

Internship Training  
at

**2050 Healthcare Jaipur**

Study/Project Title- To Enhancing Patient Satisfaction in Homecare

A Report

By

**Mr. Atul Dogra**  
**PG/22/018**

Under the guidance of

**Dr Anuradha Bhardwaj**

PGDM (Hospital and Health Management)

2022-2024



**International Institute of Health Management Research,**  
**New Delhi**

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**International Institute of Health Management Research,  
New Delhi**

Date:31/05/2024

### **Dissertation Certificate**

This is to certify that **Mr Atul** a bonafide student of IIHMR New Delhi has successfully completed an internship with us at 2050 Healthcare for three months.

He has submitted a dissertation titled "*Enhancing Patient Satisfaction in Homecare*" to our HR Department which has been accepted and approved under the supervision of the HR Head of the company.

The dissertation however, has not formed the basis for the awarding of any degree/diploma/associateship by us.

We wish his every success in his future endeavors.

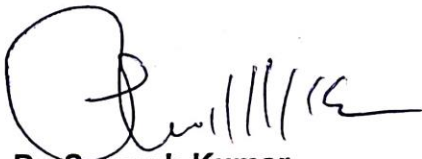


Regards,  
Sanjoy Majumdar  
HR – VP  
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**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr Atul Dogra** student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at **2050 Healthcare Jaipur** from **1<sup>st</sup> March 2024** to **31<sup>st</sup> May 2024**. The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical. The Internship is in fulfillment of the course requirements.

I wish him all success in all his/her future endeavors.



**Dr. Sumesh Kumar**

Associate Dean, Academic and Student Affairs

IIHMR, New Delhi



**Dr Anuradha Bhardwaj**

IIHMR, New Delhi

**Certificate from Dissertation Advisory Committee**

This is to certify that **Mr Atul Dogra** a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. He is submitting this dissertation titled “**To Enhancing Patient Satisfaction in Homecare**” at “**2050 Healthcare Jaipur**” in partial fulfillment of the requirements for the award of the PGDM (Hospital & Health Management). This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.



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IIHMR, New Delhi

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The following dissertation titled "To Enhance the Patient Satisfaction in Homecare & 2050 Health Care" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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This is to certify that the dissertation titled “ **To Enhancing Patient Satisfaction in Homecare**” at “**2050 Healthcare Jaipur**” and submitted by Mr Atul Dogra Enrolment No. **PG/22/018** under the supervision of **Dr Anuradha Bhardwaj** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 2022-2024 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

  
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## FEEDBACK FORM

Name of the Student: Atul Dogra

Name of the Organization in Which Dissertation Has Been Completed: 2050  
Healthcare

Area of Dissertation: Business Development:

Attendance: 100%

Objectives achieved: Training of generating leads and deployment  
of GDA. equipment at Patient home.

Deliverables: Help the organization to generating leads  
every month.

Strengths: Atul is Hardworking boy with a quality  
of team work.

Suggestions for Improvement: experience is required to complete any  
Task satisfactorily

Suggestions for Institute (course curriculum, industry interaction, placement,  
alumni):

None.

  
Signature of Operation Head (Jaipur)





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## **ACKNOWLEDGEMENT**

My special thanks to Mr. Upinder Bajaj Regional Head of 2050 Healthcare also Ms. Komal, I will be always thankful to my guide for their encouraging and assistance which helped me gain up knowledge about 2050 Healthcare. I have taken efforts in this project. However, it is not possible without their support and efforts.

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## **TABLE OF CONTENT**

- **ORGANIZATION PROFILE**
- **SCOPE OF SERVICES**
- **MODE OF DATA COLLECTION**
- **GENERAL FINDINGS**
- **CONCLUSION LEARNING AND SUGGESTIONS**
- **PROJECT REPORT**
- **INTRODUCTION RATIONALE**
- **MODE OF DATA COLLECTION**
- **DATA COMPLILATION AND ANALYSIS**
- **INTERPETATION**
- **RECOMMENDATIONS**
- **CONCLUSION**
- **REFERENCE**

## **Abstract**

Patient satisfaction is a crucial measure for assessing the quality and effectiveness of homecare services, especially for elderly populations. This project explores the factors affecting patient satisfaction among homecare recipients, focusing on age and gender distribution. Data from various age groups (50-60, 60-70, 70-80, 80-90, and 90+) highlight patterns in service use and satisfaction, providing insights into the specific needs and preferences of different demographic segments.

The study finds that the highest demand for homecare services is in the 70-80 age range, followed by the 80-90 age group. This suggests that these age groups need the most comprehensive and tailored care plans due to their complex health and mobility issues. The gender analysis shows a balanced distribution, indicating that both male and female patients have similar needs and expectations from homecare services. Therefore, gender-sensitive approaches are essential for ensuring equal satisfaction across all demographics.

Key factors influencing patient satisfaction identified in this study include the quality and responsiveness of care, the competency and empathy of caregivers, and the availability of support services that address not only medical needs but also emotional and social well-being. The project emphasizes the importance of personalized care plans that cater to the unique health conditions of older age groups and highlights the need for continuous feedback mechanisms to monitor and improve service quality.

Resource allocation is another critical aspect, with the study recommending targeted investment in the most populous age groups (70-80 and 80-90) to ensure they receive adequate attention and high-quality care. This includes deploying sufficient staff, ensuring access to necessary medical supplies, and providing comprehensive support services.

Furthermore, the study underscores the necessity of a holistic approach to patient care that integrates medical, emotional, and social support. This comprehensive care model is essential for enhancing patient satisfaction and improving the overall quality of life for homecare recipients.

In conclusion, this project provides a detailed examination of the factors affecting patient satisfaction in homecare, with specific recommendations for improving service delivery. By focusing on the largest and most vulnerable age groups and ensuring gender-sensitive care, homecare services can significantly enhance patient satisfaction and outcomes. The findings highlight the importance of personalized, responsive, and comprehensive care in meeting the diverse needs of elderly homecare patients, ultimately contributing to better health and well-being in this growing demographic segment.

## **SECTION – 1**

### **Organization Profile**

2050 Healthcare is a leading healthcare brand in India, rapidly expanding across 20+ cities. It offers comprehensive healthcare services tailored to individual needs. With over 1000 skilled professionals, including home healthcare experts, 2050 Healthcare ensures top-quality care in the comfort of patients' homes. Services range from chronic disease management to post-operative and geriatric care.

Rehabilitation is another core service, featuring physiotherapy, occupational therapy, and speech therapy to aid recovery from injuries or illnesses. 2050 Healthcare prioritizes patient outcomes, aiming to enhance health and quality of life. Committed to innovation and patient-centered care, it continues to evolve to meet the dynamic needs of both patients and healthcare providers in India.

**Mission:** Mission at 2050 Healthcare is to deliver unmatched clinical expertise, high-quality rehabilitative services, and compassionate nursing care. Aim to seamlessly transition patients to their home environment, reuniting them with their loved ones.

**Vision:** 2050 Healthcare envisions a revolutionary shift in healthcare delivery across India. They believe that beyond the acute phase, most illnesses don't require the intense hospital setup. Goal is to redefine healthcare by providing personalized, comprehensive services in a comfortable, home-like environment. Aim to make the transition from hospital to home easier and more supportive, ultimately enhancing the well-being of our patients.

### Scope Services:

Home Healthcare	Lab Sample Collection at Home
Nursing Care	Pharmacy at Home
Physiotherapy at Home	In-House Rehabilitation
Bedside Attendants Service	Diagnostics
Dr Visit	Pharmacy
Equipment at Home	Dr Consultation

## SECTION: 2

### Mode of Data Collection

#### Offline

From Feedback forms

At the time of deployment

#### Online

Portal Questionnaire to patient

#### Public Source

## Google Review

### SECTION :3

#### General findings

- Deployment delay
- GDA complaints regarding delay
- Back up not available soon
- Soft skill issues with Patient Care Services staff
- Schedule & Reschedule appointment
- Responsiveness of Questions and concern

#### Expected Outcomes

##### 1. Enhanced Patient Satisfaction:

**Improved Satisfaction Scores:** The primary outcome of this initiative is the enhancement of patient satisfaction scores. By identifying specific pain points and areas where patients feel their needs are not being met, homecare services can make targeted improvements. This will lead to higher satisfaction rates as patients experience care that better meets their expectations and needs.

**Positive Patient Feedback:** As changes are implemented, patients will likely provide more positive feedback about their homecare experiences. This can be measured through follow-up surveys and interviews, highlighting areas where improvements have been most effective.

**Increased Trust and Confidence:** Enhanced satisfaction will foster greater trust and confidence in homecare providers. Patients who feel their concerns are addressed and their care is managed effectively are more likely to trust their providers and feel secure in their care plans.

##### 2. Quality Improvement:

**Identification of Key Improvement Areas:** Patient feedback highlights specific areas where homecare services may be falling short. By identifying these areas, providers can implement targeted interventions to address deficiencies and enhance overall care quality.

**Continuous Improvement Cycles:** Establishing a feedback loop where patient input is regularly collected and analyzed creates a foundation for continuous improvement. Homecare services can continuously refine and enhance their practices based on up-to-date feedback.

**Best Practice Implementation:** Insights gained from patient feedback can be used to identify and implement best practices across homecare services. This ensures that all patients receive the highest standard of care based on proven methods and approaches.

**Improved Patient Outcomes:** Quality improvement efforts directly contribute to better patient outcomes. Enhanced care quality can lead to faster recovery times, better management of chronic conditions, and overall improved health and well-being of patients.

### **3. Patient-Centered Care:**

**Personalized Care Plans:** Feedback from patients allows homecare providers to tailor care plans to individual needs and preferences. This personalized approach ensures that each patient receives care that is best suited to their unique situation.

**Enhanced Patient Engagement:** When patients feel their voices are heard and their feedback is acted upon, they are more likely to be engaged in their care. This increased engagement can lead to better adherence to care plans and more active participation in managing their health.

**Respect and Dignity:** Ensuring that patients feel respected and treated with dignity is a cornerstone of patient-centered care. By addressing feedback that touches on these aspects, homecare services can create a more supportive and respectful care environment.

**Cultural Competence:** Understanding and addressing the cultural, religious, and personal preferences of patients is essential for providing holistic and inclusive care. Feedback helps providers gain insights into these preferences, allowing them to offer culturally competent care that respects and honors each patient's background and values.

### **4. Stronger Patient-Provider Relationships:**

**Consistency and Continuity of Care:** Satisfied patients are more likely to stick with the same providers, ensuring consistency and continuity of care. This continuity is beneficial for managing long-term health conditions and achieving better health outcomes.

## **SECTION: 4**

### **Conclusive learning, limitations and suggestions for improvement**

Healthcare professionals should pay close attention to patient satisfaction for several reasons. First, there's strong evidence that patient satisfaction is a crucial measure. It can predict whether patients will stick to their recommended treatment and whether they'll choose to continue with a

healthcare provider or seek a different one. Additionally, research shows that satisfaction is a valuable way to assess how well medical consultations and communication between patients and doctors are working. For example, it helps gauge how effectively information is shared, how involved patients are in decisions about their care, and how reassuring the healthcare experience is for them. Lastly, feedback from patients can be used systematically to decide on the best ways to organize and provide healthcare services.

### **Suggestions for improvement:**

Improving home healthcare services requires a focus on enhancing patient experience, clinical outcomes, and operational efficiency. Here are several suggestions for 2050 Healthcare to consider:

#### **Personalized Care Plans:**

Develop individualized care plans tailored to each patient's unique needs and preferences. This could involve conducting thorough assessments at the start of service and regularly updating the plan based on patient progress and feedback.

#### **Communication and Transparency:**

Improve communication channels between patients, caregivers, and healthcare providers. Ensure patients and their families are well-informed about the care plan, treatment options, and any changes in medical status. Utilize technology like mobile apps or portals for real-time updates and communication.

#### **Caregiver Training and Support:**

Invest in ongoing training programs for caregivers to enhance their clinical skills, empathy, and ability to provide compassionate care. Support caregivers with resources and supervision to ensure consistency and quality in service delivery.

#### **Emergency Preparedness:**

Develop comprehensive emergency response plans tailored for homecare settings. Ensure caregivers and patients are trained in emergency procedures and have access to necessary equipment and support.

#### **Collaboration with Other Healthcare Providers:**

Foster partnerships with hospitals, specialists, and community health organizations to facilitate seamless transitions of care and coordinated management of complex medical conditions.

#### **Continuous Improvement Culture:**

Cultivate a culture of continuous improvement within the organization. Encourage staff to contribute ideas for enhancing service delivery and implementing best practices from the field of home healthcare.



## **Project Report:**

### **Section- 1: Introduction Rationale**

In recent years, the landscape of healthcare has been evolving, with a significant shift towards homecare services. This change is driven by various factors, including an aging population, advances in medical technology, and a growing preference for personalized care in the comfort of one's home. Homecare services, which encompass a broad range of medical, therapeutic, and support services delivered at home, have become a critical component of the healthcare system. However, as the demand for these services grows, so does the need to ensure high levels of patient satisfaction.

Patient satisfaction in homecare services is a multifaceted issue that involves various dimensions such as the quality of care, communication, accessibility, and emotional support. Satisfied patients are more likely to adhere to their care plans, experience better health outcomes, and maintain a positive relationship with their caregivers. Therefore, enhancing patient satisfaction is not only beneficial for the patients but also essential for the sustainability and reputation of homecare providers.

This introduction sets the stage for a comprehensive exploration of strategies to enhance patient satisfaction in homecare services. It highlights the importance of understanding patient needs and expectations, implementing best practices, leveraging technology, and fostering a compassionate care environment. By focusing on these areas, homecare providers can improve the overall patient experience, leading to higher satisfaction rates and better health outcomes.

Homecare service, also known as in-home care, refers to a range of health and supportive services provided in an individual's home to help maintain their health, quality of life, and independence. These services are typically tailored to meet the specific needs of the individual and can be either short-term or long-term. Homecare services are designed to enable people, especially those with chronic conditions, disabilities, or aging-related issues, to remain in their own homes rather than in institutional settings such as nursing homes or hospitals.

Homecare services can be provided by a variety of professionals, including registered nurses, licensed practical nurses, certified nursing assistants, physical therapists, occupational therapists, speech therapists, social workers, and home health aides. The goal is to offer a holistic approach to care that addresses physical, emotional, and social needs, thereby enhancing the quality of life for individuals receiving care and their families'

### **Objective**

To outline a comprehensive strategy for enhancing patient satisfaction in homecare. The goal is to identify key factors affecting patient satisfaction, implement best practices, and establish a continuous feedback mechanism to ensure ongoing improvements

Using a patient experience assessment system that goes beyond online reviews can provide you with more details about each care experience. It helps you figure out why a review is good, bad, or just okay, and it can also help you identify any patterns or trends.

### **Benefits to Patients**

- This process enhances the trust between patient and organization.
- This reduces the chances of malpractice.

### **Benefits to organizations**

- Patient experience assessment gives us opportunity to improve, enhance & innovate in the existing process for better patient safety and improved outcome.
- Which leads to happy patient and happier service provider

### **Study Area:**

The study will focus on urban and suburban areas within Jaipur where homecare services are actively provided. This geographical scope ensures a diverse representation of patients and contexts relevant to homecare service delivery.

### **Study Population:**

The target population includes patients currently receiving ongoing homecare services from 2050 Healthcare. These individuals represent a varied demographic with diverse health conditions and care needs, ensuring the study captures a broad spectrum of experiences and perspectives.

### **Sample Size and Sampling:**

#### **Sample Size:**

The study aims to recruit a sample of 50 patients. This sample size is determined based on power calculations to achieve adequate statistical representation and meaningful analysis of patient satisfaction.

#### **Sampling Method:**

Stratified random sampling will be employed to ensure diversity across key variables such as age, gender, socioeconomic status, and health condition severity. This method will help mitigate biases and ensure that findings are applicable to different segments of the homecare patient population.

#### **Study Variables:**

#### **Dependent Variable:**

Patient satisfaction with homecare services.

**Independent Variables:**

The study will assess various factors potentially influencing patient satisfaction, including demographic characteristics (e.g., age, gender), health condition severity, perceived quality of care, communication effectiveness between patients and caregivers, and responsiveness of homecare providers to patient needs.

**Research question:**

**1. How satisfied are you with the overall quality of care you receive?**

- Excellent
- Good
- Fair
- Poor

**2. How would you rate the professionalism and courtesy of your caregivers?**

- Excellent
- Good
- Fair
- Poor

**3. How well do your caregivers communicate with you about your care and treatment?**

- Excellent
- Good
- Fair
- Poor

**4. How satisfied are you with the timeliness and punctuality of your caregivers' visits?**

- Excellent
- Good
- Fair
- Poor

**5. How easy is it to schedule or reschedule appointments with your homecare service provider?**

- Excellent
- Good
- Fair
- Poor

**6. How would you rate the responsiveness of your homecare provider to your questions and concerns?**

- Excellent
- Good
- Fair
- Poor

**7. How comfortable do you feel discussing your health and personal needs with your caregivers?**

- Excellent
- Good
- Fair
- Poor

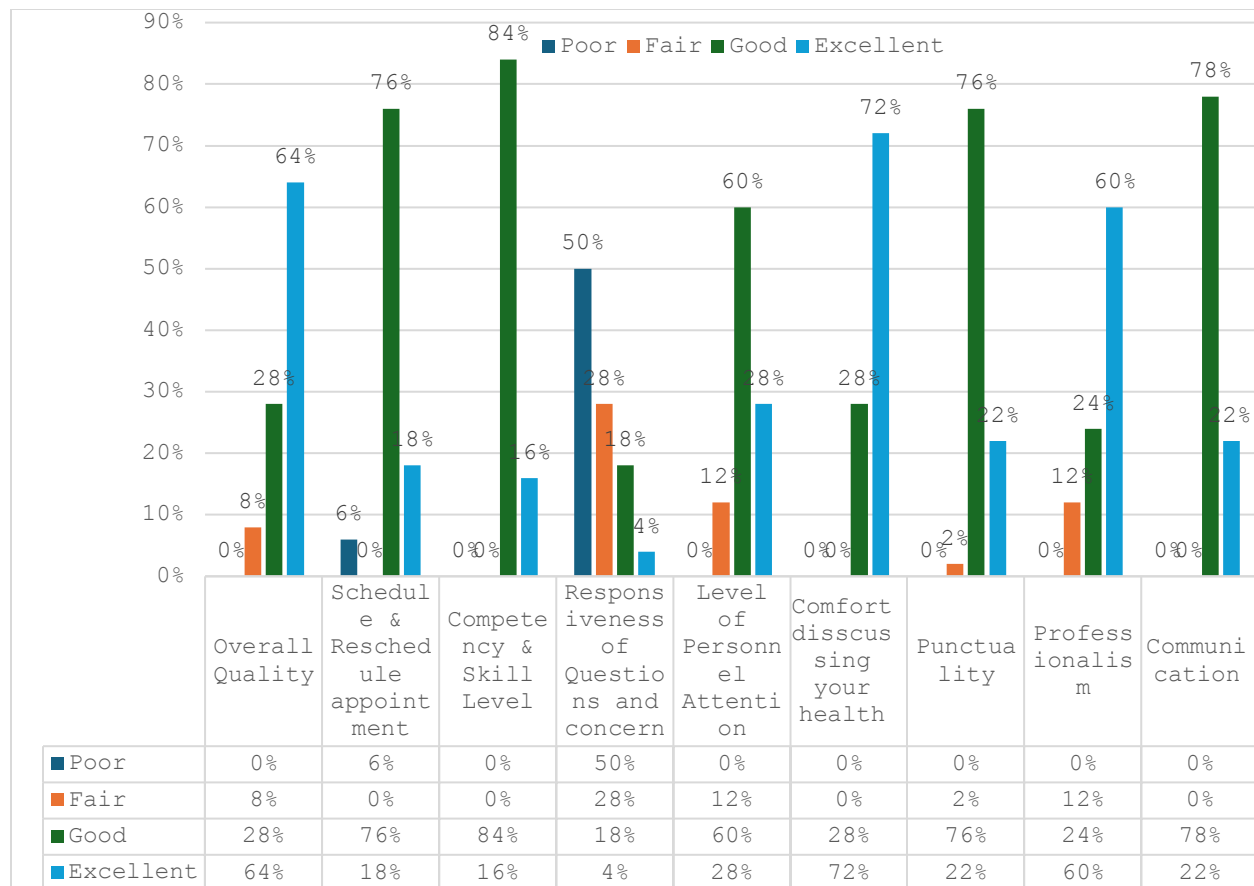
**8. How satisfied are you with the level of personal attention and care you receive?**

- Excellent
- Good
- Fair
- Poor

**9. How would you rate the competency and skill level of your caregivers?**

- Excellent
- Good
- Fair
- Poor

**Section - 2: Data compilation, analysis and interpretation**



Section	Count	Poor	Fair	Good	Excellent
Overall Quality	50/50	0%	8%	28%	64%
Schedule & Reschedule appointment	50/50	6%	0%	76%	18%
Competency & Skill Level	50/50	0%	0%	84%	16%
Responsiveness of Questions and concern	50/50	50%	28%	18%	4%
Level of Personnel Attention	50/50	0%	12%	60%	28%
Comfort discussing your health	50/50	0%	0%	28%	72%
Punctuality	50/50	0%	2%	76%	22%
Professionalism	50/50	0%	12%	24%	60%

Communication	50/50	0%	0%	78%	22%
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- **Overall Quality:**

Excellent: 64%

Good: 28%

Fair: 8%

Poor: 0%

This section shows that the majority (64%) rated the overall quality as excellent, with 28% rating it good and 8% rating it fair. No one rated it as poor.

- **Schedule & Reschedule appointment:**

Excellent: 18%

Good: 76%

Fair: 0%

Poor: 6%

Most respondents (76%) found the scheduling and rescheduling of appointments to be good, while 18% rated it as excellent. A small percentage (6%) rated it as poor.

- **Competency & Skill Level:**

Excellent: 16%

Good: 84%

Fair: 0%

Poor: 0%

A significant majority (84%) rated the competency and skill level as excellent, with 16% rating it as good. No one rated it as fair or poor.

- **Responsiveness of Questions and Concerns:**

50% rated it as poor,

28% as fair,

4% as excellent,

18% as good.

- **Level of Personnel Attention:**

Excellent: 28%

Good: 60%

Fair: 12%

Poor: 0%

The majority (28%) rated the level of personnel attention as excellent, with 60% rating it as good and 12% as fair. No one rated it as poor.

- **Comfort discussing your health:**

Excellent: 72%

Good: 28%

Fair: 0%

Poor: 0%

Most respondents (72%) felt comfortable discussing their health, with 28% rating it as good. No one rated it as fair or poor.

- **Punctuality:**

Excellent: 22%

Good: 76%

Fair: 2%

Poor: 0%

The majority (22%) found punctuality to be excellent, with 76% rating it as good and 2% as fair. No one rated it as poor.

- **Professionalism:**

60% rated it as excellent,

24% as fair,

16% as good,

0% as poor.

- **Communication**

Excellent: 22%

Good: 78%

Fair: 0%

Poor: 0%

The majority (22%) rated communication as excellent, with 78% rating it as good. No one rated it as fair or poor.

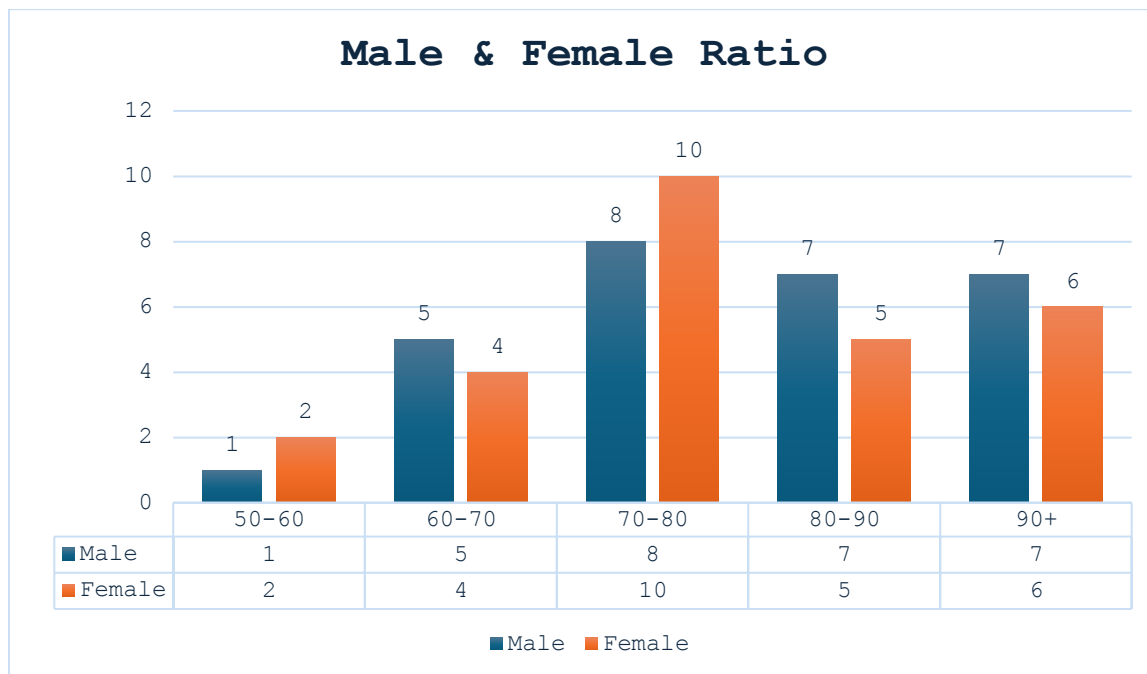
### Summary:

**Strengths:** The clinic excels in competency & skill level, punctuality, communication, and the comfort level of discussing health.

**Areas for Improvement:** There is room for improvement in responsiveness to questions and concerns, and some aspects of professionalism were rated lower than others.

Improving responsiveness to questions and concerns could significantly enhance overall satisfaction, as it received the lowest ratings among the categories presented.

### Male & Female Ratio



### Interpretation

1. **Age Range 50-60:** There are fewer individuals in this age range, with females slightly outnumbering males.
2. **Age Range 60-70:** The numbers are more balanced between genders, with a slight male predominance.



3. **Age Range 70-80:** There is an increase in the number of individuals, with females outnumbering males.
  4. **Age Range 80-90:** The number of individuals decreases slightly, with more males than females.
  5. **Age Range 90+:** The number of individuals remains relatively high, with a slight male predominance.
- The number of individuals increases with age up to the 70-80 range.
  - The highest number of individuals is in the 70-80 age range.
  - After age 80, the number of individuals starts to decrease.
  - The gender distribution varies across age ranges, with no consistent pattern of male or female predominance.

## **Conclusion**

- High patient satisfaction leads to patient empowerment, greater communication, confidence and better outcomes. This study was conducted at 2050 Healthcare Jaipur for period for three months to find out satisfaction level of patients / customer and to analyze some of the factors which affect the organization
- Enhancing patient satisfaction in homecare settings is a multifaceted endeavor that requires a deep understanding of patient needs and preferences. This study underscores the importance of high-quality, personalized care, effective communication, and responsive service delivery in achieving high levels of patient satisfaction. By addressing these key areas, homecare providers can significantly improve patient experiences and outcomes
- In conclusion, the pathway to enhanced patient satisfaction in homecare lies in the commitment to delivering patient-centered care characterized by empathy, responsiveness, and personalization. By prioritizing these elements, homecare providers can foster a supportive and satisfying care environment that enhances patient well-being and quality of life.

To improve patient satisfaction in homecare, focus should be on the following areas:

1. **Tailored Care for the Elderly:**
  - Develop specialized care plans for the 70-80 and 80-90 age groups, as they represent the largest and second-largest groups, respectively. Address specific health issues and mobility needs prevalent in these age ranges.
2. **Gender-Sensitive Care:**
  - Ensure that care services are sensitive to the needs of both males and females. Since the distribution is relatively balanced, services should be flexible enough to cater to the unique needs of each gender.
3. **Resource Allocation:**

- Allocate resources effectively to the age groups with the highest number of individuals to ensure they receive adequate attention and care. This includes staffing, medical supplies, and support services.
- 4. **Continuous Feedback:**
  - Implement feedback mechanisms to continuously gauge patient satisfaction. Understanding the specific concerns and preferences of different age and gender groups can help in refining homecare services.
- 5. **Comprehensive Support:**
  - Offer comprehensive support that goes beyond medical care, including emotional and social support, which can significantly enhance overall satisfaction among homecare patients.

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