



**SANKARA EYE HOSPITAL**  
YOUR VISION OUR MISSION

**“Effective way of patient  
engagement during  
waiting period”**

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# INTRODUCTION

*The study on this particular topic is done as Engaging patients in their healthcare is a growing trend. The Institute of Medicine (IOM) has recommended that individuals receive opportunities to access appropriate medical information and clinical knowledge, enabling them to be the 'source of control' in making healthcare decisions. The Joint Commission and National Quality Forum have also started their own initiatives surrounding patient engagement.*

*Patient engagement is a process which involves encouraging patients in their own care to help improve health outcomes, drive better patient care. The patient engagement in the waiting time also leads to patient satisfaction and also getting new patients indirectly. The objective of the study is To assess the need of patient engagement activities in the hospital and To assess the people's perspective on patient engagement during waiting period while visiting hospital.*

# RESEARCH QUESTIONS

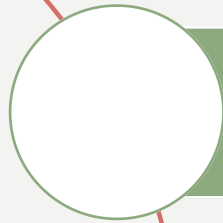


Is patient engagement during waiting period required in the hospital?

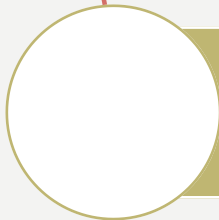
What is the best way of patient engagement hospital should provide?



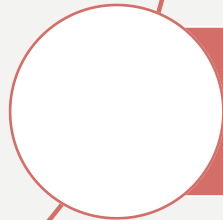
# OBJECTIVES



To assess the need of patient engagement activities in the hospital.



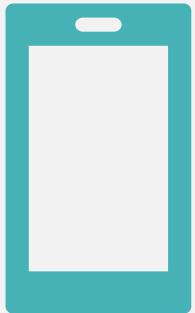
To assess the people's perspective on patient engagement during waiting period while visiting hospital.



To recommend measures to the officials of the hospitals regarding engagement activities



**Null Hypothesis:** There is no association between respondents having a smart phone & interested in getting eye care related information for patient engagement.



**Alternate Hypothesis:** There is association between respondents having a smart phone & interested in getting eye care related information for patient engagement.

# ***RESEARCH HYPOTHESIS***

# AIM OF THE STUDY

- “The study aims to find the best way of patient engagement by analyzing the secondary data which is based on the preference on the patients, their attender, staff and other audience.”

## Study Design

A descriptive cross-sectional study was carried out by the hospital authority.



## ***STUDY POPULATION & SETTING***

- Data was collected from Patients, Patient's attender, staff of the hospital from Coimbatore, Bangalore and Shimoga unit of Sankara Eye Hospital. A total of (N=1543) respondents participated in the study. Sankara Eye Foundation is a renowned hospital in ophthalmologic care in India. It is known for providing effective patient care at affordable prices.

# RESULT

| Centre's    | Patient | Patients Attender | Sankara Staff | Others | Grand Total |
|-------------|---------|-------------------|---------------|--------|-------------|
| Bangalore   | 246     | 119               | 47            | 24     | 436         |
| Coimbatore  | 276     | 101               | 103           | 84     | 564         |
| Shimoga     | 224     | 117               | 101           | 101    | 543         |
| Grand Total | 746     | 337               | 251           | 209    | 1543        |

Tab 4.1 – Distribution of respondents including patients, patient attenders, staff of Sankara hospital and other audience.

The Table shows the data of all the respondents (N=1543) for three different units of Sankara Eye hospitals Bangalore n=436 (28%) ,Coimbatore n=564 (37 %) and Shimoga n =543 ( 35%)

# COMBINED ANALYSIS OF ALL SAMPLES.

97% of total respondents have smart phones.

The following was the preferences of respondents to engage themselves while waiting inside the eye hospitals, majority n= 879(57%) of respondents would like to know more about their eyes, n=368(24%) Like to get engaged in social media like WhatsApp, Facebook etc, n=194 (13%) Like to roam inside the hospital environment, n=102 (7%) Like to sit idle.

Majority i.e. n= (1411) 91% of the respondents are interested in getting eye care related educational information during waiting period inside the hospital.

- Preference of mode of communication- majority of respondents n=792 (51%) prefer Digital Videos / Posters to educate themselves on eye care, n=343 (22%) respondents prefer Printed posters, n=318 (21%) respondents prefer External Wall Display and n= 90 (6%) respondents did not mentioned their preference

- Preference of receiving educational material during waiting time inside the hospital majority of respondents n=804 (52%) want to receive educational material during the waiting time inside the hospital by TV display of videos/ posters , n=475 (31%) by video/posters in my mobile via link, n=171 (11%) by Hard copy of print materials and n=93 (6%) respondents did not mention their preference .

**99%** of total respondents have smart phones.

The following was the preferences of respondents to engage themselves while waiting inside the eye hospitals, majority n= 253 (58%) of respondents would like to know more about their eyes, n=115 (26%) Like to get engaged in social media like WhatsApp, Facebook etc, n=32 (7%) Like to roam inside the hospital environment, n=36 (8%) Like to sit idle.

Majority i.e. n= (414) **95%** of the respondents are interested in getting eye care related educational information during waiting period inside the hospital.

# ANALYSIS OF BANGALORE UNIT

Preference of mode of communication- majority of respondents n=201 (46%) prefer Digital Videos / Posters to educate themselves on eye care, n=157 (36%) respondents prefer Printed posters, n=77 (18%) respondents prefer External Wall Display and n=1 (0%) respondents did not mentioned their preference.

Preference of receiving educational material during waiting time inside the hospital majority of respondents n=236 (54%) want to receive educational material during the waiting time inside the hospital by TV display of videos/ posters , n= 146 (33%) by video/posters in my mobile via link, n=51 (12%) by Hard copy of print materials and n=3 (1%) respondents did not mention their preference



82% of total respondents have smart phones.



The following was the preferences of respondents to engage themselves while waiting inside the eye hospitals, majority n= 227 (40%) of respondents would Like to get engaged in social media like WhatsApp, Facebook etc, n=206(37%) like to know more about their eyes, n=75 (13%) Like to roam inside the hospital environment, n=56 (10%) Like to sit idle.



Majority i.e. n= (464) 82% of the respondents are interested in getting eye care related educational information during waiting period inside the hospital.

# ANALYSIS OF COIMBATORE UNIT



Preference of mode of communication- majority of respondents n=255 (45%) prefer Digital Videos / Posters to educate themselves on eye care, n=162 (29%) respondents prefer External Wall Display, n=68 (12%) respondents prefer Printed posters and n= 79 (14%) respondents did not mention their preference .



Preference of receiving educational material during waiting time inside the hospital majority of respondents n=340 (60%) want to receive educational material during the waiting time inside the hospital by TV display of videos/ posters , n=89 (16%) by video/posters in my mobile via link, n=58 (10%) by Hard copy of print materials and n=77 (14%) respondents did not mention their preference.

# ANALYSIS OF SHIMOGA UNIT

82% of total respondents have smart phones.

The following was the preferences of respondents to engage themselves while waiting inside the eye hospitals, majority n= 420 (77%) of respondents would like to know more about their eyes, n=87 (16%) Like to roam inside the hospital environment, n=26 (5%) Like to get engaged in social media like WhatsApp, Facebook etc, , n=10 (2%) Like to sit idle.

Majority i.e. n= (533) 98% of the respondents are interested in getting eye care related educational information during waiting period inside the hospital.

Preference of mode of communication- majority of respondents n=335 (62%) respondents prefer External Wall Display to educate themselves on eye care, n=118 (22%) prefer Printed posters ,n=79(15%) respondents prefer Digital Videos / Posters, and n= 11 (2%) respondents did not mention their preference.

Preference of receiving educational material during waiting time inside the hospital majority of respondents n=240 (44%) want to receive educational material during the waiting time inside the hospital by video/posters in my mobile via link, n=228 (42%) by TV display of videos/ posters , n=62 (11%) by Hard copy of print materials and n=13 (2%) respondents did not mention their preference

# CHI SQUARE TEST OF ASSOCIATION

To test the hypothesis chi square test of association was used which revealed significant association between having a smart phone & interested in getting eye care related information for patient engagement ( $X^2=30.81$ ,  $df=1$ ,  $N= 1543$  &  $p=0.000$  ).



As  $p<0.05$  we reject the null hypothesis & state that there is significant association between having a smart phone & getting information related to eye care for patient engagement.

# BIVARIATE LOGISTIC REGRESSION

- As we found significant association between the variables in Chi Squared test, we used bivariate logistic regression to see the measure of association between interest in getting eye care related information (dependent variable) & having a mobile phone (independent variable).

| Variables                                                        | Adjusted OR (95% CI)  | P Value      |
|------------------------------------------------------------------|-----------------------|--------------|
| Smart Phone                                                      |                       |              |
| No                                                               | 5.525 (2.908, 10.495) | 0.000**<br>* |
| *** Significant at 0.05, OR: Odds Ratio; CI: Confidence Interval |                       |              |

- The odds of people interested in getting eye care information for patient engagement among those who have mobile phones are **4.525** times more likely than those who doesn't have mobile phone.

# **LIMITATIONS OF THE STUDY**

The study is based on secondary data, so the questionnaire was not prepared by presenting researcher other wise more points could be added in the questionnaire enhancing the study .

The study is based on secondary data so the level accuracy in data collection is unknown .

The study can not be generalised as the sample size is less.

No sampling technique was used to determine the sample size .

6% of the total population did not respond to few question which limit the finding of the study.

# CONCLUSION

- Human behavior is vast & complex and thus their way of getting engaged during waiting time differs from person to person and hence there is different results for different hospital units . It is clear from the presented study that majority of the respondents wanted to get information related to eye care. We also found significant association between people having a smart phone and their interest in getting educational material on eye care during their waiting period for patient engagement.
- Eye hospital & administrators should keep the interests of people in mind while planning for any engagement activities. It should benefit people mentally & at the same time should not harm the environment. Economic & financial conditions should also be taken care while panning these activities.



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*The End is the  
new beginning !!*

