

CHAPTER- 11

TO STUDY THE COMPLIANCE RATE OF END-TO-END PROCESS OF HEALTH CHECKUP

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INTRODUCTION

In 2016, the healthcare industry faced significant challenges, with the conventional business models and established operational processes proving insufficient to meet the anticipated level of service quality for patients. This was primarily attributed to the increasing expectations of patients from their service providers. In the healthcare sector, these service providers are predominantly hospitals, serving as the primary point of contact for patients. Presently, patients have specific expectations from hospitals in terms of [1]:

1. Affordability
2. Accessible information
3. Minimal waiting times

The attainment of accreditation stands as a symbol of quality and distinction within the realm of clinical laboratories. This validation ensures that a laboratory aligns with established standards and delivers services that are both reliable and precise. The chapter delves into the structure of international accreditation bodies, including the International Laboratory Accreditation Cooperation (ILAC) and the International Organization for Standardization (ISO), elucidating their respective roles. Furthermore, it explores the section on laboratory accreditation in India, specifically under the purview of the National Accreditation Board for Testing and Calibration Laboratories (NABL), outlining the pertinent standards and regulations applicable within the country [2].

RESEARCH QUESTION

1. How much time did it take to respond to a reservation request for a health check-up on the health check-up platform (In-progress to Confirmed)?
2. How much time did it take to share health check-up reports with customers (Confirmed to processed)?
3. What was the reason for the cancellation of health check-up reservation requests (Cancelled)?

RESEARCH OBJECTIVES

1. To investigate the compliance of end-to-end process of health check-up
2. To identify the reason of non-compliance in health check-up process

RESEARCH METHODOLOGY

The study spanned a period of 90 days, from March 1, 2023, to May 31, 2023, and was conducted at Seva at Home India PVT. LTD. Data for the research was sourced from the Management Information System (MIS), covering the months from February to April 2023. The investigation was carried out with specific objectives using a checklist to assess compliance. Data analysis was performed using an Excel spreadsheet to derive the results.

RESULTS AND DISCUSSION

The study encompassed a total of 200 customers (patients) who had made reservations for health check-ups on the dedicated platform. A notable 98% demonstrated compliance, receiving confirmation emails within 24 hours, one day before their scheduled health check-up. However, a minor 2% exhibited non-compliance, experiencing delays in confirmation emails, consequently leading to postponed health check-ups. Regarding health check-up reports, 88% adhered to the expected timeframe of 48 hours for delivery, occurring within two days after the health check-up. Nevertheless, 12% deviated from compliance, experiencing delays beyond 48 hours, thereby breaching the Turnaround Time (TAT) for health check-ups. Furthermore, 77% of customers refrained from visiting the lab for health check-ups. Of these, 12% cited non-serviceable areas for pathology tests conducted at home, and 6% declined health check-ups after initially booking a reservation request on the health check-up platform.

CONCLUSION

Based on this research, it was evident that a significant portion of reservation requests promptly received confirmation within 24 hours, with only a small percentage encountering delay. While the organization generally met the 48-hour turnaround time for delivering health check-up reports, occasional instances of delays were noted. The study also highlighted reasons for health check-up reservation cancellations, including customers not visiting the lab, non-serviceable areas for home-based tests, and customer refusals. To enhance the overall health check-up process, the organization should focus on improving response times for confirmations, streamlining report processing and delivery, implementing effective reminder systems, and expanding coverage areas for non-serviceable regions.

REFERENCES

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