



STUDY ON CUSTOMER RESPONSE TO THE FUTURE OF HOME HEALTHCARE

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HOME HEALTHCARE

- Home healthcare means giving the medical care at patient's home and providing them all the facilities at home just like in the hospitals. **It includes all the specialised care provided by skilled healthcare professionals, skilled nursing care, physiotherapy, ICU services, dental care and many more.** Home health care is usually less expensive, more convenient, and just as effective as care you get in a hospital. It is new trajectory in healthcare sector. Home healthcare also prevents patient from nosocomial infections. **Start-ups like healthcare at home** hits in market in the global crises of **Covid-19** and provide the services like hospital to their customers at their home safely.
- Home healthcare is not part of luxury treatment, its completely for patient's benefits. Increase in home healthcare, lesser the hospitalization and re- admissions, and more quality of care with cost saving at home.
- Start-ups like HCAH are also planning to involve the insurance industry with them so that the home healthcare expenses are reimbursed to the patients. COVID – 19 pandemic proves that health is most important than everything and shown that there is need of hospitals and home healthcare in our society.

REVIEW OF LITERATURE

STUDY BY MEDICARE

Home health provides variety of services with technology from **remote monitoring** to **Teleconsultation calls, Health IT, diagnostic technologies, and online pharmacy.**

Average cost to the patient in hospital is \$23479 whereas in the home health its costs only \$5411.

STUDY BY ALLIANCE GROUP

It was proved that patient who receive home healthcare gets benefit and cure easily rather than who got the same services in hospitals.

It was observed in the research that **home healthcare services after the discharge from hospital are more helpful in improving the conditions rather than re-hospitalization.**

RE-Engineering 2.0 / FICCI

This study claimed that **many patients are dissatisfied with their treatment at the hospitals. Undesirable services were provided to the patients and that has led to abysmal state of healthcare today.** Survey of 1000 patients were carried out in the study about their opinion toward the hospitals. Survey revealed that **61% of patient did not believe that hospitals are acting in their best interests.**

Healthcare 3.0 KPMG

Digital health brings amazing changes in healthcare system with introduction of mi health, **AI in healthcare, and utilizing the technologies such as block chain to bring more transparency.**

OBJECTIVE: THE OBJECTIVE IS TO STUDY CUSTOMER'S RESPONSE TO FUTURE OF HOME HEALTHCARE AND ANALYZE THEIR RESPONSES.

METHODOLOGY:

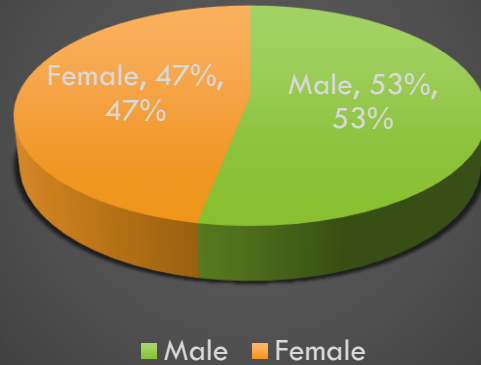
1. **Type of study:** Descriptive cross- sectional study
2. **Setting:** HealthCare at HOME. Delhi and Medanta hospital, Gurgaon.
3. **Duration of study:** 3 months.
4. **Sample size:** 100 patients.
5. **Sampling Technique:** Random sampling.
6. **Tool for data collection:** *Primary Data-* Online Forum
Secondary Data- Online Portals
7. **Data collection procedure:** Mixed- method approach



QUESTIONNAIRE USED FOR PRIMARY DATA COLLECTION ARE:

- 1. Age**
- 2. Gender**
- 3. Have you ever faced any problems in getting services at hospitals?**
- 4. Would you recommend healthcare services at home?**
- 5. Have you ever heard about any organization or start-up providing services at home?**
- 6. Did you ever get Health services at home?**
- 7. Do you think patient rate of healing increases at home?**
- 8. Do you believe Healthcare services at home are more financially affordable?**
- 9. Do you agree that home services are more feasible with respect to admission and discharge procedure?**
- 10. Do you agree that patient will be more comfortable with having their family around?**
- 11. Do you think healthcare at home gives better privacy to patients?**
- 12. Do you think home healthcare provides freedom and security to patients?**
- 13. Do you think that there is any future of home healthcare?**

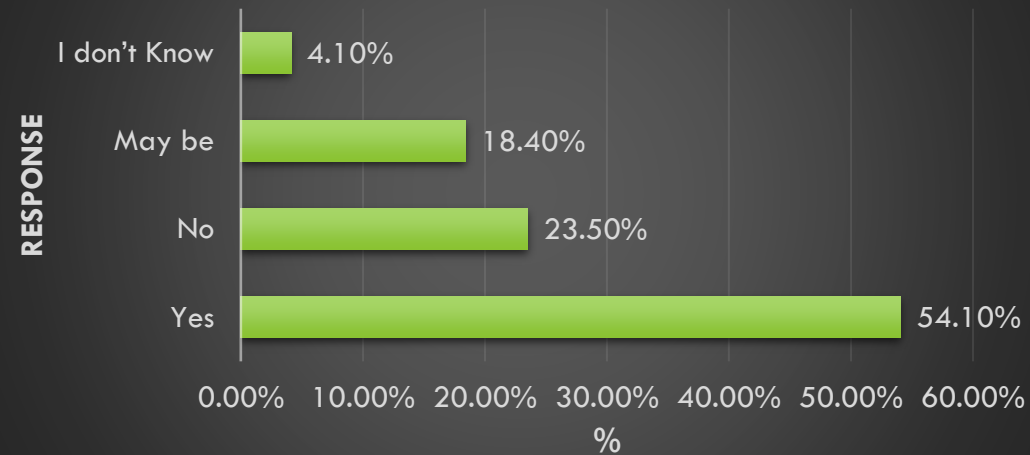
Response



FINDINGS

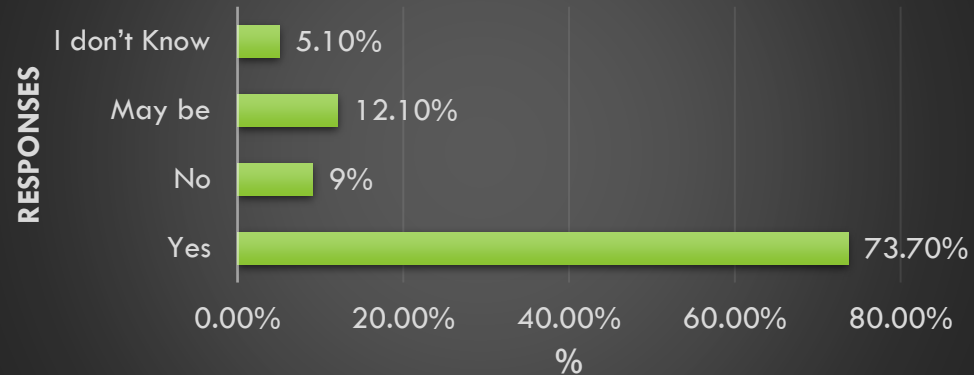
1. Inference: Out 100 customers 47% were female and 53% were male while collecting data.

Problem Faced at hospital



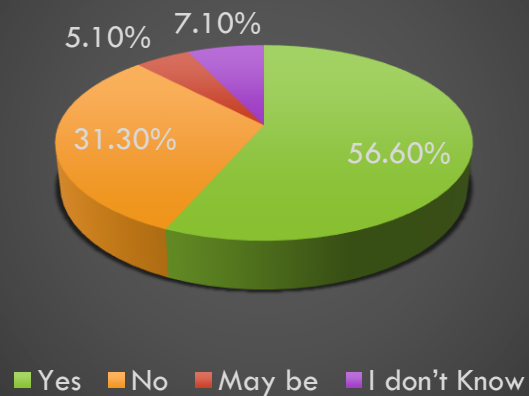
2. Inference: 54.1% people claim that they faced problems in getting services at hospital while 23.5% said “No” and others respond they may face or either they do not know.

Recommend Home Healthcare



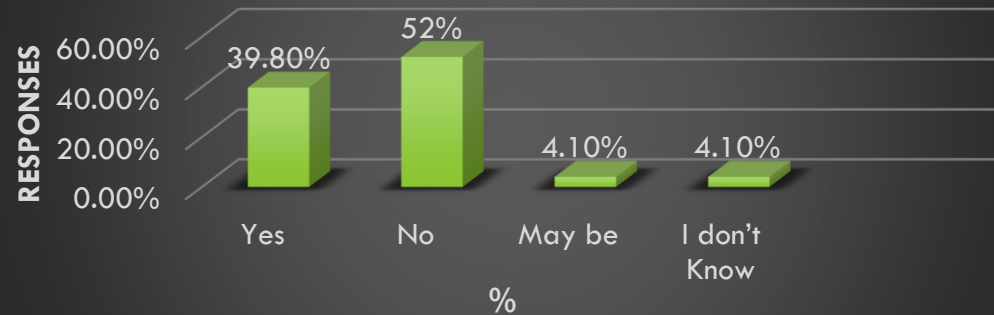
3. Inference: Graph shows that 73.7 % recommend healthcare services at home and 12.1 % may be recommend. Rest said no and do not know.

HH Service awareness



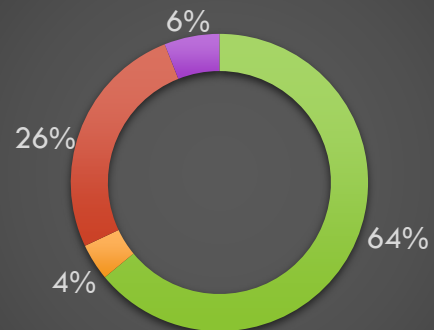
4. Inference: Pie chart depicts that 56.6 % customers know about the start-ups providing HH in the market. Remaining of them may or may not have idea about them.

Service taken at home

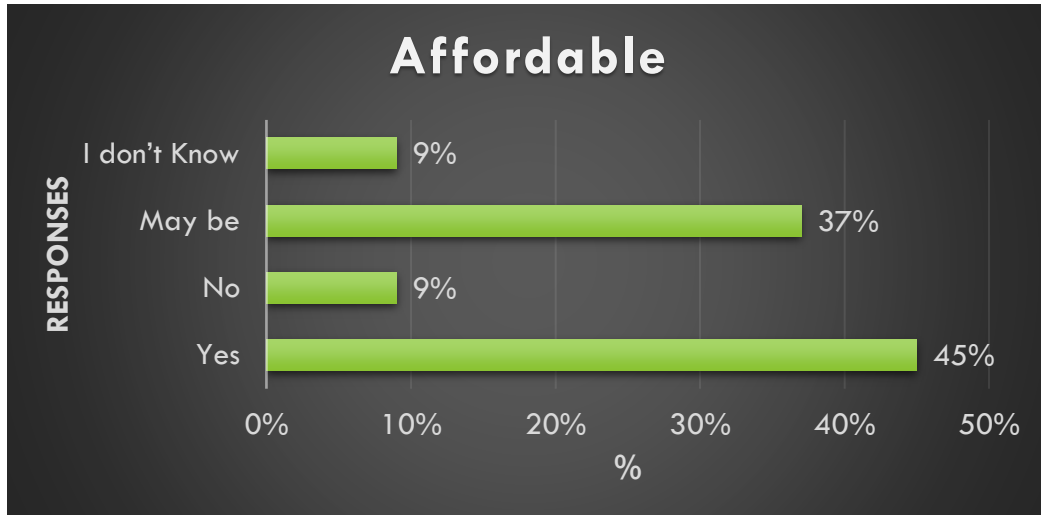


5. Inference:- This bar graph shows that 52 % customers never avail healthcare services at home and approx. 39 % get home healthcare services.

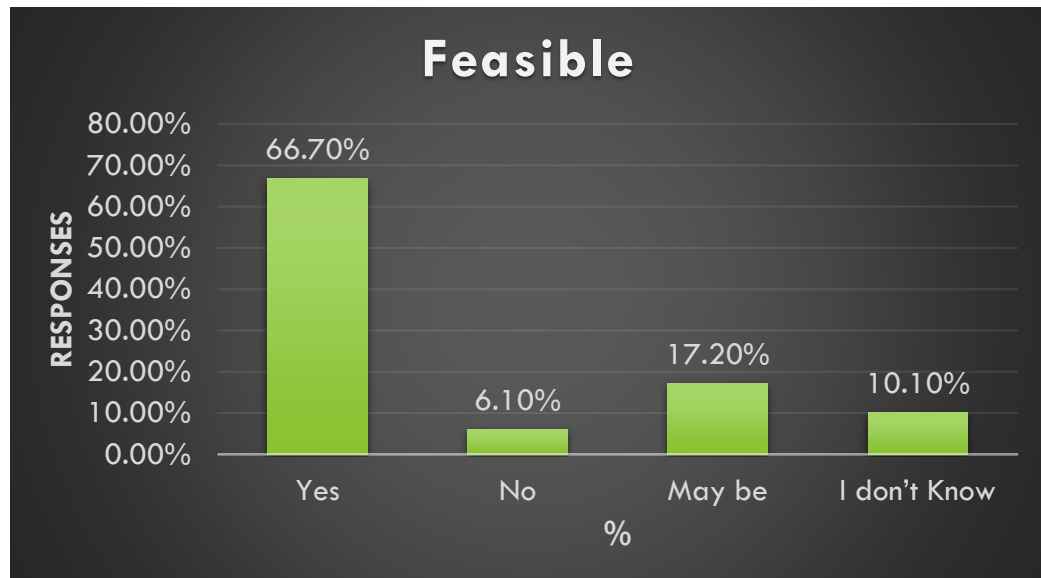
Recovery at home



6. Inference: 64 % customers believe that patient can heal faster at home rather than hospitals.

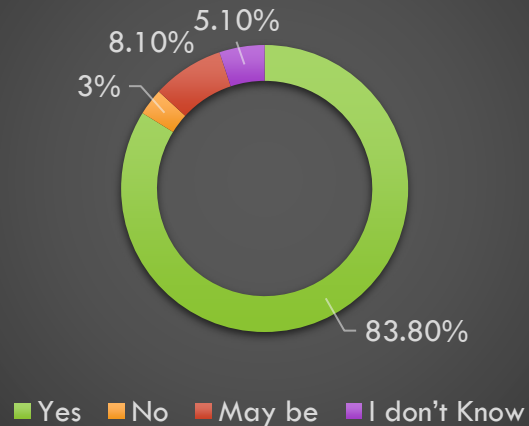


7. Inference : Graph indicates that 45% patient respond that home healthcare is more affordable as compared to hospitals and 37% might believe in it and rest do not have idea.



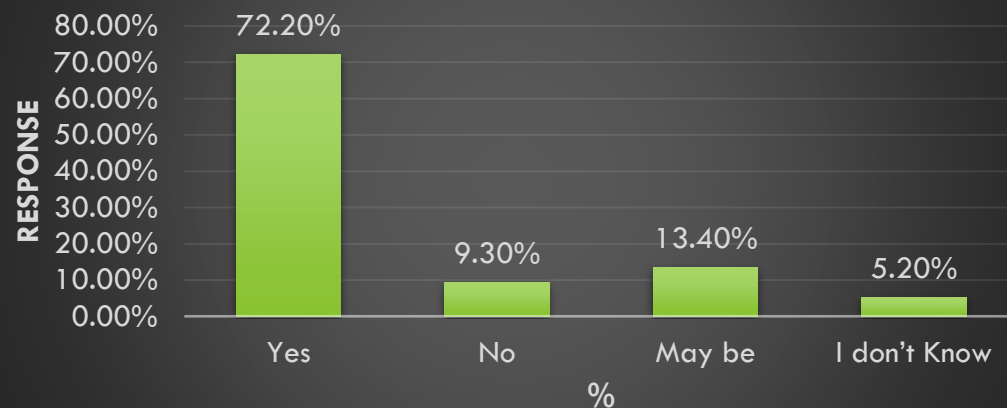
8. Inference: : Graph depicts that 66.7% agree that home healthcare services are more feasible wrt. Admission and discharge procedures.

Ease being treated at home



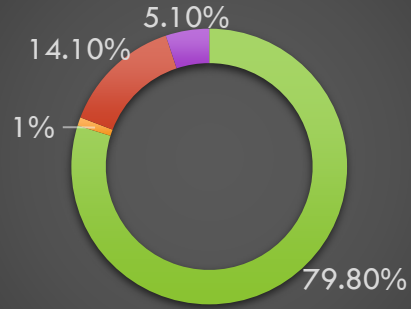
9. Inference: This pie chart indicates that 83.8% believe that patient will feel more comfortable at home with their family at time of treatment.

Privacy



10. Inference: Graph shows that 72.2 % of customers think that healthcare at home gives more privacy to patients and remaining either do not know or they are doubtful.

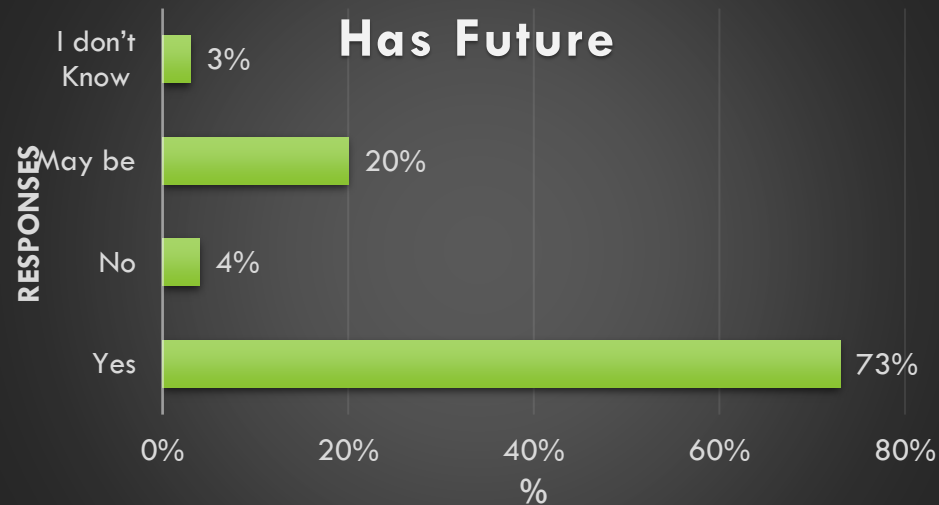
Freedom & Secure



■ Yes ■ No ■ May be ■ I don't Know

11. Inference: Approximately 80% customers believe that home healthcare gives more freedom and security to the patients.

Has Future



12. Inference: According to graph 73% customer respond that home healthcare has future in coming time and 20% said that HH might have future and remaining are clueless.

DATA ANALYSIS

1. According to the survey done, we found that Home healthcare is helping the customers in many ways of getting treatment. It provides them comfort, security, privacy, freedom. Customers above of age 19 years prefer to take home healthcare services. They believed that **patient could heal faster at home rather than hospitals.**
2. **It is observed by the various studies that patient recover better while staying with their family in the supportive and positive environment.**
3. Home health is also **financially affordable** and provides the same service as hospital at home on cost effective prices.
4. **In case of care given to the patients, more attention is given to the patient by the nurses.**
5. Many people claimed that they faced **difficulty while getting services at hospitals.**
6. It was observed that **73% of people feel that there is demand and future of home healthcare services.**
7. Very **less people know about new business models of home healthcare** in market, these models gave skilled care to the patients under the supervision of physicians
8. Home healthcare provide **the best care to the geriatric population and home bound patients.**

DISCUSSION

1. Home healthcare is moving ahead towards the home providing the best and quality of services but there are **knowledge gaps that require more research and development.**
2. There are certification & guidelines for the business models on structure and usability of information technologies.
3. There **should be proper accessibility, functionality, and usability of consumer health Information technologies** related to home healthcare.
4. Improving the **training standards and provide the training to informal care givers** to work effectively is necessary.
5. Transportation of the **services to the low region and hilly areas more rather than setting up in metro cities.** So, there will be opportunity for all to access the healthcare.
6. Collaborate to facilitate the services to those who cannot afford them and there will be universal design of health system.
7. Improve the communication between people receiving and people providing healthcare at home.
8. **Integration of more telehealth technologies.**
9. There must be tools for assessing home healthcare tasks and operators.
10. Analyse the demands of tasks associated with home-based healthcare, the relevant operator capabilities must be required to carry them out.



CONCLUSION & RECOMMENDATIONS

- 1. Home healthcare has broader vision and these services will be the winner in coming time.**
- 2. Strategies should be identified and planned to achieve the future vision.**
- 3. The value proposition of home healthcare is strong but the proposition without research and development is limited.**
- 4. Home healthcare needs to more refine and reform to promote and deliver their services.**
- 5. In future, in-depth analysis is needed to clarify the nation's understanding of its home health care needs in the future.**
- 6. In coming years there will be huge ambit of home services.**

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THANK YOU
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