Customer Relation Management practices at Dental College

Prof. Shilpa B Revankar
Karnataka Arts College Dharwad
09449819372

Introduction

Customer Relationship Management is a company-wide business strategy designed to reduce costs and increase profitability by solidifying customer loyalty. It's a strategy used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. After all, good customer relationships are at the heart of business success.

The hospitals have been extremely successful in attracting more international patients for an endless range of treatments, partly due to the cutting-edge medical expertise and equipment, but more so because of the customer service they provide. The hospitals are built like five-star hotels, and they have deployed customer relationship management technology to manage their growing list of international patients. Their ability to provide first-class customer service in addition to the best quality in medical treatment is what differentiates them from the rest of the competition. The service they provide and the follow up all contribute to a growing number of patients returning for new treatments and follow up appointments. And with this technological edge to their approach to customer relationship management, the hospitals can maintain its lead in the premium healthcare range without resorting to a price-based strategy.

Customer retention

Under the present of competitive environment, the focus of the Organization is more on customer retention than customer acquisition. Customer retention is the process of keeping customer acquisition. Customer retention is the process of keeping customer in the customer inventory for an Unending period by meeting the needs and exceeding the expectations of those customers

Customer Relationship Management focuses on acquiring, developing and creating satisfied loyal customer; achieving profitable growth; and creating economic value in company's brand.

Customer Relationship Management strives to improve the customer's experience of how they interact with the company and produce high customer equity .the more loyal customer, the higher are the customer equity. Recently CRM has taken a center stage in the business world with businesses concentrating on saving money and increasing profits by redefining internal processes and procedures. It costs a company dramatically less to retain

and grow an existing client, than it does to court new ones. It is said that "It is seven times more expensive to acquire a new customer than to keep an existing one*", therefore the value of customer information and management should never be underestimated

CRM (Customer Relationship Management) is something that is not restricted to any country or culture. Wherever customers are there, business cannot afford to keep them unhappy; and that is where CRM comes in as a strong requirement.

 In India, the trend is positive. When compared to about twenty years ago, people have more choice and every company knows it can't take customer for granted .May be the movement is slow, but we see a steady progress towards an increased focus on the customer rather than merely on the products and price .

 Today's era is of service because customers are ultimate base line for any business to sustain in this competitative world

The concept of CRM is relatively simple and familiar to insurers. The two points of the concept are:

· Understand your customers' unique requirements.

· Offer them the services and products over their lifetime that will maintain or increase their profitability and retain them as your customers.

These are the some supporting strategies that implement these concepts to yield significantly greater results and a true competitive advantage.

These supporting strategies generally fall into three groupings: analytical, marketing and operational. The analytical path focuses on mining the data you have on your existing customers, and marrying that data with external data when possible to develop a scoring index. This index can then be reliably applied to individual customers to indicate their level of profitability, tendency to remain a customer, and propensity to acquire other products and services.

Customer Relationship Management (CRM) solutions have gained a tremendous amount of popularity across many industries in a short time. Due to their focus on cost cutting and taking customer service to the next level, CRM systems are especially useful to service operations, including hospitals and other health-care-providing organizations.

CRM for Patients

The ability to store all of a patient's information in one place that is accessible at various points throughout the hospital can greatly improve processing efficiency. The cost savings from eliminating manual processing and information-gathering alone can be quite significant. Information such as prescription and treatment history can quickly be compared to billing history and insurance information, giving employees an advantage when performing billing or collections activities.

The same prescription and treatment information can be used to eliminate the need to process lengthy paper forms, which results in a higher patient turnover rate and virtually eliminates the possibility of administering drugs that may have a negative reaction to a patient's allergies or current medication. Data can also be used for marketing purposes, simplifying appointment reminders and phone checkups.

CRM for Physicians

A unique aspect to CRM within hospitals is the ability to track information on employees as well as clients. There is much information on a hospital's physicians that can benefit from being stored in a single place. At a glance you can see the exact procedures that each physician has performed, along with patient feedback related to each procedure. You can track physician performance measurements alongside pay rates to ensure that bonuses and raises are given to the highest performers. CRM can also be used to keep track of each physician's certifications and licenses, ensuring that each physician remains legally certified.

The importance of CRM solutions in healthcare

 It is clear that increased adoption in software such as CRM solutions will increase the overall quality of service rendered by hospitals and consequently, have a positive impact on the healthcare industry. But the inherent benefits extend beyond that. In an industry where human capital is a vital resource, a well-run hospital IT infrastructure can have a huge impact on cost control and patient care, as well as in increasing employee productivity and overall competitiveness.

Objective:

1. To study CRM practices and the process involved in hospitality.

2. The study the stake holders opinion about the processes.

RESEARCH METHODOLOGY

The study must be made through a survey at The S.D.M. College of Dental Sciences & Hospital, Dharwad and seeks the opinions and Suggestions of the Doctors and Patients of SDM. The process included:

1. Explaining the Doctors and Patients about the objectives of the project.

2. Get the Doctors and Patients fill the questionnaire in the most effective manner.

3. The research design is descriptive in nature as the study includes the collection of data through Questionnaire & personnel interview.

Methods of Data Collection:

Primary Data:

The primary or the first hand data will be collected with the help of handing out the questionnaires for the survey to the Doctors and Patients. The Doctors and Patients will be asked how they feel about the S.D.M. College of Dental Sciences & Hospital, Dharwad and measurement of their awareness about SDM Dental and what necessary needs of improvement of visibility improvisation are.

Secondary Data:

The major source of secondary or supporting data is Internet. The information of industry and profile of S.D.M. College of Dental Sciences & Hospital, Dharwad as whole and will be collected from the Internet.

    Sampling Plan:
    Sampling unit   : Doctors and Patients of SDM Dental
    Sampling Method   : Random Sampling method
    Sampling Size   : 100 Doctors & 400 Patients

Sampling Design: The research will be mainly adopted on Patients and Doctors survey. The sample will be selected for survey of stratified random sample and cluster sample. And Sample size of 400 respondents.

DATA ANALYSIS:

Data are useful only after analysis. Data analysis involves converting the series of data recorded observations into descriptive statements and / or inferences about relationships.

The information gathered will be formulated in the form of a coding sheet and the appropriate Pie-charts and Bar-chart will be used for easy understanding of the project work.

**SOFTWARE TOOL:** SPSS (Statistical package social system)

Data and discussion

How many Patients You attend per day
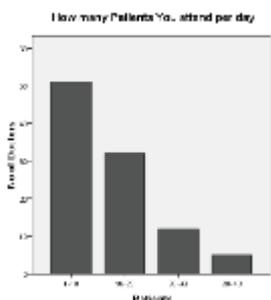
➔ More than 51% of doctors have low work load

Duration with each patient(minutes)
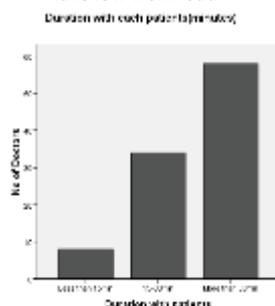
➔ 58% of doctors take more than 30 minute to treat the patients.

➔ Advanced (local language) Business communication between doctors and the patients needed.

Patients appointments
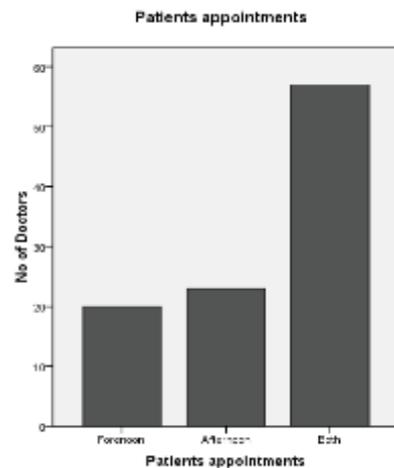
➔ 57% of doctors give both the time appointment to the patients appointment,

➔ There is marginal difference between Forenoon and afternoon appointments given by the doctors.

Interaction per week
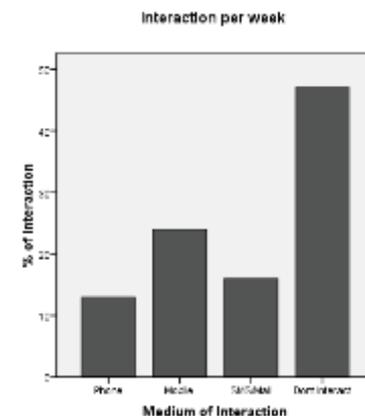
➔ 47% of doctors don't interact with the patients.

➔ The above chart explains - customer retention and the relationship equity with the patients is very low

Reminders by Doctor to patients
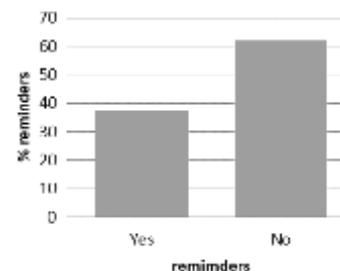
➔ 62% of doctors don't remind the patients about the treatment.

➔ There should be a support from SDME society to remind the patients about their appointment

Data discussion –Patients

Q1.Occupation

		Frequency	Percent
Valid	Student	91	22.8
	Business	66	16.5
	Employee	149	37.2
	Agriculture	49	12.2
	House Wife	45	11.2
	Total	400	100.0

2. Is this is your first visit to the hospital?

		Frequenc	Percent
Valid	First Visit	212	53.0
	Consecutive	188	47.0
	Total	400	100.0

➔ 47% of old patients visit the hospital, indicate CRM practice

3.How long did you wait for your first consultation?

	Frequency	Percent
Less than 15 min	106	26.5
15-30 min	120	30.0
More than 30 min	174	43.5
Total	400	100.0

➔ About 43.5% of people only are made to wait for more than 30 min, need planning towards shift, doctor requirements

4. Have you been guided properly for further treatment to the concerned department?

	Frequency	Percent
Yes	324	81.0
No	76	19.0
Total	400	100.0

➔ 19% of patients stated no guidance for further treatment by the department.

➔ Hospitality; CRM-service management found about 81%.

5. Are you satisfied with the treatment, which you have got?

	Frequency	Percent
Yes	318	79.5
No	82	20.5
Total	400	100.0

➔ 79.5% of patients are satisfied with the treatment

➔ SDM can build a loyalty.

6. What is your opinion about the politeness of the doctor from whom you have been treated?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	102	25.5	25.5	25.5
	Good	157	39.2	39.2	64.8
	Satisfactory	135	33.8	33.8	98.5
	Worst	6	1.5	1.5	100.0
	Total	400	100.0	100.0	

➔ 39.2% of patients have a good opinion about the politeness of the doctor from whom they have been treated

➔ 33.8% of patients have a satisfactory opinion about the politeness of the doctor from whom they have been treated

7. What is your opinion about the standard of this hospital?

	Frequency	Percent
Very Good	127	31.8
Good	145	36.2
Satisfactory	126	31.5
Worst	2	.5
Total	400	100.0

➔ 68.0% of patients have very good/ good opinion.

➔ 31.5% of patients have Satisfactory , but not happy fully

Findings for Patients	Findings for Doctors
A. 53% of patients have visited the hospital for first time. Acquisition of new patients is observed	**1.** 51% of doctors attend minimum patients per day.
B. More than 43.5% of patients say that they have waiting time more than 30 minute at first sitting. It indicates lack in time management and planning.	**2.** 58% of doctors take more than 30 minute to treat the patients. Hence they lack in time management (visible finding B)
C. 81% of patients have been guided properly for further treatment to the concerned department.	**3.** 57% of doctors give patients appointment both the time i.e. Forenoon and Afternoon.
D. 68.0% of patients have opinion of satisfaction very good or good.	**4.** 47% of doctors don't interact with the patient. Hence they lack in communication.
E. 39.2% of patient's opinion about the politeness of the doctor from whom they have been treated is good.	**5.** 62% of doctors don't remind the patients about the treatment.
F. 36.2% of patient's opinion about the standard of SDM hospital is good.	**6.** 50% of doctors have not conducted awareness program.

Suggestions & Recommendation:-

· Business communication between patients and doctors need improvement.

· A support required to the doctors for the CRM process (IT enabled) - to remind the patients about their treatment appointment.

· To build Brand Equity Hospital should plan the time management so that waiting time can be reduced.

Limitation:-

1. The Research covers a sample size of 500= 100+400 only and SDM Dental Doctors and Patients.

2. A study is restricted only for SDM Dental Hospital Dharwad.

3. Time duration is only 60 days in the month of Dec 2019- Jan 2020

4. The respondents (doctors/patients) may be biased towards questionnaire.

SUGGESTIONS GIVEN BY PATIENTS (Respondents)

1. Expect reminder from doctors, so that the patients will not miss appointments.

2. Can hospital reduce waiting time?

3. Waiting time is more as the patients form out station visit the hospital.

4. Don't experiment on patients by trainee Doctors.

5. Appointment should be clear with specific date and time.

6. Communication expected from Doctors in Local languages (Hindi/Kannada).

7. Satisfied with the treatment but we need more experienced doctors than the students treating the patients.

The Conclusion & Future

The use and usefulness of CRM solutions have grown at a rapid pace since their introduction, and the shift toward higher customer sophistication continues. While implementing a CRM program today will give your organization a distinct advantage in cost control and customer service, the time is coming soon when a robust CRM system will be a requirement for health care and all businesses.

Benefit to academics: It will help in applying the theoretical knowledge to the practical issues. It will help in understanding, reviewing and suggesting improvements for SDM Dental.