

CHAPTER: 09

AN OBSERVATIONAL STUDY TO ANALYSE & DEVELOP A TOOL TO TRACK GENERAL UNFIT SURGERY PATIENTS IN COUNSELLING DEPARTMENT AT SANKARA EYE HOSPITAL, COIMBATORE

Manish Kumar

Student, IIHMR University

Dr. Anoop Khanna

Professor, IIHMR University

DOI: <https://doi.org/10.52458/9788196897475.2023.eb.ch-09>

Ch.Id:- IIHMR/NSP/EB/PHPMBT/2023/Ch-09

INTRODUCTION

Within an ophthalmic care setting, the counseling department holds significant importance, playing a crucial role in interacting with and providing services to a substantial, underprivileged population. This department serves as a vital pillar for both the organization and the beneficiaries, ensuring they understand the importance of eye health and receive necessary treatments on schedule. Various aspects of the department, including its structure, organization, flow of essential information, counselor skills, and behavior, can greatly influence patient decision-making and subsequently impact conversion rates. Conversion rates, representing the percentage of patients advised for surgery who proceed with it after proper counseling, are crucial statistics for determining the organization's revenue generation. For entities like SEFL, where the contribution of 20 percent of beneficiaries supports 80 percent of others, there is a natural focus on maximizing the conversion of these 20 percent for the corresponding treatment [2,3].

The study assessed the influence of counseling on patients' comprehension of cataracts, the factors influencing their decision-making, and their satisfaction levels. The findings indicate that counseling enhances the availability of related information and reduces barriers to opting for cataract surgery. The global prevalence of cataracts and the associated risks could be further mitigated through greater utilization of effective counseling [1].

AIM

1. To design a tool to track general unfit patients by interventions in the counselling department.

RESEARCH OBJECTIVES

1. To check general unfit patient in duration period Jan 2022 to March 2022.
2. To analyse revenue loss.

3. To suggest and implement a tool to track general unfit patients at SEFI.

RESEARCH METHODOLOGY

The study conducted at Sankara Eye Foundation in Coimbatore employed an observational design and spanned from January 2022 to March 2022. The sample size comprised three counsellors and 43 non-converted general unfit patients who visited counselling department during the specified period. Inclusion criteria encompassed the participation of three counsellors and patients seeking counselling services within the designated timeframe. Exclusion criteria involved patients who declined to partake in the research or were not referred to the counselling department. Data collection was carried out through observational research methods, coupled with informal conversations conducted in person with the participating counsellors. This approach aimed to gather insights into the dynamics of counselling interactions and patient experiences during the specified period of observation.

RESULT & DISCUSSION

In the study population, the median age was 65 years, with the majority of patients falling into the 60 and above age group. Among the 43 general unfit surgery patients in the study, 65% underwent cataract surgery, 16% underwent cataract combined with other surgery, and 19% underwent other surgeries like Lasik. Out of the total patients, 76% had diabetes, 7% had heart problems, 13% had low hemoglobin, 2% had renal failure, and 2% were HIV positive. Over the three months, the total revenue loss amounted to 10,71,490, with the highest number of general unfit patients observed in March, contributing to a revenue loss of approximately 5,74,670.

Utilizing Google Sheets, the counseling team can monitor all generally unfit patients, incorporating automatic reminders through add-ons. This feature ensures daily email reminders to prompt timely follow-ups on pending counseling cases. Consistent follow-ups and providing appropriate guidance to patients when needed are expected to enhance the conversion rate from initial counseling to surgery.

CONCLUSION

The counselor lacked a structured approach to routine follow-ups, which could enhance patients' understanding and decision-making. The lack of conversion for surgery was attributed to various factors, such as incomplete patient records, particularly missing phone numbers, and irregular follow-ups. Implementing a tool could assist counselors in efficiently tracking general unfit patients regularly, allowing them to document details discussed during follow-up outpatient visits. Consistent and timely follow-ups, coupled with providing appropriate guidance to patients as needed, were expected to result in an increased conversion rate from outpatient to inpatient care. This, in turn, could contribute to a boost in the hospital's revenue.

REFERENCES

1. Le, H. G., Ehrlich, J. R., Venkatesh, R., Srinivasan, A., Kolli, A., Haripriya, A., ... & Stein, J. D. (2016). *A sustainable model for delivering high-quality, efficient cataract surgery in southern India*. *Health Affairs*, 35(10), 1783-1790.
2. Ravilla S., Haripriya A., Palanichamy V., Pillai M., Balakrishnan V., Robin A. L. (2015). *The Effect of Counselling on Cataract Patient Knowledge, Decisional Conflict, and Satisfaction*. *Ophthalmic Epidemiology*, 22(6), 387-393. Retrieved from <https://www.tandfonline.com/doi/abs/10.3109/09286586.2015.1066016>
3. Ayme A., Viassolo V., Rapiti E., Fioretta G., Schubert H., Bouchardy C. et al (2014). *Determinants of genetic counselling uptake and its impact on breast cancer outcome: a population-based study*. *Breast Cancer Research and Treatment*, 144(2), 379–389. Retrieved from <https://link.springer.com/article/10.1007/s10549-014-2864-3>