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EMPLOYEE PERCEPTION TOWARDS DAYTODAY HEALTH PATIENT ON-BOARD AND FOLLOW UP SERVICES



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OPERATIONAL DEFINITION

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- 1** Care manager: Employees who onboard patients in daytoday. Their main responsibility is to maintain relationship between daytoday and hospital.
 - 2** Care executives: an employee who helps the care manager during patient on board. They acquire the patient data from the hospital key sheet and enter in daytoday App.
 - 3** Patient on board: registration of patient in daytoday App.
 - 4** Implementation process: product implementation encompasses all the activities within hospital to define, develop and launch a new product
 - 5** Care coaches: care coaches are directly associated with care process of the patient. They provide personalized care to the patient according to their need during follow up.
 - 6** Care plan: care plans provide direction for individualized care of the patient. A care plan flows from each patient's unique list of diagnosis and should be organized by the individual's specific needs.

INTRODUCTION



- DayToDay health began its journey in 2018. The organization aims to provide a fully integrated healthcare management platform. DayToDay team is addressing two critical challenges in healthcare, which are accessibility and clinical outcomes. DayToDay health has three major key stakeholders; Doctors , Hospital and patients.
- DayToDay's idea is innovative and unique as they collaborate with the hospitals and involve doctors in the care giving processes. They follow a B2B model, where they first tie up with the hospital to provide care to the needed patient.
- The main product of the startup is a mobile application, which records live chats, calls and doctors consultation according to registered patient's needs. They are also providing home visit service along with virtual care.
- The care team is primarily looking after the needs of patients throughout their journey. It consists of care managers and care coaches. Care managers usually establish relationship with hospitals and doctors to attain patients. In this process care managers faces certain challenges such as resistance for change in health care people, lack of acceptability towards technology.
- This study mainly talks about the perception of care team and challenges faced by them while implementing the patient onboard and follow up services in the hospital sector.



OBJECTIVES

- To find out the service implementation process and its challenges.
- To study employee perception towards implementation process of patient on-board and follow up services.
- To do a comparative analysis of top market players.

METHODOLOGY

STUDY DESIGN : Exploratory research design since the information obtained concerning the current status from the respondents and to investigate the problem which is not clearly defined.

STUDY SETTING: The research was done in a MIT based health IT Startup Company, which deals with virtual care.

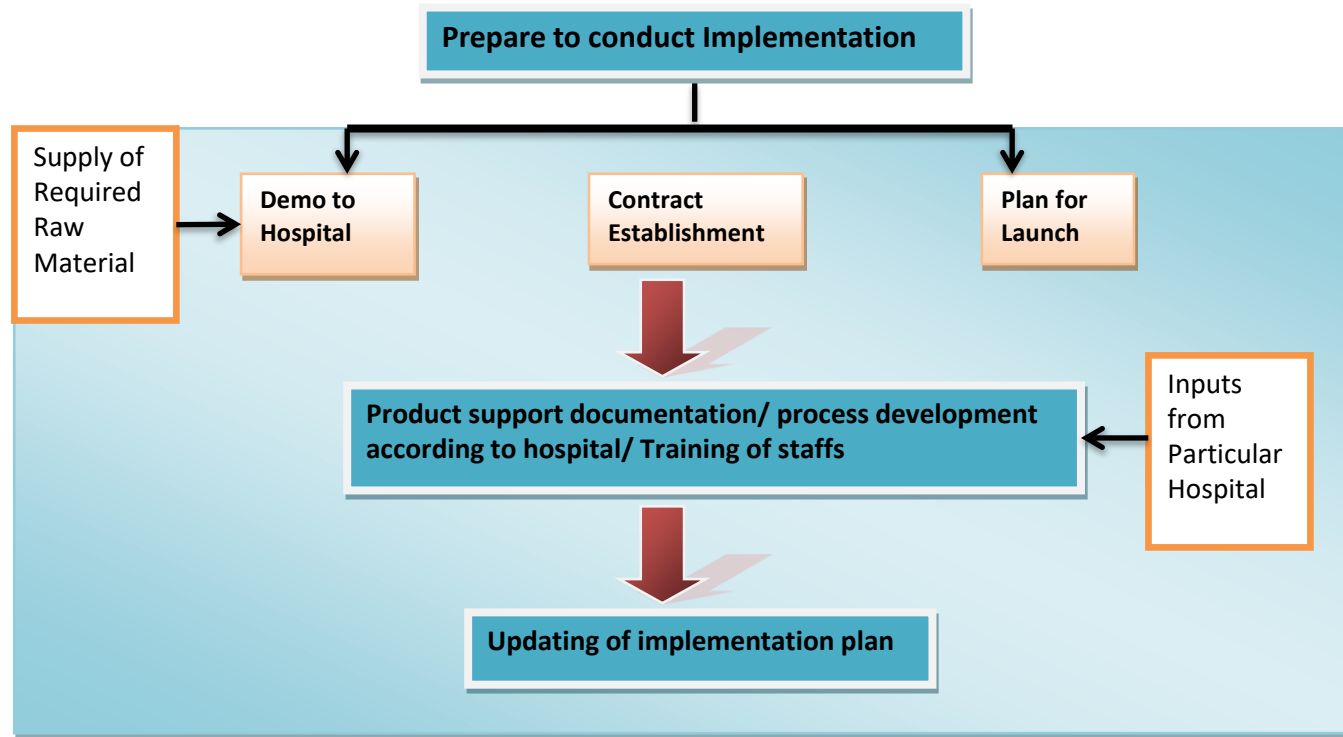
SAMPLING AND SAMPLE SIZE: 27 employee of DayToDay health who deals with patient on board and follow up service. Sampling technique which has been used in this study is known as total sampling technique.

METHODS OF DATA COLLECTION: The present study is based upon primary data obtained from 27 employees which includes care coaches, care managers, care executive and physiotherapist who works on patient on boarding and follow up process. Data collection was done by a self designed questionnaire and qualitative discussion.

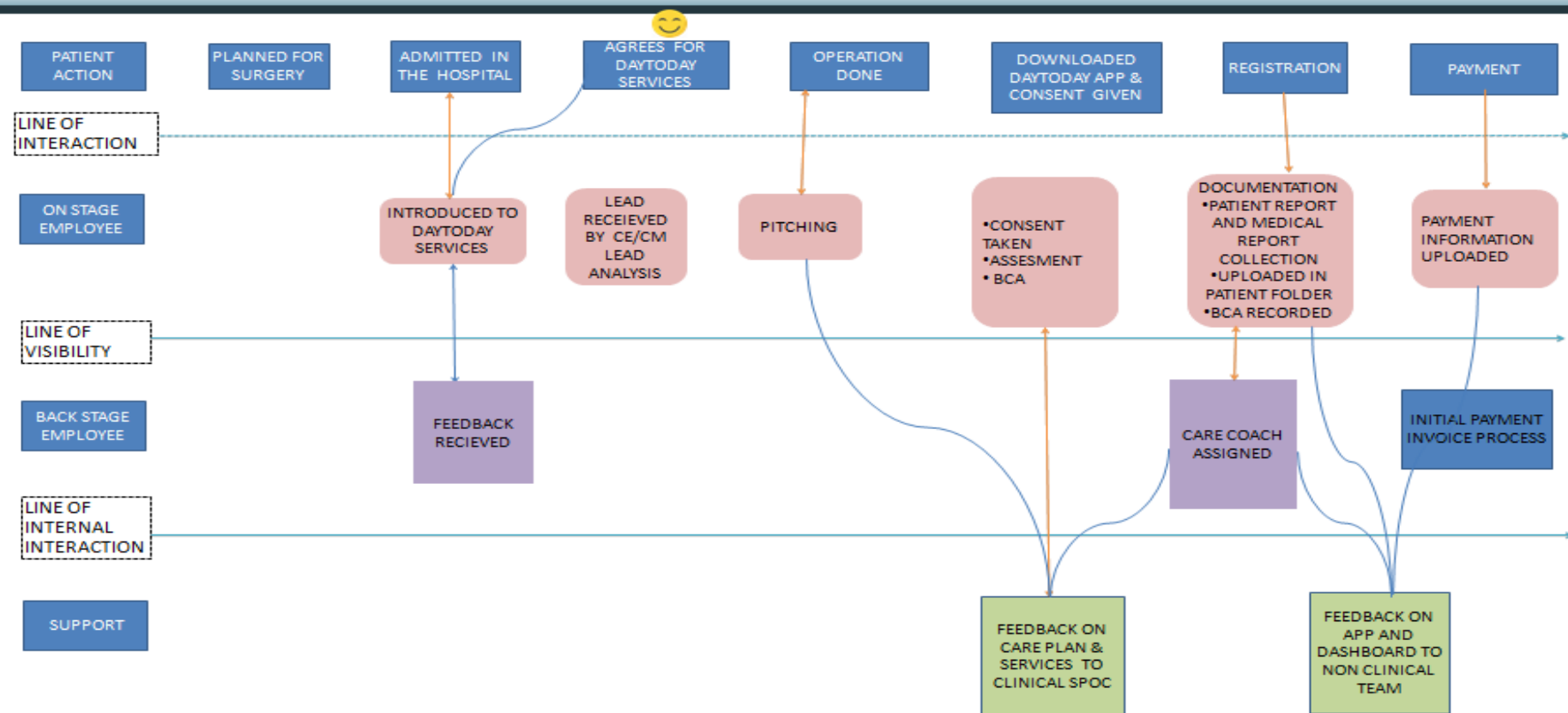
DATA ANALYSIS: Data from the questionnaire were compiled with Microsoft excel sheet. For the purpose of anonymity no demographic details were collected. Descriptive statistics were used to calculate the responses in terms of percentage.



SERVICE IMPLEMENTATION PROCESS



PATIENT ON BOARDING PROCESS FOR DAYTODAY HEALTH

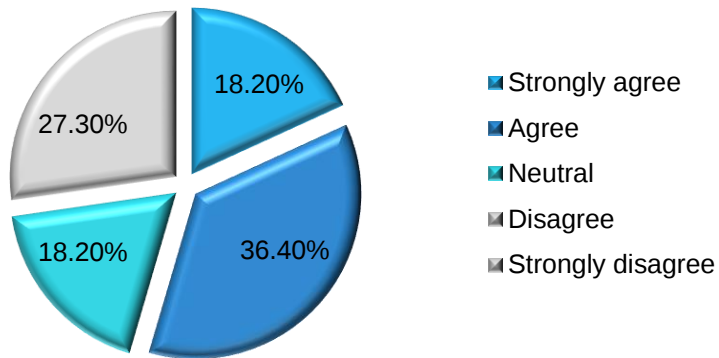


RESULTS

1.Employee perception towards competitive sales advantage:

Figure.1 show out of 11 respondents 4 (36.40%) agrees with fact that we have competitive sales advantage but 3(27.3%) disagree with the statement. Out of 27 respondents 81.8% responded that it is necessary to consider performance of the hospital

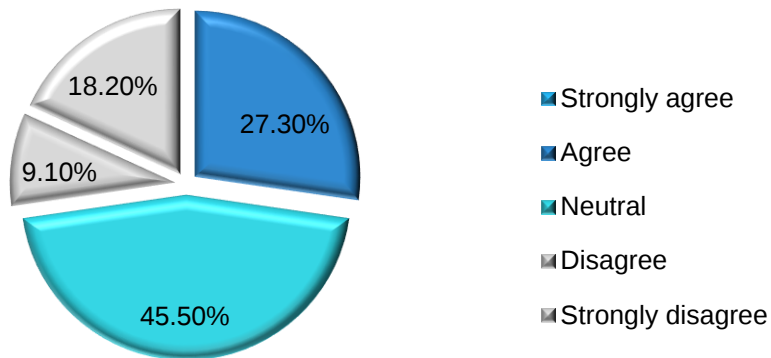
Figure.1 Sales process represents a competitive advantage

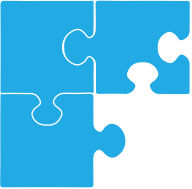


2.Employee perception towards appropriate methods of communication:

In Figure 2. Out of 11 respondents 5(45.5%) responded neutral with the fact that appropriate communication is carried out during implementation process.

Figure 2. Appropriate methods of communication were applied throughout the implementation process.

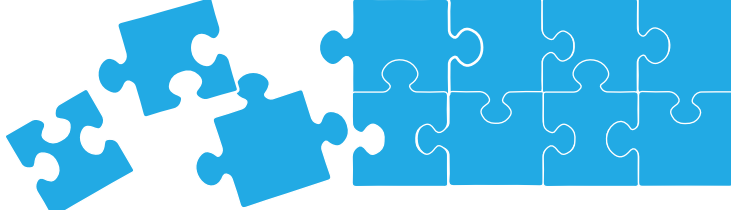
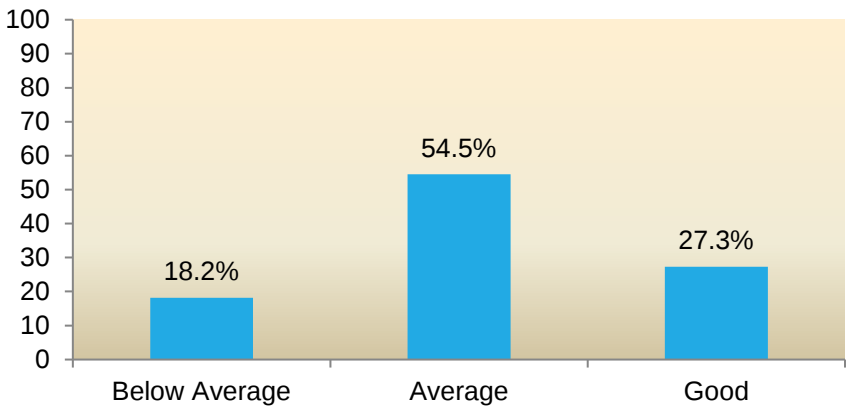




3.Employee perception towards customer acceptability of the product:

In Figure 3 the participants were asked about the acceptability of the product among customers. Out of 11 respondents 6(54.55%) responded customer acceptability is average for the product.

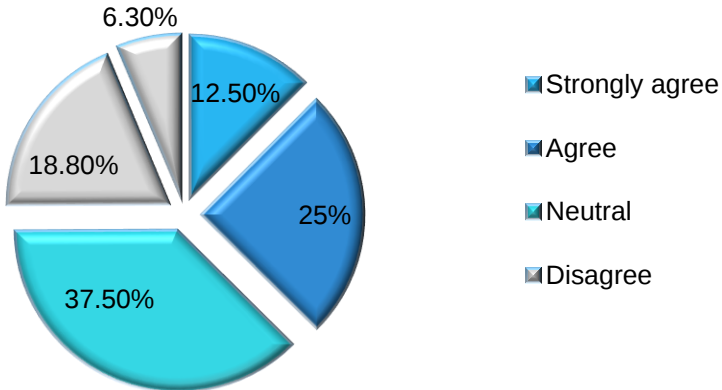
Figure.3 How would you rate the customer acceptability for our product?

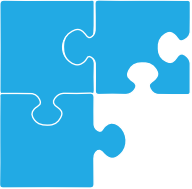


4.Employee perception towards approaching doctors:

In figure.4 out of 16 respondent 6(37.50%) responded neutral and 4(25%) agreed with the fact that care team faces problem while approaching doctors.

Figure .4 I have difficulty in approaching doctors when patient complaints about their problem

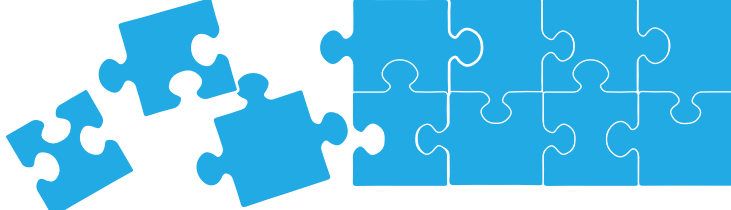
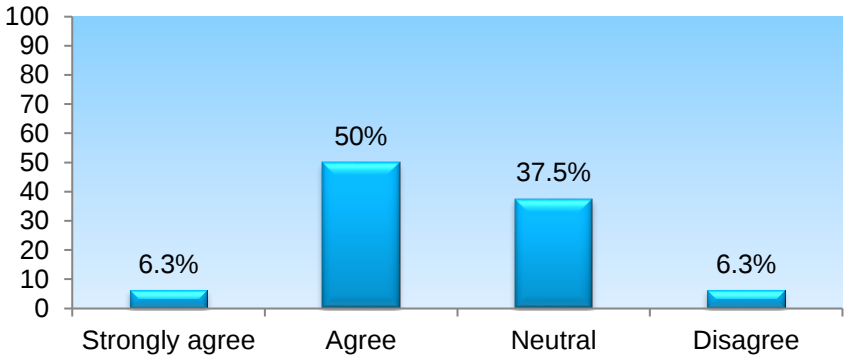




5.Employee perception towards additional services requests by patients:

In figure.5 50% of the respondents agree with the fact that patients ask additional services that were not included in the package. During the discussion care team addressed that most of the patient ask additional service which is not possible to deliver, that is one of the reason for customer dissatisfaction

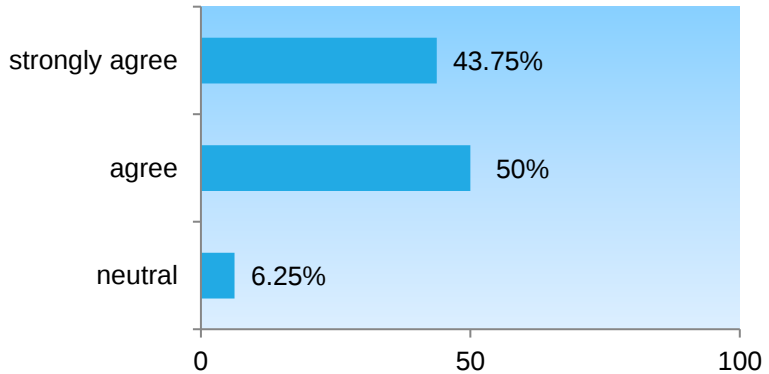
Figure.5 Patient requests for additional services that were not included



6.Employee perception towards understanding patients need:

In figure.6 show that out of 16 respondents 8(50%) agrees and 7(43.75%) strongly agree that they can understand patients expectations from daytoday health services.

Figure.6 I can understand clearly what patients expect from our services.



Challenges, Opportunities and recommendation

S/N	CHALLENGES	OPPORTUNITIES of DayToDay	RECOMMENDATION
01	Challenges of patient on board phase Lack of physician support	- To add value to their life - To generate more lead	- Doctors dashboard - Demonstrate time saving feature - Be an information partner
02	Lack of Hospital stakeholder recognition	- For effective, collaboration & partnership - To run smooth operation in hospital	- Establish clear roles - Determine the key stakeholder - Develop unique concept
03	Average acceptability of service	- To add more product mix - To make people aware of the product - To improve marketing strategy	- Evaluation &improving product acceptability - Improving availability and affordability - Improve product acceptability by enhancing product awareness.
04	Lack of competitive sales advantage	Improving strategy based on sales cycle stage	- Develop a competitive analysis periodically - Evaluate performance
05	Challenges during follow up Difficulty in approaching doctor	Invention of shorter and effective communication tools for care team	Using digital form of communication tool
06	Additional service request by patients	To get ideas regarding needs of the patient	Be accessible

COMPETITIVE ANALYSIS

MARKET
PLAYERS

Company	Founded	Features	Platform	Target Customers	Rating	Users	Pricing	Funding
3Hcare	2016	Healthcare services, Nearby labs and hospitals	Website	Surgery patients, Diagnosis	NA	NA	Diagnosis around 500- 5000 Surgery starting 1 lakh	\$1.2 m
ekincare	2014	24*7 chat with doc, check-ups, medicine delivery, Save medic al docs, graphs/charts from records	Android, iOS	Generic patients	3.2 (Android)	50k installs	In App purchases	\$2 m
practo	2008	Book appointments, Buy health plans, maintain records, Get tips	Android, iOS	Generic patients	4.4 (Android)	5 m installs	Pay per appointment	\$251 m
Lybrate	2013	Chat/Forum, Online consultation, Book appointment	Android, iOS	Generic patients	4.2 (Android)	5 m installs	Per call pay, monthly p lans	\$14.4 m
DocsApp	2015	Chat/Call doctor, order medicine, keep records	Android, iOS	Generic patients	4.4 (Android)	5 m installs	Pay per call	\$19.6 m
Doctor Insta	2015	Video call Doc, ambulance service, order medicines	Android, iOS	Generic patients	4.2 (Android)	100k installs	Pay per call	\$7 m

THANK YOU

