

A Framework For Clinical Effectiveness In Ensuring Good Clinical Outcomes and Enhanced Patient Experience In Surgery Care Patients Using A Digital Approach

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Introduction: Surgery care serves as a comprehensive solution for patients to identify the right doctors & hospitals for their surgeries, support with their pre- and post-operative needs, coordinate their insurance activities or support with financial solutions as needed and ensure high-quality care with optimal clinical outcomes through recovery monitoring.

Objective/Study Design/Methodology: The methodology adopted was Plan-Do-Study-Act (PDSA) model wherein Customer satisfaction (CSAT) and Clinical governance frameworks were designed to digitally optimize Surgery Care. The focus was on clinical excellence with a process-driven approach, and risk stratification aimed at achieving positive clinical outcomes with enhanced patient safety & satisfaction.

- *Symptom based Clinical screening to identify "Right Doctor and Right Hospital" for patients
- to choose from * Speciality wise qualification to identify the
- correct surgical or medical intervention * Free first Surgeon consultation arranged by a dedicated Care Buddy
- * Admission and scheduling support with Green channeling
- * Clinical hand holding with pre-op and admission day check-in for procedure fitness/readiness
- * Smooth paperwork & processing for insurance or financing support like zero cost EMI
- * Speciality wise post discharge follow-up protocol. Checklist based postoperative monitoring. * Unlimited follow-ups, support for booking consults,
 - medicines, lab tests etc * Check-ins for Clinical outcome and mapping of Surgical quality





Counseling



Admission



Surgery



Post-Surgery

- * Post Consultation "Prescription validation" to facilitate the recommended treatment plan * Help patients with informed decision making
- regarding Care and Financial planning from Clinical & Financial counselors



* Hassle free admission & discharge with continuous Care Buddy support * Close tracking of **High risk surgeries**

* Continuous clinical check-ins from Clinical Coordinators to extend ${\bf additional}\ {\bf counseling}\ {\bf support}\ {\bf as}\ {\bf needed}$





Complaint structure Redressal system Quality improvement

Customer Experience metrics

Clinical Care Team Workflow:

Stage 1: Prescription Validation

- · Clinical Coordinator wise
- Case assignment
 OPD outcome validation and facilitation

deviations from the treatment plan.

- Stage 2: Pre-Operative
- Pre operative check-in Pre-op instructions and
- preparedness for surgery
- High risk case tagging

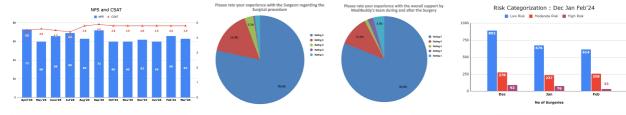
Stage 3: Admission

- · Admission day check-in to ensure on-time admission
- Support and capture any delayed admission, change in plan
- Post-op Check-in
- Routine daily check-ins for High risk cases

Stage 4: Post-Operative

- Stage 5: Discharge and Follow-up · Discharge check-in and
- alidation Follow-up protocol (Speciality wise) for D+7 days

Result and Discussion: Among 30,000 elective surgeries since April 2022, 10,000 surgeries were evaluated, achieving a consistent Customer Satisfaction (CSAT) rating of 4.8, and better clinical outcomes like reduced mortality and postoperative complications rate. Patient feedback demonstrates high satisfaction levels with CSAT >4.5 for experience with Surgeon (95%) and overall support from surgery care services (93%).



Name of Parameter	Reference	Benchmark	MBSC Score (FY 23-24)
Elective Surgery Mortality rate	NIH/PMC (IJCCM - PMCID: PMC8196380)	2.4%	0.04%
Postoperative Complication rate	NIH/PMC (IJCCM - PMCID: PMC8196380)	17-19%	1.9%

Conclusion: Learnings and Way Forward: In conclusion, the PDSA-based framework for Surgery Care using a digital approach demonstrates a paradigm shift towards clinical excellence, safety, and patient-centricity. With this collaborative approach, we can drive value-based care in India. Neither Traditional Hospitals nor Digital Players can achieve this on their own.

Benefits of this digital facilitation model for Patients

- Patients can receive consultations, pre-operative assessments, and post-operative follow-ups without the need for extensive travel or prolonged hospital stays.
- Digital approaches at various stages of the surgery care journey enable real-time interventions, ensuring timely, efficient and personalized care. · Personalized care and monitoring capabilities enable healthcare providers to proactively identify and address potential complications or
- Collecting patient data throughout the surgical journey can facilitate research and quality improvement initiatives.
- By leveraging technology to enhance patient-centered, value-based care, healthcare organizations can be poised for success in an increasingly digital and patient-centric landscape.

Benefits of this digital facilitation model for Hospitals

- · Hospitals can adopt this digital approach and improve the patient experience and retention more efficiently.
- Digital automation across the patient journey can help in scaling up the business and health outcomes with a hand-in-hand approach with digital players.