

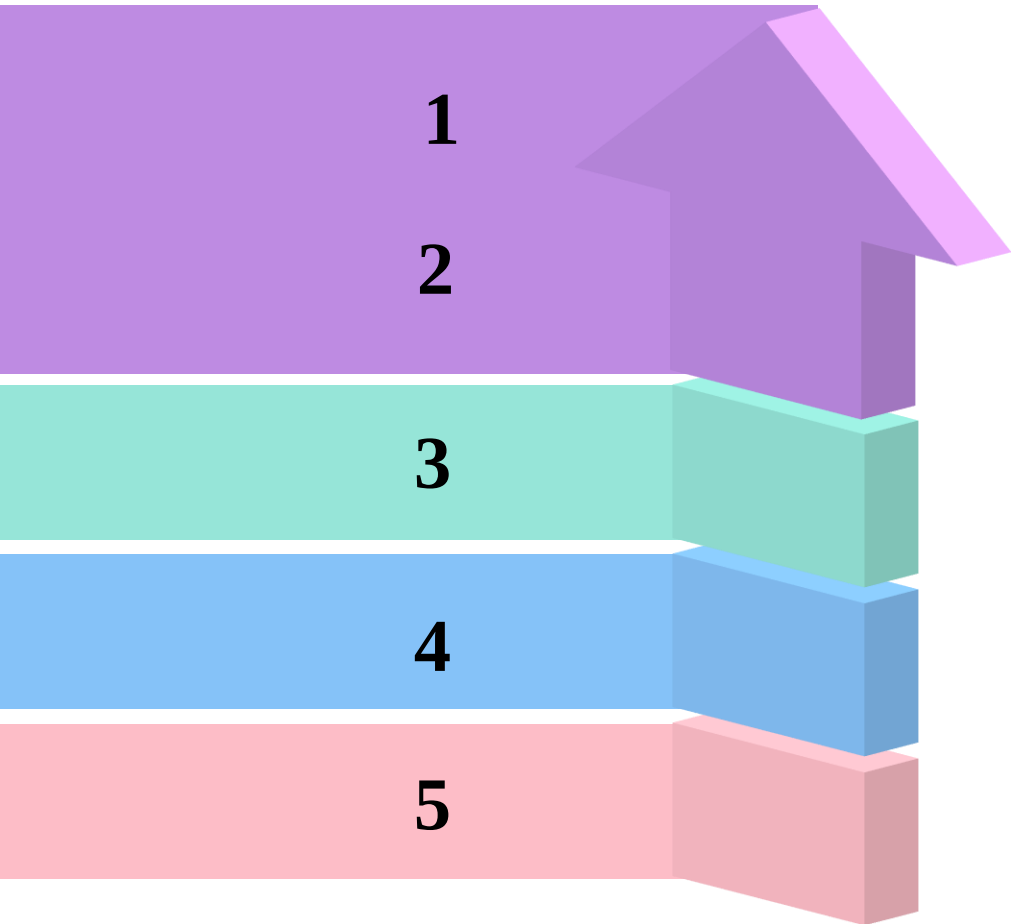


STUDY ON CONVERSIONS OF OPD PATIENTS TO DIAGNOSTIC SERVICES IN COCOON HOSPITAL

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INTRODUCTION

OPD is like a mirror for every hospital. This is the first place where patients are addressed. Patients visit OPD for various purposes like consultations, medicines, lab test, day care treatment, admissions, post discharge follow up. Hospitals have two big challenges to stay profitable. First, they have continuously work to get new patients to discover their hospital. Second most important aspect to get as much revenue from each patient visit. Based on the treatment advised on OPD records (mostly prescriptions), patients can either use pharmacy, diagnostics and IP services inside the hospital or outside the hospital. The opinions of service providers have proven to be especially valuable because they understand participants need and know what real problem for the health screening services.

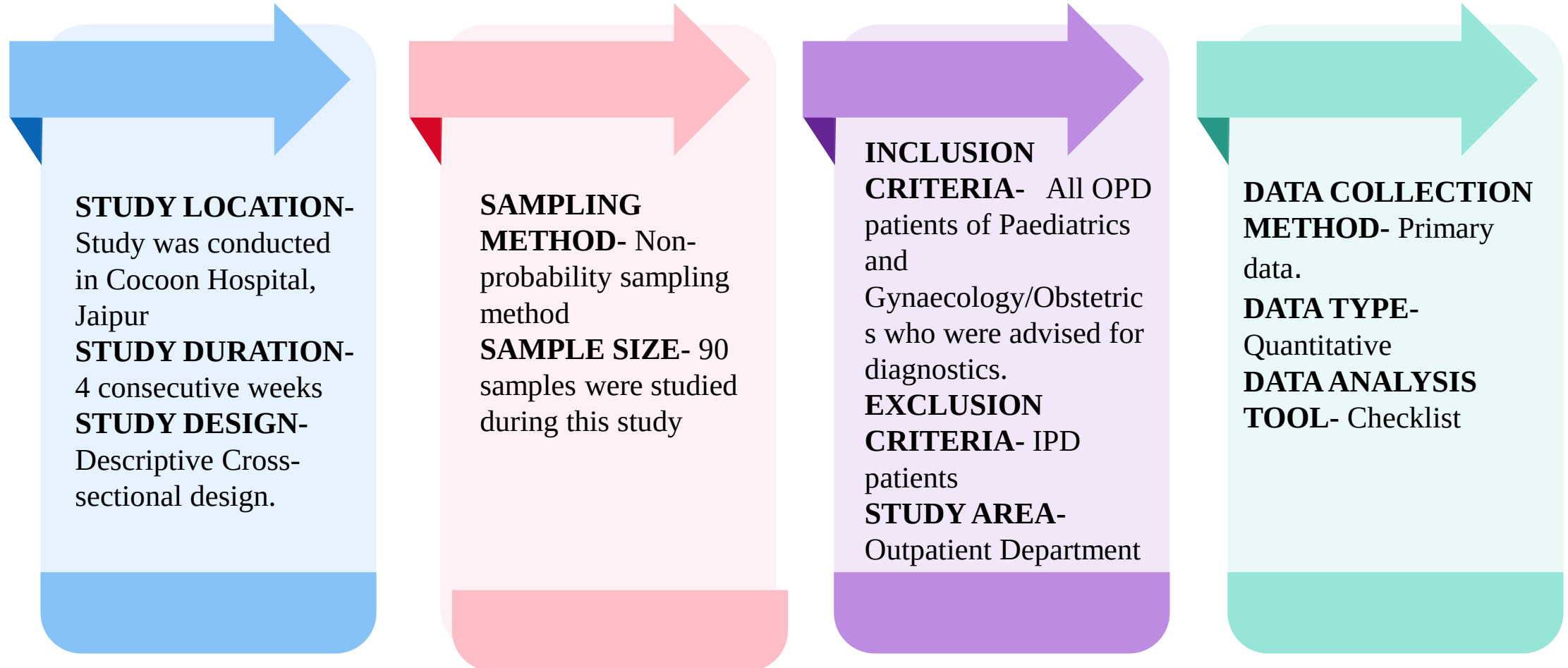
OBJECTIVE

To estimate the current
conversion rate of OPD
patients to the diagnostic
services

To identify the reasons of not
taking diagnostic services from
the hospital reported by patients

To identify the reasons of not
taking diagnostic services
from the hospital reported by
service providers

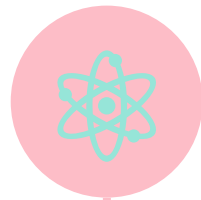
RESEARCH METHODOLOGY



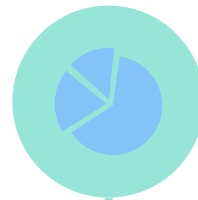
DATA ANALYSIS



The project took 4 weeks to get completed and 90 patients were observed.



Patients that are observed in this study were mostly females of age 25 to 50 and children of age 4 months to 6 years and place was Jaipur



The data was entered and analysed using the Microsoft excel Software and the analyzed with the help of tables and pie charts



To analyse the data percentage distribution was performed

RESULTS

Fig 1. Shows the Percentage of total conversion and non-conversion of patients

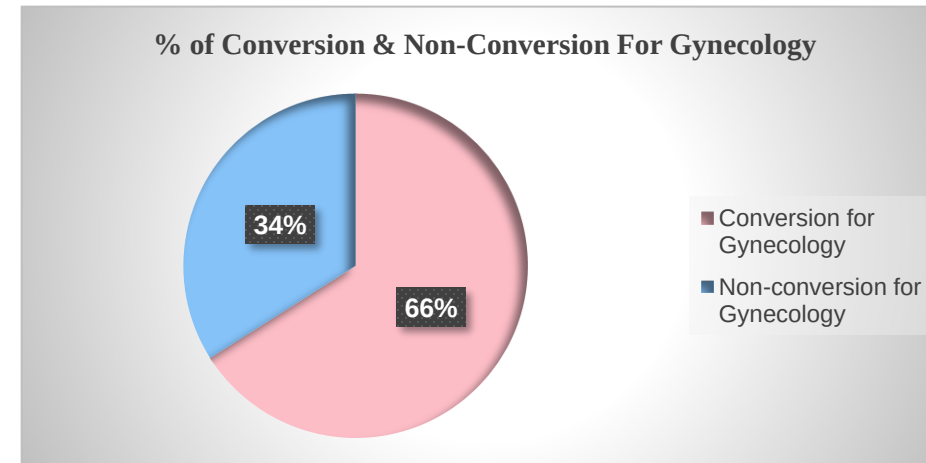
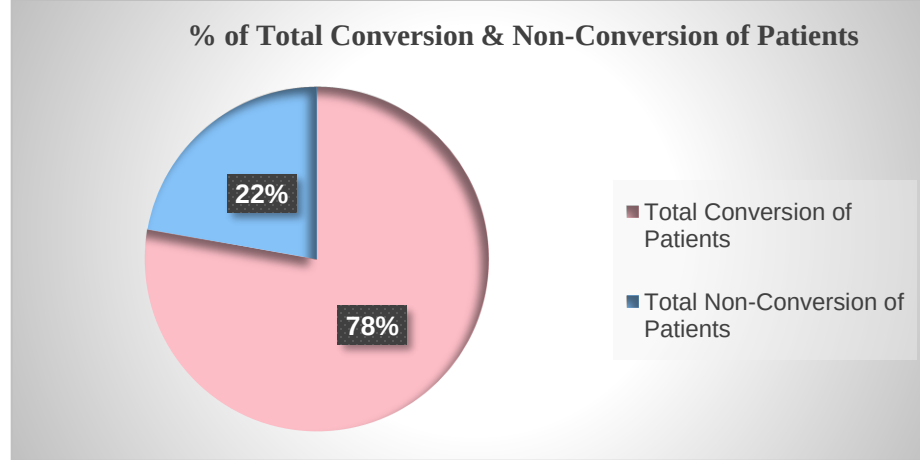


Fig 1.2 Shows the percentage of conversion and non-conversion for Gynecology

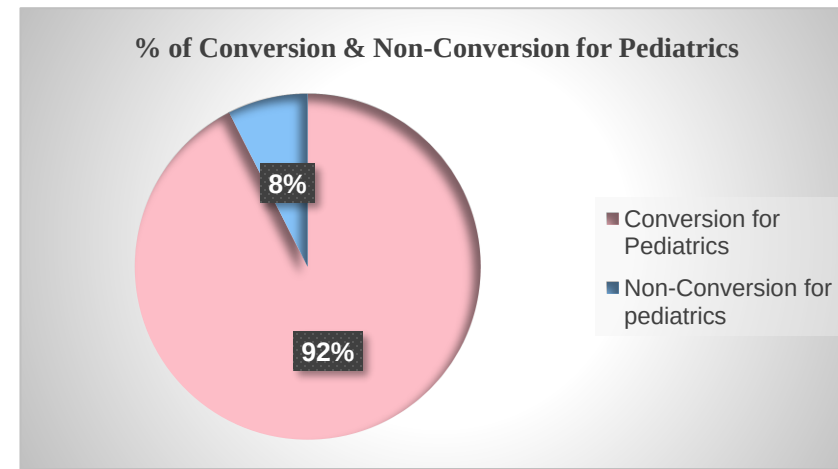


Fig 1.3 Shows the percentage of conversion and non-conversion for pediatrics

- Percentage of total conversion of patients is 78% and non-conversion is 22%
- Percentage of conversion and non-conversion of gynecology is 66% and 34%
- Conversion for Pediatrics is 92% and non-conversion is 8%



CONCLUSION

Direct observation was done to check whether patients were opting for diagnostic services inside the hospital or not.

- Perception of patients regarding the cost of services
- Unavailability of staff on billing counter leads to more waiting time for patients due to which they not opt diagnostic services in hospital
- Due to improper communication between staff and patients
- There is small waiting area for patients who are advised for diagnostic services

According to the responses of doctors and diagnostic staff main reason for non-conversion are-

- More competition and adverse shifts in patient demand for services
- Due to less manpower
- Not proper room for examination of patient

SUGGESTIONS

Collaboration between the patients, consultant, customer care person and service providers.

By encouraging patient feedback and working on complaints can also help in making the strong relationships with the patients.

Availability of proper staff on billing to avoid more waiting time.

Reminders can be given via mails, SMS, calls etc. to let patients know about the services they need to avail.



THANK YOU