



NEW paradigm of Healthcare Delivery

**Voice of Customer
... the differentiator**

By N Santhanam, CEO, Breach Candy Hospital



Customer a Slave . . .



Domination by Monopoly & absence of technology





Paradigm shift..Customer is King



Paradigm Shift....Reaching out to Customer

- Products at door steps
 - Choice of cars.. test drives
 - On line shopping ..flipkart, amazon
- Service at door steps
 - Home Banking & ATMs
 - Airlines & movie tickets on cell phone



Can healthcare delivery lag behind ?





Customer Activism... order of the day

- SHANKH in one hand & CHAKRA in other
- SHANKH
 - Whistle Blowers thrive on Social Medias nature
 - Medias Role in highlighting events
- CHAKRA
 - Comes with the lawyer
 - Judiciary giving enormous claim values
 - Increased Litigation potential





Is the customer to be blamed ? . .

- Answer is a big **NO**
- Why ??????????????




Customer Psyche



Customer Can not be blamed. . why?

- Increased awareness and Social Media
- Increased competition
- Ever increasing healthcare cost
- Negative perception about hospitals & Doctors
- Backing by judicial authorities & political groups
- Customers' experience with other Service industries
 - Airlines, Banking . . .
- Knowledge disparity
 - Doesn't mind buying high priced mobile phone
 - But skeptical on health consumption

Customer Agenda


- 
- Shops around
 - Reads on web
 - Elite class using influence to pressurize hospitals
 - Not so affording class taking their call for justice by ransacking facilities
 - If required test not done – medico legal trouble
 - If tests turn out negative – unnecessary over prescription



How to cope up . . .



Accelerator Agenda Called For

- 
- Total transparency
 - Consistent communication
 - Review of feed back from patients
 - Detailed medical notes
 - Best in class systems, processes & protocols
 - Cost efficiency & value analysis
 - Patient safety




Being Responsive to changing customer



*"The world is changing very fast.
Big will not beat small anymore. It will
be the fast beating the slow."*

- Rupert Murdoch

VOC in Healthcare entails

- 
- Customer focus should be Integral to Hospital Operations
 - SMAC – Smart, Mobile, Analytics and Cloud are the buzzwords and we are in the startup era
 - HMIS to have all the data points captured with business intelligence for escalations
 - **And above all the compassion and zeal in workforce to delight customers**



Hear the Voice of Customer



Typical feedback in Hospitals

- **Outpatient** – collected passively in a drop box reviewed by Customer Service in charge at X interval
- **Inpatient** – collected as manual feedback at time of discharge in the hurried and delayed discharge process, reviewed by Customer Service in charge at X interval
- **Lack of transparent system** - discretionarily shared or escalated to respective departments or heads for improvement
- **3 Variables – Is the loop closed?**
 - Time – When weekly, monthly . . .
 - Resolution – Taken to conclusive end?
 - Reassurance – will it be prevented in future?



Reengineered feedback . . .

- Feedback on call
- Electronic feedback capture through hospital/patient devices
- Feedback through SMS/Email/Web/App/Portal
- Inbuilt escalation mechanism
- Automated responses with resolution timelines
- Thresholds defined for resolution with TATs
- Management review of all resolutions and delayed responses
- Customer delight by timely resolution





Unheard Voices of Customer. . .

Why am I calling hospital again and again, Why am I being spoken to rudely or not getting adequate information



practo

credihealth
the healthcare answer.

Why am I made to go to so many counters, Where do I go for this service



**SINGLE WINDOW
FOR TRANSACTIONS**

What is exactly wrong in this disease
Can someone explain to me everything about this disease



P.E.A.S.TM
PATIENT EDUCATION & AWARENESS SERIES
information therapy @ work



Unheard Voices of Customer. . .

Where do I park my car, I have a patient with me



Why cant I pay online, use paytm or my e wallet



Why cant they come to my residence for further care





Unheard Voices of Customer. . .

Why am I not getting my reports on my phone, Why cant they send me information of what next or reminder on my phone

PatientPortal

Why cant I compare on web for surgery like I do before buying mobile or car

Healthcare Bluebook™
PULSEWELL.com

Price Compare for Healthcare . . .

PULSEWELL.com

Register | Login

Pregnancy | Eye Surgery | Cardiac | **Joints Surgery** | Dermatology | Kidney | Gastro

Help: 8087471804

Let us call you

Total Knee Replacement

09 Wed Dec 2015

Thane

₹ 1,50,000 ₹ 2,80,000



Hospital Type

- Premium
- Standard
- Budget

Room Type

- Suite
- Single
- General Ward

25% Off	30% Off	20% Off	40% Off																																																								
<p>BMW Hospital, Thane</p> <p>Total Knee Replacement</p> <p>Total Fair Price: 2,75,000</p> <p>Fee Details</p> <table border="1"> <tr><td>Implant Cost:</td><td>1,00,000</td></tr> <tr><td>Hospital stay:</td><td>25,000(5 days)</td></tr> <tr><td>Consulting Charges:</td><td>40,000</td></tr> <tr><td>OT and other charges:</td><td>50,000</td></tr> <tr><td>Pharmacy and Consumables:</td><td>35,000</td></tr> <tr><td>Diagnostics:</td><td>15,000</td></tr> <tr><td>Miscellaneous:</td><td>10,000</td></tr> </table> <p>Buy Now <small>EMI</small></p>	Implant Cost:	1,00,000	Hospital stay:	25,000(5 days)	Consulting Charges:	40,000	OT and other charges:	50,000	Pharmacy and Consumables:	35,000	Diagnostics:	15,000	Miscellaneous:	10,000	<p>Dzire Hospital, Thane</p> <p>Total Knee Replacement</p> <p>Total Fair Price: 2,20,000</p> <p>Fee Details</p> <table border="1"> <tr><td>Implant Cost:</td><td>80,000</td></tr> <tr><td>Hospital stay:</td><td>15,000(5 days)</td></tr> <tr><td>Consulting Charges:</td><td>30,000</td></tr> <tr><td>OT and other charges:</td><td>40,000</td></tr> <tr><td>Pharmacy and Consumables:</td><td>30,000</td></tr> <tr><td>Diagnostics:</td><td>15,000</td></tr> <tr><td>Miscellaneous:</td><td>10,000</td></tr> </table> <p>Buy Now <small>EMI</small></p>	Implant Cost:	80,000	Hospital stay:	15,000(5 days)	Consulting Charges:	30,000	OT and other charges:	40,000	Pharmacy and Consumables:	30,000	Diagnostics:	15,000	Miscellaneous:	10,000	<p>WagonR Hospital, Thane</p> <p>Total Knee Replacement</p> <p>Total Fair Price: 1,70,000</p> <p>Fee Details</p> <table border="1"> <tr><td>Implant Cost:</td><td>70,000</td></tr> <tr><td>Hospital stay:</td><td>12,000(5 days)</td></tr> <tr><td>Consulting Charges:</td><td>23,000</td></tr> <tr><td>OT and other charges:</td><td>25,000</td></tr> <tr><td>Pharmacy and Consumables:</td><td>20,000</td></tr> <tr><td>Diagnostics:</td><td>12,000</td></tr> <tr><td>Miscellaneous:</td><td>8,000</td></tr> </table> <p>Buy Now <small>EMI</small></p>	Implant Cost:	70,000	Hospital stay:	12,000(5 days)	Consulting Charges:	23,000	OT and other charges:	25,000	Pharmacy and Consumables:	20,000	Diagnostics:	12,000	Miscellaneous:	8,000	<p>Nano Hospital, Pune <small>3 Hrs Away</small></p> <p>Total Knee Replacement</p> <p>Total Fair Price: 1,40,000</p> <p>Fee Details</p> <table border="1"> <tr><td>Implant Cost:</td><td>60,000</td></tr> <tr><td>Hospital stay:</td><td>10,000(5 days)</td></tr> <tr><td>Consulting Charges:</td><td>15,000</td></tr> <tr><td>OT and other charges:</td><td>20,000</td></tr> <tr><td>Pharmacy and Consumables:</td><td>15,000</td></tr> <tr><td>Diagnostics:</td><td>10,000</td></tr> <tr><td>Miscellaneous:</td><td>10,000</td></tr> </table> <p>Buy Now <small>EMI</small></p>	Implant Cost:	60,000	Hospital stay:	10,000(5 days)	Consulting Charges:	15,000	OT and other charges:	20,000	Pharmacy and Consumables:	15,000	Diagnostics:	10,000	Miscellaneous:	10,000
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Finanace option available for all packages

Chat with live assistant

Unheard Voices of Customer. . .

- Why am I waiting for the doctor for so long even after taking an appointment,
- Why am I not updated about my surgery planned for today,
- Why cant they give me an accurate billing value in advance,
- Why is it taking so long for discharge when doctor has already said I am fit for discharge



Electronic Medical Records





Unheard Voices of Customer.Future trends

Why do I always go for cure, cant I prevent it,
How can I ensure I don't fall ill or find the likelihood of diseases I might be at risk



How do I ensure my treatment was right and I will be fine,
Who can ensure me right outcomes



International Consortium
for Health Outcomes
Measurement





Impatient patient . . .



© Twitter / @parekhmittal



PACE . . . Patients Admissions & Clearance Efficiency

Project encompasses

- Planning of Admissions
- Monitoring of Transfers
- Theatre movement tracking
- Planning of discharges
- Monitoring Discharge time
- Fortnightly review
- Delay heads drilled down
-

Outcome

- Installed time consciousness
- Reports digitally signed & emailed
- Printed discharge summaries
- Reduced Billing Time
- Reduced Discharge Time
- Involving Payers
-

The Differentiator

- Technology is hovering over
- Start ups changing technology use and user experience overnight
- In an era of Accreditations Quality is given
- Word of mouth augmented and scaled by Social media
- Moving from Patient Care Services to Patient Experience
- **VOC - the differentiator**



Thank You