

Consumer buying behaviour towards DayToDay Health Care management product



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INTRODUCTION

- Care Management refers to a comprehensive mix of services and activities that helps patients with chronic illness to manage their health better
- A comprehensive Care management system requires excellent teamwork of Physicians, Nurses, caregivers as well as the patient to manage the complex healthcare needs of the patient
- A care management system must have analytical core. Incorporating analytics , machine learning and data drive quality improvement initiatives into the core of the system will result in better outcomes
- DayToDay Health is an acute care management company providing end to end acute care management to the patients outside the hospital by guiding patients from the pre-operative preparation to faster recovery post-operatively and continuation of care

- Care Management is fairly a new concept in Indian Healthcare market so understanding the consumer buying behaviour towards such a concept was necessary
- Understanding consumer behaviour is very important for DayToDay Health as it would help in determining the needs, wants, and the expectations of the patients and providing the services based on these parameters
- It will help the organization to understand the expectations of the consumers, and what drives consumers to buy a product or service. It will also help the organization to assess the success of current products or services and predict the same for upcoming products or services.

RESEARCH QUESTION AND OBJECTIVES

What is the consumer buying behaviour towards DayToDay Health Care management product?

Broad Objective

To study the consumer buying behaviour towards DayToDay Health Care management product.

Specific Objectives

- To identify the scope of improvement for service delivery, admin portal and app to sell better to consumers.
- To understand the consumer buying process for DayToDay Health Care management product.
- To suggest a few recommendations for better consumer engagement during the buying process.

RATIONALE AND LIMITATIONS

Rationale

The knowledge about consumer buying behaviour is very important for an organization. This study is aimed towards building better knowledge about the consumer buying behaviour towards the care management product. This study will generate useful insights for better understanding of consumer needs and will help the organization to sell the product better to the consumers.

Limitations of the Study

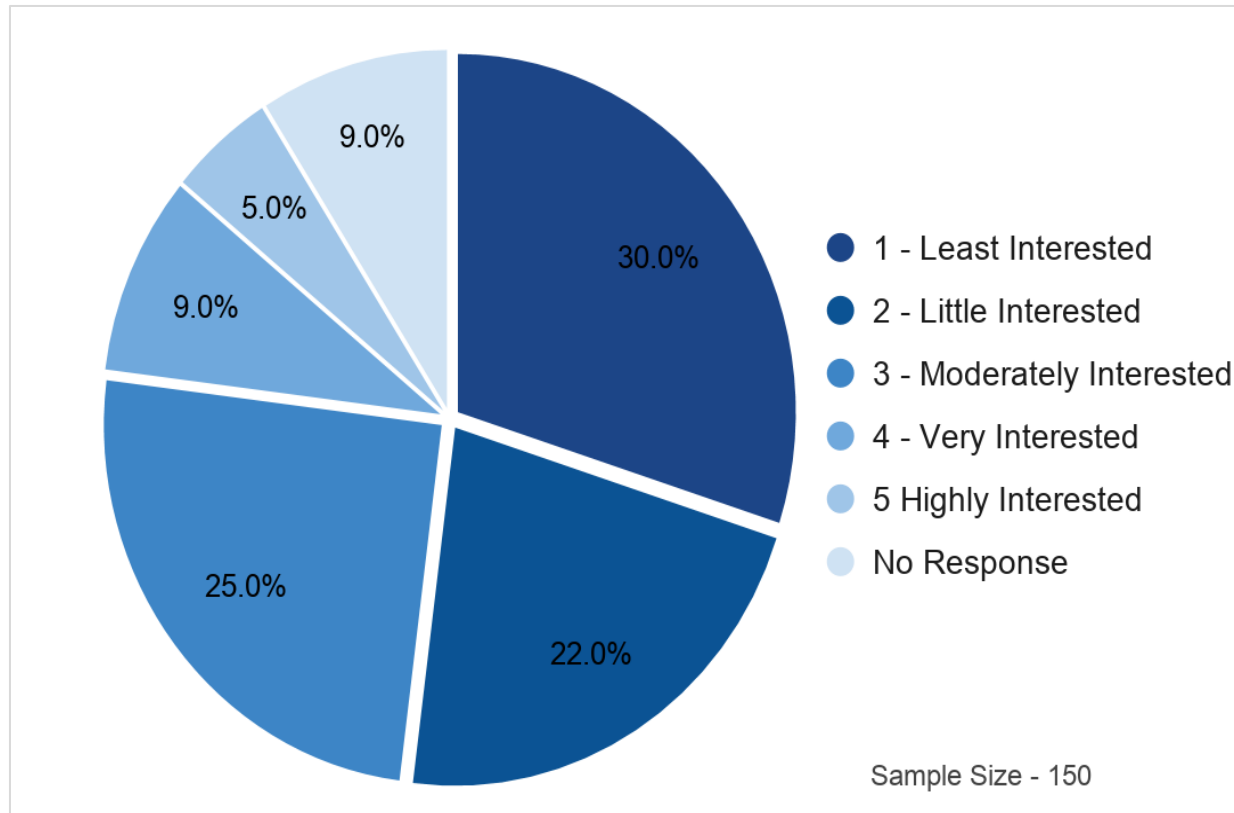
The study was conducted to understand the consumer buying behaviour from limited data available in the organization, hence extrapolation of results is not possible because there is wide variation in consumer behaviour and preferences and the factors like demographic, socioeconomic and psychographic vary across different regions. The study is limited to patient data from Bengaluru hospitals only, it is suggested to carry out the study on a larger scale to get better results across different regions of the country.

METHODOLOGY

- Study type: Descriptive study
- Study area: DayToDay Health office, Bengaluru
- Study time: 20th Feb, 2020- 20th April, 2020
- Study was conducted in two parts: Empirical part and Theoretical part.
- The Empirical study was conducted based on the existing data in the organization. The data analysed for the purpose was Customer feedback data, NPS data, patient dashboard data and Home visits data.
- The data available was analysed to understand different behavioural aspects of patients like reaction of patients to the product, reasons for buying or not buying the product, likes and dislikes about the product, needs and expectations of patients from the product and their overall emotional response towards the product.

- The Theoretical study was focused towards understanding the consumer buying process for DayToDay Health care management product in detail and finding out strategies to increase the consumer engagement through extensive research of consumer behaviour practices of Health care and other industries which are suitable for implementation for DayToDay Health consumers.
- For Theoretical study, following approach was used:
 - The entire consumer buying process for DayToDay care management product was mapped.
 - Interventions were suggested for each step for increasing patient engagement during the buying process.
 - A framework for continuing and maintaining consumer research was also suggested.

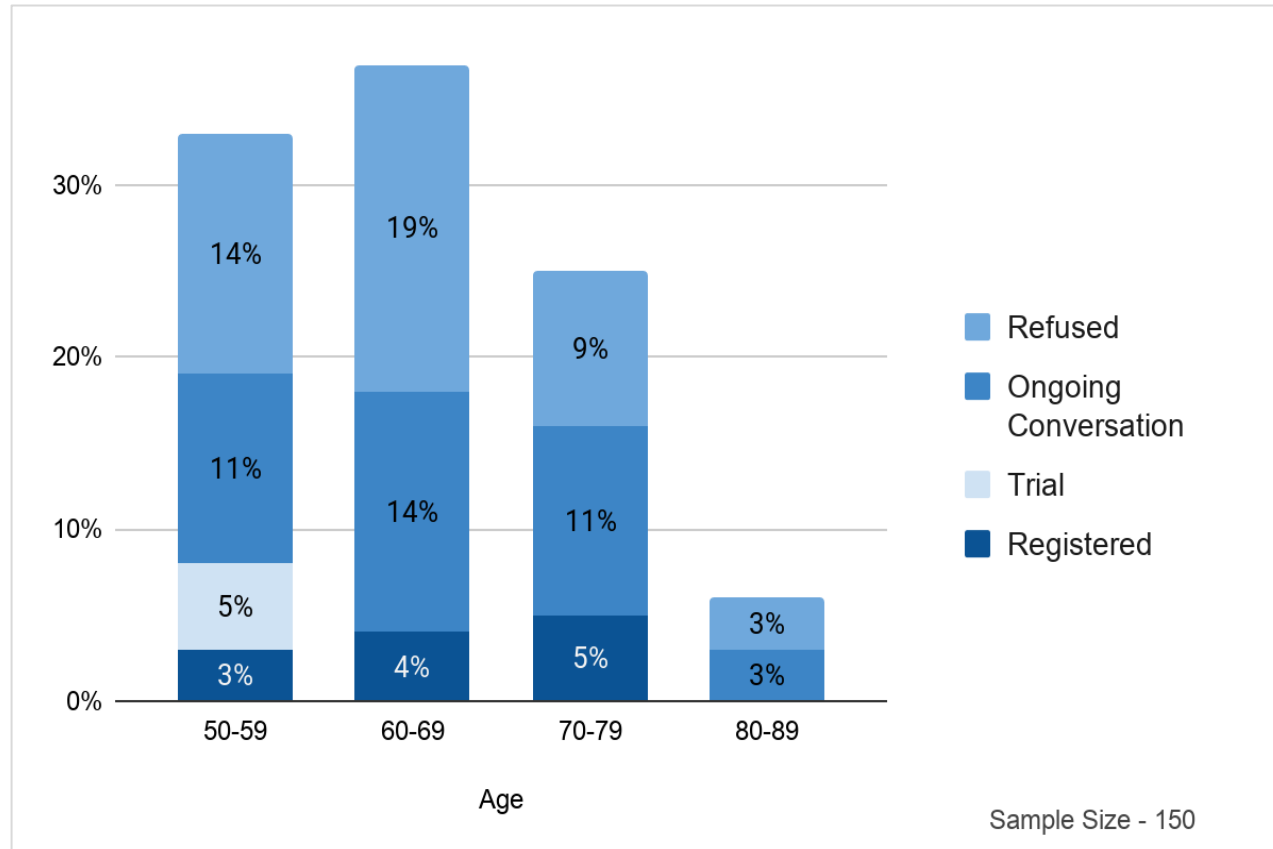
RESULTS: EMPIRICAL STUDY



The proportion of patients moderately interested, very interested and highly interested in the product is relatively smaller than those who are little interested and least interested. It shows that patients' interest to purchase the product is on the lower side and needs action to increase patients' interest and engagement

Patient's rating for interest in DayToDay care management product

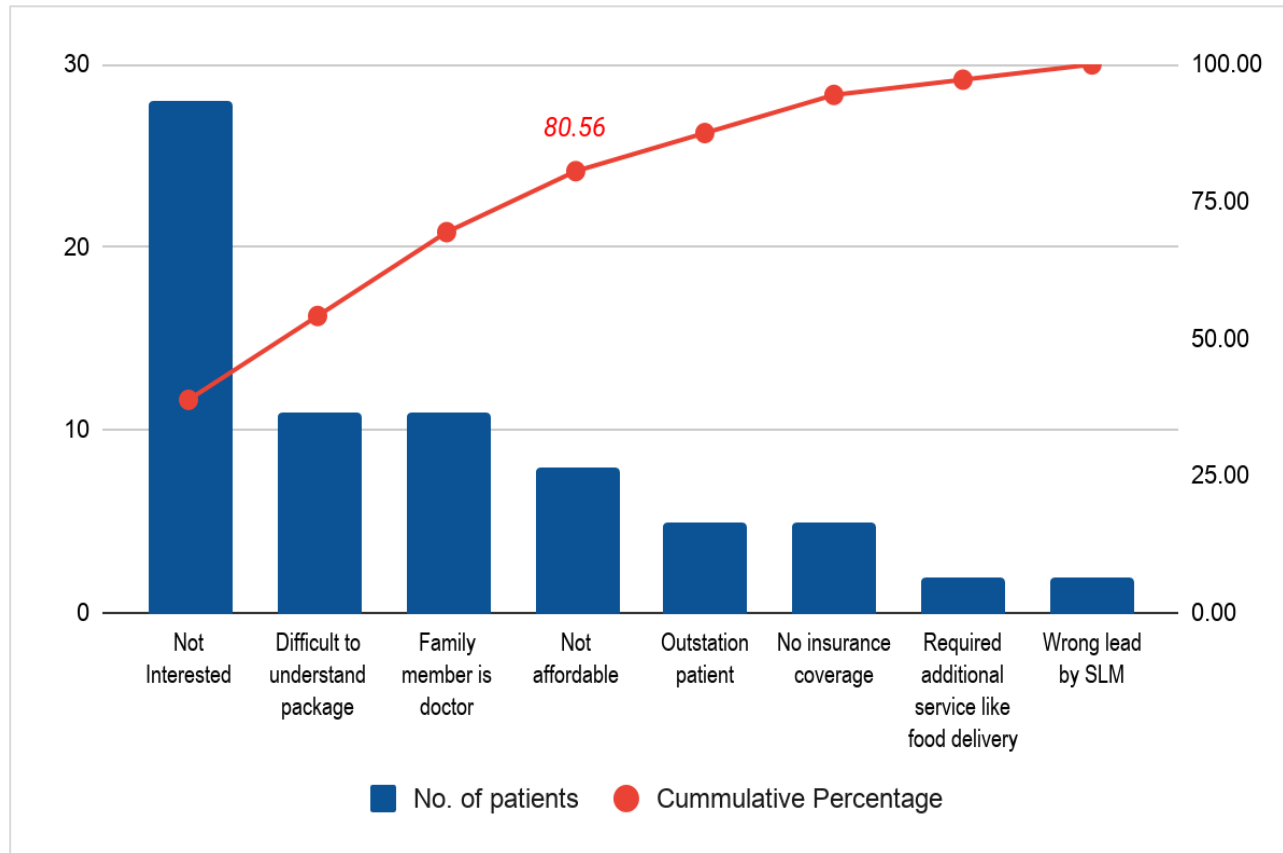
RESULTS: EMPIRICAL STUDY



The clustered columns show that response from the target age group (50-80 yrs.) towards the care management product is on the lower side for acceptance and registration for the care management product. It calls for action regarding increasing the acceptance and registration of patients from the target age group.

Target age group response towards DayToDay care management product

RESULTS: EMPIRICAL STUDY



Reasons for refusal by the patients

Pareto chart shows that if only 4 reasons (not interested, difficult to understand the package, family member is a doctor, and not affordable) are dealt appropriately, then approximately 80% of the refusals could be converted into sales. It describes the above mentioned 4 reasons as vital few and others as trivial many.

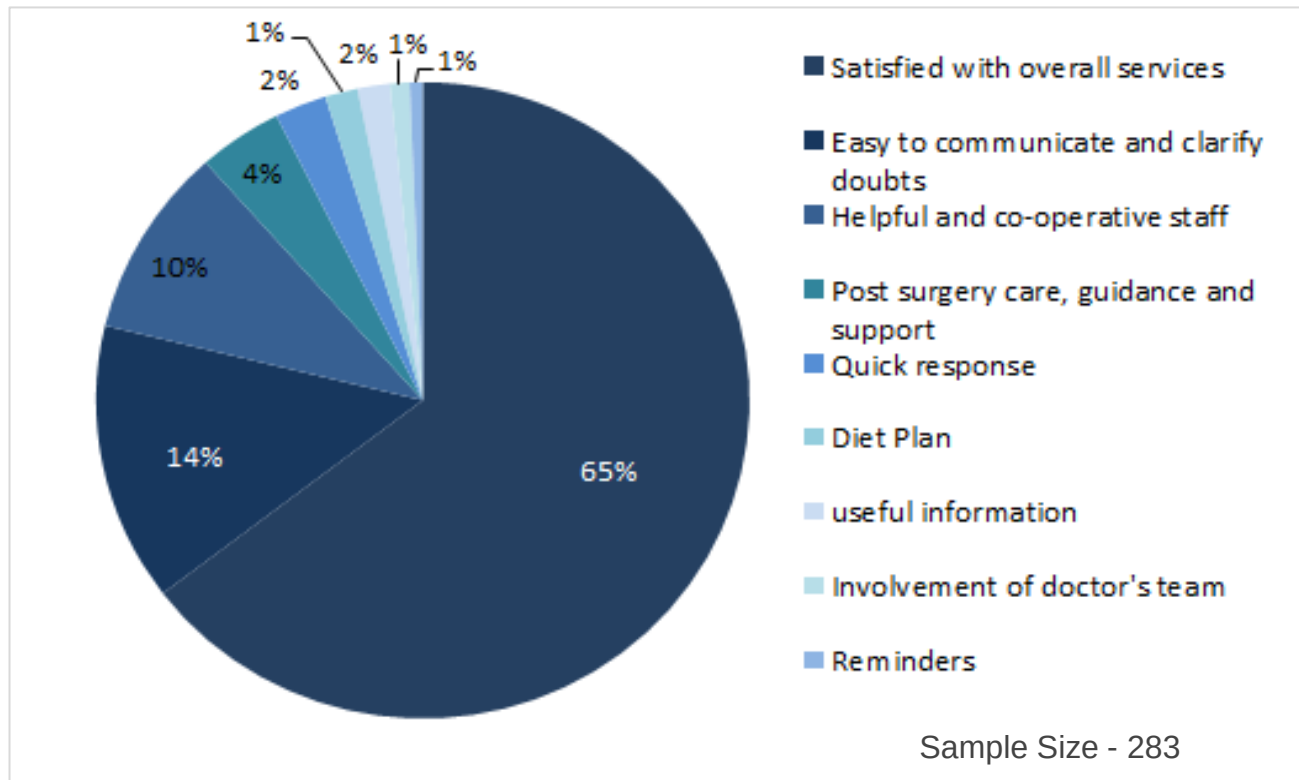
RESULTS: EMPIRICAL STUDY

Average Rating					
	Care Coaches	Nutrition & Dietary Services	Referring to friend	Application	Daily Call and Timings
Overall	9.24	9.22	9.01	9.29	9.52
CABG Patients	9.62	9.23	9.05	9.11	9.50
PTCA Patients	9.63	9.21	8.96	9.41	9.53

Average rating for the services provided by the patients

The Table shows the ratings out of 10 for the DayToDay application, other services provided to patients and how likely they would refer a friend for purchasing care management product. The table shows that ratings are on the higher side with slight variations in rating among the application and other services. These ratings were taken from net promoter score study data available.

RESULTS: EMPIRICAL STUDY



What patients liked?

This pie chart is based on responses of patients to a guided question in the Net promoter score study. It shows the major aspects about DayToDay care management product liked by DayToDay patients

RESULTS: EMPIRICAL STUDY

Suggestions	Percentage of patients
App should be improved	25%
App should be made compatible for less technology knowledgeable patients	22%
Arrangement of homecare nursing services	15%
Content should be in Multiple languages	12%
Weekly summary of patient's condition should be sent to the caregiver	11%
Instructions should directly come from the doctor	11%
Information regarding medicines and exercises should be added	8%
Repeated questions should be avoided	6%
Wound care should not be repeated daily	3%
More recipes and daily diet tips should be added	1%

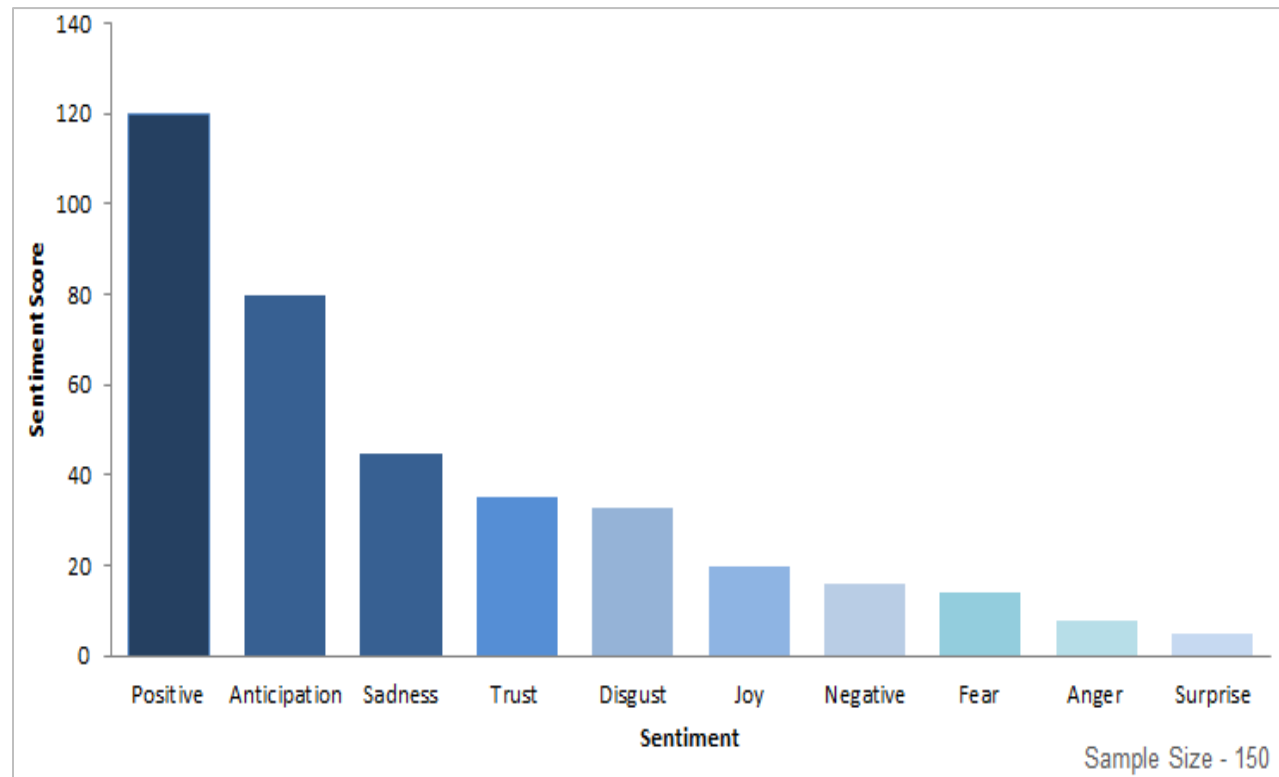
Suggestions by the patients

RESULTS: EMPIRICAL STUDY

Sentiment Analysis:

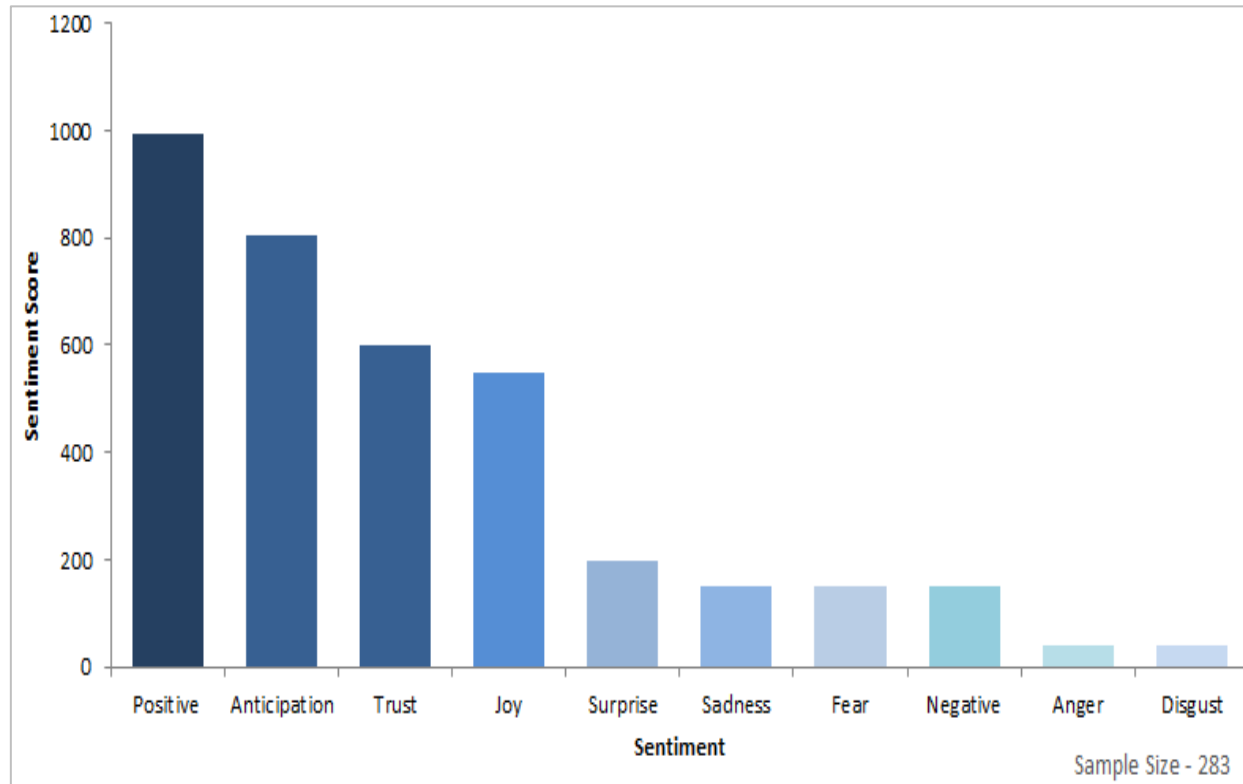
- Sentiment Analysis is the interpretation and classification of emotions (positive, negative and neutral) within text data using text analysis techniques.
- Sentiment analysis allows businesses to identify customer sentiment toward products, brands or services in online conversations and feedback.
- The sentiment analysis was carried out using R Studio tool.
- The sentiment analysis algorithm used here is based on the [NRC Word-Emotion Association Lexicon](#) of Saif Mohammad and Peter Turney.
- Sentiment analysis was carried out on patients comments in customer feedback data and Net promoter score study.

RESULTS: EMPIRICAL STUDY



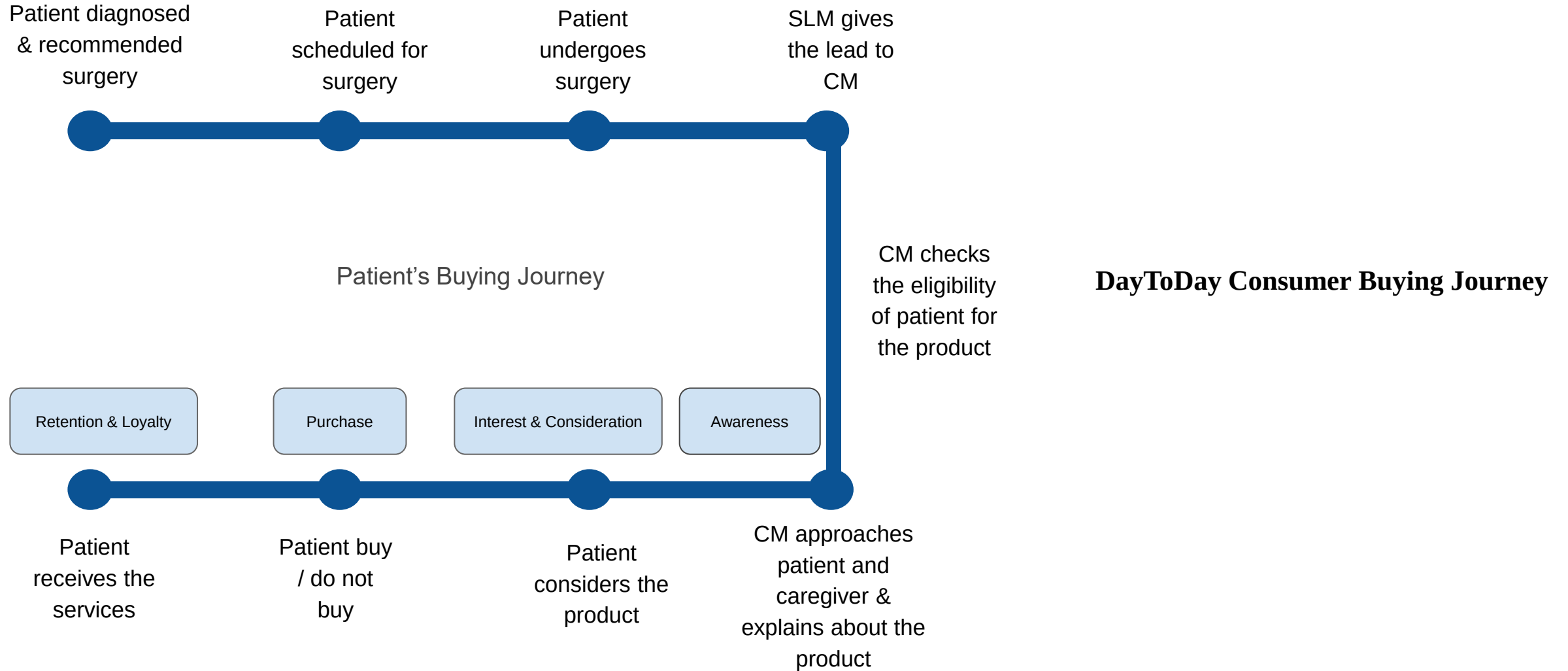
The clustered columns graph shows sentiments of consumers towards the product by analysing patient comments from customer feedback data. The graph shows a high positive sentiment of patients towards the product. However there is a need to understand the reasons for high anticipation and sadness sentiment of patients.

RESULTS: EMPIRICAL STUDY

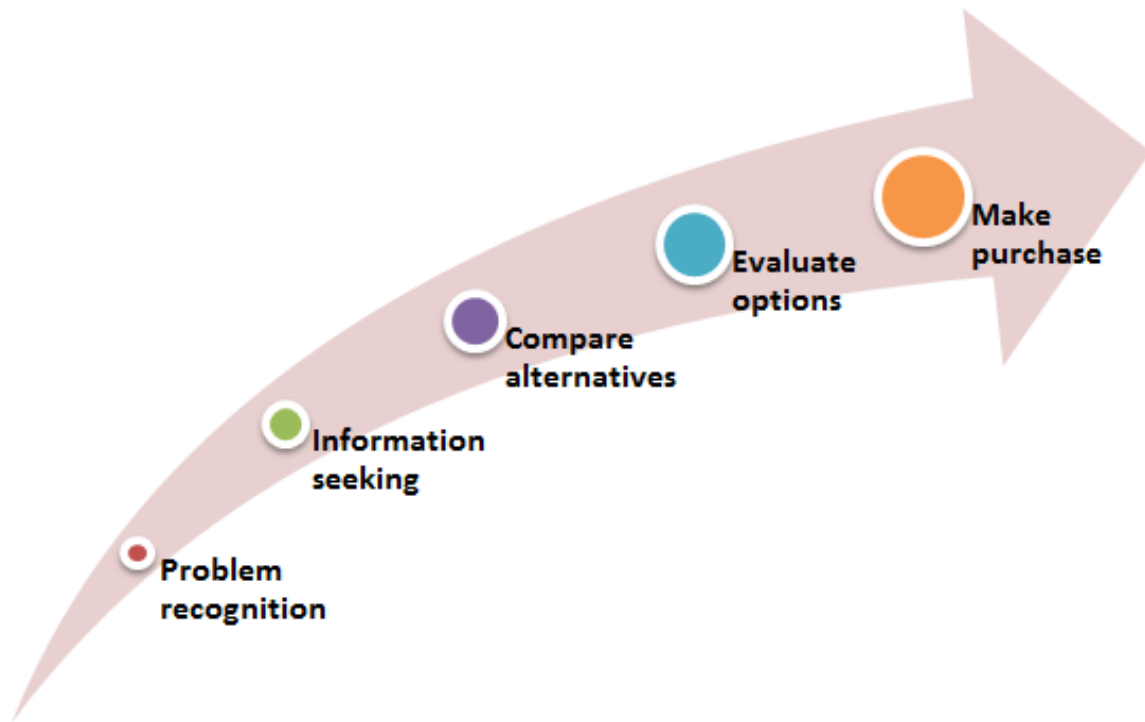


The Clustered columns graph shows interpretation and classification of sentiments of consumers towards the care management product by analysing patients' comments from Net promoter score study data. The graph shows high positive sentiment of patients around emotions like trust and joy, which shows that patients are happy with services delivered to them and anticipation emotion is high which shows that patients have high expectations from the product

RESULTS: THEORETICAL STUDY



RESULTS: THEORETICAL STUDY



The figure shows a classical consumer buying process

RESULTS: THEORETICAL STUDY

Recommendations for better consumer engagement at each step of buying process:

The suggestions have been presented in a stepwise and chronological manner to be more effective in increasing the consumer engagement throughout the buying journey:

1. Problem recognition: Realizing the problem

- Focus on content marketing by creating relevant content to highlight the need and benefits of Care management. Reinforce content with facts and testimonials.
- Adapt omni channel approach to reach patients through articles, blogs and social media like LinkedIn to increase awareness about the product.
- Identify and standardize criteria for identifying potential patients and focus on engaging potential patients for selling the product.

RESULTS: THEORETICAL STUDY

2. Information seeking: The Search begins

- Approach patients early in the patient journey just after diagnosis and surgery prescription
- Make information about the product very simple and easy to understand for the patients. Care managers can use catalogues and app demos for this purpose.
- Information about the company and product should be made available online through active blogs and up-to-date website.

3. Compare Alternatives: Competition begins

- Carry out standard competitor market analysis to look out for potential competitors and their service offerings.
- Making strategic partnerships with hospitals, clinics and physicians to grab potential patient markets.

RESULTS: THEORETICAL STUDY

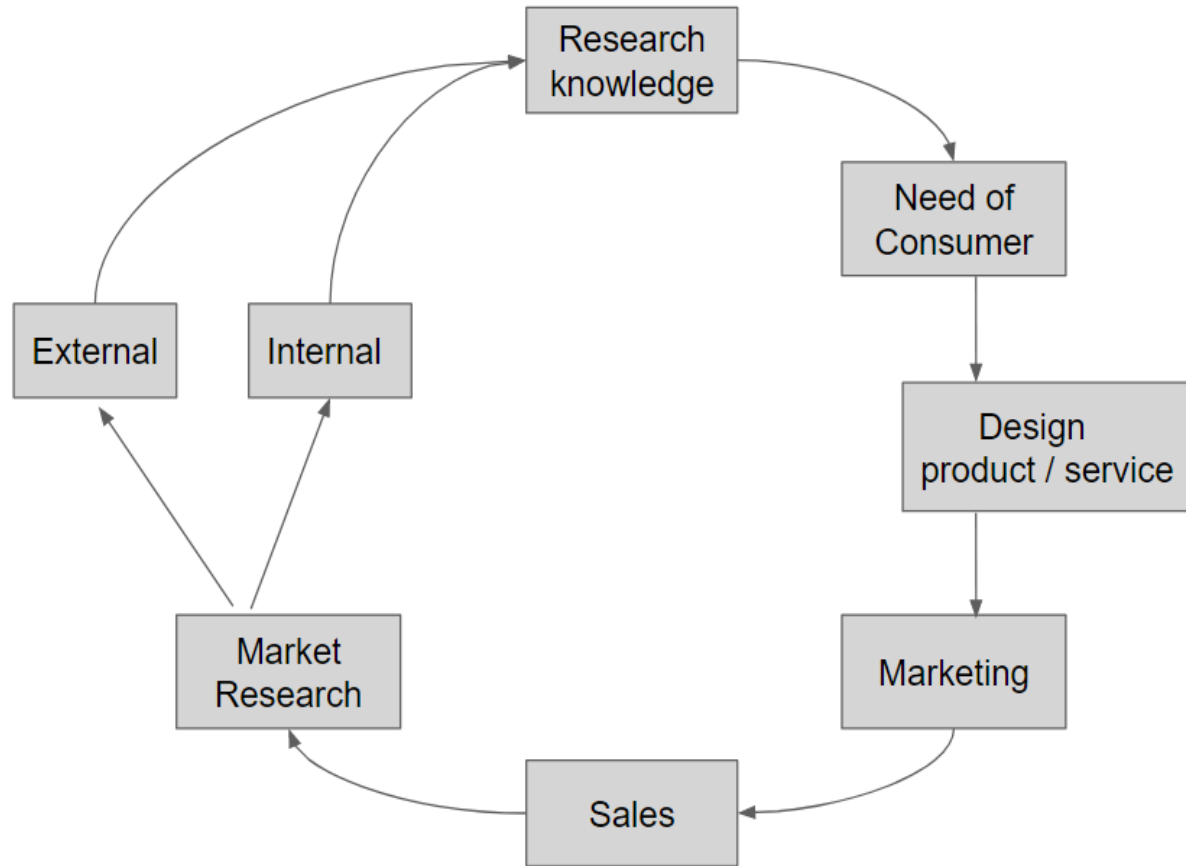
4. Evaluate Options: The Critical Assessment

- Create standard pitch for patients which highlights the unique selling point of the product.
- Provide more detailed information to patients about the product through multiple visits during hospital stay.
- Ask questions to patients to assess patient needs and expectations from the product. This data can be used for continuous evolution of the product.

5. Make Purchase: The End Game

- Maintain constant communication with the patient and caregiver throughout hospital stay through care managers.
- Create a standard and simple process of purchase for the patients.
- Create customized content for the patient like surgery specific or any patient need specific to increase patient engagement.

RESULTS: THEORETICAL STUDY



Framework for Consumer Research

This framework is suggested to maintain the knowledge of the organization about the market and consumer needs and expectations. It will focus towards external market research to understand the markets we serve and forces which control the market. It will also include Internal research about the organization's strengths and weaknesses and cross functional teams for diverse ideas to sell better to consumers.

CONCLUSION

- The Empirical study shows that DayToDay Health consumers are little interested when they are explained about care management product and tend to refuse to buy it. Same reaction is there from the target age group of consumers. Hence, actions are needed to improve patients' interest and engagement at the very first interaction.
- The reasons for the refusal to buy the product like patient is not interested, difficult to understand the package, a family member is a doctor, and not affordable are the major reasons causing approximately 80% of the refusal.
- The aspects of the product appreciated by the patients include satisfaction with overall services, easy communication, helpful staff, and post-surgery guidance. Measures can be taken for further improvement of these aspects of the product to increase patient satisfaction.
- The suggestions regarding the product and services by patients which includes the improvement of mobile application, arrangement of homecare nursing services, and multiple language compatibility and others can be taken into consideration for continuous improvement in the product and services and contribute towards increasing the product market fit.

CONCLUSION

- The sentiment analysis of patient feedback and NPS data shows a lot of positive sentiment in consumers mind regarding the product and the organization. But as study was limited to Bengaluru hospitals patients and the diversity and complexity of consumer behaviour necessitates a larger scale study to understand the consumers' sentiment in more detailed and precise way.
- The study also provides a detailed understanding of the consumer buying process for DayToDay Health care management product and suggestions to increase the consumer engagement at each step.
- Increasing the consumer engagement in the buying process and increasing consumer involvement by providing specific information and continuous support shall ensure better selling to consumers as well as facilitate capturing critical information about consumer reaction, needs and expectations from the product which will contribute towards continuous evolution of the product.

THANK YOU

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