

A STUDY OF APOLLO NETWORK HOSPITAL PROVIDING CASHLESS SERVICE

R. Venkatraman and R. Soundar Rajan

Ph.D Research Scholar, Periyar Institute of Management Studies, Periyar University, Salem.
Asst. Prof, Dept. of BBA.CA, AVS College of Arts & Science, Salem.



ABSTRACT

The research work has been under taken in **APOLLO HOSPITAL**. The main objective of this study is to analyze the cashless service in hospital. This study helps to know that what are the cashless service provided in the hospital. Descriptive research design has been adopted and the sampling technique is used is non-probability convenience sampling technique.

A well structured questionnaire was prepared and it consist open ended questions and closed ended questions, Data were collected

through questionnaire. The sample size is 150; here percentage analysis and chi-square analysis are used for analysis purpose. The study has been made at Apollo hospital karur , hence the interpretations suggestions are based on the Apollo hospital patient.

KEYWORDS

Apollo Hospital, Descriptive Research, Cashless Service.

INTRODUCTION

The study of Apollo network hospitals performance in a Credit cell department requires much attention in carrying out cash less service. It requires retrospective analysis of operating period for the purpose of evaluating the wisdom and efficiency of cash less service planning. It is used to decision making of the organization. The term “cash less service” as used in modern hospital services, Cash less service is the process of identifying the financial strengths and weaknesses of the firm. Finally the success of any firm depends on the effective analysis of the finance position of an enterprise.

NETWORK HOSPITALS

The hospitals which have a tie up with your insurer would come under the category of network hospital. The network hospital provides cashless facilities to the insured on approval by the insurer. The insured while getting admitted can quote his policy number or provide issued card by the health insurer to the hospital administration. The hospital will seek approval for treatment on your behalf. If approved, the payments will be settled by insurer subject to the cover taken by the insured.

NON-NETWORK HOSPITALS

The hospitals which have no tie-up with the insurer are called non-network hospitals. If the insured seeks treatment in any of the non-network hospitals, the bills have to be settled by the insured himself. However the hospitalization expenses are reimbursed by submitting claim forms along with other documents to the insurer. On authentication, the expenses are reimbursed to the insured after deducting some amount as a deductible.

CASH LESS HOSPITALIZATION

How many times do you remember getting a call from a friend or a relative telling about an emergency hospitalization and need of cash? You rush, many times in the middle of night to the nearest ATM and retrieve thousands of rupees that are required for getting yourself admitted in today's good quality hospitals. Cashless Hospitalization Service is a facility which is designed specifically to avoid these- panicky and tensed moments during hospitalizations. In Cashless health insurance Service, when you get hospitalized with a network hospital, you do not have to settle the bill with the hospital. The Insurance Company represented by the TPA, co-ordinates with the hospital and settles the bill.

TPA (THIRD PARTY ADMINISTATER)

Health insurance companies make tie-ups with hospitals after negotiating their rates and checking their quality. These hospitals are called as Network Hospitals; Cashless service is available only in these hospitals. To know which hospitals are in your health insurance provider's network, check the name of your TPA in the policy and visit its website or call their toll free number. TPA or Third Party Administrators are the representatives of the health insurance companies who are responsible for settling the claims both reimbursement claims as well as cashless claims. It is the TPAs who have to approve your request for cashless and provide the service.

THE CASHLESS SERVICES AT NETWORK HOSPITAL (NWH)

Planned hospitalization:

In case of planned hospitalization the insurance policy holder is required to intimate the TPA through Fax/Courier by sending hospitalization form as per format prior to admission.

In a planned hospitalization, you have a recommendation for hospitalization by your doctor and have time to decide which hospital to go to. You have to complete the formalities at least 3-4 days before you are hospitalized.

Emergency hospitalization:

The insurance policyholder affect in case of emergency within 24 hours means to admit based on emergency hospitalization.

The following flow chart will explain the process. In an emergency hospitalization, the important thing is to get the patient treatment at the earliest. You need to start the procedure for cashless mediclaim facility within 24 hours of hospitalization.

HEALTHCARE AND HOSPITAL INDUSTRY

Healthcare industry is a wide and intensive form of services which are related to well being of human beings. Health care is the social sector and it is provided at State level with the help of Central Government. Health care industry covers hospitals, health insurances, medical software, health equipments and pharmacy in it. Right from the time of Ramayana and Mahabharata, health care was there but with time, Health care sector has changed substantially. With improvement in Medical Science and technology it has gone through considerable change and improved a lot. The major inputs of health care industries are as

listed below:

- I. Hospitals
- II. Medical insurance
- III. Medical software
- IV. Health equipments

Health care service is the combination of tangible and intangible aspect with the intangible aspect dominating the intangible aspect. In fact it can be said to be completely intangible, in that, the services (consultancy) offered by the doctor are completely intangible. The tangible things could include the bed, etc. Efforts made by hospitals to tangibles the service offering would be discussed in details in the unique characteristics part of the report.

HOSPITAL INDUSTRY

Health is defined as a state of complete physical, mental and social well being and just not the non existence of disease or ailment. Health is a primary human right and has been accorded due importance by the Constitution through Article 21. Though Article 21 stresses upon state governments to safeguard the health and nutritional well being of the people, the central government also plays an active role in the sector. Recognizing the critical role played by the Health Industry, the industry has been conferred with the infrastructure status under section 10(23G) of the Income Act.

OBJECTIVES OF THE STUDY

- 1. To identify the customer / patient expectation of the cash less service.
- 2. To measure the customer satisfaction about the cash less service.
- 3. To offer suggestions for the future prospects of the Apollo Hospitals karur.

RESEARCH METHODOLOGY

Research is an organized, systematic, data based, critical, objective, scientific inquiry or investigation in to a specific problem undertaken with the purpose of finding answers or solution to the problems. Descriptive research design is adopted because the study describes the customer satisfaction and its associated variables.

DATA COLLECTION

The primary data were used for conducting the research. Primary data were collected through designing a questionnaire matching for the research accordingly and went to meet the selected individuals (customers / patients)

SAMPLING DESIGN AND SIZE

Non – probability convenience sampling is the sampling is the sampling design. The study is based on convenience of the researcher and not all the members get equal chance of being selected as a respondent. So it is called as non-probability convenience sampling. A total of 150 customers were chosen as respondents for the study and the questionnaire is administrated to them.

ANALYTICAL TOOL USED PERCENTAGE ANALYSIS

$$\text{Percentage analysis} = \frac{\text{No .of respondents}}{\text{Total no. of respondents}} \times 100$$

CHI – SQUARE TEST

The chi – square analysis is mainly used to test the independence of two factors. In other words the chi – square analysis performed to test the signification of one factor over the other. In this study the factors are classified under personal is age, monthly income, educational qualification, per acre cultivation and amount spending. Each of the personal factors considered are compared with the study factors and chi – square test was performed.

The entire test carried out with 1% percentage level of significance.

$$\text{Chi-square } (\chi^2) = \frac{\sum (O_i - E_i)^2}{E_i}$$

Where, O_i = observed frequency, E_i =Expected frequency

DATA ANALYSIS AND INTERPRETATION

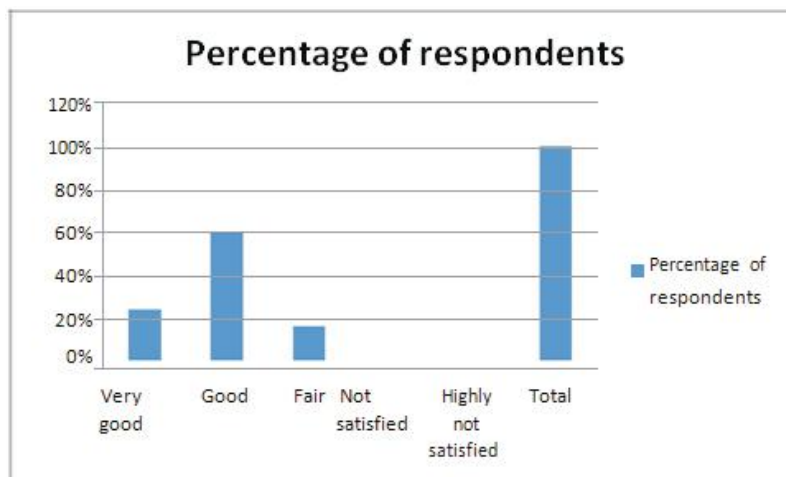
The reason behind choosing particular investment / insurance company.

Particulars	No of respondents	Percentage of respondents
Self	18	12
Agent	45	30
Good name	54	36
Track record	12	08
Good return	21	14
Total	150	100

INTREPRETATION:

The above table shows 12 % of respondents are select their insurance based on self wareness, 30% of respondents are select their insurance based on Agent service, 36 % of respondents are select their insurance based on Good name of insurance company, 08% select their insurance based on Track record, and the remaining 14% of respondents are select their insurance based on Good return of insurance.

CAN YOU SHARE ABOUT YOUR AGENT SERVICE?



INTREPRETATION:

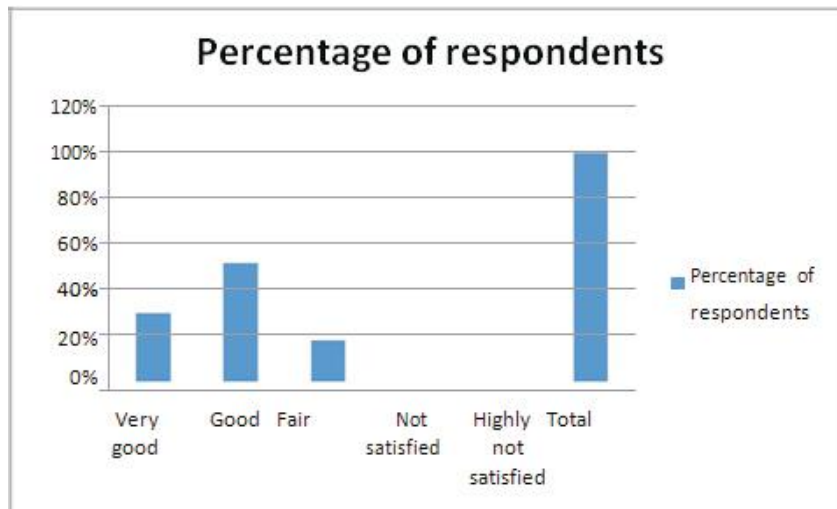
The above table shows 24 % of respondents said Very good,60% of people said Good, and 16% of people said Fair, 00% of people said Not satisfied and no one said Highly not satisfied. Opinion about the TamilNadu Chief Minister Comprehensive Health Insurance Scheme.

Particulars	No of respondents	Percentage of respondents
Highly Useful	66	44
Useful	45	30
Neutral	30	20
Not use	9	06
Highly not use	00	00
Total	150	100

INTREPRETATION:

The above table shows44 % of respondents are said Highly Useful ,30% of people said Useful,20% of people said Neutral, 06% of people said Not use , and No one said Highly not use.

AT INSURANCE SERVICE



INTREPRETATION:

The above table shows 30 % of respondents are said Very good, 52% of people said good, and 18% of people said Fair, No one said Not satisfied and Highly not satisfied.

CHI-SQUARE TEST:

1. Relationship between the reason for selecting particular investment in insurance and agent service.

NULL HYPOTHESIS (H0): There is no association between the selecting particular investment in insurance and agent service.

ALTERNATIVE HYPOTHESIS (H1): There is an association between the selecting particular investment in insurance and agent service.

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.92.

$$\begin{aligned} \text{Degree of freedom} &= (r-1)(c-1) \\ &= (5-1)(4-1) \\ &= (4 \times 3) \\ &= 12 \end{aligned}$$

Calculated value = 20.436

P value = 0.009

Level of significance = 1%

Table value = 31.3

			21			Total
			fair	good	very good	
13	self	Count	0	12	6	18
		Expected Count	2.9	10.8	4.3	18.0
	agent	Count	3	36	6	45
		Expected Count	7.2	27.0	10.8	45.0
	good name	Count	12	24	18	54
		Expected Count	8.6	32.4	13.0	54.0
	track record	Count	3	6	3	12
		Expected Count	1.9	7.2	2.9	12.0
	good return	Count	6	12	3	21
		Expected Count	3.4	12.6	5.0	21.0
Total		Count	24	90	36	150
		Expected Count	24.0	90.0	36.0	150.0

INTERPRETATION

Since p value is less than 0.010, so the null hypothesis is rejected. The alternative hypothesis is accepted, so there is a relationship between the reason for selecting particular investment in insurance and agent service.

2. Relationship between opinion about TNMCHIS and Hospital insurance service.

NULL HYPOTHESIS (H0): There is no association between opinion about TNMCHIS and Hospital insurance service.

ALTERNATIVE HYPOTHESIS (H1): There is an association between opinion about TNMCHIS and Hospital insurance service.

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.62.

Degree of freedom	$= (r-1)(c-1)$ $= (4-1)(3-1)$ $= (3 \times 2)$ $= 6$
Calculated value	$= 21.183$
P value	$= 0.002$
Level of significance	$= 1\%$
Table value	$= 22.5$

INTERPRETATION

Since p value is less than 0.010, so the null hypothesis is rejected. The alternative hypothesis is accepted, so there is a relationship between the opinion about TNCMCHIS and Hospital insurance service.

FINDINGS

- * 60% of the respondents are said their agent service is good.
- * 44% of the respondents are said TNCMCHI is highly useful.
- * 50% of the respondents are said Apollo hospital providing better cash less service.
- * 52% of the respondents are said Insurance service is good.

SUGGESTION

1. The Hospital to get more tie up with some other insurance companies.
2. The Hospital to get more tie up with companies and corporate.
3. The company should concentrate to increase the volume of cash less service.
4. Provide more service to Tamil Nadu Chief Minister Comprehensive Health Insurance scheme patients.

CONCLUSION

This research on "Apollo Hospital providing cashless service" is helps to understand the satisfaction level of their customer / patient towards cash less service. To get more tie up with some other insurance companies and companies / corporate. Provide better service to Tamil Nadu Chief Minister Comprehensive Health Insurance scheme patients. This report will helps to take necessary steps to improve the cash less service.

REFERENCES

- | | | |
|--|---|---------------|
| 1. Research methodology methods and Techniques | - | C.R.Kothari |
| 2. Marketing management | - | Philip Kotler |
| 3. Marketing | - | S.K. Grover |
| 4. Services marketing and Management | - | Dr.B.Balaji |
| 4. Statistical methods | - | S.P.Gupta |

WEBSITE

1. WWW.apollo.com
2. WWW.google.com
3. WWW.tppl.co.in