Patient Relationship Management: A New Approach In Healthcare

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Abstract

Many of health care organizations are adopting patient relationship Management as a strategy. It is one of the important aspects how to maintain relationship between health services providers and their patients. Health is one of the precious components of a human's life. The health of an individual and society's health are complementary to each other. In health care sector patient relationship management is a process which is used to access the need of the patients. From chief doctor to a ward boy it is main responsibility to take care about the patient satisfaction. Patient Relationship Management let the doctors/physicians know about satisfaction level during the treatment. Patients are connected to doctors over web. Patient Relationship management acts a linkage between the internal and external environment. Patient relationship management is a strategy that unites Information Technology like Employee Resource planning (ERP) with marketing for providing better services to patients. To maintain relationship there must be good communication between the doctor and patient. In present scenario healthcare industry is considered as the sunshine industry. Currently the perception of an individual on health has transformed from health consciousness to more health sensitivity. PRM practices become one of the key strategies for efficient hospital services. PRM in hospital seen as a strategy to serve, satisfy, retain and attract patients. Delivering value is like building a block of relationship. Patients are active customers in this modern era. Patient relationship management shows the hospitals version of customer relationship management. Patient relationship management leads to development of the concept of personalization.

Keywords: HealthCare Industry, Patient Relationship management, Patient satisfaction level.

Introduction:

All these changes have made today's producer shift from traditional marketing to modern marketing. Modern marketing calls for more than developing the product, pricing of the product, promoting the product and making it accessible to target customers. It demands building of trust, a binding force and a value added relationship with the customers to win their hearts. The new age marketing aims at winning customers permanently forever, by respecting the customers, creating products to suit their needs and developing life time customers through the principle of customer delight, approval and enthusiasm. Patient's needs are the driver for efficient hospital services. Personal contact and relationships are very important in healthcare environment. The biggest management challenge in the new millennium of liberalization and globalization for a business is to serve and maintain good relations with the king the customer. Customer relationship management (CRM), which has over riding significance for any business, is no less significant for hospital services. Hospitals are the most important element in any healthcare delivery system. A hospital plays a major role in maintaining and restoring the health of the people. Care of the sick and injured, preventive health care, health-related research and training of medical and paramedical staff are general broad functions of a hospital. It involves both outpatient and inpatient hospital services and on many occasions, emergency medical services are included.

This should be particularly emphasized in the context of a hospital since relationship of medical staff plays an important role in treating patients- the hospital customers. Following the growing trends towards corporatization and privatization of health services, patients and society at large, have multiple choices to choose from. The hospitals should maintain a highdegree of transparency and accountability in their services, as only then patients will develop durable relationship with them.

Objective of the study

The objective of the study is to find out the impact of Patient Relationship Management Practices on Patient's satisfaction in Corporate Hospitals.

Research methodology

The method used in this research is secondary data. And secondary data relates to the data which is already existing and modified according to the use of research. In secondary data collection the researchers as studied various research work done over the topic patient relationship management.

HealthCare Industry:

India is the second most popular country in hospitals services. Hospitals sector is the one of the India's largest sector of the country in term of employment and revenue as well. Now a day everybody is concern with their health as each and every person wants to live without any illness.

But in this changing environment it is difficult to be free from diseases. The hospitals sector is facing a lot of challenges in this customer oriented environment. In past years the industry has reconstructed itself to survive in an unforgiving environment resulting from maturation of the industry. PRM which has had an important significance for businesses is also crucial for private hospital services. Preventive healthcare, care of injured and sick people, training of medical and paramedical staff and health research are the general functions of a hospital. CRM is a management strategy that unites information technology like ERP with marketing for delivering better services. ERP stands for Enterprise Resource Planning. ERP is software for business process managementthat helps the organization to use a system of the integrated application so as to manage their business and automate various functions related to services, technology and human resources. These systems are complex information systems,

And implementation can be high cost and difficult. PRM in private healthcare services includes communication services, strategic planning, database construction, consulting services, predictive segmentation, and campaign management and communication strategies. PRM systems enable the company to gather and also constantly generate customer knowledge.

Patient Relationship Management:

A PRM application also can provide better care for patients by allowing hospitals a better understanding of patients' needs and wants through improved communication via follow-up systems. Understanding how the treatment has worked is crucial for physicians. By letting the physicians know, how satisfied the patients are, physicians can have a better understanding on how the treatments and operations they perform are working. Thus, having better patient relationships and better patient loyalty benefits both the healthcare organization and the patient. CRM applications may be categorized either as marketing or operational applications. Marketing applications aim at identifying potential customers and their needs, whereas operational applications focus on improving the experience between patients and physicians. In many hospitals, management strategies have changed recently. Hospitals and physicians are communicating in a more detailed manner with patients. The patients' portraits have also evolved. Today, patients can easily find instructions for their treatment from the Web. When hospitals provide real-time information and disseminate it to their current and potential patients it will help them to stay in touch with people as well as compete with other healthcare organizations for customers. Hospital management strategies should consider comprehensive, efficient hospital information systems which support a shift of focus to patients. With the idea of PRM, hospitals may be able to move on towardsmore customer-centric operations than before.

For studying how PRM applications affect knowledge work, we utilize a conceptual framework for organizational knowledge creation, known as the 7C model. The model suggests that the following seven Cs play a critical role in the creation of organizational knowledge: Connectivity, Concurrency, Comprehension, Communication, Conceptualization, Collaboration and Collective intelligence. The first two Cs (connectivity and concurrency) are somewhat trivial. They point out that connectivity of all stakeholders with the joint information space and with people (potentially concurrently) is provided in a technologically sound manner through the Web, wireless and mobile applications and other technologies. These may promote options and allow freedom of choice with contextual support, providing users with a rich environment for comprehending and communicating information they find. Knowledge is conceptualized as artifacts, which serve as a vehicle for collaboration through interaction between information producers and consumers, within a team of co-workers or among other stakeholders. All six preceding Cs contribute to the growth of collective intelligence. The creation of organizational knowledge is not a linear process, but rather a multi-cycle spiral process.

Patient Satisfaction:

Customer satisfaction is the level of one's feelings after comparing the performance compared with expectations. So customer satisfaction is a situation where the desire, expectation and customer needs can be met. A service is considered satisfactory if the service can meet the needs and expectations of customers. Customer satisfaction measurement is an important element in providing better services, more efficient and more effective. There are four methods to identify customer satisfaction, namely:

1) The system of complaints and suggestions: an organization that serves the customer provides ample opportunity to its customers to submit suggestions and complaints, for example, provide a suggestion box.

2) Ghost shopping: one way to gain an overview regarding customer satisfaction is by hiring some people to play a role or act as potential buyers of the company's products and competitors.

3) Lost customer analysis; Companies should contact customers who have stopped buying in order to understand why it happened.

4) Customer satisfaction survey: starting the survey company will obtain responses and feedback indirectly from customers and also give a positive sign that companies pay attention to the customers.

Conclusion:

Patient Relationship Management (PRM) is significant for hospital services as it has been for any other businesses. A hospital helps in restoring and maintaining the health of the people. This study brought out an important observation that there can be a high level of agreement in perception of quality between patients and health care providers if it is analyzed in proper and transparent manner. The level of agreement possibly reflects Social PRM empowers patient/family to have the ability in controlling his own data. Once patient/family registers to have service from healthcare provider, it will enable them to have personalized e-health systems with Social PRM as the frontline of the system. The system will authorize for each patient then; the authorization and self-managed account/service are granted to access all applications and data offered by the systems. PRM directly linked to Patients and their satisfaction from hospitals.

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