



**DISSERTATION
AT
SILVER GENIE, GURUGRAM**

PROFILE OF CLIENTS AVAILING SERVICES FROM SILVER GENIE

**BY
DR. NIKITA DUBEY
PG/22/063**

**Under the guidance of
DR. EKTA SAROHA**

**Post- graduate Diploma in Hospital and Health Management
2022-24**



International Institute of Health Management Research, New Delhi.



**DISSERTATION
AT
SILVER GENIE, GURUGRAM
BY**

**DR. NIKITA DUBEY
PG/22/063**

**Under the guidance of
DR. EKTA SAROHA**

Post- graduate Diploma in Hospital and Health Management 2022-24



International Institute of Health Management Research, New Delhi.

The Certificate is awarded

Dr. Nikita Dubey

Is recognition of having successfully completed her Dissertation in the Operation Function as
Health Coach

And has successfully completed her project on

“Profile of Clients availing services from Silver Genie Pvt Ltd”

Date – 04/03/2024 – 04/06/2024

Organization – Silver Genie Pvt Ltd. Gurugram

She comes across as a committed, Sincere & diligent person who has a strong drive & zeal for
learning,

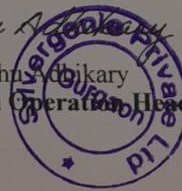
We wish her all the best for future endeavors.



Training & Development



Kuhu Adhikary
National Operation Head, Silver Genie



FEEDBACK FORM

Name of the Student: Dr. Nikita Dubey

Name of the Organization in which Dissertation has been completed: Silvergenie Pvt Ltd.

Area of Dissertation: Operations

Attendance: 98%

Objectives achieved: Yes

Deliverables: operational Excellence

Strengths: Disciplined, Task oriented

Suggestions for Improvement: Leadership skills

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): No

Signature of the Officer-in-charge/ Organization Mentor (Dissertation)



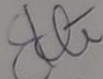
Date: 07/08/2024

Place: Gurgaon

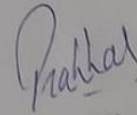
Certificate from Dissertation Advisory Committee

This is to certify that **Dr. Nikita Dubey**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled **“PROFILE OF CLIENTS AVAILING SERVICES FROM SILVER GENIE PVT LTD”** at **“SILVER GENIE PVT LTD”** 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.



Dr. Ekta Saroha,
(Associate Professor)
IIHMR, New Delhi



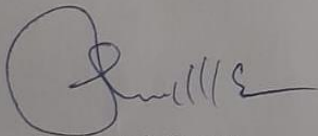
Mr. Prakhar Laad
(Operations Anchor)
Silver Genie Pvt Ltd

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Dr. Nikita Dubey**, student of **PGDM (Hospital & Health Management)** from **International Institute of Health Management Research, New Delhi** has undergone internship training at **Silver Genie Pvt Ltd** from 04/03/2024 to 04/06/2024.

The Candidate has successfully carried out the study designated to him during internship training and 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. Ekta Saroha

Associate Professor

IIHMR, New Delhi

Certificate of Approval

The following dissertation titled "PROFILE OF CLIENTS AVAILING SERVICES ^{at Silver Genie Pvt Ltd}
"SILVER GENIE PVT LTD" 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.

Dissertation Examination Committee for evaluation of dissertation.

Name

Dr. Aman Raj Gupta
Dr. Piyush Kanti Khan.
Dr. Atif Yousuf

Signature

Aman Raj Gupta
Piyush
Atif

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW
DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **PROFILE OF CLIENTS AVAILING SERVICES FROM SILVERGENIE** and submitted by (Name) **DR. NIKITA DUBEY** Enrollment No. **PG/22/063** under the supervision of **DR. EKTS SAROHA** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 04/03/2024 to 04/06/2024 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.


Signature

ACKNOWLEDGEMENT

It is an esteemed pleasure to present this research project by thanking each and every one who helped me in this task. I would like to express my sincere gratitude towards my guide, Dr. Ekta Saroha, Associate Professor, IIHMR Delhi, who helped me immensely throughout the tenure of my internship and dissertation. She inspired me greatly to work in this project with her valuable guidance, support, interest, encouragement, involvement and advice.

I would like to thank Dr. Sumesh Kumar, Associate Dean, Academic and Student Affairs, IIHMR Delhi for allowing me to experience such great opportunities and for providing information for my learning.

I would like to express my special thanks to Dr. Sutapa B Neogi (Director) IIHMR New Delhi for their support and guidance in providing such great opportunity which helps in to grow and learn about many interesting aspects.

TABLE OF CONTENTS

SR NO	CONTENTS	PAGE NO
1	About organization	9
2	Introduction	15
3	Objective	17
4	Literature Review	18
5	Methodology	19
6	Data Analysis and Interpretation	21
7	Result	25
8	Discussion	27
9	Conclusion	29
10	Recommendation	30
11	References	31
12	Plagiarism report	32



NAME OF THE ORGANIZATION- Silver Genie

OFFICIAL NAME – Silver Genie Pvt. Ltd.

SILVER GENIE is a Delhi NCR based technological start-up which is providing a unique solution to manage the wellness needs of the elderly.

Silver Genie Private Limited is a Private incorporated on 21 July 2020. It is classified as non-govt company and is registered at Registrar of Companies, Delhi. Its authorized share capital is Rs. 1,000,000 and its paid-up capital is Rs. 217,400. It is involved in Human health activities.

Directors of Silver genie Private Limited are Poulomi Bhattacharya and Siddhartha Bhattacharya.

Silver Genie Private Limited's Corporate Identification Number is (CIN)

U85110DL2020PTC366567 and its registration number is 366567. Its Email address is bhattacharyas@aim.com and its registered address is F-1167 G/F C.R Park, New Delhi South Delhi DL 110019 IN

Silver Genie strive to improve health and provide care for customers to make their everyday life more comfortable and care-free everyday life.

They are there to bridge the gap between the healthcare needs of our elders and render service to empower independent life for them. They aim to be an end-to-end healthcare concierge and management partner. With their support, both the elders who live by themselves, and their loved ones who are away, can live with a peace of mind. They promise a Silver Genie experience that's driven by compassion to improve the well-being of our

elders, competence in technology to bring convenience in what they do, continuity of a reliable physical presence, and consistency in times of need. From attending to medical

emergencies to maintaining medical records, and procuring medicines to scheduling periodic health check-ups, their mission is to build a solid healthcare support system for every senior citizen.

They are building a comprehensive solution that aims to promote an empowered lifestyle for seniors, through a trusted and reliable healthcare management ecosystem. Combining the latest in technology, best of resources, their rich network of clinical experts, and our unwavering work ethics, they have come up with a unique healthcare management product. Their solution focuses to be a one-stop destination for wellness of seniors.

From doctor's appointments, buying medicines, booking lab tests, to being a part of a vast community of similar-minded individuals, we strive to improve your health outcome through our product. At the core of our product is a dedicated concierge, Genie, who will be your conduit of care and wellness.

MISSION

We want to empower the elderly to live a well-managed and independent life, especially if they live by themselves. Our aim is to help them navigate the healthcare system with ease. We will bridge the gap between you and your loved ones, by ensuring we support you.

We are your trusted healthcare concierge, at every step in your healthcare journey.





VISION

To become a leader in elder care. We bring consumer first technology, advanced clinical services with a compassionate touch on a single platform. We will always go beyond the call of duty to deliver exceptional concierge services to improve the lives of our seniors.

VALUES – They work on these three pillars









Service offerings –

They provide multiple services to their customers that are primarily older citizens but along with that there are other health verticals that the company has to offer which includes –

- Digital health Records

- Access to General Physician
- Customized care packages for elderly and NCD enrolled customers
- Resources and education
- Subscription plan

 <h3>Dedicated Concierge</h3> <p>Nothing can replace human presence and support. We will deploy a compassionate, qualified, and proactive professional as your personal concierge. Professional concierge, just a call away to solve any challenges you face during the SilverGenie experience.</p>	 <h3>Digital Health Records</h3> <p>We will maintain electronic Personal Healthcare Record, with the highest standards of data safety, and perform continuous monitoring and clinical analysis to improve health outcomes by extracting necessary intelligence from the record.</p>	 <h3>General Physician Access</h3> <p>You will have unencumbered access to a General Physician (GP) who can keep a track of your health. Based on your medical history and Personal Health Record, the GP can help you meet your healthcare goals with ease and support.</p>
--	--	---

 <h3>Resources & Education</h3> <p>We believe support system plays an unquestionable role in the wellness of seniors. We have a SilverGenie community and advisory in place, so you can have a healthy social life and keep yourself updated with what's best for you.</p>	 <h3>Subscription Plans</h3> <p>We understand that wellness needs can differ from person to person. To make the wellness journey of seniors convenient for them and their loved ones, we have membership plans in place. These plans ensure we are cognizant of your needs at all times.</p>	 <h3>Customized Care Packages</h3> <p>From emergency support, vaccination drives, to counselling and other wellness support services, we will take care of you holistically. As a SilverGenie member, you can avail these packages beyond what we are already offering, as and when required.</p>
---	---	--

Title: Profile of Clients Availing Services from Silver Genie Pvt Ltd

Abstract

This dissertation investigates the sociodemographic profile of clients availing services from Silver Genie Pvt Ltd, a leading provider of elder care services in India. The global phenomenon of an aging population has escalated the need for specialized elder care services worldwide. In India, this trend is especially pronounced due to significant improvements in healthcare, increased life expectancy, and changing family structures. As a result, the demand for professional elder care services has surged, creating a critical need for a detailed understanding of the clients who use these services.

Silver Genie Pvt Ltd has emerged as a pivotal player in the elder care sector in India, offering a comprehensive range of services tailored to the unique needs of older adults. This study aims to analyze the sociodemographic characteristics of Silver Genie's clientele to provide a nuanced understanding of who these clients are, their health statuses, and their specific needs. This information is crucial for enhancing service provision and informing policy development to better meet the demands of an aging population.

The research adopts a quantitative approach, utilizing univariate analysis to process and interpret the client data. The study encompasses a sample of 150 clients who have availed services from Silver Genie over the past year. Key sociodemographic variables analyzed include age, gender, geographic location, health status, disability status, employment status, and language spoken. The data is summarized using statistical measures such as mean, standard deviation, median, and range to provide a comprehensive overview of the client profiles.

The findings reveal significant insights into the demographics and needs of the clients. The mean age of clients is 76.7 years, with a standard deviation of 8.94 years, indicating that most clients are in the late stages of their lives. Gender distribution shows that 60.6% of the clients are female, reflecting the global trend of higher life expectancy among women. Geographically, clients are primarily concentrated in urban areas, with 40% from Delhi, 21.3% from Kolkata, 20% from Gurgaon, and 18.66% from Noida. This urban concentration underscores the accessibility and availability of elder care services in metropolitan regions.

Employment status data indicates that 81.3% of the clients are retired, highlighting the need for support systems for non-working older adults. Language diversity among the clients is notable, with 48.6% speaking English, 41.3% Hindi, and 10% Bengali, reflecting the regional and cultural variations in the client base. Disability prevalence is significant, with 39.3% of clients reporting disabilities, necessitating tailored care services to address mobility and other disability-related issues. Health status varies widely among the clients, with 35.3% in severe condition, 42% in moderate condition, and 21.3% in mild condition, emphasizing the diverse healthcare needs that must be addressed.

These detailed insights into the sociodemographic characteristics and needs of Silver Genie's clients are instrumental for the company to refine and enhance its service offerings. The findings also provide valuable information for policymakers to develop strategies that support the aging population in India more effectively. By understanding the specific profiles and needs of the elderly clients, Silver Genie can better tailor its services to improve the quality of life for older adults, ensuring they receive the comprehensive care and support they require. This dissertation contributes significantly to the field of elder care by providing a robust analytical foundation for improving service provision and informing policy development in the context of an aging society.

Introduction

Global Aging Phenomenon

The global aging population represents one of the most significant demographic shifts of the 21st century. As advancements in healthcare, nutrition, and living conditions continue to improve, life expectancy has risen dramatically worldwide. According to the World Health Organization (WHO), the global average life expectancy has increased by over six years since 2000, reaching an estimated 73.4 years in 2019. This trend is coupled with declining birth rates in many parts of the world, resulting in a growing proportion of older adults within the population.

This demographic transition brings profound social and economic implications. Economically, an aging population can strain public resources, as a smaller working-age population must support a larger retired population. This scenario often leads to increased healthcare and pension costs, necessitating robust financial planning and policy adjustments by governments. Socially, the aging population requires specialized services to maintain their quality of life and independence. These services include not only healthcare, which must adapt to chronic and degenerative diseases more prevalent among the elderly, but also assisted living facilities, in-home care, and social support systems to address issues like isolation and mental health.

Healthcare systems worldwide must evolve to manage the complex, long-term care needs of older adults. This includes expanding geriatric care, improving chronic disease management, and integrating services that promote healthy aging. Additionally, there is a growing need for trained professionals in elder care, encompassing doctors, nurses, caregivers, and social workers. Assisted living facilities and home-based care services must also adapt to provide safe, comfortable environments that support both physical and emotional well-being.

Aging Population in India

India, the world's second-most populous country, is also experiencing a notable rise in its elderly population. The 2011 Census reported that the number of individuals aged 60 and above was 103.8 million, accounting for 8.6% of the total population. Projections by the United Nations suggest that by 2050, this number will rise to nearly 300 million, constituting 19.5% of the population. This demographic shift is driven by significant improvements in healthcare, increased access to medical facilities, and better overall living standards.

The aging population in India presents unique challenges and opportunities. Traditionally, elder care in India has been managed within the family structure. However, urbanization, migration, and changing social norms have altered family dynamics, making it increasingly difficult for families to provide the necessary care. This change has created a growing demand for professional elder care services, encompassing a wide range of needs from medical care and daily assistance to social engagement and psychological support.

Silver Genie Private Limited has emerged as a key player in addressing these needs. Recognizing the gap in elder care services, Silver Genie offers a comprehensive suite of solutions tailored to the needs of older adults. Their services include home healthcare, physiotherapy, mental health support, and assistance with daily activities. By providing personalized and professional care, Silver Genie aims to enhance the quality of life for the elderly and support their families.

The rise of companies like Silver Genie reflects a broader trend towards the professionalization of elder care in India. This shift not only addresses the immediate needs of the elderly but also contributes to the broader socio-economic fabric by creating jobs, training professionals, and driving innovation in healthcare services. As

India's elderly population continues to grow, the role of dedicated elder care services will become increasingly critical in ensuring that the aging population lives with dignity, health, and happiness.

Study Objective

This study seeks to analyze the sociodemographic profile of clients using Silver Genie's services. By employing a quantitative approach with univariate analysis, the study aims to summarize data through measures like mean, standard deviation, median, and range. This analysis will help in understanding the characteristics and needs of the clients, thereby aiding in better service provision and policy development.

Objectives of the Study

- To describe the sociodemographic characteristics of clients using Silver Genie's services.
- To quantify the central tendencies of key sociodemographic variables.
- To identify patterns and trends within the client data that may inform service provision and policy development.

Literature Review

This review synthesizes findings from multiple studies to understand the characteristics and needs of clients who opt for home care services.

A study examining a countywide home care program highlighted the role of telephone case managers and in-home assessors in identifying suitable candidates for consumer-directed care. Of the 278 clients assessed, 16.5% were deemed appropriate for consumer-directed care by both professionals, while 42.1% required a more intensive level of care. For the remaining 41.4%, there was disagreement between the professionals on the level of care needed. Clients identified for consumer-directed care were predominantly female, had fewer impairments, received fewer services, had low incomes, and lived alone. These clients were characterized by stable health, a good support system, and a proactive approach to managing their care needs, which included understanding the service system and being willing to seek help when necessary.

A comprehensive scoping review conducted between 2010 and 2020 identified 35 discrete social factors influencing home care utilization among older adults. These factors were grouped into four levels using a socio-ecological model: individual, relationship, community, and societal. Key factors affecting home care propensity included age, ethnicity/race, self-assessed health, insurance, housing ownership, marital status, household income, children, informal caregiving, social networks, and urban/rural area. For home care intensity, factors such as age, education, personal finances, living arrangements, and housing ownership played significant roles. The review emphasized that social factors are complex and interrelated, impacting home care use in varied ways across different contexts.

The global trend of shifting care from institutional settings to home and community-based environments is driven by the desire to balance rising healthcare costs with improving health outcomes for older adults. Home care services enable older adults to 'age in place,' which aligns with the preferences of many individuals who wish to remain in familiar surroundings. The World Health Organization's Global Strategy and Action Plan on Ageing and Health supports this shift, highlighting the importance of dignity and independence for older people.

Health determinants such as cognitive impairment, mobility issues, and chronic conditions significantly impact the utilization of home care services. However, the literature also points to the critical role of social determinants, including the availability of community resources, social networks, and economic factors. These social circumstances can often explain why individuals with similar health conditions may have different levels of dependency on home care services.

Comparative studies of healthcare systems in different countries reveal varying approaches to home care and the care of frail older adults. For instance, the fully socialized system in Canada contrasts with the market-driven approach in the United States, with Israel presenting an intermediate model. Such comparisons offer valuable insights into the structural and organizational changes needed to improve home care services and the conditions for older adults across different national contexts.

Understanding the profile of home care clients is essential for developing cost-effective and targeted services. Policymakers and healthcare providers can use this information to allocate resources efficiently and prepare for the increasing demand for home care services. Additionally, identifying the drivers of home care utilization can help in formulating policies that address both health and social needs, ensuring a holistic approach to care for older adults.

Methodology

Study Design

The study employs a quantitative design, utilizing univariate analysis to evaluate the sociodemographic characteristics of clients availing services from Silver Genie Pvt Ltd.

Study Area

The study encompasses clients of Silver Genie Pvt Ltd across India, reflecting the diverse demographic and geographic distribution of the elderly population in the country.

Study Population

The study population includes clients who have availed services from Silver Genie over the past year.

Study Variables

Demographic Variables: Age, gender, location, etc.

Sociodemographic Variables: Health status, disability status, employment status, etc.

Data Collection Tools and Techniques

Secondary Data Collection: Data on 150 clients were extracted from Silver Genie's records, focusing on variables such as age, gender, location, services availed, and health status.

Timelines: The data collection and analysis were conducted over a period of 3 months.

Inclusion Criteria

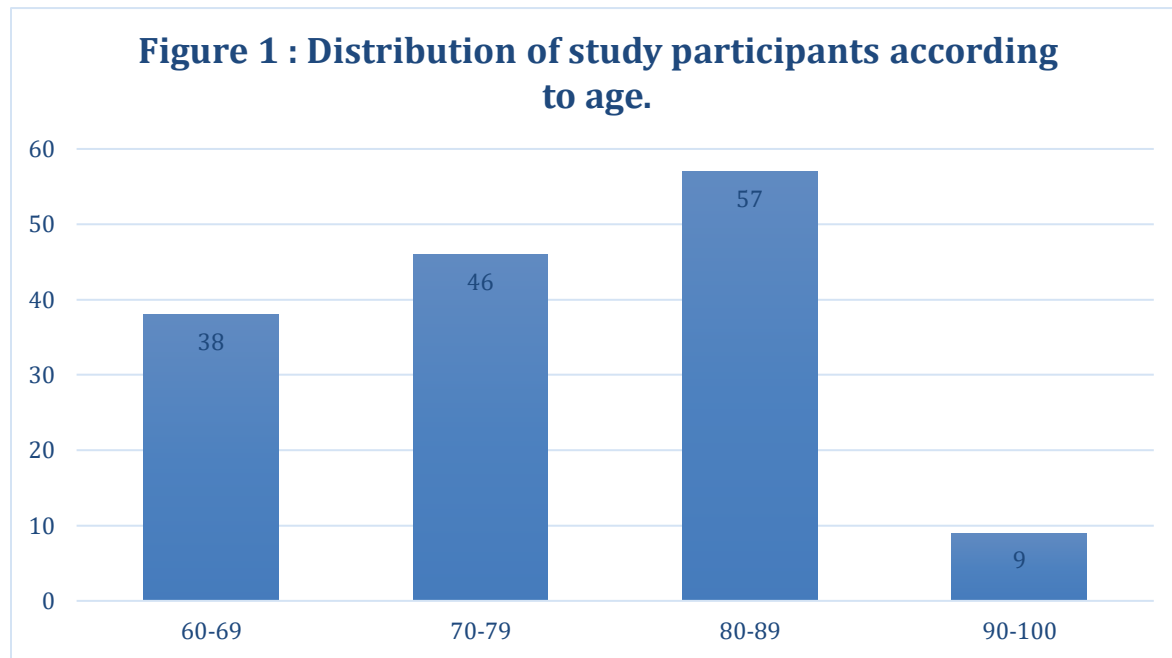
Clients of Silver Genie who have availed services within the past year.

Exclusion Criteria

Individuals who have not utilized services from Silver Genie within the past year.

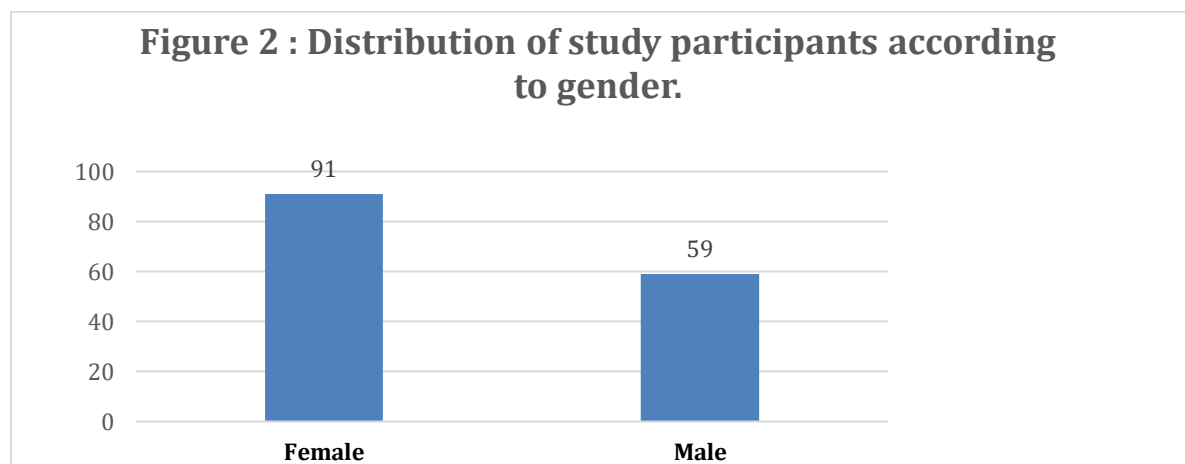
Data Analysis and Interpretation

Analysis of age distribution - Mean, Standard deviation



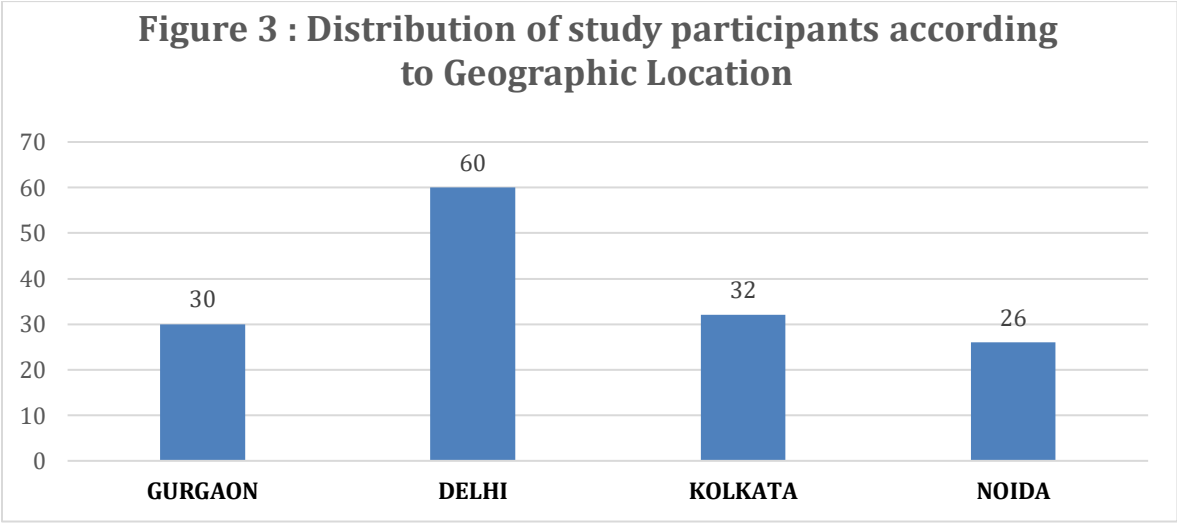
MEAN	76.65
STANDARD DEVIATION	8.94
RANGE	37
MINIMUM AGE	60
MAXIMUM AGE	97

Frequency and percentage distribution of male and female individuals.



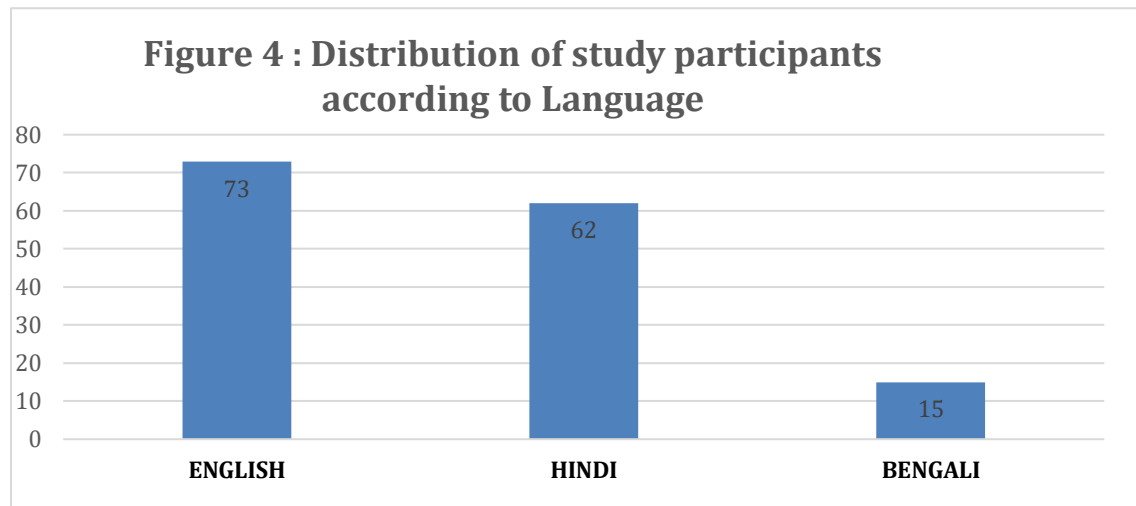
MALE	59	39.30%
FEMALE	91	60.60%

Frequency and percentage distribution of primary languages spoken.



GURGAON	30	20%
DELHI	60	40%
KOLKATA	32	21.33%
NOIDA	28	18.66%

Frequency and percentage distribution of Location



ENGLISH	73	48.60%
HINDI	62	41.30%
BENGALI	15	10%

Frequency and percentage distribution of employment

Status

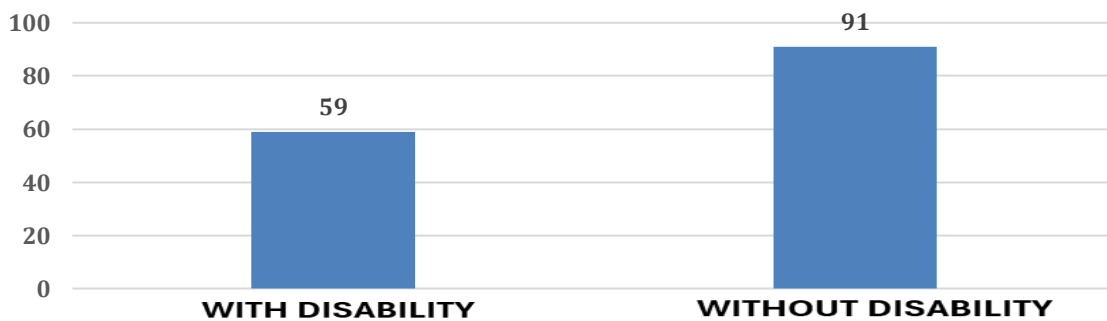
Figure 5 : Distribution of study participants according to Employment Status



UNEMPLOYED	28	18%
EMPLOYED	0	0%
RETIRED	122	81.33%

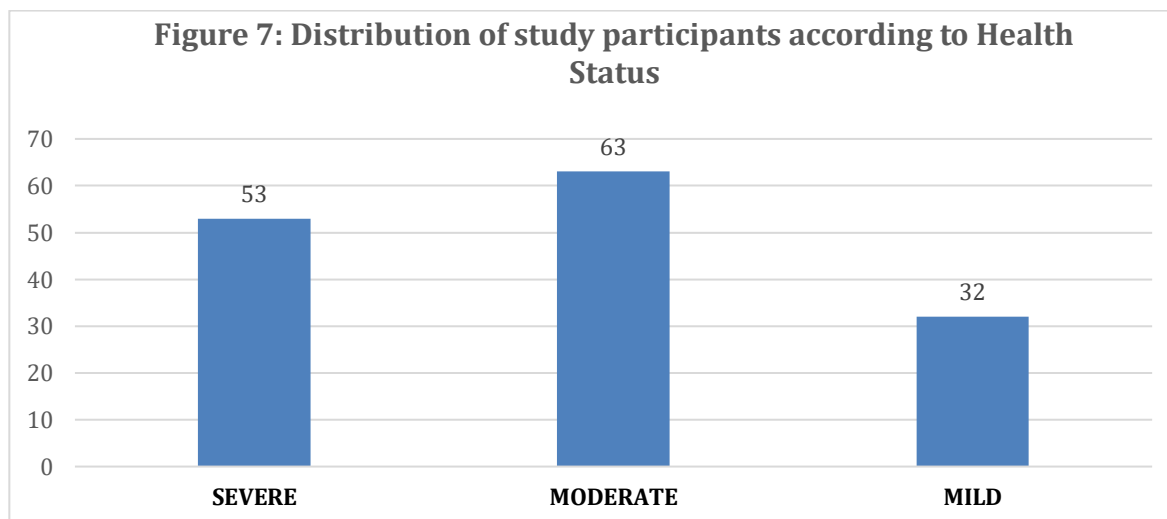
Frequency and percentage distribution of individuals with physical or mental disabilities.

Figure 6 : Distribution of study participants according to Disability Status



WITH DISABILITY	59	39.33%
WITHOUT DISABILITY	91	60.66%

Frequency and percentage distribution of health conditions.



SEVERE	53	35.33%
MODERATE	63	42%
MILD	32	21.33%

Results

Mean Age of Clients

The mean age of clients is 76.7 years, with a standard deviation of 8.94 years. This indicates that the services are predominantly used by older adults, consistent with the global aging phenomenon.

Gender Distribution

The gender distribution shows that 60.6% of the clients are females, while 39.3% are males. This reflects global longevity trends, where women tend to live longer than men.

Geographic Distribution

Clients are primarily from urban areas, with a distribution as follows:

Delhi: 40%

Kolkata: 21.3%

Gurgaon: 20%

Noida: 18.66%

Employment Status

A majority (81.3%) of the clients are retired, highlighting the need for support services for the aging population who are no longer in the workforce.

Language Diversity

The clients speak various languages, reflecting regional and cultural diversity:

English: 48.6%

Hindi: 41.3%

Bengali: 10%

Disability Prevalence

Approximately 39.3% of the clients report disabilities, indicating a significant need for tailored care services to address mobility and other disability-related issues.

Health Status

The health status of clients shows varied distribution:

Severe: 35.3%

Moderate: 42%

Mild: 21.3%

This underscores the diverse healthcare needs of the clients, necessitating a range of services to cater to different levels of health severity.

Discussion

Sociodemographic Insights

The study reveals critical insights into the sociodemographic profile of clients availing services from Silver Genie. The mean age and gender distribution align with global trends, where older women constitute a larger portion of the elderly population. The geographic distribution highlights the urban concentration of clients, possibly due to better availability of elder care services in metropolitan areas.

Age Distribution

The age distribution indicates a significant portion of clients are in their late seventies, aligning with the typical demographic of elder care service users. This insight emphasizes the importance of developing age-specific care programs and policies.

Gender Analysis

The higher percentage of female clients can be attributed to the longer life expectancy of women compared to men. This gender disparity highlights the need for gender-sensitive care strategies and programs to address the unique health and social challenges faced by elderly women.

Geographic Insights

The geographic analysis indicates a higher concentration of clients in urban areas such as Delhi, Kolkata, Gurgaon, and Noida. This urban skew could be due to better access to healthcare facilities and elder care services in metropolitan regions. Understanding this geographic distribution can help Silver Genie Pvt Ltd. optimize resource allocation and service delivery.

Urban-Rural Divide

The predominance of clients from urban areas suggests a potential gap in elder care service availability in rural regions. Addressing this disparity could involve expanding service coverage and implementing targeted outreach programs to rural elderly populations.

Employment and Language Considerations

The high percentage of retired clients underscores the necessity for support systems tailored to non-working older adults. Language diversity among clients points to the need for multilingual service provision to cater to regional and cultural variations.

Employment Status

With over 80% of clients being retired, there is a clear need for services that provide social engagement, mental stimulation, and physical activity to support the overall well-being of retired elderly individuals.

Language Diversity

The multilingual nature of the client base reflects India's cultural diversity. Providing services in multiple languages can enhance communication and ensure that clients fully understand and benefit from the services offered.

Disability and Health Status

The prevalence of disabilities and varied health statuses among clients indicates a significant demand for personalized and comprehensive care solutions. These findings highlight the importance of developing specialized programs and interventions to address the specific needs of elderly clients with different health conditions.

Disability Prevalence

The significant percentage of clients with disabilities (39.3%) underscores the necessity for accessible facilities and services. Tailored care plans that include mobility aids, home modifications, and personalized assistance can greatly improve the quality of life for these clients.

Health Status Variability

The varied health status distribution among clients (severe, moderate, mild) indicates the need for a range of care services, from intensive medical care to regular health monitoring and preventive measures. Understanding these health profiles can help in designing comprehensive care plans that cater to different health needs.

Service Utilization and Trends

Analyzing service utilization patterns can provide insights into the most demanded services and help identify gaps in service provision. Understanding client preferences and trends can aid in developing targeted services that better meet the needs of the elderly population.

Most Demanded Services

Identifying the most utilized services can help Silver Genie Pvt Ltd. focus on enhancing these services and ensuring they meet the highest quality standards. Additionally, understanding less utilized services can provide insights into potential areas for service improvement or increased promotion.

Recognizing emerging trends in elder care, such as the growing preference for home-based care or the increasing importance of mental health services, can help the organization stay ahead of client needs and expectations.

Conclusion

This study provides valuable insights into the sociodemographic characteristics and needs of clients using elder homecare services. By employing rigorous quantitative methods and a well-structured survey, the research aims to produce reliable and actionable findings. These insights can benefit both Silver Genie and the broader elder care sector by guiding improvements in service provision and policy formulation to better meet the evolving needs of India's aging population. The study underscores the importance of tailored care solutions to address the diverse health and social needs of older adults, contributing to the development of more effective elder care services.

Recommendations

Based on the findings, several recommendations can be made to enhance the service provision and policy development for elder care:

Expand Urban and Rural Outreach: Increase service availability in rural areas while strengthening urban service delivery to address geographic disparities.

Develop Age and Gender-Specific Programs: Create targeted programs that address the specific needs of different age groups and genders among the elderly population.

Enhance Multilingual Services: Provide services in multiple languages to cater to the diverse linguistic needs of clients.

Focus on Disability-Friendly Services: Develop and implement services that are accessible and cater specifically to clients with disabilities.

Comprehensive Health Plans: Design health plans that cater to the varied health statuses of clients, ensuring that both preventive and intensive care needs are met.

Monitor Emerging Trends: Stay updated on emerging trends in elder care to adapt services to evolving client preferences and needs.

By implementing these recommendations, Silver Genie Pvt Ltd. can improve its service offerings and better cater to the diverse needs of India's aging population, ultimately enhancing the quality of life for elderly clients.

References:

- Scala MA, Mayberry PS, Kunkel SR. Consumer-directed home care: client profiles and service challenges. PubMed. 1992. Available from: <https://pubmed.ncbi.nlm.nih.gov/9257623/>

- Mah JC, Stevens SJ, Keefe JM, Rockwood K, Andrew MK. Social factors influencing utilization of home care in community-dwelling older adults: a scoping review. BMC Geriatr. 2021;21(1):169. Available from: <https://bmcgeriatr.biomedcentral.com/articles/10.1186/s12877-021-02069-1>
- Low LF, Yap M, Brodaty H. A systematic review of different models of home and community care services for older persons. BMC Health Serv Res. 2011;11:93. Available from: <https://bmchealthservres.biomedcentral.com/articles/10.1186/1472-6963-11-93>
- Hokenstad MC, Johansson L. Eldercare in Sweden: issues in service provision and case management. J Nurs Manag. 2008;16(2):169-177. PMID: 18269547. doi:10.1111/j.1365-2834.2007.00841.x
- Tullett M, Neno R. Approaches to long-term conditions management and care for older people: similarities or differences? J Nurs Manag. 2008;16(2):178-187. PMID: 18269547. doi:10.1111/j.1365-2834.2007.00841.x
- Davies S, Goodman C. Supporting quality improvement in care homes for older people: the contribution of primary care nurses. J Nurs Manag. 2008;16(2):188-196. PMID: 18269540. doi:10.1111/j.1365-2834.2007.00838.x
- Clarfield AM, Bergman H, Kane R. Fragmentation of care for frail older people—an international problem. Experience from three countries: Israel, Canada, and the United States. J Am Geriatr Soc. 2001;49(12):1714-1721. Available from: <https://doi.org/10.1046/j.1532-5415.2001.49285.x>

SIR

ORIGINALITY REPORT

7%

SIMILARITY INDEX

4%

INTERNET SOURCES

3%

PUBLICATIONS

3%

STUDENT PAPERS

PRIMARY SOURCES

1	hdl.handle.net Internet Source	1%
2	www.aa.com.tr Internet Source	1%
3	Bin Hu, Muhammad Farhan Raza, Dhruvil Patel, Shahryar Wasif, Taylor Chomiak. "Ambulosono-Enhanced Ankle Rotation Training Leads to Significant Gains in Balance Among Healthy Adults", Cold Spring Harbor Laboratory, 2024 Publication	1%
4	Submitted to Canterbury Christ Church University Student Paper	1%
5	Submitted to St Josephs College Gregory Terrace Student Paper	1%
6	srfaurangabad.org Internet Source	1%
7	Submitted to Clark University Student Paper	
		<1%
8	Submitted to University of Aberdeen Student Paper	<1%
9	www.coursehero.com Internet Source	<1%
10	www.iiste.org Internet Source	<1%



INTERNATIONAL INSTITUTE OF HEALTH
MANAGEMENT RESEARCH (IIHMR)

Plot No. 3, Sector 18A, Phase- II, Dwarka, New Delhi- 110075
Ph. +91-11-30418900, www.iihmrdelhi.edu.in

CERTIFICATE ON PLAGIARISM CHECK

Name of Student (in block letter)	✓ Dr./Mr./Ms.: NIKITA DUBEY		
Enrollment/Roll No.	PL/22/062	Batch Year	2022-24
Course Specialization (Choose one)	Hospital Management	Health Management	Healthcare IT
Name of Guide/Supervisor	Dr./Prof.: EKTA SAROHA		
Title of the Dissertation/Summer Assignment	PROFILE OF CLIENTS AVAILING SERVICES FROM SILVER GENIE PVT. LTD.		
Plagiarism detect software used	"TURNITIN"		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	70%		
Date of validation (DD/MM/YYYY)	23/7/2024		

Guide/Supervisor

Name:

Signature:

Report checked by

Institute Librarian

Signature:

Date:

Library Seal



Student

Name: Dr. Nikita Dubey

Signature:

Dean (Academics and Student Affairs)

Signature:

Date:

(Seal)

23/7/2024

