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IMPORTANCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN INDIAN PRIVATE HOSPITALS

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ABSTRACT

Hospital plays very important role in mankind as it provides healthcare facilities. In last decades there has been tremendous, spectacular development in the health care and management. India is also witness of this development. In recent develop of ICT and its application for hospital management also created new modes to improve patients health and this has opened new vision for hospitals that patients are important part of this hospital management this has created new types of services for patients by providing better information and by providing facilities to know more about health care services. By using this information patients can make their own decisions like they can select best hospitals; patients choose their doctor according to their requirements. This makes hospital facilities more cost and quality effective for patients in view of patients as a customer for hospital management.

The aim of this paper to addresses patient requirements and issues by using CRM, to find affect of CRM on patient's loyalty, to identify the valuable patient using CRM strategy. To address these issues, case study based approach is used. Data is collected and analyzed by using t-test and z-test Result and implications are discussed in this study.

KEYWORDS: CRM, Patient, Hospital,

INTRODUCTION

According to Jobber (2004), Customer Relationship Management is an old idea. The earlier merchants knew that good relationships with customers keep them coming back to them. According to Gronroos (2004) the main arguments behind relationship building are, it offers more security, feeling of control, sense of trust, minimizes risks and reduces costs.

No doubt quality product are essential but to maintain the relationship with customers is also essential [1]. However, interest revived during 1990's when organizations started giving holistic view to relations.

In the recent past, there is an impressive improvement in the physical condition and hospital awareness of the Indian public. The Indian citizens are now more attentive to their health and are accepting the function of hospitals. Public has slowly liberated themselves of their aged narrow-mindedness [6].

Public goes to the hospitals freely with confidence and expectation of better physical condition and longer life. The change in the mindset of public happens because of the presence of private players in the field of medical care. The private hospitals not only provide quality medical care but a relationship bond also to their patients.

LITERATURE SURVEY

According to **Gbadeyan, R. A. (2010),** CRM is a collection of specific types of commerce tasks. These tasks are directed towards initialization, maintenance, and development of flourishing long-term relational exchanges.

According to **Saroj Kumar Dasha et.al, (2010)** Customer relationship management (CRM) is as vital for hospital services as it is to other organizations or business. Hospitals play a crucial role in delivering health care delivery system. A hospital is an important entity in continuing and healing the health of the people.

Human resource is an important resource in the hospital. Relationship among human resource of a healthcare centre plays an important role in curing or offering medical services to patients. In hospitals, CRM strategies revolve around the patients. It should have an amicable and polite interface that deals with patients.

According to **Bunthuwun Laohasirichaikul et.al, (2009)** there are four perceived service quality dimensions. The four dimensions are given below.
  ➢ Doctor concern.
  ➢ Staff concern.
  ➢ Convenience of the care process.
  ➢ Tangibles.

The above four quality dimensions have the significant affect on image of the hospital, patient satisfaction, and loyalty of a patient.

HYPOTHESIS: For research purpose, the following research questions were posed.
Hypothesis 1 : Whether CRM affects patient's loyalty?
Health care is very dynamic in nature. The success of any hospital depends on the loyalty of the patients and the patient's behaviour.
H_1 0: CRM does not have an effect on patient's loyalty.
      $\mu > 2.0$
H_1 A: CRM does have an effect on patient's loyalty.
      $\mu <= 2.0$
Hypothesis 2 : Whether CRM addresses patient requirements and issues?
A hospital recognition depends on how successfully it addresses patient issues. CRM addresses patient issues or not should be verified.
H_2 0: CRM does not deal with patient requirements and issues.
      $\mu > 2.0$
H_2 A: CRM deals with patient requirements and issues.
      $\mu <= 2.0$
Hypothesis 3 : Whether to identify the valuable patient is significant in CRM strategy?
It is very important for a hospital to identify valuable patient.
H_3 0: To identify the valuable patient is not important in CRM strategy.
      $\mu > 2.0$
H_3 A: To identify the valuable patient is important in CRM strategy.
      $\mu < = 2.0$
Hypothesis 4 : Whether CRM makes process transactions faster?
Patient wants quicker transaction mechanism in a hospital. CRM helps in this regard is to be tested.
H_4 0: CRM does not affect transactions of processes.
      $\mu > 2.0$
H_4 A: CRM makes transactions of processes faster.
      $\mu < = 2.0$
Hypothesis 5 : Whether CRM plays an important role in providing accurate and quicker information to the patient?
Today every patient wants all the information about his health whether good or bad.
H_5 0: CRM does not take part in providing accurate and quicker information to the patient.
      $\mu > 2.0$
H_5 A: CRM takes part in providing accurate and quicker information to the patient.
      $\mu <= 2.0$
Hypothesis 6 : Whether poor communication is a barrier in the implementation of CRM?
It is to be checked whether poor communication is a barrier in the implementation of CRM or not.
H_6 0: Poor communication is a barrier in the implementation of CRM.
      $\mu > 2.0$
H_6 A: Poor communication does not affect the implementation of CRM.
      $\mu <= 2.0$
Hypothesis 7 : Whether non-cooperation of senior management affects implementation of CRM?

It is to be checked whether non-cooperation of senior management is a barrier in the implementation of CRM or not.
$H_7 0$: Non-cooperation of senior management does not affect the implementation of CRM.

$\mu > 2.0$

$H_7 A$: Non-cooperation of senior management affects implementation of CRM.

$\mu <= 2.0$

DATA ANALYSIS: For the data analysis purpose, data are gathered using questionnaires. Information was gathered by distributing questionnaires to patients, doctors, administrative staff and paramedical staff of five corporate hospitals of Mumbai region. The respondents were asked the related to the hypothesis. Each hypothesis is tested using either z-test or t-test. The result is tabulated below.

Hypothesis / Hospitals	Calculated z value for H_1	Calculated z value for H_2	Calculated t value for H_3	Calculated t value for H_4	Calculated t value for H_5	Calculated t value for H_6	Calculated t value for H_7
The Jaslok Hospital and Research Centre	- 2.5	-1.875	-3.15	- 2.91	- 4.1	- 2.5	- 1.57
Lilavati Hospital and Research Centre	- 1.625	-1.43	- 2.75	- 1.47	- 2.14	- 3.07	- 1.9
Bombay Hospital and Medical Research Centre	- 1.44	-2.5	- 2.53	- 1.56	- 1.93	- 2.94	- 2.3
P. D. Hinduja National Hospital and Medical Research Centre	- 2.22	-1.5	- 1.83	- 1.53	- 2.5	- 2.9	- 2
Kohinoor Hospital	- 1.33	-1.67	- 1.8	- 1.78	- 2.22	- 2.63	- 1.6
Overall	- 7.05	-4.05	- 5.83	-4	- 4.24	- 6.05	- 4.44
Remarks	H_1 A IS ACCEPTED	H_2 A IS ACCEPTED	H_3 A IS ACCEPTED	H_4 A IS ACCEPTED	H_5 A IS ACCEPTED	H_6 A IS ACCEPTED	H_7 A IS ACCEPTED

CONCLUSION

After analyzing all the data using various statistical tools researcher obtained above results. These results are very helpful for making decisions. On the basis of these results, management can come to know on which areas or services they have to concentrate or improve.

In today's cut throat competition private hospitals in order to survive must concentrate not only on new patients but should retain the existing patients. Nowadays patient is more knowledgeable more demanding. Hospitals should ask proactively about the needs and issues of the patient. Patient does not want procedural delay. Patient does not want to waste his time for secondary things. Hospitals by providing accurate information to the patient with lightening speed increases patient's trust in them.

All of the above problems or issues can be resolved by proper implementation of CRM.

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