

# 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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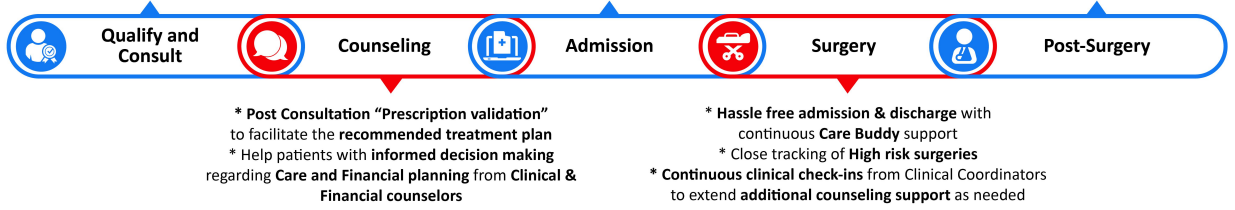
**Introduction:** Surgery care serves as a comprehensive solution for patients to identify the right doctors & hospitals for their surgeries, support with their pre- and post-operative needs, coordinate their insurance activities or support with financial solutions as needed and ensure high-quality care 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 channelling
- \* **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

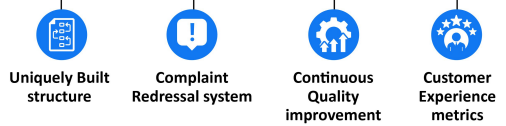


### Clinical Governance Framework:

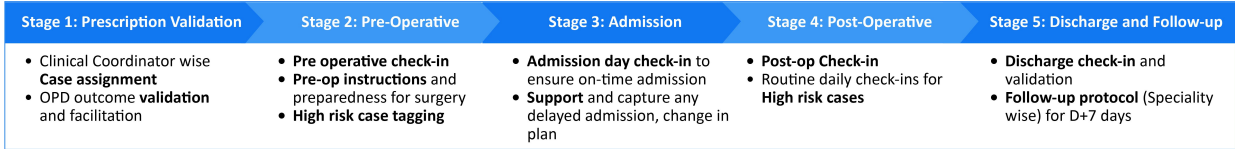


### PDSA:

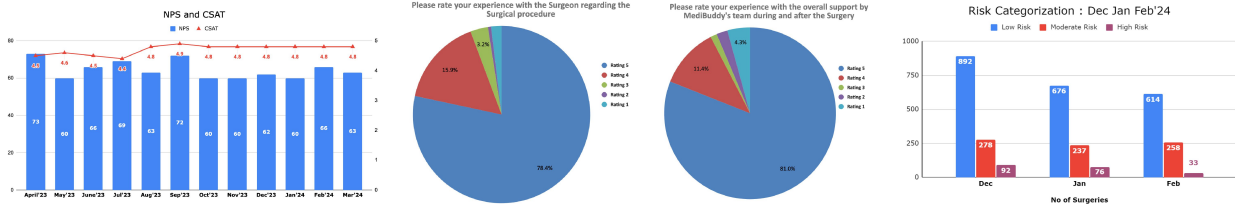
### Customer Experience Framework:



### Clinical Care Team Workflow:



**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 deviations from the treatment plan**.
- 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**.