Reimagining Patient Experience

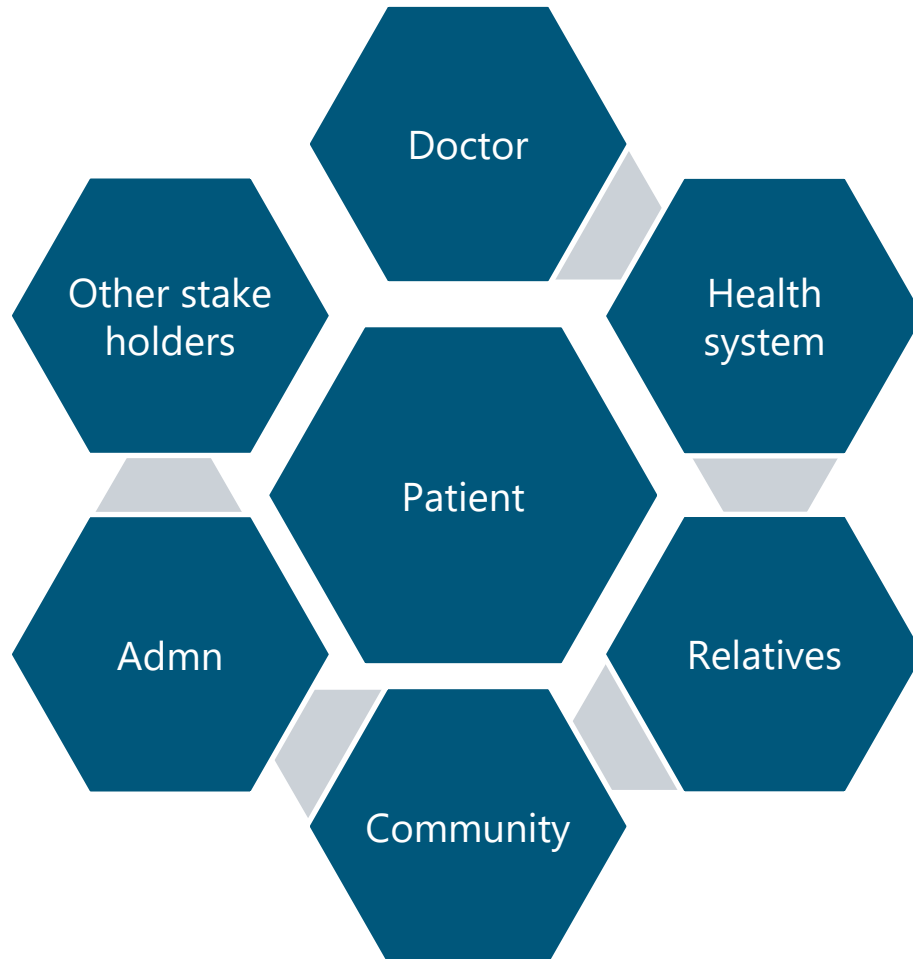**Narayana Health**

Sunil Kumar C N

Narayana Health- Bangalore

A tool to leverage and enhance customer loyalty, experience & clinical outcome

Patient engagement & experience across service delivery

OPD services	IPD service	ER & Ambulatory services

Health care focused on End point & Outcome rather than Journey itself!
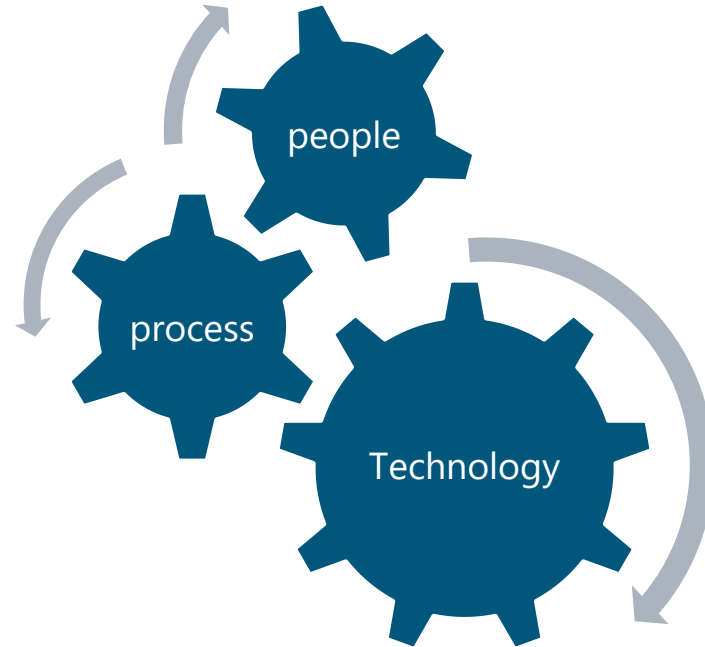
Communication is the Pivot

Connected Patient

Connected Journey

Connected World

Doctor as unrefuted icon….. Barrier of multi dimensional communication

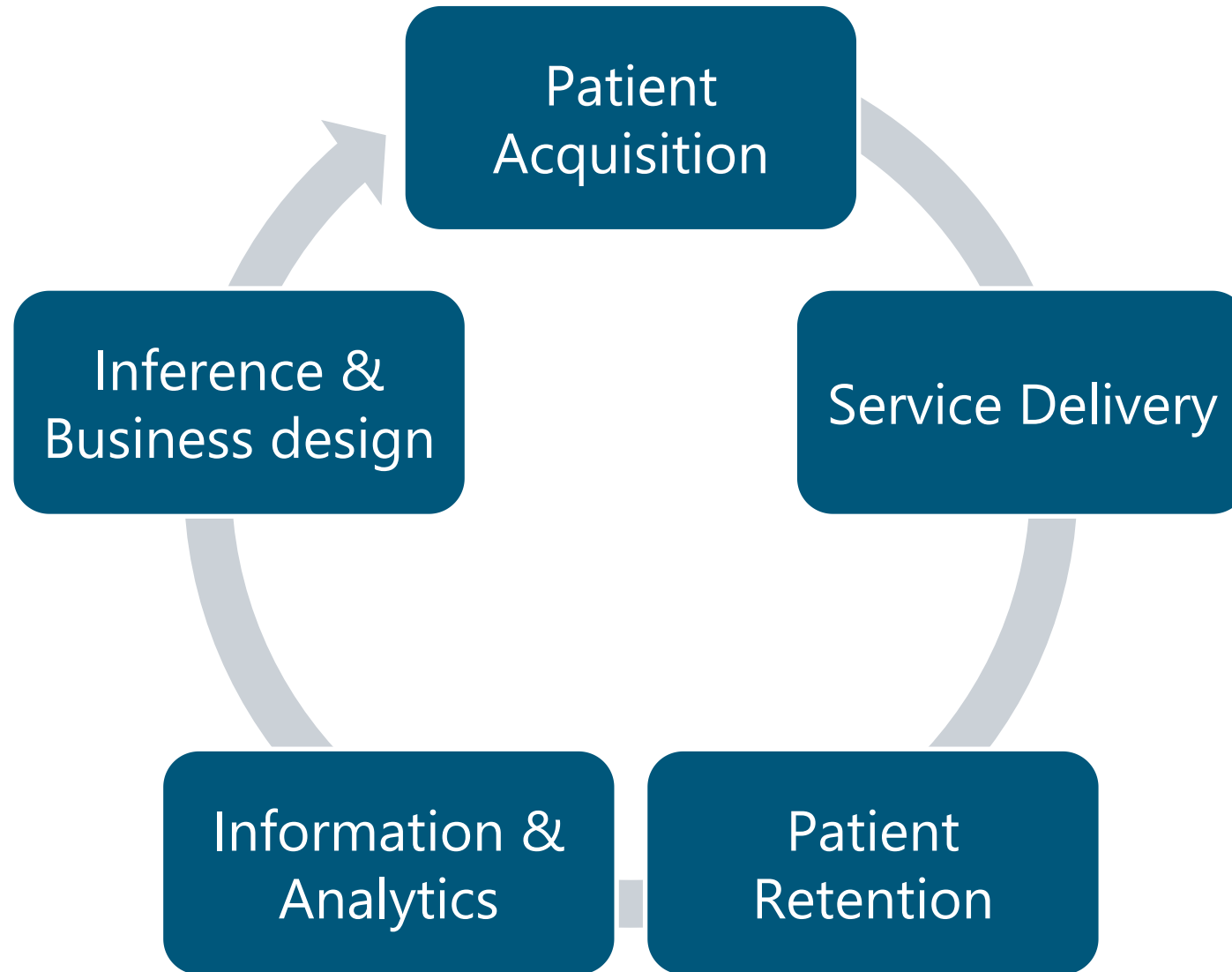**Technology & social evolution is part of Engagement**

"I was happy that I answered all the questions. But Alas!! They changed the question paper itself!"

Inclusive Engagement Key to evolving Health care needs

"The block buster drug of the century"

A broad term &

Liquid enough to take the shape of any definition

"**Patients Actively Involved in gathering information and become part of discussion, making decisions about their symptoms, diseases, alternates, treatment protocols and outcomes. A multi dimensional vibrant partnership between patients, families, representatives, health care team extending to organisational governance and policy making, transforming it to a learning organisation**"

Benefits to Patient:

- Improved conformances

- Better Clinical Outcomes

- Reduced ER visits & admission

- Reduced Surgical Intervention

- Better Quality of Life

Benefits to Hospital:

- Better scheduling & predictability

- Enhanced efficiency & cost effectiveness

- Better data management Reduced No shows

- Improved patient relationship & loyalty

- Support strategic business decisions

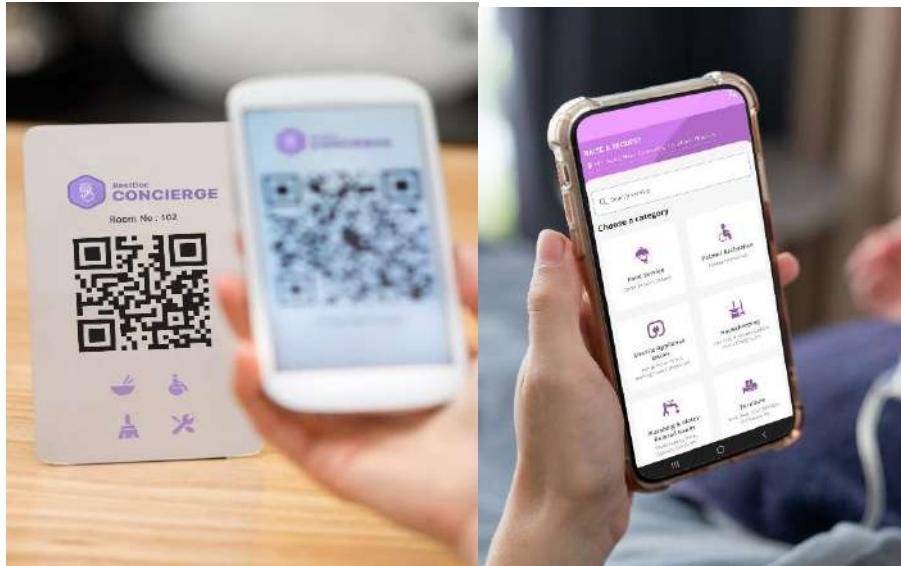- Better brand visibility

Acquisition
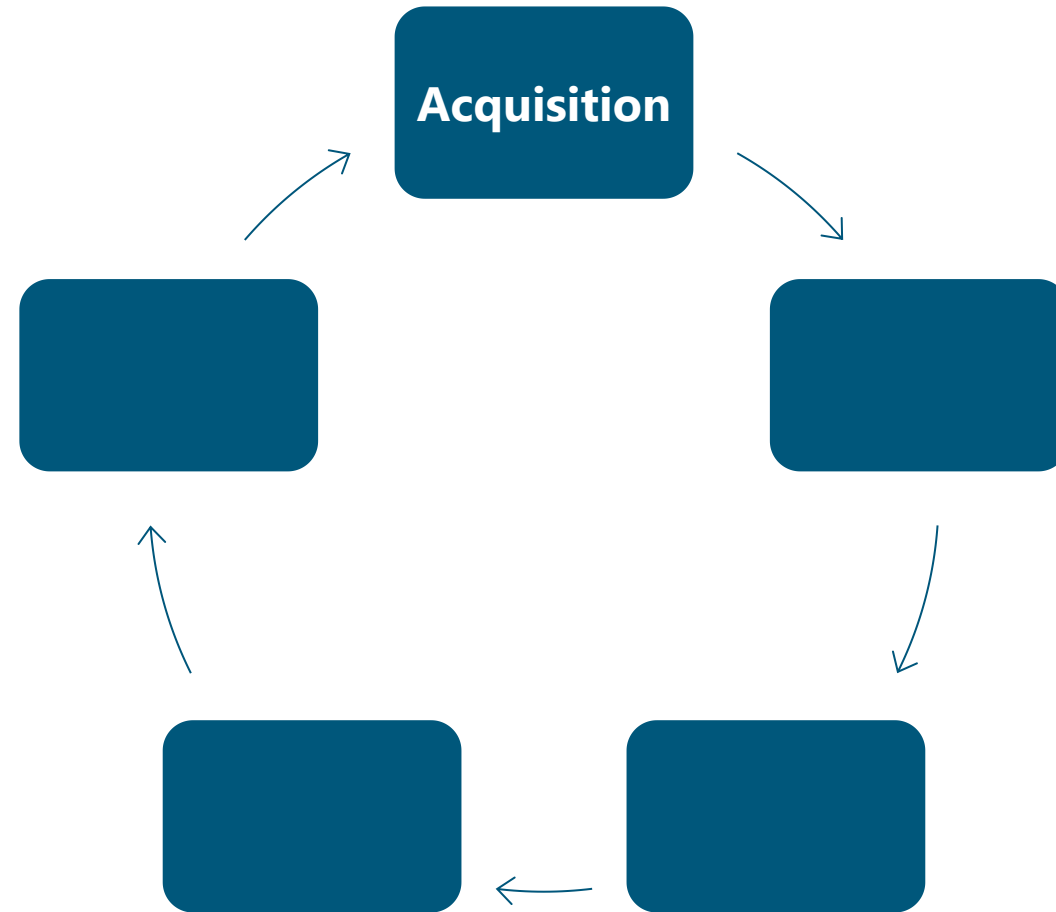
➢   Website & PHR

➢   **Call center & AMS**

➢   NH care app

➢   **CRM**

➢   WhatsApp, Instagram, YouTube, Facebook,Twitter

➢   Search Engine Optimisation & Key words

➢   Geographical prioritisation

➢   Lead Management tools
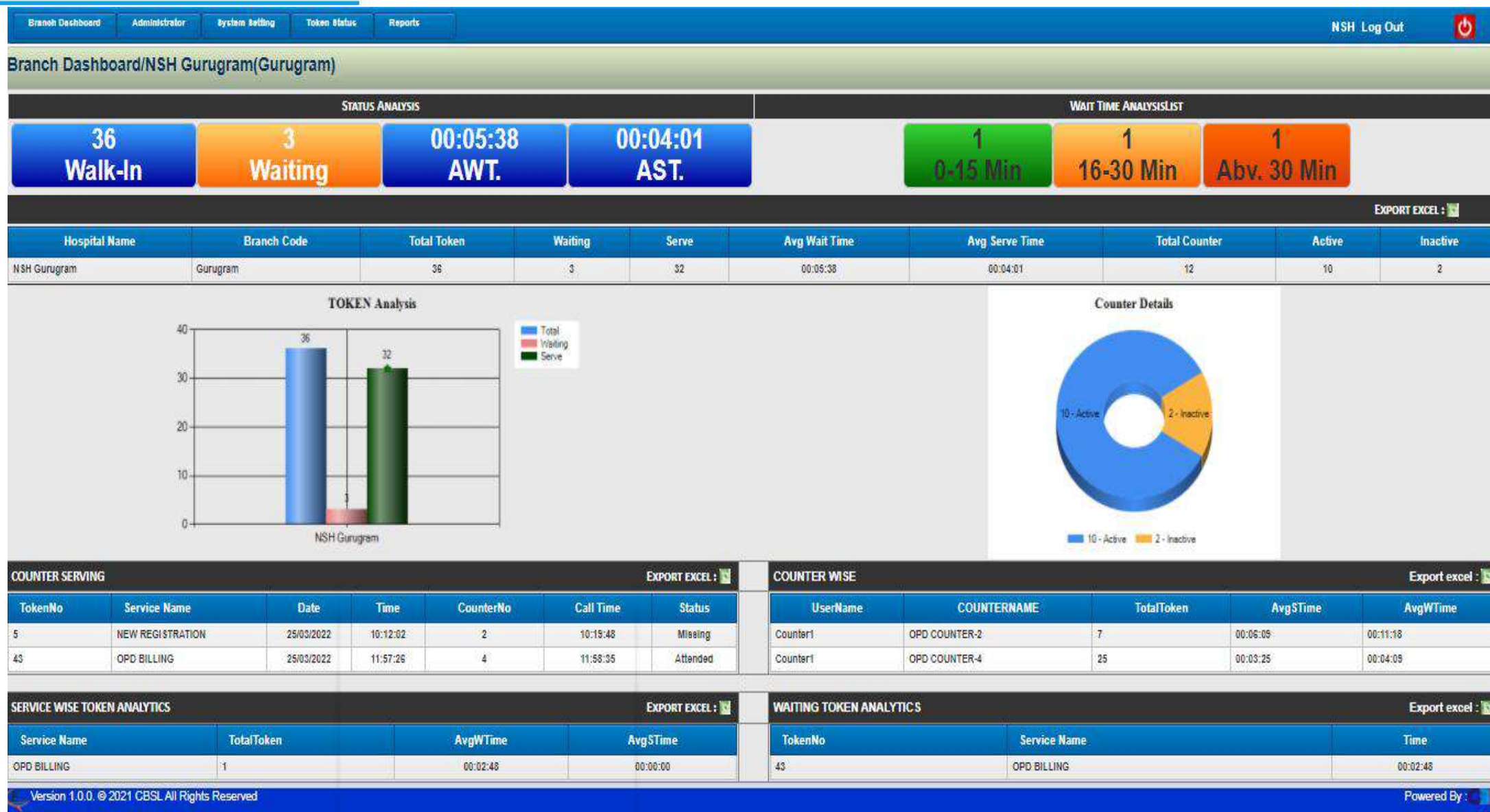
➢   BI predictions.

Service
Delivery
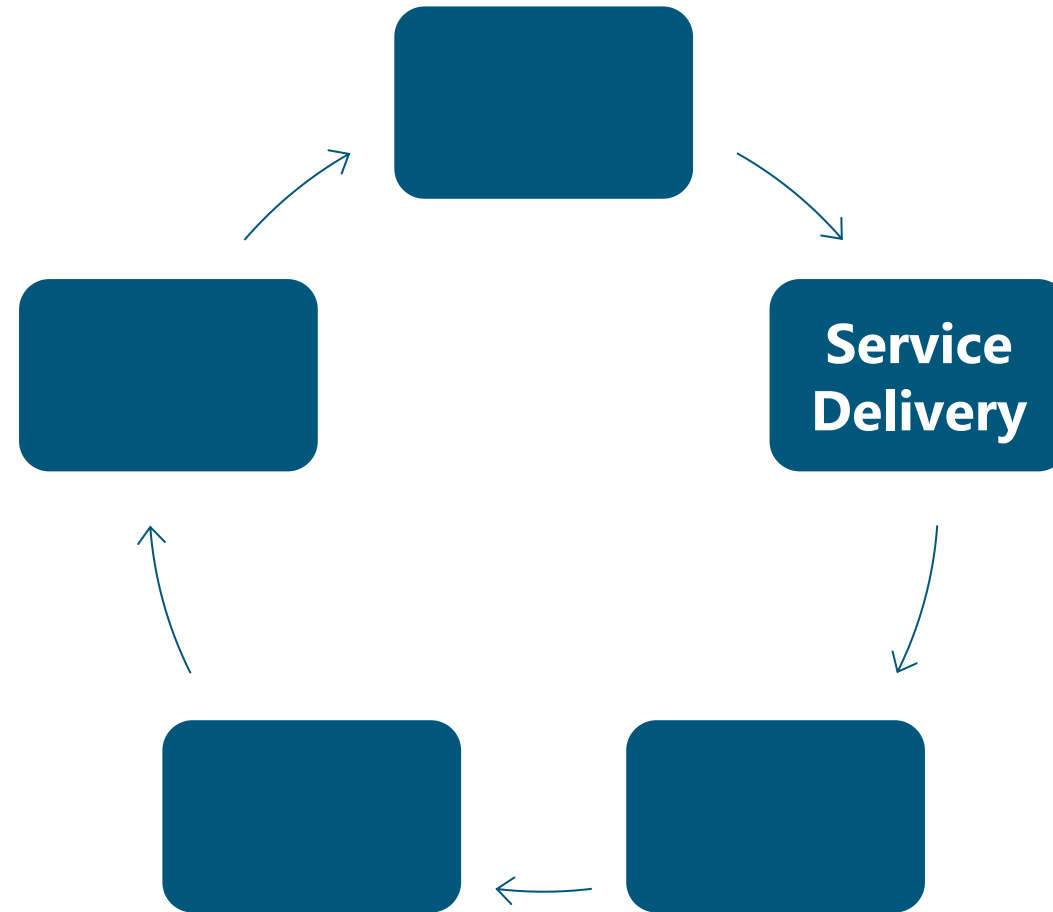
Narayana Health + BestDoc
Bringing more Patient-Centric Solutions

QR-based Digital Request Management for Non-clinical In-Patient Needs

Self-Serve System for Patient Registration, Appointment Booking, Payment, and more

![Narayana Health]

Queue Management Screen for Doctors

Doctor: <Name of the doctor>   02:23 pm, 11 April, 2012

Current consultation

06:39   **NEXT**   Queue running: 13
                                     Last queue: 24

Registrations today: 32   Patients seen today: 12

Queue	Patient's Name	Visit type	Arrived at	Waiting since
14	Mr	First visit	01:13 pm	1 hrs : 10 mins
15	Mrs	Follow up	01:22 pm	1 hrs : 01 mins
16	Mr	Follow up	01:35 pm	0 hrs : 48 mins
17	Mr	First visit	01:49 pm	0 hrs : 34 mins
18	Mr	Revisit	02:01 pm	0 hrs : 22 mins

A screen like this may be used for the doctors to manage their own queues. A color-coded list of waiting patients will help them monitor waiting times.

pre-consultation history

QUESTIONNAIRE STEPS ‹

01. Visit Details

02. Chief Complaint

03. Current Medications

04. Cardiology Scores

05. Comorbidities

06. Cardiac Health

07. Family History

08. Past Surgical History

09. Vitals

10. Alcohol, Tobacco, Substance Abuse

11. Diet & Exercise

12. Stress & Occupation

13. External Labs

14. NH Investigations

15. External Investigations

8. Past Surgical History   DONE

1. Did you undergo any major surgeries in the past? ....   Yes   No

      ×   PTCA – Percutaneous Transluminal Coronary – Angioplasty,
           3 years 5 months ago (08 Mar 2018)
           Cardiologist

      ×   CAG – Coronary Angiogram, 3 years 5 months ago (07
           Mar 2018)
           Cardiologist

2. Are you wearing an Implantable Medical Device   Yes   No
    (Pacemaker, ICD, Stent, PEG tube, LVAD)?   ....

      ×   STNT– Stents, 3 years 5 months ago (08 Mar 2018), Active /
           Currently Using

9. Vitals

Doctor entry during consultation

Delay: Time lag from scheduled appointment to actual consultation start time
Wait Time: Time lag from patient arrival to actual consultation start time
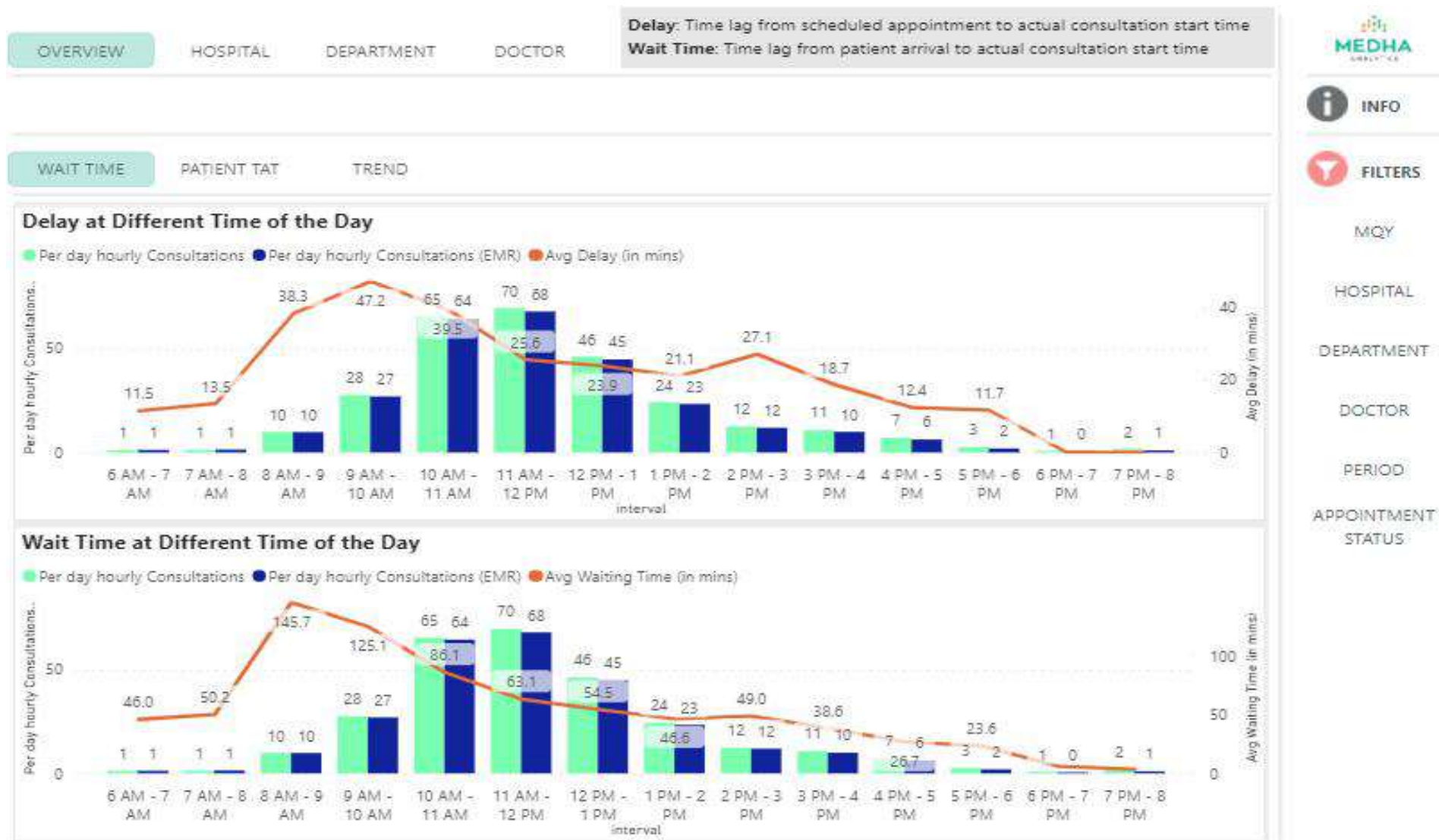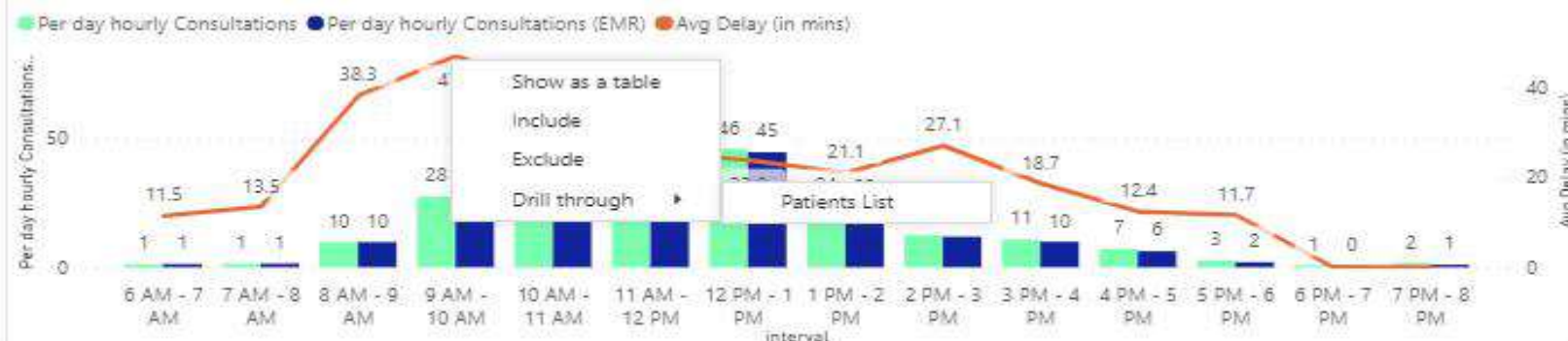
OVERVIEW   HOSPITAL   DEPARTMENT   DOCTOR

MEDHA
INFO
FILTERS
MQY
HOSPITAL
DEPARTMENT
DOCTOR
PERIOD
APPOINTMENT

WAIT TIME   PATIENT TAT   TREND

Delay at Different Time of the Day

● Per day hourly Consultations ● Per day hourly Consultations (EMR) ● Avg Delay (in mins)

Show as a table
Include
Exclude
Drill through ▶   Patients List

Back to report | DELAY TAT

Period	16-03-2022		17-03-2022		18-03-2022		19-03-2022		21-03-2022		22-03-2022		23-03-2022	
Delay Bucket	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations	Consultation (EMR)	% Consultations
<30 mins	65.4%	202	77.7%	138	68.0%	194	79.5%	266	74.1%	161	65.7%	179	70.5%
>= 30 mins & <1 hour	12.4%	26	10.0%	25	12.3%	17	7.0%	45	12.5%	28	11.4%	23	9.1%
>= 1hour & <2 hour	10.2%	19	7.3%	26	12.8%	23	9.4%	32	8.9%	32	13.1%	32	12.6%
>= 2hour & <3 hour	7.4%	8	3.1%	11	5.4%	4	1.6%	11	3.1%	11	4.5%	11	4.3%
>= 3hour	4.6%	5	1.9%	3	1.5%	6	2.5%	5	1.4%	13	5.3%	9	3.5%
Total	100.0%	260	100.0%	203	100.0%	244	100.0%	359	100.0%	245	100.0%	254	100.0%

Narayana Health

Chronic Disease Management tools

Nationwide WhatsApp No
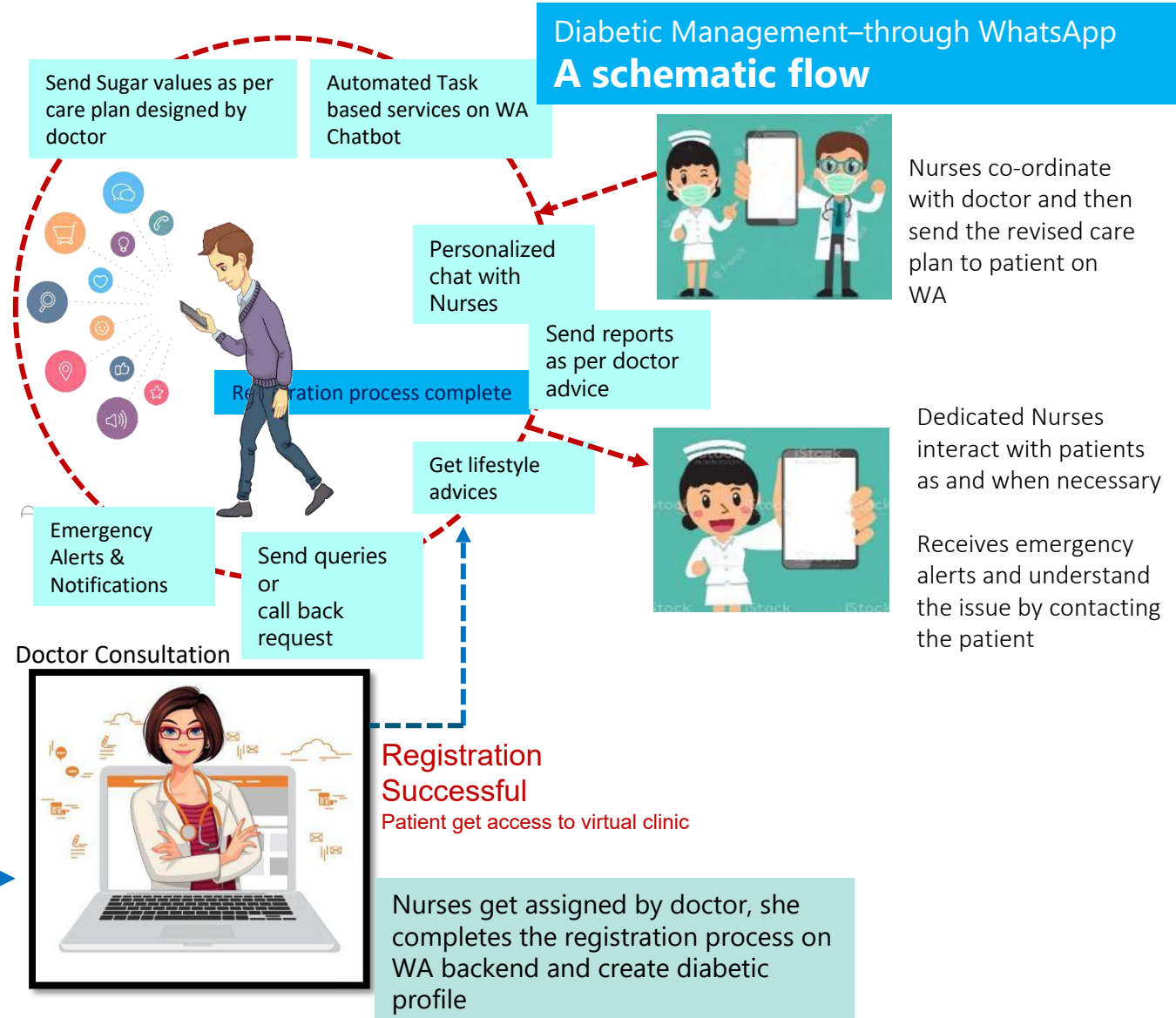
70**2222**

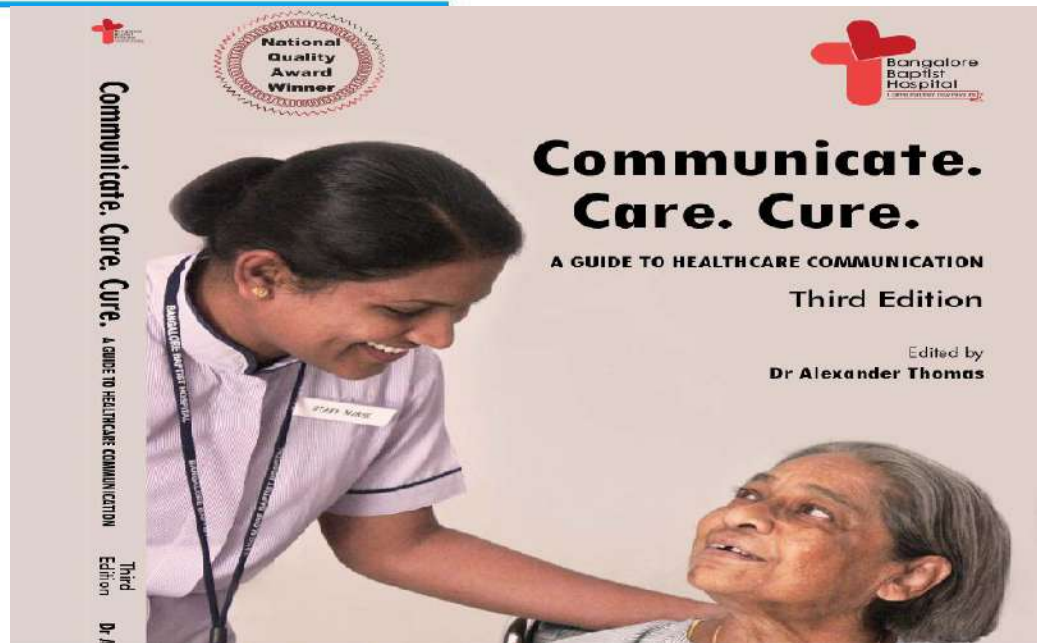Interaction with WhatsApp Chatbot, Receives package details on WA and accepts the payment & Legal Consent
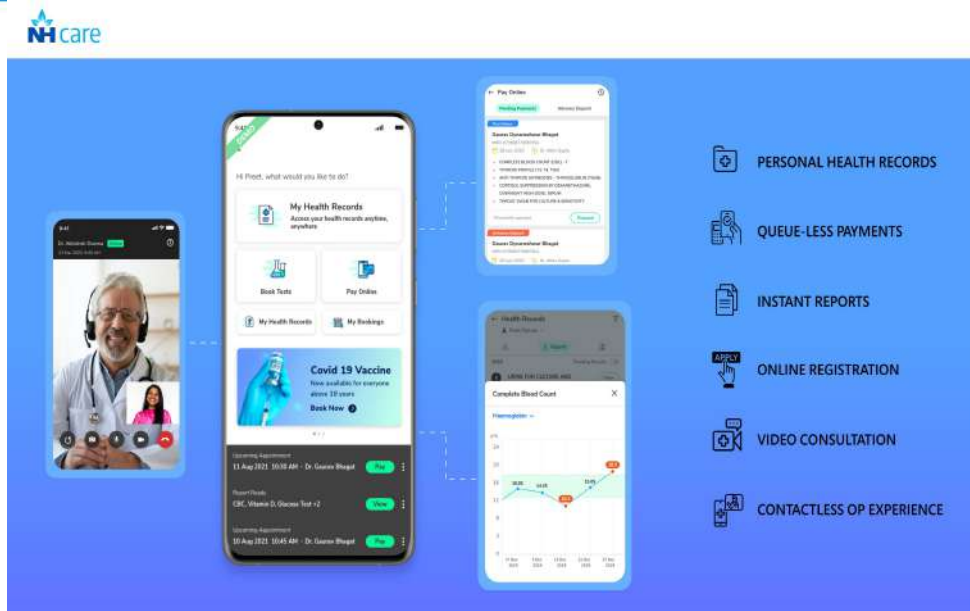
Legal Consent

Online Payment

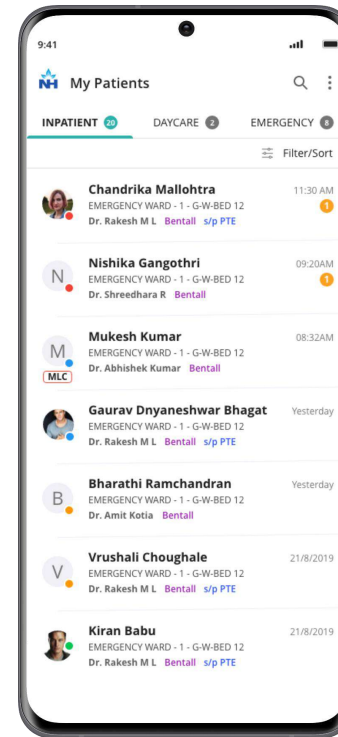**Doctor Consultation**

Diabetic Management–through WhatsApp
A schematic flow

Send Sugar values as per care plan designed by doctor

Automated Task based services on WA Chatbot

Personalized chat with Nurses

Send reports as per doctor advice

Registration process complete

Get lifestyle advices

Emergency Alerts & Notifications

Send queries or call back request

Nurses co-ordinate with doctor and then send the revised care plan to patient on WA

Dedicated Nurses interact with patients as and when necessary

Receives emergency alerts and understand the issue by contacting the patient

Registration Successful
Patient get access to virtual clinic

Nurses get assigned by doctor, she completes the registration process on WA backend and create diabetic profile

Narayana Health

Real time Updates

Analytics & AI

Remote Monitoring

Google Score

Narayana Health + BestDoc
Successes with Patient Feedback

Narayana Health + BestDoc
Successes with Patient Feedback

300% Feedback Conversion Rate

3.3% Average Rating of All Three Locations Combined

Decrease in Daily Tickets Raised at Individual Locations

50% Pharmacy department

49% Casualty department

Decrease in Daily Tickets Raised at all Three Locations Combined

41% Radiology department

34% Lab services and pharmacy departments
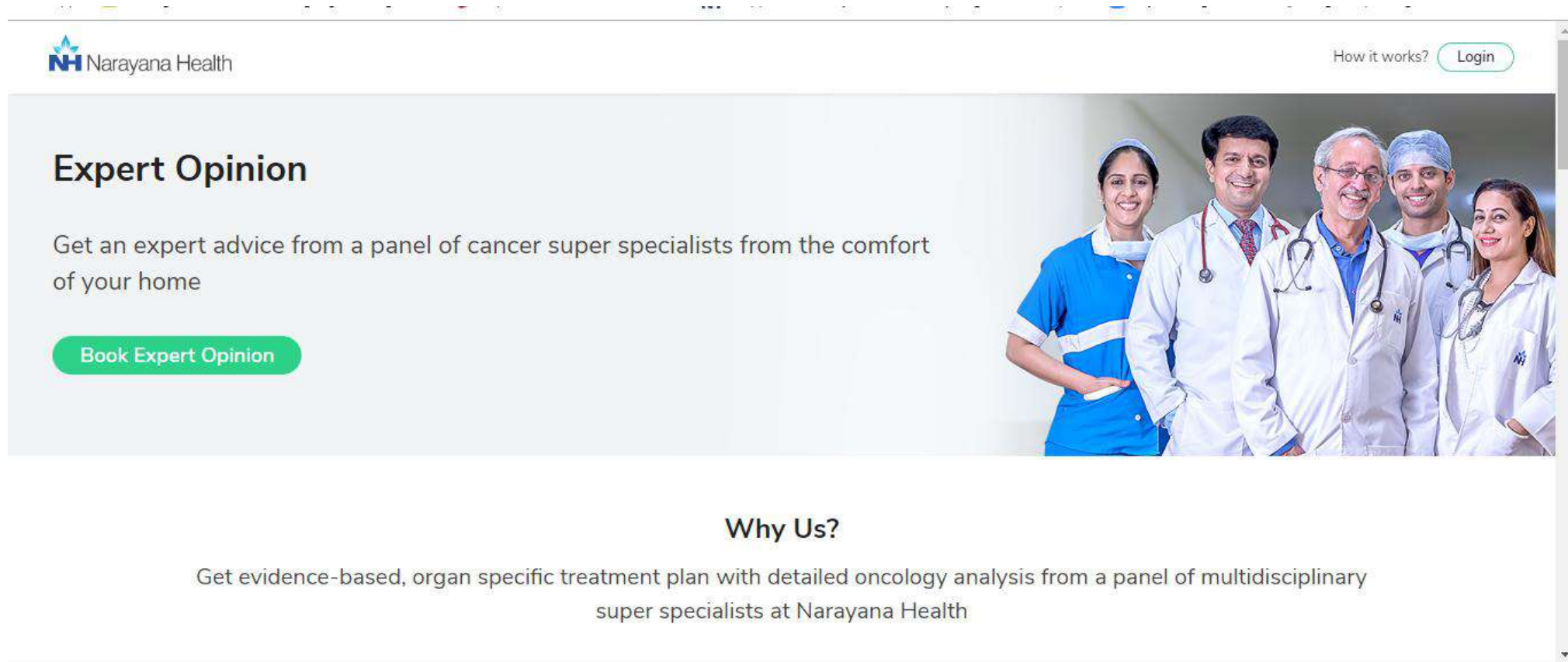
31% Registration department

29% Billing department

29% Overall tickets raised

26 Centres across India | IP + OP Feedback via WhatsApp

Ref: BestDoc Case Study | Dec '21

PHR Portal for Expert Opinion

Media skimming & Sentiment analysis

Centralised Patient Complaint Management - Volumetric Analysis

- **One of the most popular OTT platform**

- **Still listening to the VOC**

- **Striving to engage with customer**

"**Patient engagement learning might lead to transformational business designs**"

(**Cloudphysician, Prystine care, Even care**)