

Study on Awareness of Credihealth Employees About its
Services and Recent Changes Made During the Times of
National Lockdown

By

Angela Priyanka Gogoi

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2018-2020



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19th June 2020

credihealth
Aapka Health Partner

To Whomsoever It May Concern

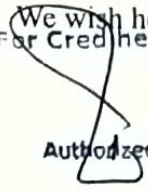
This is to certify that **Dr. Angela Priyanka Gogoi** has completed her internship/dissertation in Medical Operations department and has successfully completed her project on **Assessing Awareness of employee's of Credihealth for its services and recent changes made during the times of national lockdown from 3rd February 2020 to 30th May 2020**

During her internship we found her punctual and hardworking. Angela is enthusiastic, has creative ideas, and has tremendous potential to adapt in a dynamic corporate environment.

She has a pleasing personality, and is an excellent team player

We are confident that Angela will develop her potential and graduate to be a high performance individual

We wish her all the best in future endeavours.
For Credihealth Pvt Ltd.


Authorized Signatory

Best Regards,

Ravi Virmani | Founder & Managing Director

ACKNOWLEDGEMENT

The internship opportunity has been a novel experience for learning and professional development about the Hospital Industry. This study helped in understanding and learning the company setup, its various departments, their functions and their interrelation. I consider myself lucky to be provided with such an opportunity. I want to express my deepest gratitude to all of them who have made this endeavor possible.

It is my pleasure to be indebted to various people who supported me. I would like to thank Dr. Ravi Virmani sir, Dr Himanshi, Dr Nitika my team leader for her constant support and encouragement, and my credi colleagues.

I would further like to extend my thanks to the management, business development team and technical team of credihealth for providing all the support and information required to complete my training.

My deepest gratitude to my mentor Dr. Sameer Phadnis of IIHMR University for their valuable guidance and advice for my successful completion of my internship.

I would also like to thank to all those who left their mark in the project and helped me in spite of their busy schedule and hectic work hours.

ABSTRACT

A study on Awareness of credihealth employees about its services and recent changes made during the times of national lockdown.

Author

Dr Angela priyanka gogoi

Guided by: Dr sameer phadnis

BACKGROUND

Healthcare sector is progressing towards digitalization in every aspect such as e-consultation, health surveillance, and many other health related services. This phase of transformation has seen a shift from the conventional services delivery systems to the information and communication based service delivery system. The term e-health refers to the use of information and technology to improve the accessibility and affordability of healthcare services.

Credihealth is a Gurgaon-based online platform guides them through the process by assisting the patients and providing them a list of best options from where they can avail their healthcare services. Started with initial focus on Delhi on January 2014, now has presence on 10 cities across India and also serves and guides international patients from US, UK, Bangladesh Afghanistan, Nepal and African countries. The company has its App as well as online website where patients can interact with healthcare executives to resolve their queries and get help in every step in their health journey.

During the times of COVID-19 outbreak and national lockdown, credihealth faced serious challenges in retaining and attracting patients to its website. Credihealth was quick in making marketing strategies and changes in business model, making Tele and video

consultation one of the prime sources of revenue. Credihealth collaborated with various hospitals to help patients interact with doctors. Total 55 hospitals started Teleconsultation through credihealth platform across Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Nagpur, Pune, Nashik, Raipur and Ahmadabad.

Rationale

Quick action by credihealth helped it survive difficult times, but it was seen that not all employees were totally aware of the new protocols for teleconsultation added to the services. Often a state of confusion was noticed among employee and many of them were unaware of the different protocols for different hospitals for tele and video consultation. Data analysis for the month of April showed decrease in Teleconsultation conversion rate and also decrease in new request. There were many factors that came into limelight and one of them being the awareness level of the employees about the details of Credihealth services.

Research Question

What is the awareness level of Employees of credihealth for its services and recent changes made in times of national lockdown?

Objectives

- To ascertain the awareness level of the employees of credihealth for its services and recent shift of focus to teleconsultation.
- To assess the perception of employees towards the services provided by credihealth and its recent shift of focus towards teleconsultation.

Methodology

- Study site- Credihealth pvt. Ltd, Gurgaon Haryana.
- Study period- February 3rd 2020 to May 30th May 2020.
- Study population- Credihealth employees (43 employees)

Inclusion criteria-

- Employees from Operations team (including medical professionals and patient care executive), Digital marketing team, Product operations team, Technical team

- Employees who has more than 1 month of working experience in credihealth.

Exclusion criteria

- Management team, Incoming team and executives from patient care services all from operations department.
 - Employees who have less than 1 month of working experience in credihealth.
- Sample size - credihealth employee (43)
 - Study type - Descriptive study
 - Study respondents - Operations team, Business Development Team, Digital Marketing Team, Product Operations Team, and Technical Team.
 - Data Type- Primary data
 - Data analysis- Quantitative analysis
 - Data collection method- Online questionnaire
 - Data collection tool- Self structured questionnaire
 - Data analysis - Data was analyzed for each question for every team using tables. Cumulative scoring was done for every question for each team. Cumulative scoring was calculated for every team which defined the level of awareness. Based on results obtained, suggestions and strategies were made to improve awareness among employees and ultimately improving the quality of services provided by the company.

Result

The analysis would help us understand the awareness level of various teams and gain insight of the employees regarding the services being offered. The data showed that around 59% of the staff were aware about the services that Credihealth is offering and 56% of employees perceived that changes were needed and proper orientation must be provided.

ABOUT THE ORGANIZATION

The organization Credihealth (CH) was founded by Ravi Virmani with the sole vision of simplifying the patients journey from the time the patient plans for a treatment till he is

cured. Credihealth is operational in thirteen cities across India-Delhi NCR, Mumbai, Hyderabad, Chennai, Bangalore, Nagpur, Indore, Jaipur, Ranchi, Ludhiyana, Mohali, Dehradun, and Vizag, . It also caters the need of international patients from Africa, Bangladesh, UK, middle east and Nepal and guide them throughout their duration of stay.

The patients can connect with the team of Credihealth via various online platforms like Whatsapp, Website. It has even its own Application through which patients can connect with Credihealth.

Every family one time or other has health care needs and credihealth helps and guide them through the complex system and provides all facility.

1. Access to healthcare through Information and Delivery

The organization provides valuable information regarding the Hospitals, experience of Doctors, Treatment, Surgical quotations, and every service related to Healthcare to the common man. Credihealth has a strict policy regarding follow ups which shows their commitment to provide the best of the services to the patient.

2. Transparency- In an article published by techstory Dipti⁴ mentions the main aim of Credihealth is to create transparency in the healthcare system and empower people to make informed healthcare decisions, by way of verified reviews, price comparisons, multiple treatment options and a belief that now there's a better way. Credihealth enables individuals to settle on educated medicinal services choices, by method of confirmed news, value correlations, various treatment choices and a conviction that they have a superior way.

Credihealth follows a model that challenges the conventions of traditional healthcare. The key differentiators are tie ups with hospitals, medical guidance from in-house doctors, comparable packages of different procedures in various hospitals, providing second opinions and referrals, articles, blogs, videos, ambulance services. Clients can look for specialists dependent on strength, strategy, manifestation, area, specialist name or emergency clinic name. The inquiry can be additionally refined dependent on the territory inside the city, accessibility, timings and meeting charge. Patients can legitimately book arrangements from the indexed lists, which show important specialists, their timings, fees and address. Also at credihealth out of

pocket expenditure is understood and they provide best and reasonable healthcare option for you.

The online organic search yields positive output which helps the organization immensely and helps the patients get the treatment from the best specialist. The commitment varies from low to moderate and can be bundled with other content forms in the app, Even the retention depends upon the high satisfaction by the service given to them.

Vision of CH

We envision a healthcare ecosystem where people from around the world can quickly find credible and reliable answers to their medical problems, along with easy access to the best healthcare experts to guide them towards a healthier, happier and more fulfilling life.

We aim to be the first port of call for customers having healthcare related need, doubt or query.

Mission of CH

To help people get credible information at the time of their need. Accidents can't be anticipated. Aged family members can fall sick at any time. Infants and children are fragile lives who require constant care. We at Credihealth aim to be the backbone of your support system. Not just that we recognize the constant increase in living expenses making medical bills more and more painful. Our overarching goal is to start 'The Right Cost Movement' in Indian healthcare.

Conventional vs Credihealth scenario

The exact instant a relative gets sick, the first thing we do is reach out to our companions and family members to request the best specialist and health service provider. The procedure follows as to initially counsel that GP-that typically is our family specialist, and pushing ahead to take second opinion. Further, the patients lands up in the hospital. What lacks is proper guidance to the patient and family members who are already burdened with the worry for their close ones. Here

Credihealth helps by providing them with one stop solution to their every healthcare needs.

Value Propositions to the Credihealth users

- Hassle free experience- medical guidance, second opinion, diagnostics, teleconsultation, procedure and surgery quotation and medication.
- Transparent fees with discounts provided directly to Patients
- Access to a best doctors, hospitals, diagnostic centers and medication delivery.
- Credihealth also provide one to one post op support.
- Provide the clients with the best options for their treatment.

Credihealth empowers users to make informed choices and helps them with the entire treatment cycle.

CH has a network of more than 212 hospitals. It provides services to the user free of cost. It charges some fee from the hospitals.

The Credihealth Team

The startup is led by Mr. Ravi Virmani, Founder and Managing Director of Credihealth.

Credihealth Family comprises of:-

- Operations team including medical experts and patient care executives
- Business Development Team
- Digital marketing Team
- Product Operation team
- Technical Team
- Management team

How credihealth works

credihealth provides information on doctors, hospitals and treatment and helps you connect with doctors from various hospital chains via teleconsultations. It also helps to provide medicine, diagnostic and health at home.

- Search and shortlist doctors and hospitals
- Compare treatment cost and doctors between the largest hospitals network in India.
- Connect with doctors across various major hospitals through teleconsultation.
- Read from Thousand articles from our healthcare blogs.
- Watch doctors interview and lives sessions on our website and on social media platform.
- Assistance throughout hospitalization journey.

Book appointment and compare treatment prices

- Book your next doctors visit from the comfort of your home
- Request for treatment prices from hospitals from across India
- Choose from the best hospital network
- Smooth Hospital journey with assistance at every step.

DISSERTATION REPORT

A study on Awareness of credihealth employees about its services and recent changes made during the times of national lockdown.

INTRODUCTION

Credihealth in serves as a virtual point of interface with patients at the time of their healthcare needs. As we are aware that every family at point need healthcare assistance, and that's where credihealth helps individuals. Its 'An online platform with a human touch'. In Modern healthcare service framework with quickly extending costs, intricacy of sicknesses and various sorts of treatment alternatives one experience a trouble in settling on ideal treatment choice. Credihealth support individuals through their whole hospitalization venture by giving right and dependable data about our clinics, specialists certifications, strategies, procedures, reviews of users on doctors and hospitals, and also provides diagnostics and medication help from our medicine partner like 1mg, med life and Apollo pharmacy.

During the times of COVID-19 outbreak and national lockdown, credihealth faced serious challenges in retaining and attracting patients to its website. Credihealth was quick in making marketing strategies and changes in business model, making Tele and video consultation one of the prime sources of revenue. Total 55 hospitals started Teleconsultation through credihealth platform. But sudden changes in the span of 2 months made many employees unaware of the protocol for new services Credihealth provided. In order to help users and properly guide them, employee themselves need to be aware of the protocols and services. This will also help increase efficiency of the employee and make the users happy and satisfied. It is important to retain the users at such times of crisis.

Review of Literature

Many studies have been done which showed that those employees who know about the administrations conveyed through the organization they are attempting to deliver great outcome which at last makes a maintainable and beneficial model by guaranteeing effective working and expanded worker's efficiency.

In an article by John Baldoni¹ published on July 2013 in Harvard business review, he stated that a strong employee engagement promotes a variety of outcomes that are good for employees and customers.

Also in a study conducted by Chandra sekhar patro² published on December 2013 he asserts that engaged employees tend to have a better understanding of how to meet customer needs

and as a result, customer loyalty tends to be better in organizations where the employees are engaged.

In a study conducted by Maaly Mefleh and Mohammad Al-momani³ in Yarmouk University showed positive attitudes towards the impact of training on the performance of employees at the universities. And as a result more emphasis was given to regular and proper training to employees to improve their productivity.

Rationale

Data analysis for the month of April showed some significant decrease in Teleconsultation conversion rate and also decreases in new request. Whereas during March the teleconsultation conversion was on a rise as soon as the national lockdown was announced. There were many factors that came into limelight and one of them being the awareness level of the employees about the details of Credihealth services. Although Quick action by credihealth helped it survive difficult times, but it was seen that not all employees were totally aware of the new protocols for teleconsultation added to the services. Often a state of confusion was noticed among employee and many of them were unaware of the different protocols for different hospitals for tele and video consultation. To provide quality service, this gap was needed to be filled.

Research question

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- Data analysis- Quantitative analysis
- Data collection method- Online questionnaire
- Data collection tool- Self structured questionnaire

Data analysis - Data was analyzed for each question for every team using tables and graphs. Cumulative scoring was done for every question for each team. Cumulative scoring was calculated for every team which defined the level of awareness. Based on results obtained, appropriate suggestions and strategies were made. This study involves various responses analyzed from various questions reflecting the overall awareness of employees that is needed.

For this intra organization survey, teams that took part were

- Operations team (including medical professionals and patient care executive)

- Digital marketing team
- Product operations team
- Technical team

1. Table showing each question statement used in tool along with inference.

s. no	Questions	Response/answer	inference	remarks
1	Have you ever tried to book appointment through: • website • Credihealth app • Call on 8010994994	Yes or No	To know the awareness level of each employee (Especially Medical expert) To help them understand how user interface works and what each case status (processed, confirmed and cancelled) actually means.	Yes employees have used at least one channel to book appointment No means they haven't and they are unaware of the process
2	How many services do credihealth provide other than medical assistance?	_____	To know the awareness among employees on the wide range of services provided by credihealth. Teleconsultation, Ambulance, diagnostics, medicine delivery,	Correct ans is 6, and if correct ans is given then it means respondent is aware.
3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?	Yes/ no	Since credihealth works pan india, it is necessary to overcome language barrier so that patient can communicate freely with	Yes means employees are aware of the website and its features.

3a.	If yes , then what is it?	Open ended	health expert without having to depend on translator or other employee of same language. Helps us understand if Credihealth has started working on language barrier..	No means they are not aware.
4.	How many languages are available on credihealth website?	1 / 2 / 3	This will let us understand how aware the first line of contact person is and how well he can guide the patients.	Right answer is 2
5	Have you noticed any change in quality of requests on our website?	Yes/no/ I don't know	This will show how aware the employee is, of the changes made in the website and types of requests.	Yes, the employee is aware of the current trend in company No, employee is unaware.
5a	If yes, what is the change?		Open ended question to help us understand the employee's awareness level.	

6	How many Hospitals have started teleconsultation in collaboration with credihealth?	Correct answer - 55	To check the awareness level of employees regarding the recent development made	Correct response means they are well aware of hospitals that have started teleconsultation on our platform.
7	How well are you aware of the protocols for each hospitals for teleconsultation services	• I am well aware • I know only few protocols. • I don't know any of the protocols. • I don't wish to answer.	This Question will show how well versed the employees are about the protocols to handle Teleconsultation cases of every hospital.	
8	Number of tabs is available on the Credihealth website?	Correct answer- 9	To know If the credi employee is aware of how informative the site is.	Employee will be able to appropriately guide the patient only if the they are fully aware about all the features available at the site. Correct answers mean

				the employee are aware.
9	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?	Yes/no/I don't wish to answer		
10	Do you think time spent per case is more due to less automation?	Yes/ no/ I don't wish to answer	AI reduces dependency on humans.	If response "yes" is more, that means automation is needed and there is still scope of improvement.
11	Do you think there is presence of unnecessary text on credihealth website			
12	One additional feature you wish to include in credihealth website.	Open ended	To Know their perception and we may acquire some valuable insights for improvement.	The suggestion can be incorporated to improve the website and services.

Steps in analysis

1. Various factors were taken into consideration to perform the study to understand the awareness level of credihealth employees and how well they are able to adapt to the changes made in the company.

2. Self structured questionnaire was made to check the awareness level and perception of employees, and feedback was collected from total 50 credihealth employees.
3. Data was collected from various employees from different department/teams of credihealth.
4. Data analyzed for each question for every team using tables and graphs.
5. Cumulative scoring was done for every question for each team.
6. Cumulative scoring was calculated for every team which defined the level of awareness.
7. Based on results obtained, suggestions and strategies were made to improve awareness among employees and ultimately helping them to provide quality service.

How to calculate cumulative score

- Correct response/ yes score 1 is given
- Incorrect response/ no score 2 is given
- Count total number of responses 1 for every question
- Maximum score for the question was according to the number of members in that team.
- Cumulative score for all questions was calculated by adding individual score for each question.
- Then Cumulative percentage was calculated by dividing cumulative score by maximum score.
- The Individual cumulative percentage and the overall cumulative percentage defined the awareness level and perception level of employees

RESULT

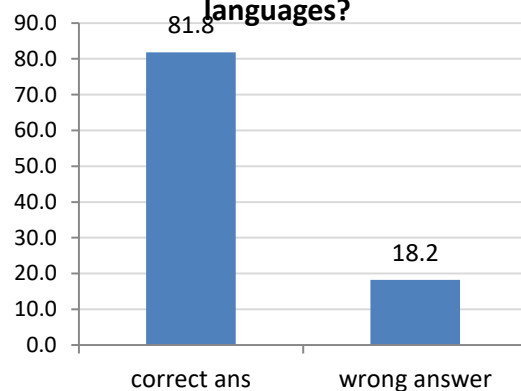
1. Operations team: Percentage score of each statement of operations team that help us define general awareness level and perception of employee for services provided and changes done at times of national lockdown.

2. Table showing the percentage scores attained by the employees of the operations team for each question statement depicting their awareness level.

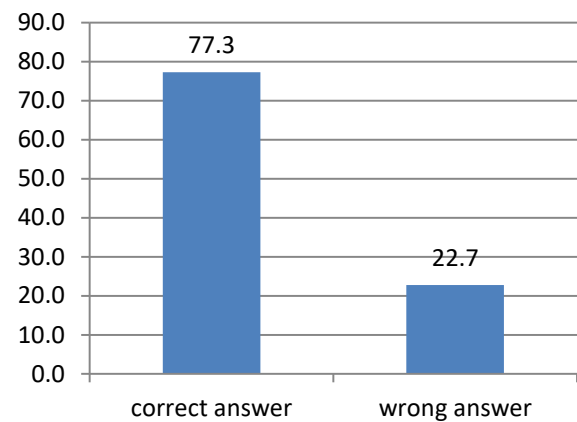
S no	Question statement	Yes/correct response (% score)
1.a	Have you ever tried to book appointment through: credihealth website	100
1.b	Booked appt through credihealth app	68.2
1.c	Booked appt Through call	36.4
2	How many services do credihealth provide other then medical assistance?	77.3
3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?	9.1
4	How many languages are available on credihealth website?	81.82

5	Have you noticed any change in quality of requests on our website?	72.73
6	How many Hospitals have started teleconsultation in collaboration with credihealth?	77.27
7	How well are you aware of the protocols for each hospitals for teleconsultation services	68.2
8	Numbers of tabs are available on the Credihealth website?	72.7

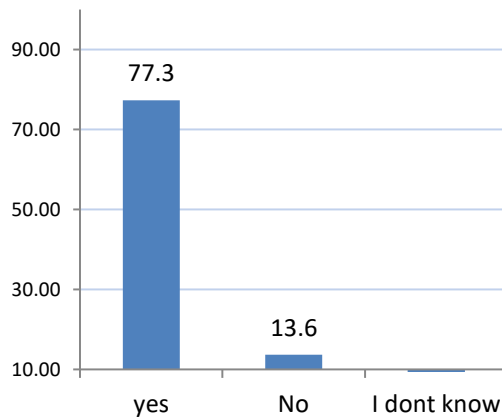
The credihealth website is available in how many languages?



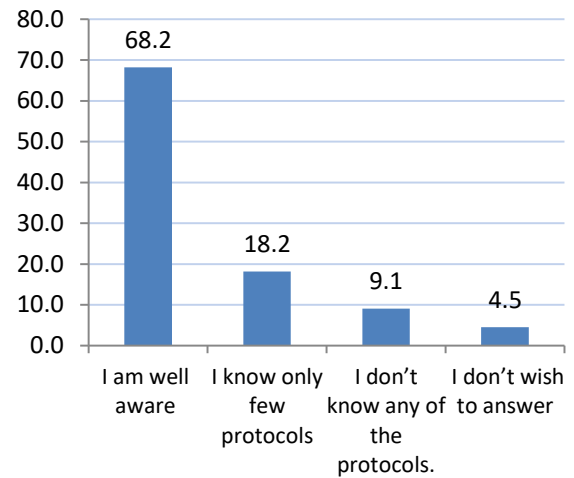
How many services do credihealth provide other than medical assistance?



**Have you noticed any change in
quality of requests on our
website?**

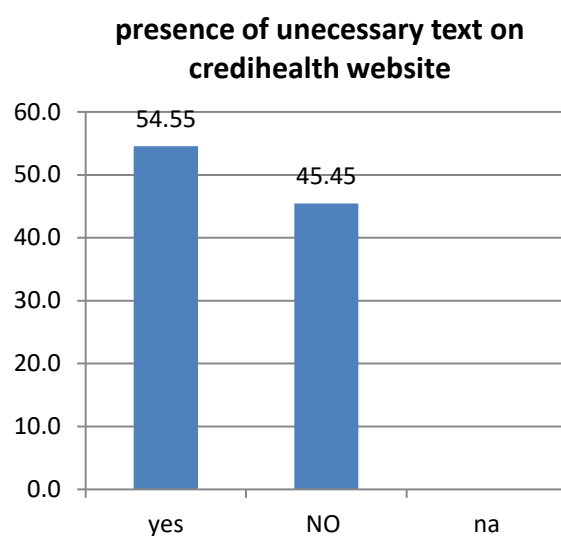
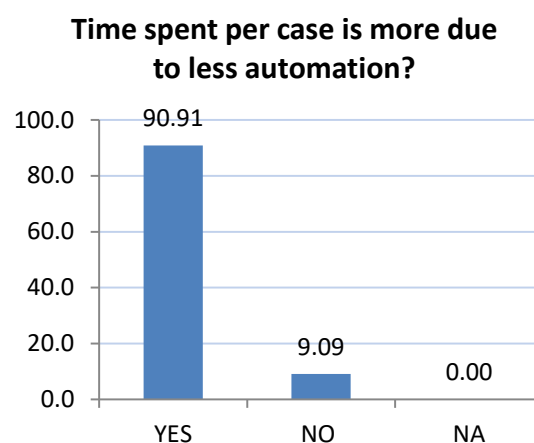
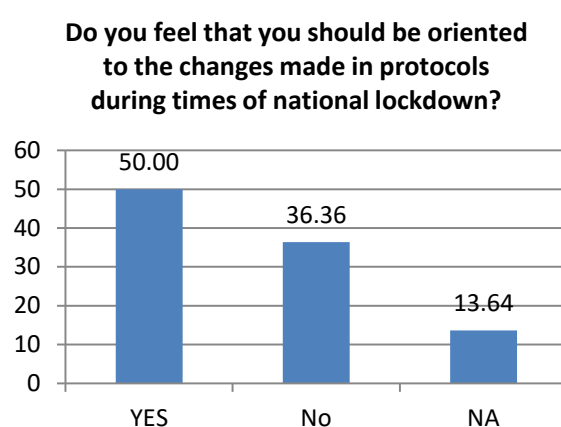


**How well are you aware of the protocols
for each hospitals for teleconsultation
services**



3. Table showing the percentage scores attained by the employees of the operations team for each question statement depicting their perception about the services.

S/No	Questions statement	Perception response (% Yes)
1	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?	50
2	time spent per case is more due to less automation?	90.9
3	presence of unnecessary text on credihealth website	54.9



Key findings from table 2 & 3 showing awareness level and perception of operation Team

- Cumulative awareness score with correct response using ten question statements is 139 and the maximum score is 220 (22 respondents).
- The cumulative perception score using three questions statements is 43 and the maximum score is 66.
- Everyone in the team has book an appointment through Credihealth website.
- Only One-third of the opertaions team tried to book an appointment through call.
- 77.3% of team knew all other services provided by credihealth other then medical assistance. One fourth of the team was still not sure about other services provided such as ambulance, teleconsultation and medicine and diagnostic help.

- 18% of team are not aware of the languages present in credihealth website. Credihealth website is present in only English and hindi as of now.
- 77% of team has notices change in the quality of request.
- 77% of team knows exact number of hospitals that has started Teleconsultation service Through our platform and 68% of employees are well aware of the protocols for teleconsultation at each hospital and 18 % knew only few protocols 9% did not know any and rest did not wish to answer.
- 50% of team believes that they should be oriented about the changes made in company and new protocols made.
- Almost Whole Ops team believes that automation can reduce time invested per case and thus provide care with quality and maximum quantity.
- Also almost half of the team believes there is unnecessary text in credihealth website.

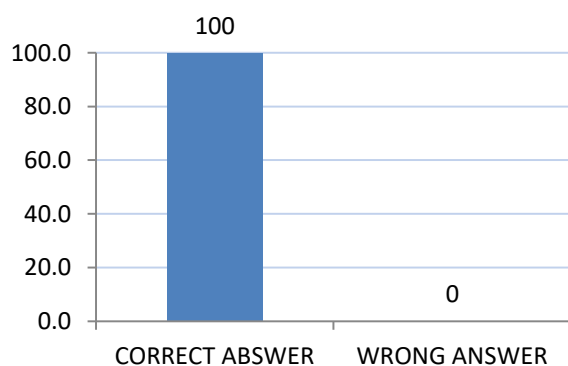
2. Marketing team: Percentage score of each statement of marketing team that help us define general awareness level and perception of employee for services provided and changes done at times of national lockdown.

4. Table showing the percentage scores attained by the employees of the Marketing team for each question statement depicting their awareness level.

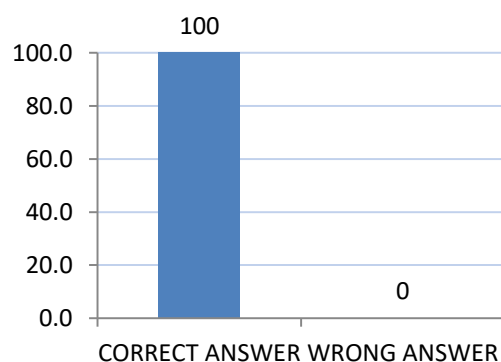
S no	Question statement	Yes/correct response (% score)
1.a	Have you ever tried to book appointment through: credihealth website	100
1.b	Booked appt through credihealth app	66.7
1.c	Booked appt Through call	44.4
2	How many services do credihealth provide other then medical assistance?	100

3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?	0
4	How many languages are available on credihealth website?	100
5	Have you noticed any change in quality of requests on our website?	77.8
6	How many Hospitals have started teleconsultation in collaboration with credihealth?	66.7
7	How well are you aware of the protocols for each hospitals for teleconsultation services	11.1
8	Number of tabs are available on the Credihealth website?	77.8

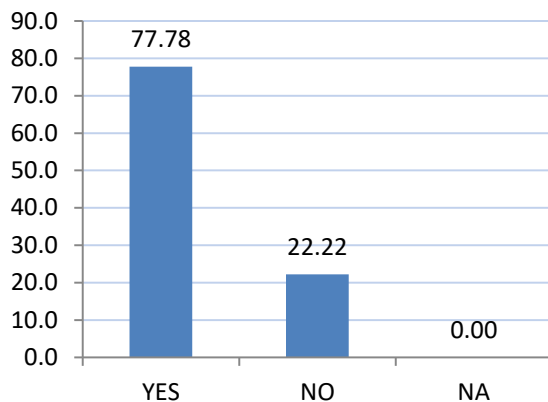
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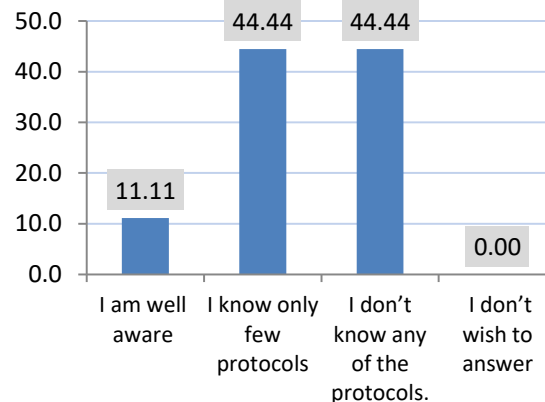
The credihealth website is available in how many languages?



Have you noticed any change in quality of requests on our website?



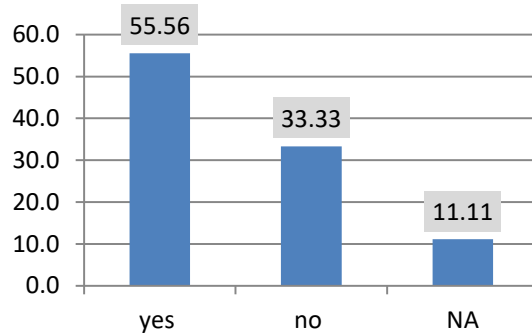
How well are you aware of the protocols for each hospitals for teleconsultation services



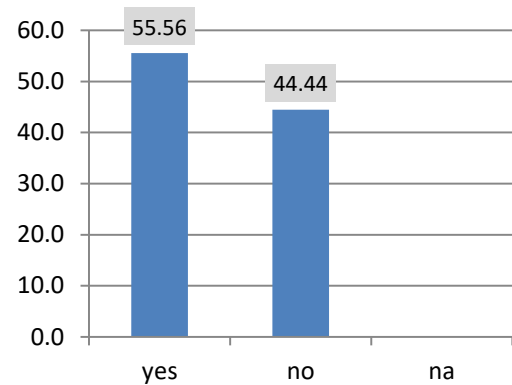
5. Table showing the percentage scores attained by the employees of the marketing team for each question statement depicting their perception about the services.

S/No	Questions statement	Perception response (% Yes)
1	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?	55.6
2	Do you think time spent per case is more due to less automation?	55.6
3	Do you think there is presence of unnecessary text on credihealth website	44.4

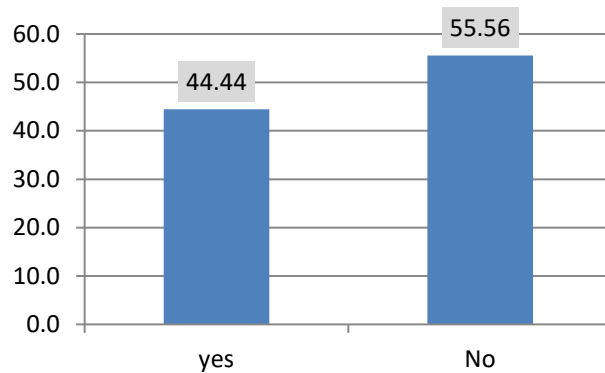
Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?



Do you think time spent per case is more due to less automation?



Do you think there is presence of unnecessary text on credihealth website



Key findings from table 4 & 5 to understand awareness level and perception of marketing Team:

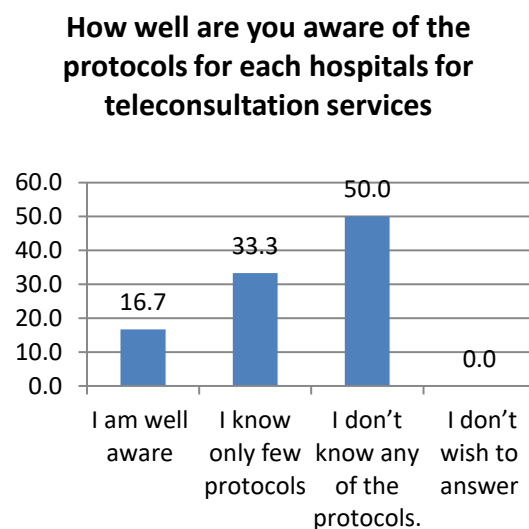
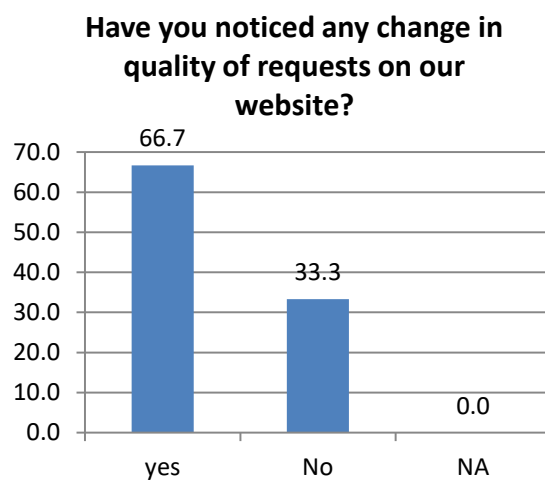
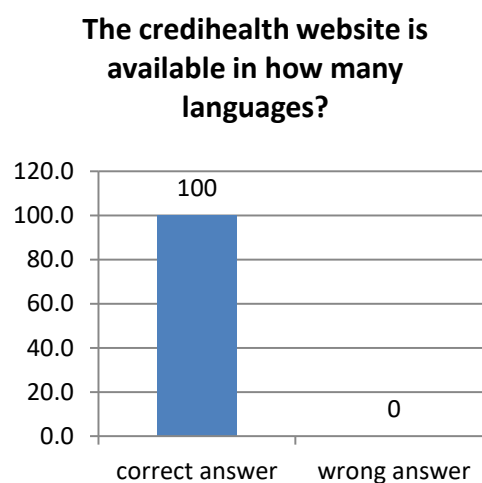
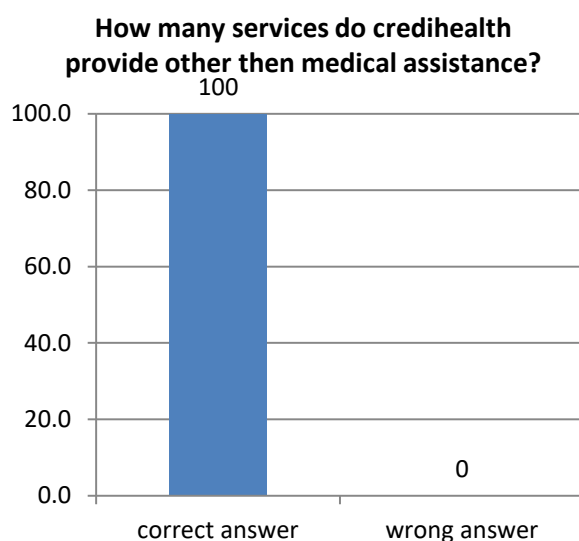
- Cumulative awareness score with correct response using ten question statements came out to be 58 and the maximum score is 90 (9 respondent and 10 questions).
- The cumulative perception score came out to be 14 and the maximum score is 27
- Everyone in the team has book an appointment through Credihealth website.
- Only 44% of marketing team has tried to book an appointment through call.
- Entire team was aware about the number of services provided by credihealth and also number of languages available in credihealth website.
- 77.8 % of team has notices change in the quality of request.

- 66% of team knows exact number of hospitals that has started Teleconsultation service Through our platform and Less than 15% of employees are aware of the protocols for teleconsultation at each hospital.
- Above 50% of team believes that they should be oriented about the changes made in company and new protocols made.
- And half of marketing team believes automation can reduce time invested per case and thus provide care with quality and maximum quantity, also 55% of team thinks there is no unnecessary tab present on website.

6. Table showing the percentage scores attained by the employees of the product operations team for each question statement depicting their awareness level.

S no	Question statement	Yes/correct response (% score)
1.a	Have you ever tried to book appointment through: credihealth website	67
1.b	Booked appt through credihealth app	66.7
1.c	Booked appt Through call	50
2	How many services do credihealth provide other then medical assistance?	100
3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?	0
4	How many languages are available on credihealth website?	100
5	Have you noticed any change in quality of requests on our website?	66.7

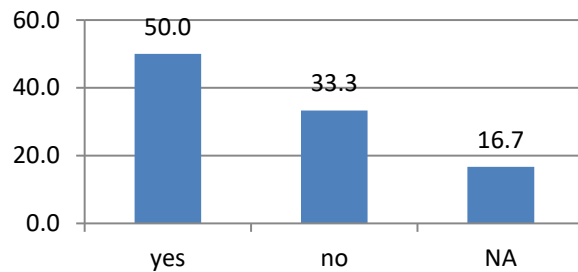
6	How many Hospitals have started teleconsultation in collaboration with credihealth?	33.3
7	How well are you aware of the protocols for each hospitals for teleconsultation services	16.7
8	Number of tabs is available on the Credihealth website?	83.3



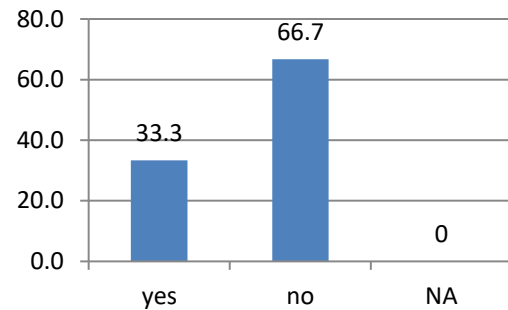
7. Table showing the percentage scores attained by the employees of the product operations team for each question statement depicting their perception towards services provided by CH.

S/No	Questions statement	Perception response (% Yes)
1	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?	50
2	Do you think time spent per case is more due to less automation?	50.6
3	Do you think there is presence of unnecessary text on credihealth website	33.3

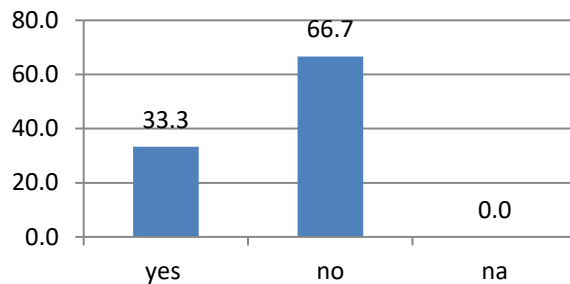
Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?



Do you think time spent per case is more due to less automation?



Do you think there is presence of unnecessary text on credihealth website



Key findings from table 6 & 7 indicating awareness level and perception of Product ops Team:

- The cumulative awareness score of correct response using ten question statements came out to be 35 and the maximum score is 60 (6 respondent and 10 questions).
- The cumulative perception score using three questions statements came out to be 8 and the maximum score is 18
- 67% of the team has book an appointment through Credihealth website.
- Only 50% of product ops team has tried to book an appointment through call.
- Entire team was aware about the number of services provided by credihealth and also number of languages available in credihealth website.
- About 66 % of the team has notices change in the quality of request.
- 33% of team knows exact number of hospitals that has started Teleconsultation service Through our platform and Less than 20% of employees are aware of the protocols for teleconsultation at each hospital.

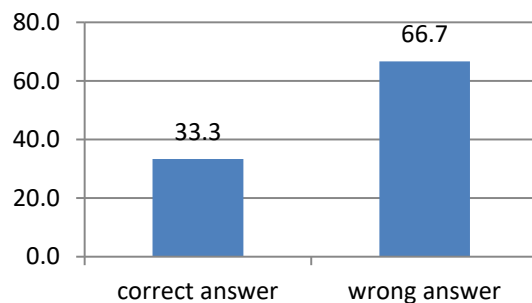
- Above 50% of team believes that they should be oriented about the changes made in company and new protocols made.
- And 33% of product operations team believes automation can reduce time invested per case and thus provide care with quality and maximum quantity also same 33 % team thinks there is presence of unnecessary text on credihealth website

8. Table showing the percentage scores attained by the employees of the technical team for each question statement depicting their awareness level.

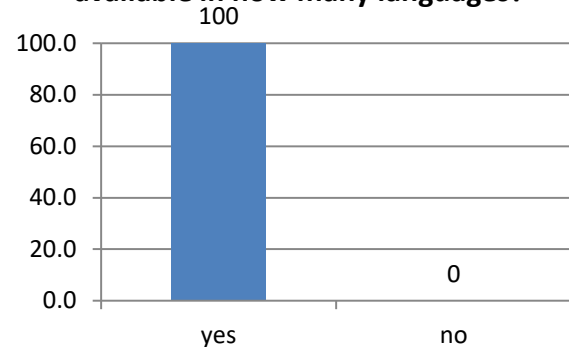
S no	Question statement	Yes/correct response (% score)
1.a	Have you ever tried to book appointment through: credihealth website	67
1.b	Booked appt through credihealth app	66.7
1.c	Booked appt Through call	16.7
2	How many services do credihealth provide other then medical assistance?	33.3
3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?	0
4	How many languages are available on credihealth website?	100
5	Have you noticed any change in quality of requests on our website?	33.3
6	How many Hospitals have started teleconsultation in collaboration with credihealth?	33.3

7	How well are you aware of the protocols for each hospitals for teleconsultation services	16.7
8	Number of tabs is available on the Credihealth website	66.7

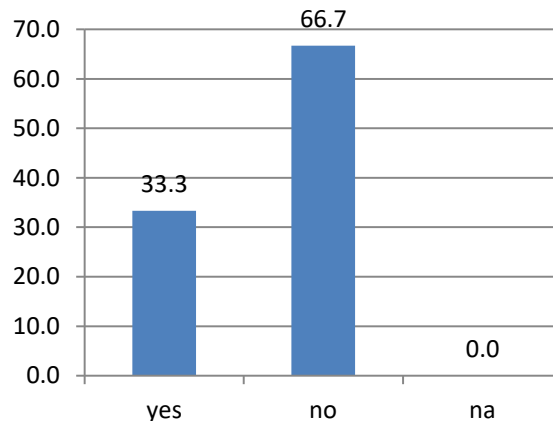
How many services do credihealth provide other then medical assistance?



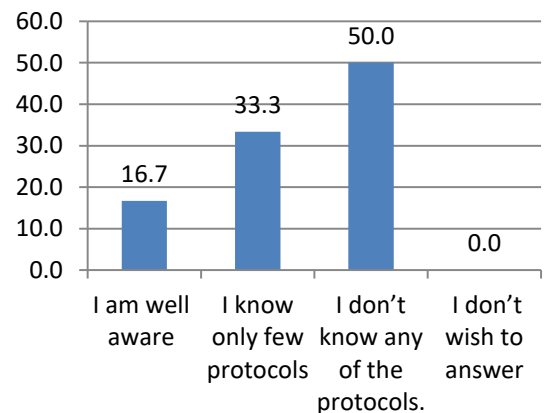
The credihealth website is available in how many languages?



Have you noticed any change in quality of requests on our website?



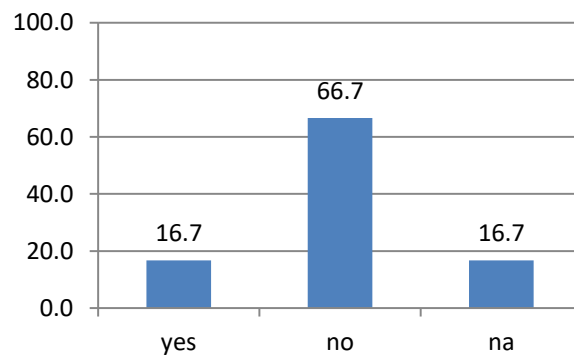
How well are you aware of the protocols for each hospitals for teleconsultation services



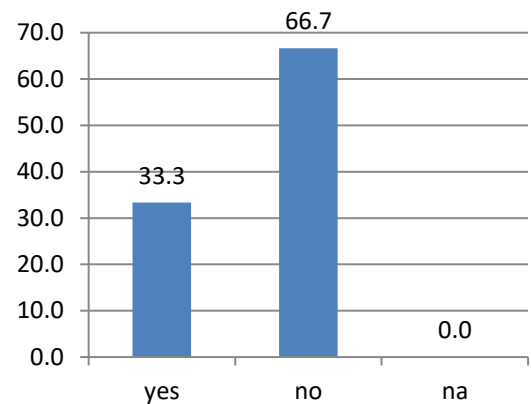
9. Table showing the percentage scores attained by the employees of the operations team for each question statement depicting their perception about the services provided by credihealth.

S/No	Questions statement	Perception response (% Yes)
1	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?	16.7
2	Do you think time spent per case is more due to less automation	33.3
3	Do you think there is presence of unnecessary text on credihealth website	66.7

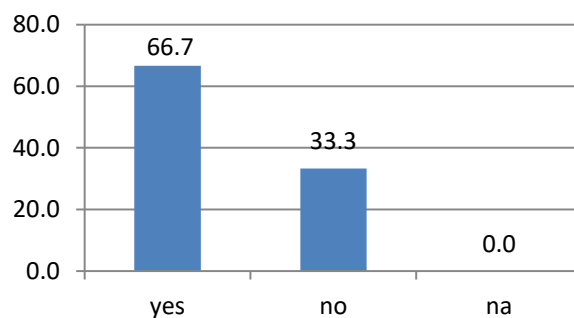
Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?



Do you think time spent per case is more due to less automation?



Do you think there is presence of unnecessary text on credihealth website



Key findings from table 4 & 5 showing awareness level and perception of technical Team:

- The cumulative awareness score with correct response using ten question statements came out to be 22 and the maximum score is 60 (6 respondent and 10 questions).
- The cumulative perception score using four questions statements came out to be 7 and the maximum score is 18.
- Almost 60% the team has book an appointment through Credihealth website.
- Only 16% of technical team has tried to book an appointment through call.
- Entire team was aware about the number of services provided by credihealth and also number of languages available in credihealth website.
- Almost 30 % of team has notices change in the quality of request.
- Only 33% of team knows exact number of hospitals that has started Teleconsultation service Through our platform and Less than 20% of employees are totally aware of the protocols for teleconsultation at each hospital.
- More than 80% of team believes that they do not require orientation regarding changes made in protocol.
- And 33% of team perceives positive relation between time spent per case and automation.
- More than half of tech team believes there is unnecessary text on credihealth website.

Table: For each Team cumulative scoring was done to ascertain the awareness level, and team with highest cumulative scoring were the most aware.

S/no	Team	Cumulative score	Total maximum Score	Cumulative Percentage (in %)
1.	Operation	147	220	67
2.	Marketing	58	90	64
3.	Product	35	60	58
4.	Tech	22	60	36
	Overall	254	430	59

	Score			
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Awareness level Cumulative Percentage for each team (in %)

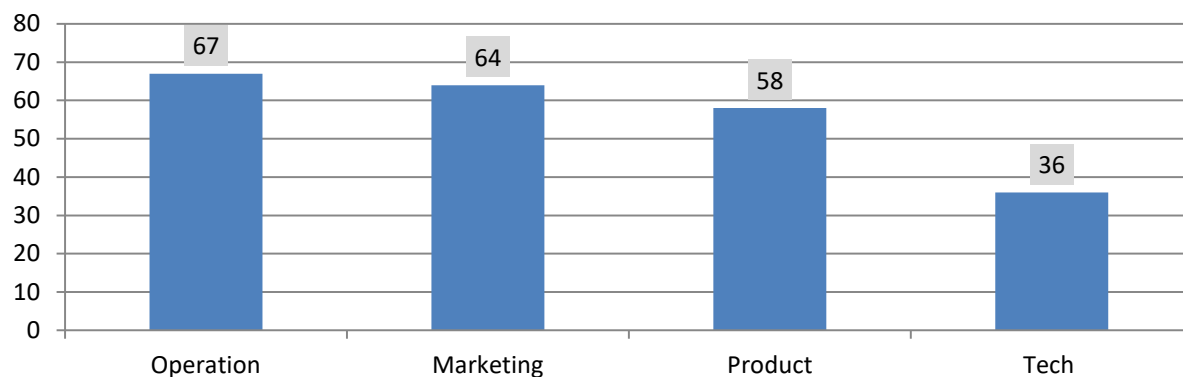
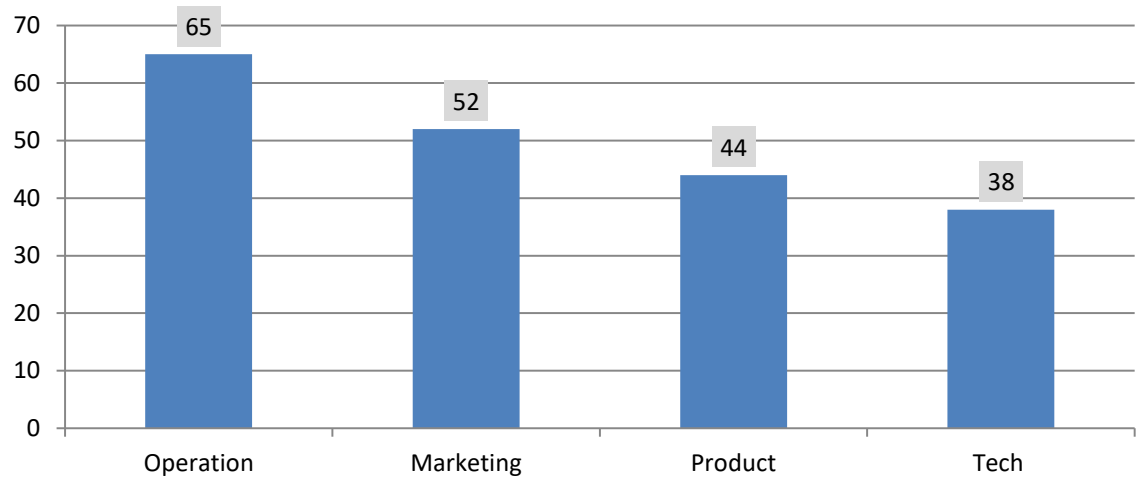


Table shows operation Team was the most aware and the technical team was the least aware. Also overall 59% employees were aware of services of Credihealth.

Cumulative analysis for Perception level

S/no	Team	Cumulative score	Total maximum Score	Cumulative Percentage (in %)
1	Operation	43	66	65
2	Marketing	14	27	52
3	Product	8	18	44
4	Tech	7	18	38
	Overall Score	72	129	56

**Perception level Cumulative Percentage for each team
(in %)**



The operation team had the most positive perception and the Tech teams the least. Also overall 56 % employees had positive perception which means they perceived that changes were needed and proper orientation must be provided.

Recommendation

- a) Regular Training sessions required for Credihealth employees so that they are aware and well updated with the changes in services and protocols that are made during the time of national lockdown.
- b) More automation of should be incorporated in the website so that it is user friendly for both employees as well as patients/customers. This suggestion was made as many employees especially from operations team think that automation is necessary to reduce time spent per case and also reduces error. Also human dependency needs to be reduced and only needed when seeked medical expert help. Rest should be made user friendly and simple to avoid confusion. Medical expert is the point of contact where human empathy and human touch can be provided, other than that everything should be automated to make process soother for both employees and patients.

- c) Also the teleconsultation process can be made much smoother to avoid confusion for the users. Different hospitals have different protocol for teleconsultation and process, and medical experts guide them through the journey. They must be clear with protocols and procedure so as to guide patients better and avoid confusion.
- d) Also when asked what additional feature they would like to have in credihealth website, many believed that shifting equal focus towards home healthcare and diagnostics can help our users. This can be done by increased marketing efforts for home healthcare and diagnostic.

Conclusion

It is very necessary for employees to be aligned with vision and mission of the company and they need to grow and progress along with the company. Operations team was the most aware and also they perceived that training for changes that took place is needed for smooth functioning. Also some additional atomization was needed to reduce human dependency was needed. For proper functioning of company in times of lockdown and maintain its market position, employees need to be made aware of situation and changing scenario and also let them adapt and adjust to the changes.

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