INTERPRETATION

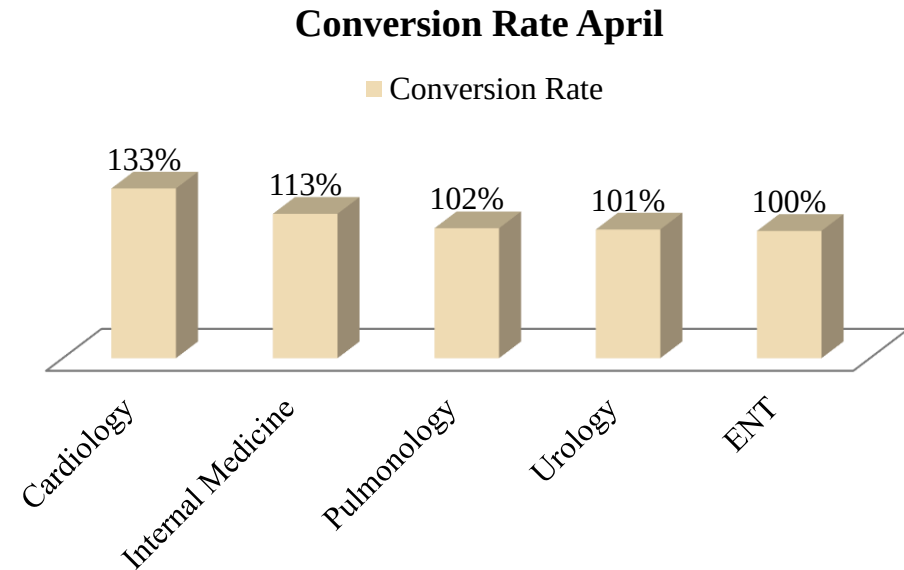
MONTH	ADVISED	AVAILED
MARCH	1033	781
APRIL	1295	1127
MAY	1011	898



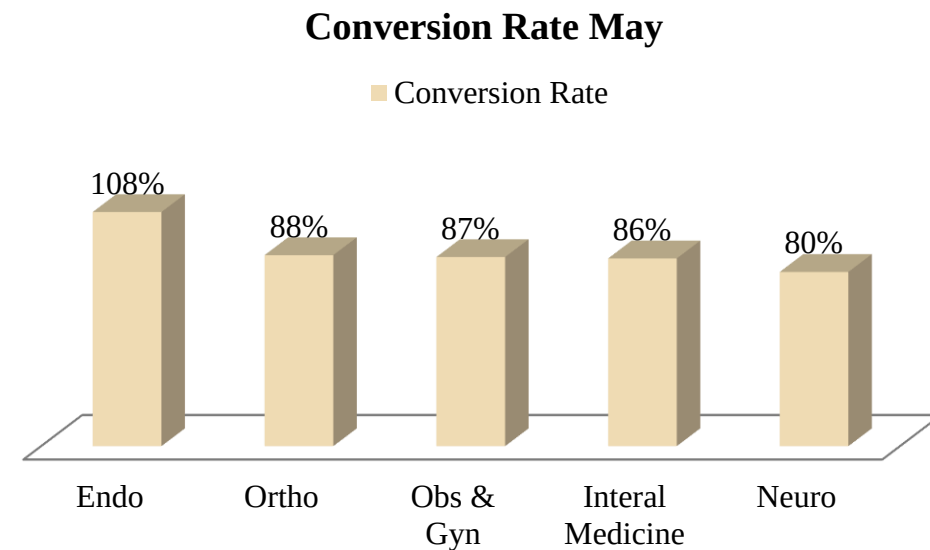
Speciality	Conversion Rate
Urology	131%
ENT	100%
Ortho	99%
Internal Medicine	76%
Gastro	75%



Speciality	Conversion Rate
Cardiology	133%
Internal Medicine	113%
Pulmonology	102%
Urology	101%
ENT	100%

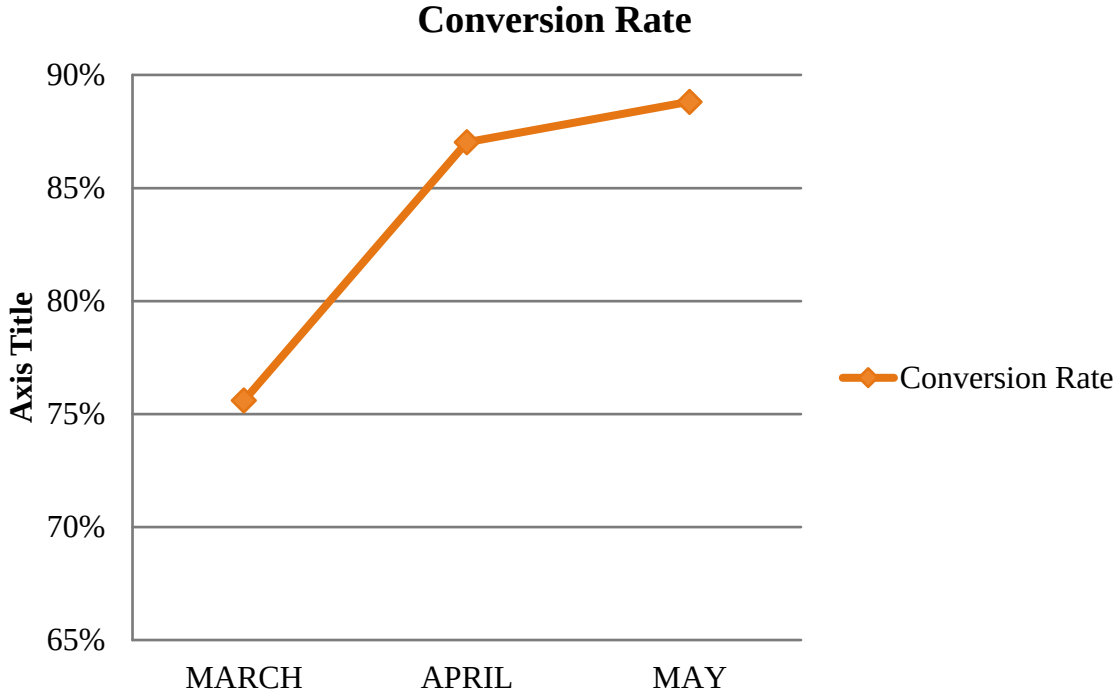


Speciality	Conversion Rate
Endo	108%
Ortho	88%
Obs & Gyn	87%
Internal Medicine	86%
Neuro	80%



CONVERSION RATES OF MARCH-MAY

Month	Conversion Rate
MARCH	76%
APRIL	87%
MAY	89%



OPERATIONAL SUGGESTIONS :

- Conduct regular training sessions and workshops for saarthis involved in the process.
- Implement a google sheet that caters the information of all non-conversions, so that a better monitoring can be done regarding the non-conversions.
- There should be a good bonding between saarthis, billing department and the radiology team to avoid confusions or delays.



Team of Saarthis

THANK YOU

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2nd Year

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