

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

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Introduction about Credihealth

- Established in 2014
- With the use of technology, Credihealth is a platform to support patients through the entire experience of their hospital journey.
- Operable in 13 cities across India
- End to end solution for hospitalization needs
- CH helps navigate through the complex healthcare system and aspires to leverage technology to expand the healthcare boundaries, by enabling
 - ✓ Access to healthcare
 - ✓ Transparency
- Credihealth enables users to make informed choices and manages the entire treatment lifecycle for patients.
- Various services provided by credihealth are: medical assistance, medication purchase, diagnostic, teleconsultation, homecare, treatment cost, second opinion.



RATIONALE :

- 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 55 hospitals to help patients interact with doctors.

- It was seen that not all employees were totally aware of the new protocols for teleconsultation added to the services and often a state of confusion existed.

- 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
- 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.
- Study type - Descriptive cross-sectional study
- Sample size - Credihealth employee (43)
- Sampling technique- Convenience Sampling



Data analysis- Quantitative analysis

Data collection method- Online questionnaire

Data collection tool- Self structured questionnaire

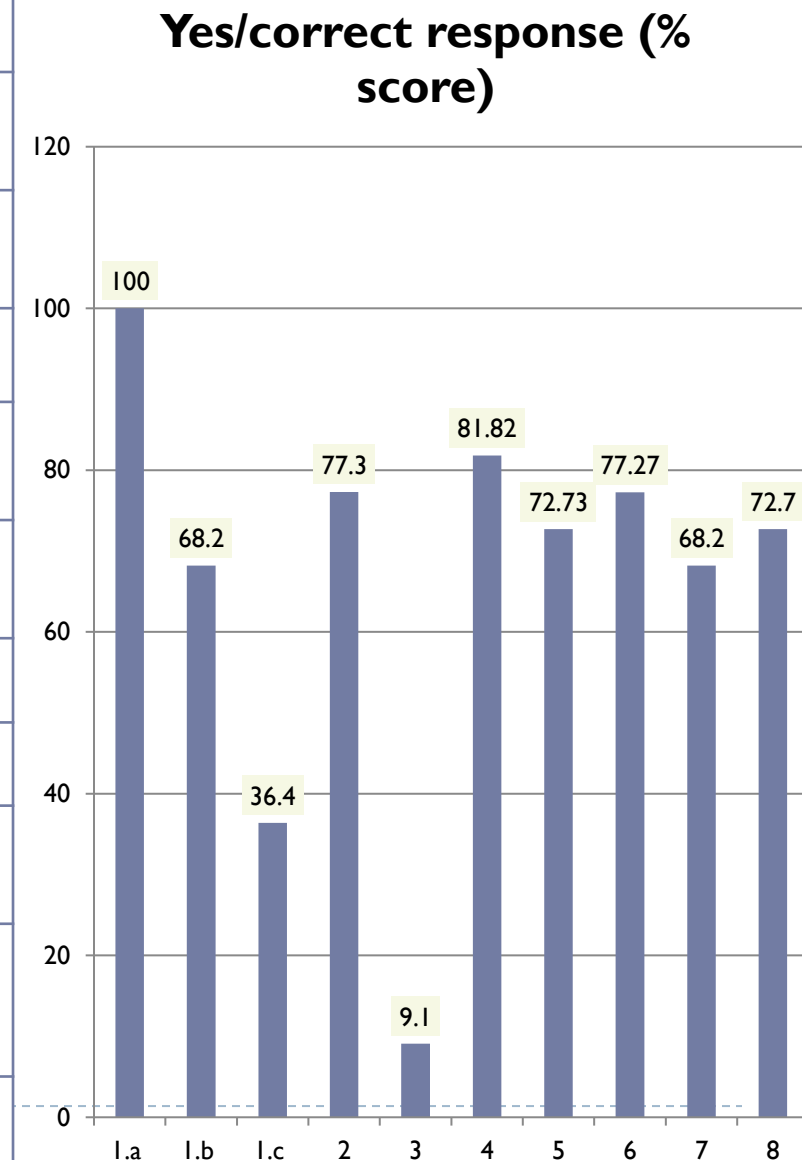
Data analysis –

- Data was analyzed for each question for every team using tables & 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, suggestions and strategies were made to improve awareness among employees and ultimately improving the quality of services provided by the company.



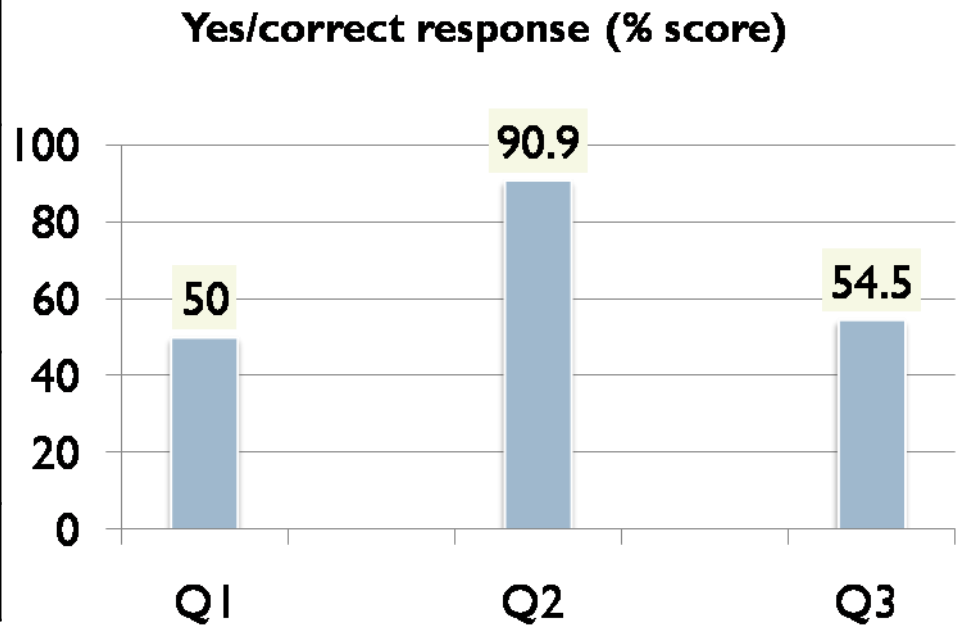
OPERATIONS TEAM: percentage scores attained by the employees (22 respondents) for each question statement depicting their awareness level.

	Question statement
I.a	"Have you ever tried to book appointment through: credihealth website"
I.b	"Booked appt through credihealth app"
I.c	"Booked appt Through call"
2	How many services do credihealth provide other then medical assistance?
3	Is there any option on credihealth website to overcome the language barrier without dependency on human factor?
4	How many languages are available on credihealth website?
5	Have you noticed any change in quality of requests on our website?
6	How many Hospitals have started teleconsultation in collaboration with credihealth?
7	How well are you aware of the protocols for each hospitals for teleconsultation services
8	Numbers of tabs are available on the Credihealth website?



OPERATIONSTEAM: Percentage scores attained by them for each question statement depicting their perception about the services.

S/N	Questions statement
0	
1	Do you feel that you should be oriented to the changes made in protocols during times of national lockdown?
2	time spent per case is more due to less automation?
3	presence of unnecessary text on credihealth website

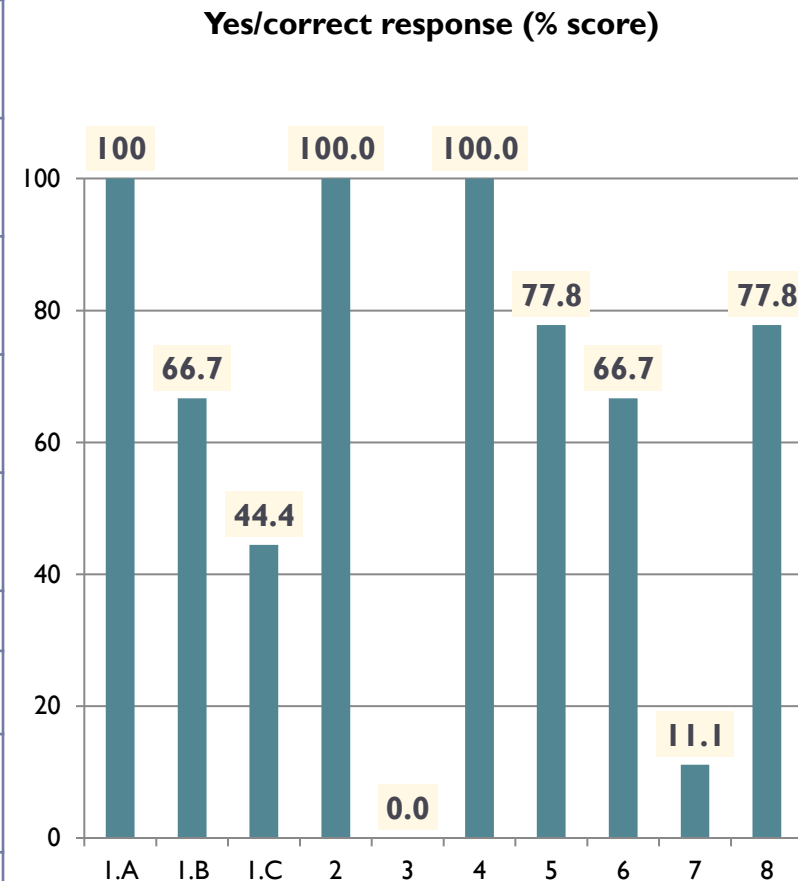


- Cumulative awareness score with correct response using ten question statements is 139 and the maximum score is 220 (22 respondents).
- The cumulative perception score using three questions statements is 43 and the maximum score is 66.



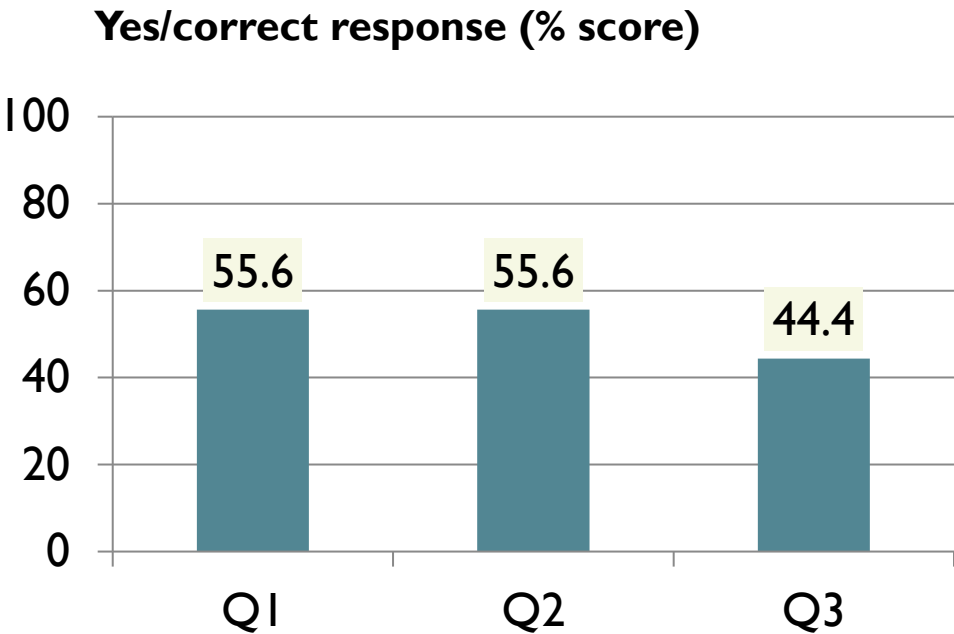
MARKETING TEAM : percentage scores attained by the employees (22 respondents) for each question statement depicting their awareness level.

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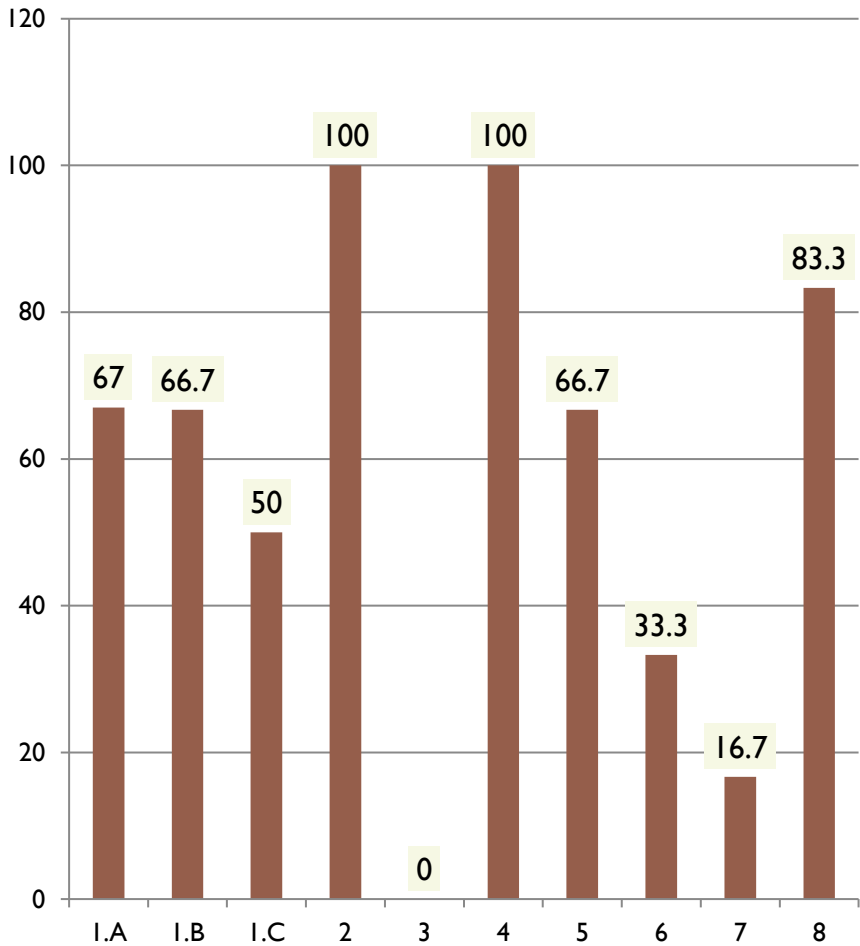
- Cumulative awareness score with correct response using ten question statements came out to be 58 and the maximum score is 90 (9 respondent and 10 questions).
- The cumulative perception score came out to be 14 and the maximum score is 27



PRODUCT OPS: percentage scores attained by the employees (22 respondents) for each question statement depicting their awareness level.

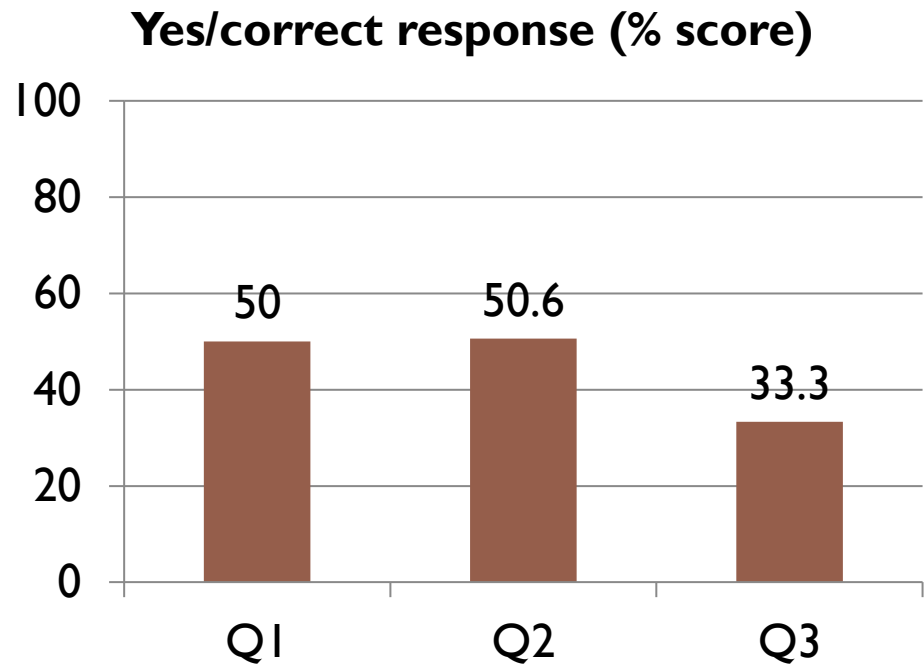
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Yes/correct response (% score)



PRODUCT OPS: Percentage scores attained by them for each question statement depicting their perception about the services.

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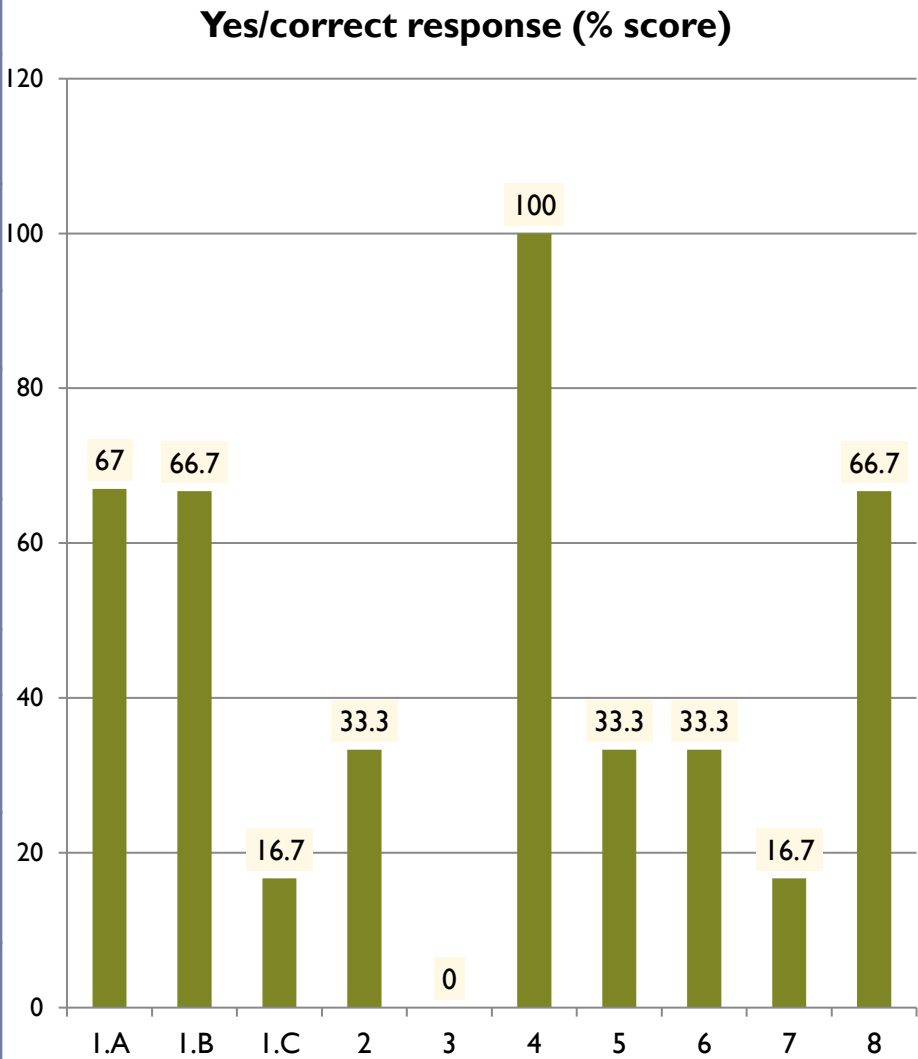


- The cumulative awareness score of correct response using ten question statements came out to be 35 and the maximum score is 60 (6 respondent and 10 questions).
- The cumulative perception score using three questions statements came out to be 8 and the maximum score is 18



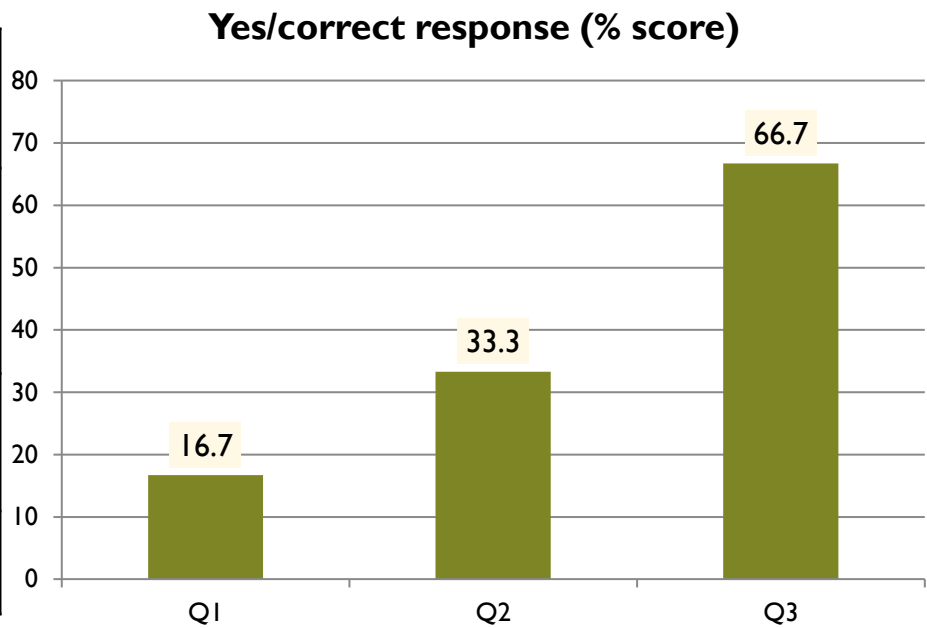
TECHNICAL TEAM: percentage scores attained by the employees (22 respondents) for each question statement depicting their awareness level.

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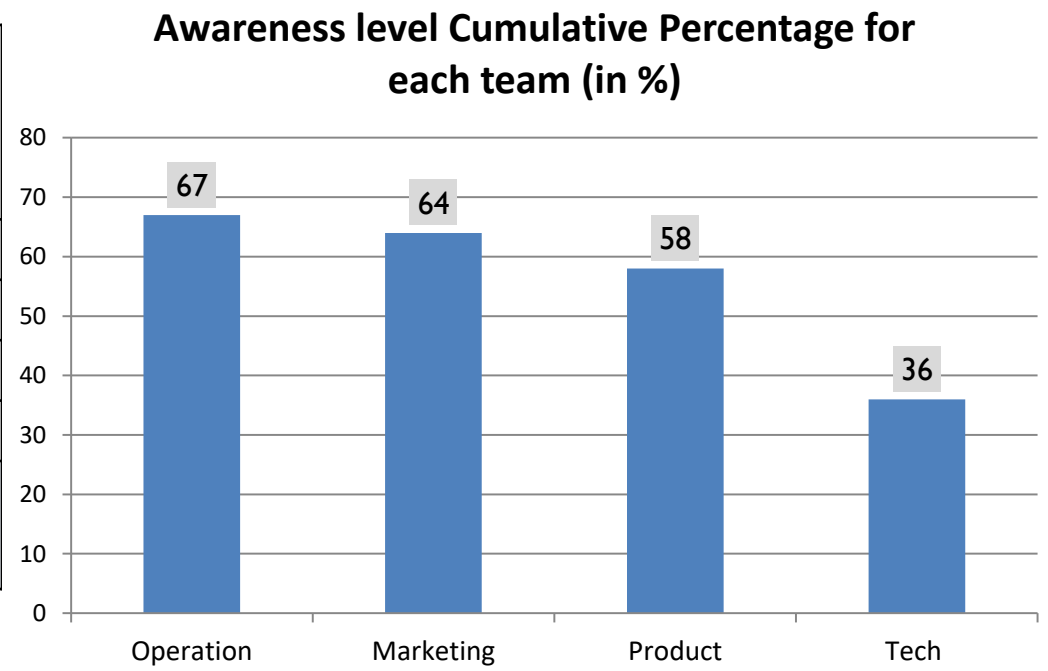


- The cumulative awareness score with correct response using ten question statements came out to be 22 and the maximum score is 60 (6 respondent and 10 questions).
- The cumulative perception score using three questions statements came out to be 7 and the maximum score is 18.



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

Team	Cumulative score	Total maximum Score	Cumulative Percentage (in %)
Operation	147	220	67
Marketing	58	90	64
Product	35	60	58
Tech	22	60	36
Overall Score	254	430	59

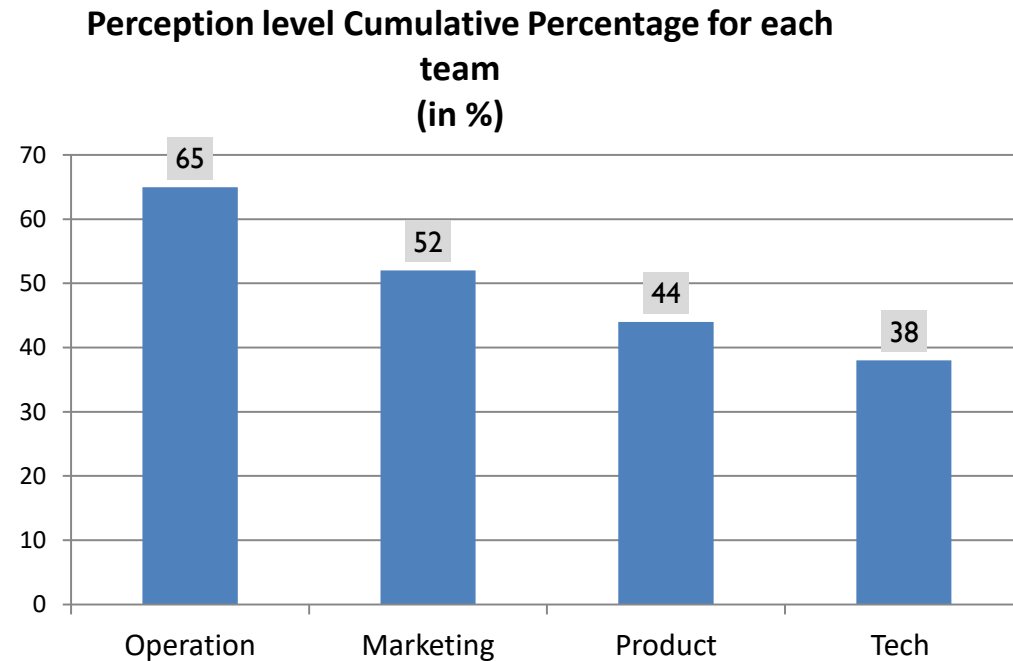


- Table shows operation Team was the most aware and the technical team was the least aware.
- Also overall 59% employees were aware of services of Credihealth.



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

Team	Cumulative score	Total maximum Score	Cumulative Percentage (in %)
Operation	43	66	65
Marketing	14	27	52
Product	8	18	44
Tech	7	18	38
Overall Score	72	129	56



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



CONCLUSION

- 59% of employees of credihealth were totally aware of what services were provided by the company. The rest had little idea and so 56% of them perceived that orientation was necessary and believed that some training and automation was needed.
- The recent shift of focus to teleconsultation has led many employees in a confused state. Although efforts by managers are given but in the busy schedule proper orientation and training was not possible, which is why only 68% of operation team (most aware team) were totally aware of the protocols. Rest 18% knew only few of them and 9% did not know any.



Recommendations

- 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.
- More automation of should be incorporated in the website so that it is user friendly for both employees as well as patients/customers.
- 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.
- 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.



Thank You

