

DISSERTATION REPORT

At



A Report on

**To evaluate the current utilization and address the gaps to increase the utilization of
Red Assist Services for a Corporate Client.**

By:

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(PG/22/001)

Under the guidance of

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**PGDM (HEALTH AND HOSPITAL MANAGEMENT)
2022-2023**



INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW DELHI

The certificate is awarded to

Aastha Khurana

in recognition of having successfully completed her internship in the department of

Customer Success and Patient Experience

and has successfully completed her Project on

**To evaluate the current utilization and address the gaps to increase the utilization of
Red Assist Services for a Corporate Client**

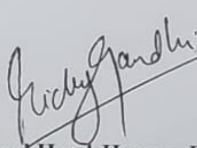
Date: 20th June 2024

RED.Health

He/She comes across as a committed, sincere & diligent person who has a strong drive & zeal
for learning.

We wish him/her all the best for future endeavors.

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This is to certify that **Ms. Aastha Khurana** student of **PGDM (Hospital & Health Management)** from **International Institute of Health Management Research, New Delhi** has undergone internship training at **RED.Health** from 20th March 2024 to 20th June.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfilment of the course requirements.

I wish her all success in all his/her future endeavors.

Dr. Sumesh Kumar
Associate Dean, Academic and Student Affairs
IIHMR, New Delhi

Dr. Divya Aggarwal
Associate Professor, Mentor
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Certificate of Approval

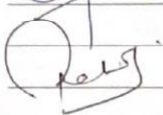
To evaluate the current utilization and address the gaps to increase the utilization of Red Assist Services for a corporate client at "Red Health" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health Management)** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Dr. Arif Yaseef
Rohit Chakr

Signature

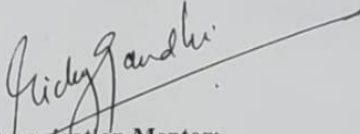
Certificate from Dissertation Advisory Committee

This is to certify that **Ms. Aastha Khurana**, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. He/ She is submitting this dissertation titled **“To evaluate the current utilization and address the gaps to increase the utilization of Red Assist Services for a Corporate Client”** at **“RED.Health”** in partial fulfilment of the requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

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NEW DELHI

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **“To evaluate the current utilization and address the gaps to increase the utilization of Red Assist Services for a Corporate Client”** and submitted by **Aastha Khurana** Enrolment No. **PG/22/001** under the supervision of **Dr. Divya Aggarwal** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from **March 2024 to May 2024** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

Signature

FEEDBACK FORM

Name of the Student: Aastha Khurana

Name of the Organisation in Which Dissertation Has Been Completed: RED.Health

Area of Dissertation: Emergency Care for Enterprise

Attendance: Complete

Objectives achieved: Yes

Deliverables: Project deliverables met.

Strengths: Good listener, Collaborative approach and a versatile team player.

Suggestions for Improvement: more data analytics could be used.

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

—



Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: 28 June '24.

Place: Hyderabad.

ORGANIZATION PROFILE

RED.Health - India's Largest Emergency Response Company

Founded in 2016 under the banner of Stan Plus, RED Health emerged with a noble mission: to provide accessible, reliable, and top-tier medical assistance to those facing emergencies. As the years unfolded, RED Health's steadfast commitment to this cause propelled it to the forefront of India's emergency response landscape. Today, it proudly stands as the nation's leading provider of emergency services, boasting an extensive fleet of over 5,000 ambulances and a strong operational presence in more than 550 cities, ensuring that help is always just a call away.

In a transformative move in 2023, the company underwent a strategic rebranding, broadening its scope of services to encompass a comprehensive medical assistance platform. Beyond just emergency response, RED Health now offers support throughout the continuum of care, from the initial crisis to ongoing treatment and eventual recovery. At the heart of RED Health's ethos lies a firm belief that quality healthcare should be a fundamental right, not a privilege. Thus, the company stands as a stalwart ally, committed to guiding individuals and their loved ones through every step of their healthcare journey, ensuring they receive nothing short of the best care in their time of need.

There are various types of ambulance that red health offers and categorizes for Transport

- BLS
- ACLS
- Air ambulance
- Cargo

BLS ambulance i.e. basic life support ambulance is used to transfer non- critical patients. It is equipped with oxygen cylinders, stretchers, wheelchair, and few other basic equipment's and consumables

ACLS ambulance i.e. Advance cardiac life support ambulance is used to transfer the critical cases. These ambulances are accompanied with EMT's, Paramedic and Doctors for providing emergency care and treatment.

Mission: RED Health's mission remains unwavering—to deliver life-saving emergency care to all individuals across India, with a steadfast focus on accessibility and unwavering excellence in service provision.

Vision: The vision of RED Health transcends mere service provision; it aspires to become the definitive resource for emergency care in India. Through a diverse array of services and solutions, RED Health aims to democratize access to emergency care, making it readily available to all who need it. Positioned as an industry leader, RED Health endeavors to leverage cutting-edge technology and innovative approaches to set new benchmarks in patient care and emergency response.

Services provided by RED Health:

Red Assist:

- Operating round-the-clock, Red Assist serves as the frontline support, fielding inbound calls with a team fluent in 16 languages.
- With a commitment to responsiveness, there is no call diversion, ensuring that every call receives immediate attention and maximizing conversion rates.
- ER Connect and Admission Management streamline the process, facilitating seamless coordination for bed availability and hospital admissions.
- Response times are swift, with an average answer rate of under 25 seconds for both emergency and non-emergency calls.
- For appointment calls, warm transfers ensure smooth transitions and personalized assistance.
- Utilizing state-of-the-art technology, Genesys is deployed for call tracking, with all calls recorded on the cloud, ensuring transparency and accountability.

- Comprehensive lead tracking mechanisms ensure that every interaction is meticulously monitored, from initial calls to successful conversions.
- Feedback calling initiatives are implemented to gather insights and ensure that customer experiences align with expectations.
- Outbound calling strategies are employed to identify opportunities for upselling and to further enhance service offerings.
- With an impressive 99% answer rate and 99.99% uptime, supported by four assistance centers strategically located across India, Red Assist stands as a beacon of reliability and efficiency.

CAMO (Centralized Ambulance Management & Outsourcing)

- The backbone of RED Health's emergency response network, CAMO oversees a vast network of 2800+ ambulances spanning across India, comprising both RED Health's proprietary fleet and carefully vetted partner resources.
- Powered by cutting-edge technology, the Stan FLEET app serves as the nerve center for fleet management, enabling rapid dispatch and real-time monitoring of ambulance operations.
- Stan Clinic, another innovative tool, provides on-ground support, optimizing ambulance dispatch for emergency response scenarios.
- Leveraging GPS tracking and live monitoring capabilities, CAMO ensures precise tracking of inbound vehicles, allowing for efficient resource allocation and timely interventions.
- In addition to the diverse network of ambulances, CAMO offers dedicated co-branded ACLS ambulances, complete with fuel, maintenance, and driver management, ensuring optimal performance and reliability.
- Ambulance Desk Management is further bolstered by dedicated hospital relationship managers stationed on-site, facilitating seamless communication and collaboration between healthcare facilities and emergency response teams.

REDOS (Rapid Emergency Dispatch Operating System)

Features of Red OS

- **Auto Dispatch** – Red OS employs advanced algorithms to automatically dispatch the nearest and most suitable response units based on the nature and severity of the emergency.
- **Case Auto Fulfillment** By integrating with various emergency service providers, Red OS ensures that all necessary resources are promptly allocated to resolve each case efficiently.
- **Live Transaction Logs** Real-time transaction logs provide dispatch operators and emergency responders with up-to-date information on case statuses, enabling better coordination and decision-making.
- **Easy Payment Modes** Red OS facilitates seamless payment processing through convenient options such as payment links and QR codes, simplifying the billing process for emergency services.
- **Pickup Location Capture** The system captures precise pickup locations, allowing dispatchers to relay accurate information to response teams for quicker arrival times.
- **Live Events** Red OS features live event tracking, enabling dispatch centers to monitor unfolding emergencies in real-time and deploy resources accordingly.

Red Health Platforms Red OS encompasses two distinct platforms:

- **WEB:** Designed for Assistance Centers to create cases and manage dispatch operations efficiently.
- **HM APP:** Tailored for Ground Teams to initiate cases and provide on-site assistance, ensuring a seamless flow of information between dispatchers and responders.

“To evaluate the current utilization and address the gaps to increase the utilization of Red Assist Services for a Corporate Client.”

INTRODUCTION

RED Assist provides a range of medical transport and on-call services to enterprise clients, including this client. These services aim to offer immediate medical assistance, doctor consultations, and other health-related support to employees. Despite the comprehensive nature of these services, there is variability in their utilization by the employees. This study evaluates current service usage, identifies gaps, and proposes strategies to enhance utilization and client retention.

METHODOLOGY

The study utilized a multi-faceted approach to gather and analyze data on the utilization of RED Assist services by the employees of the client. Data collection involved extracting quantitative data from call logs over the past three months, detailing the number of calls, the nature of requests (emergency vs. non-emergency), and demographic details of the users. Additionally, feedback forms were circulated with employees and HR representatives to obtain qualitative insights into their experiences and perceptions of the services. This comprehensive methodology ensured a thorough understanding of current service usage patterns and facilitated the identification of actionable insights for improvement.

RESULTS

The analysis of RED Assist service utilization revealed several key findings. The most frequently used service was the on-call doctor, accounting for 103 calls, indicating a critical need for medical consultations among the employees. Conversely, there were significant call drop rates, with 91 instances suggesting potential issues with connectivity or user follow-through. Additionally, corporate requests and appointment scheduling were prominent, with 77 and 48 calls respectively, showcasing the demand for these services. However, other services such as diagnostic services, ambulance follow-ups, and insurance policy inquiries had minimal calls, highlighting either a lower demand or insufficient awareness among employees. The qualitative feedback from surveys and interviews underscored a general awareness gap, with

many employees primarily associating RED Assist with emergency ambulance services. This limited understanding has likely contributed to the underutilization of the broader range of services available. Overall, the results indicate a need for enhanced communication, technical improvements, and targeted engagement strategies to optimize service utilization and address the identified gaps.

CONCLUSION

The evaluation of RED Assist services at the client site highlighted several critical insights and areas for improvement. The data demonstrated a high demand for on-call doctor services, which was the most frequently used service, underscoring the importance of immediate medical consultations for employees. However, significant call drop rates and a prevalent misconception that RED Assist primarily offers emergency ambulance services revealed substantial gaps in service awareness and technical performance. To address these issues, it is essential to enhance communication strategies to educate employees about the full spectrum of services offered, improve technical infrastructure to reduce call drops, and continuously engage with employees to gather feedback and refine service delivery. By implementing these strategies, RED Assist can significantly improve service utilization, thereby enhancing employee satisfaction and ensuring long-term client retention with the client.

KEY WORDS

RED Assist, Barrier, feedback, employee awareness, service utilization.

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I am profoundly grateful to all those who have assisted and supported me throughout the process of completing this dissertation report.

First and foremost, I would like to express my sincere gratitude to **IIHMR Delhi** for providing me with the opportunity. The academic environment and the support from the faculty have been instrumental in shaping this work.

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I extend my heartfelt thanks to the **Placement Cell at IIHMR**, particularly **Mrs. Anju Sehrawat**, for her support and assistance during my time at the institute.

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Table of Contents

ORGANIZATION PROFILE	8
ABSTRACT	12
Introduction	16
Review of Literature.....	18
Rationale	20
Objectives	20
Research Methodology	21
• Study design	21
• Study period	21
• Study population	21
• Inclusion and Exclusion criteria	21
• Sampling technique	22
• Data Collection	22
• Data Analysis	22
• Sample Size	22
• Study Tool	22
Results	23
Discussion	34
Recommendations.....	35
Conclusion	37
References	38
ANNEXURE	39
Data Collection Tool	39

“To evaluate the current utilization and address the gaps to increase the utilization of Red Assist Services for a Corporate Client.”

INTRODUCTION:

In today's fast-paced corporate environment, ensuring the health and safety of employees is paramount, especially for multinational corporations (MNCs) like the client. An effective emergency response system, which includes medical transport and on-call services, plays a crucial role in maintaining workforce well-being, reducing downtime, and enhancing overall productivity. These services provide immediate medical attention and support, which is essential in managing health emergencies and fostering a secure working environment.

Importance of Emergency Response Systems for MNCs

For MNCs such as our client, which operates globally with a diverse and extensive workforce, the implementation of robust emergency response systems is critical. These systems not only ensure the prompt handling of medical emergencies but also contribute to the company's duty of care obligations. Key benefits include:

- **Employee Safety and Well-being:** Quick access to medical care reduces the risk of complications from health emergencies, ensuring the safety and well-being of employees.
- **Enhanced Productivity:** By minimizing downtime due to health issues, these services help maintain productivity levels.
- **Employee Satisfaction and Retention:** Employees are more likely to feel valued and secure, which can lead to higher satisfaction and retention rates.
- **Reputation Management:** A strong commitment to employee health can enhance the company's reputation as a caring and responsible employer.

Current Market Scenario

The market for corporate health and emergency response services is evolving rapidly. Companies are increasingly recognizing the importance of comprehensive health support systems, leading to a growing demand for such services. Key trends include:

- **Integration of Technology:** The use of mobile apps and digital platforms to facilitate quick access to medical services.
- **Preventive Health Programs:** Offering wellness programs that include preventive care and regular health check-ups.
- **Customized Solutions:** Tailoring services to meet the specific needs of different companies and their work environments.
- **Data-Driven Insights:** Leveraging data analytics to monitor service utilization and outcomes, thereby enabling continuous improvement.

Despite these advancements, many organizations face challenges in achieving optimal utilization of these services. Common issues include lack of awareness among employees, accessibility barriers, and insufficient engagement with the available services.

Impact of Enhanced Utilization

Improving the utilization of medical transport and on-call services can have a significant impact on both employees and the organization:

- **Reduced Healthcare Costs:** Prompt medical attention can prevent minor issues from becoming severe, thereby reducing overall healthcare costs.
- **Improved Health Outcomes:** Quick response times in emergencies can lead to better health outcomes for employees.
- **Increased Morale and Engagement:** Knowing that comprehensive health support is readily available can boost employee morale and engagement.
- **Competitive Advantage:** Companies that prioritize employee health can attract and retain top talent, giving them a competitive edge in the market.

Review of Literature:

In the modern corporate environment, employee health and well-being have emerged as critical components of organizational success. The provision of emergency health services and comprehensive health support mechanisms are vital for ensuring a productive and motivated workforce. RED Assist services, designed to provide immediate health support and emergency response, are an exemplary model of such initiatives. The integration of emergency health services within corporate environments has been extensively studied, highlighting their impact on employee satisfaction, retention, and overall productivity.

According to a study by Awa et al. (2010), companies that offer robust health and emergency services tend to have lower absenteeism rates and higher employee morale. These services are crucial in addressing immediate health concerns, thus preventing minor health issues from escalating into significant problems that could impact work performance.

Employee awareness and utilization of health services are critical for the success of any corporate health initiative. Research by Siegrist et al. (2012) underscores the importance of effective communication strategies in ensuring employees are well-informed about available health services. The study found that lack of awareness often leads to underutilization of services, negating the benefits of such programs. Additionally, the perception of service accessibility and reliability significantly influences employee engagement with health services (Goetzel et al., 2014). Various studies have identified common barriers that hinder employees from utilizing health services. These barriers include lack of awareness, perceived complexity in accessing services, and concerns about confidentiality (Hannon et al., 2012).

Addressing these barriers through targeted interventions, such as educational campaigns and streamlined access processes, has been shown to improve service utilization rates (Mattke et al., 2013). Evaluating the effectiveness of health services in corporate settings requires a multifaceted approach. Quantitative methods, such as analyzing call logs and service utilization statistics, provide a clear picture of service demand and responsiveness. Qualitative methods, including surveys and interviews, offer insights into employee perceptions and experiences (Merrill et al., 2013). The combination of these methods enables a comprehensive assessment, identifying both

strengths and areas for improvement.

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a widely used tool for evaluating health services. It helps in systematically identifying internal and external factors that impact service delivery.

As indicated by Swayne et al. (2008), SWOT analysis facilitates strategic planning by highlighting areas where services excel and where enhancements are needed. This method has been effectively employed in various health service evaluations to guide improvements and policy decisions. The provision of comprehensive emergency health services in corporate settings, such as those offered by RED Assist, plays a crucial role in maintaining employee health and well-being. Ensuring that employees are aware of and utilize these services is essential for maximizing their benefits.

The literature underscores the need for effective communication, addressing barriers to access, and employing robust evaluation methodologies to enhance service delivery. By leveraging these insights, organizations can create a supportive environment that promotes health and productivity, ultimately contributing to organizational success.

RATIONALE:

The rationale behind this project is rooted in the critical need to enhance the utilization of RED Assist services among the employees. Despite offering a comprehensive suite of medical transport and on-call services, there exists a significant gap in employee awareness and service engagement. Preliminary data indicates that while certain services, such as the on-call doctor, are frequently utilized, others remain underutilized, potentially due to a lack of awareness or perceived relevance. This project seeks to address these gaps by analyzing service utilization patterns over the past three months, identifying barriers to access, and understanding employee perceptions and experiences. Furthermore, the findings from this project will offer valuable benchmarks and best practices that can be applied to other clients, thereby contributing to the overall improvement of RED Assist's service offerings. In an increasingly competitive market, demonstrating the tangible benefits and impact of comprehensive health and emergency services is crucial for sustaining client relationships and expanding the client base. This project, therefore, holds significant potential to drive both immediate and long-term improvements in service engagement and client satisfaction.

OBJECTIVES:

- To evaluate the level of awareness among the employees of the corporate client regarding the range of services offered by RED Assist through feedback form.
- To identify gaps in service utilization and the barriers faced by the employees of the corporate client when accessing RED Assist Services and provide actionable recommendations.

RESEARCH METHODOLOGY:

- **Study design** – Cross sectional, Quantitative Study.

This study employed a quantitative research approach, conducted over a period of three months, to assess and enhance the utilization of RED Assist services among the employees. The study design was cross-sectional, allowing for the collection of data at a single point in time to understand the current usage patterns and perceptions of the services.

- **Study period** - 3 months (March-June)

- **Study population** – Employees of the client who gave their consent to fill the form.

- **Inclusion and Exclusion criteria-** The study included employees who are clients of RED Health and have provided their consent to participate. Employees who are not part of the RED Health team were excluded from the study to maintain the relevance and accuracy of the data.

- **Sampling technique** – Convenient Sampling

Convenient sampling was used to select participants, focusing on employees who are clients of RED Health and have given their consent to participate in the study.

- **Data Collection:** Quantitative data were gathered from call logs over the past three months, detailing the number of calls, nature of requests (emergency vs. non-emergency), and demographic details of users.

Additionally, a feedback form specifically designed for RED Assist was utilized to collect insights through feedback form and interviews with the employees and HR representatives.

- **Data Analysis:** Pivot tables in Excel were employed to organize and interpret the data effectively.

- **Sample Size:** A total of 88 employees participated in the study. This sample size was deemed sufficient to provide a comprehensive understanding of service utilization patterns and employee perceptions, allowing for the identification of key areas for improvement and the formulation of

targeted strategies.

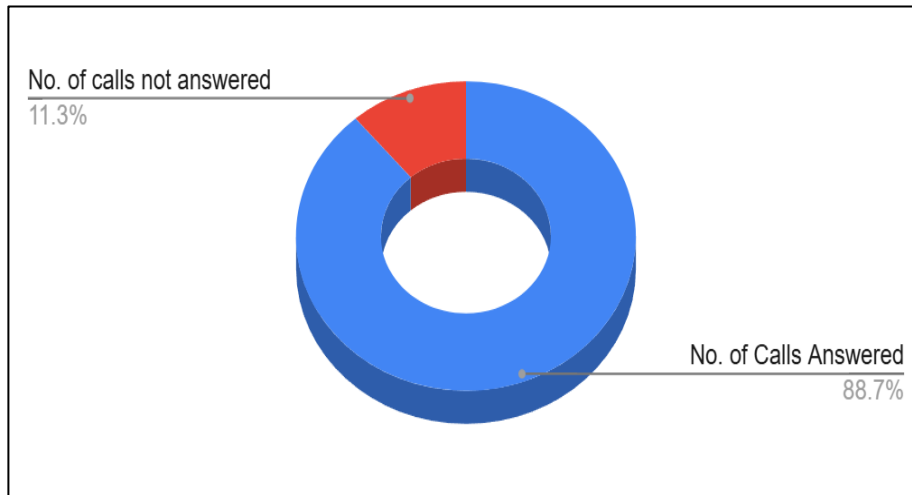
- **Study Tool:** Red Assist Feedback Form

A feedback form specifically designed for RED Assist was used to collect detailed information on employee experiences and perceptions regarding the service.

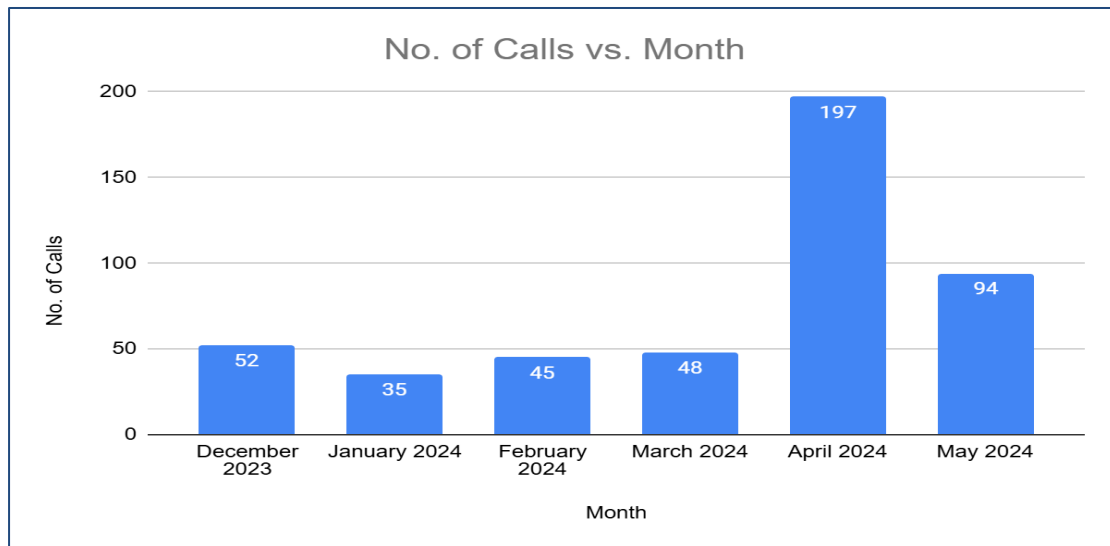
RESULTS:

1. FOR INBOUND CALLS-

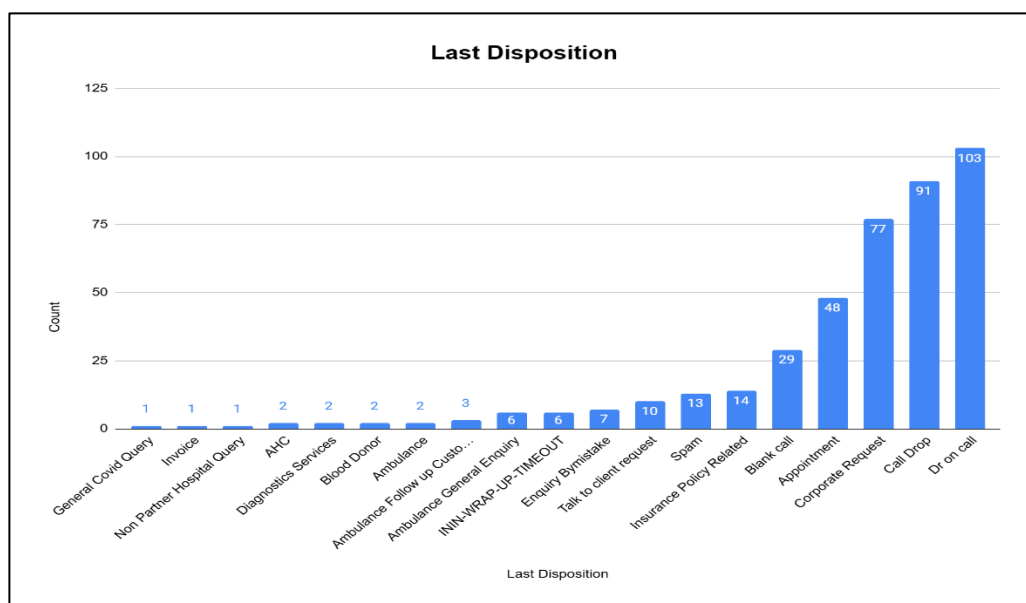
Status	Count	Percentage
No. of Calls Answered	417	88.54%
No. of calls Not answered	53	11.25%
Total Calls	471	100.00%



- This slide presents the data on the inbound calls received by RED Assist services.
- The total number of calls recorded is 471. Out of these, 417 calls were answered, representing 88.54% of the total calls.
- Conversely, 53 calls were not answered, accounting for 11.25% of the total calls due to the agent on another call or a call drop in between.
- The pie chart visually represents this data, highlighting most calls being answered and a smaller segment of calls that were not answered.
- This data is crucial for understanding the responsiveness of the service and identifying areas for improvement in call handling.

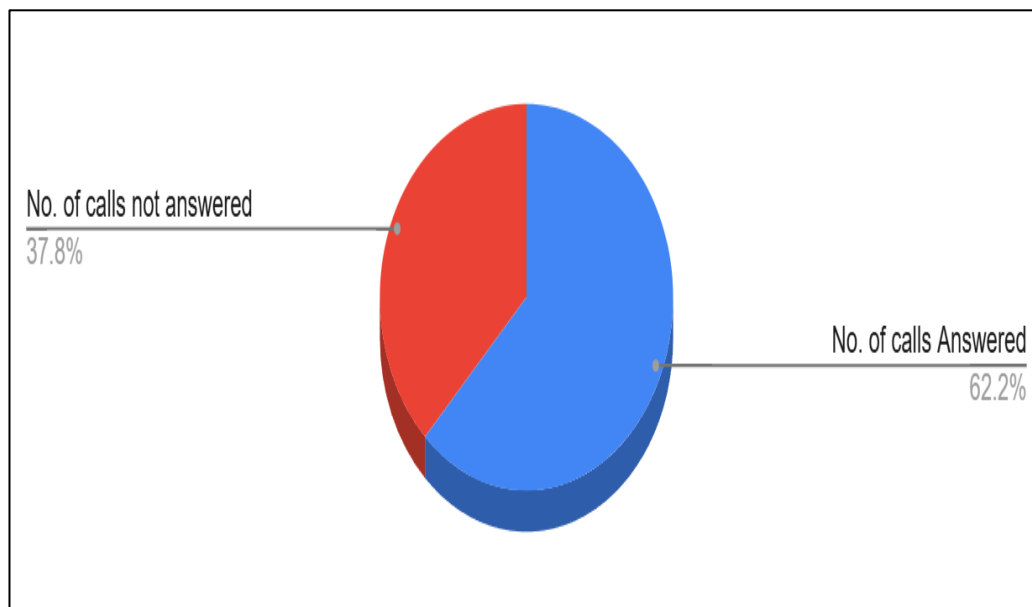


- This slide presents the results of a call analysis for Red.Health's Red Assist Services from December 2023 to May 2024. The analysis is aimed at evaluating current utilization and addressing gaps to increase the service's usage for a corporate client.
- There is a significant increase in the number of calls in April 2024 compared to previous months.
- After April 2024, the number of calls decreased in May 2024 but is still higher than the earlier months.



- The data indicates a high demand for on-call doctor services and a significant number of corporate-specific requests and appointments.
- The occurrence of call drop and blank calls suggests technical or user-related issues that need to be addressed to enhance service reliability.
- The presence of spam calls and mistaken enquiries suggests the need for better filtering and user education.
- The relatively low number of calls for ambulance services and other categories suggests either lesser awareness or lower demand for these services among the employees.

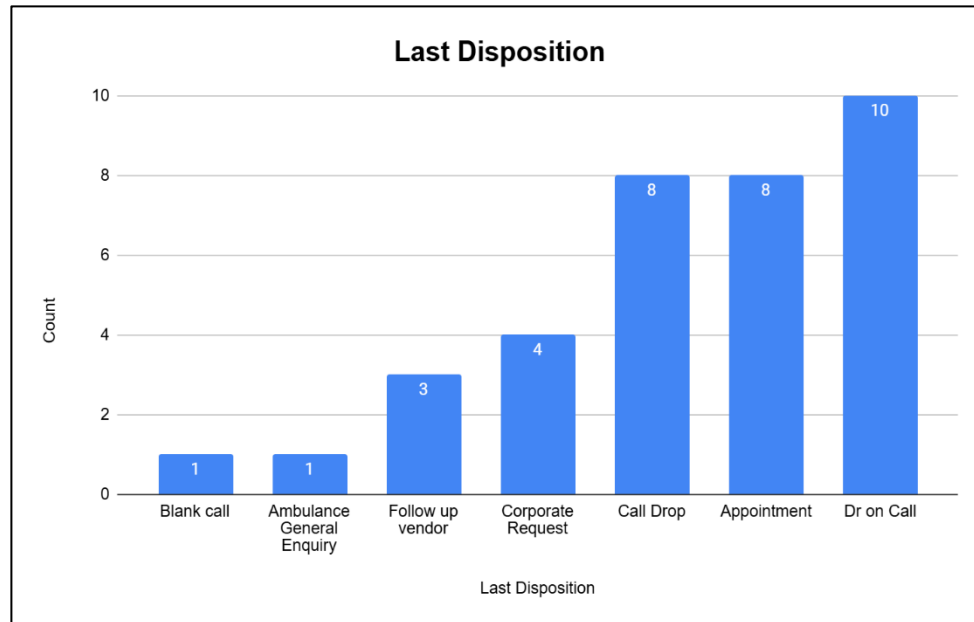
2. FOR OUTBOUND CALLS-



Outbound Calls: Calls Answered vs. Not Answered

No. of calls Answered: 62.2%

No. of calls not answered: 37.8%



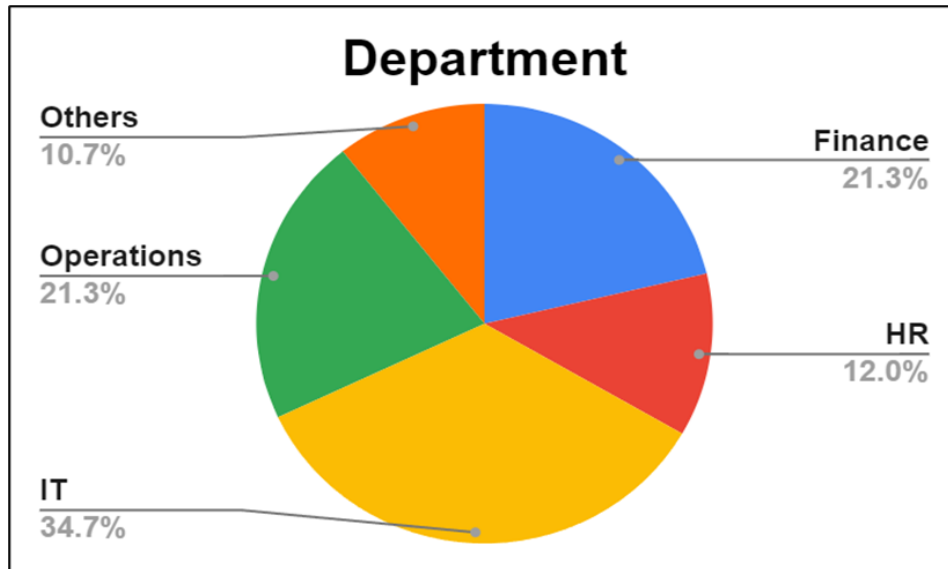
This slide provides an analysis of outbound calls for Red Assist Services, focusing on the number of calls answered versus not answered and the disposition of the calls.

Last Disposition: Disposition of Outbound Calls

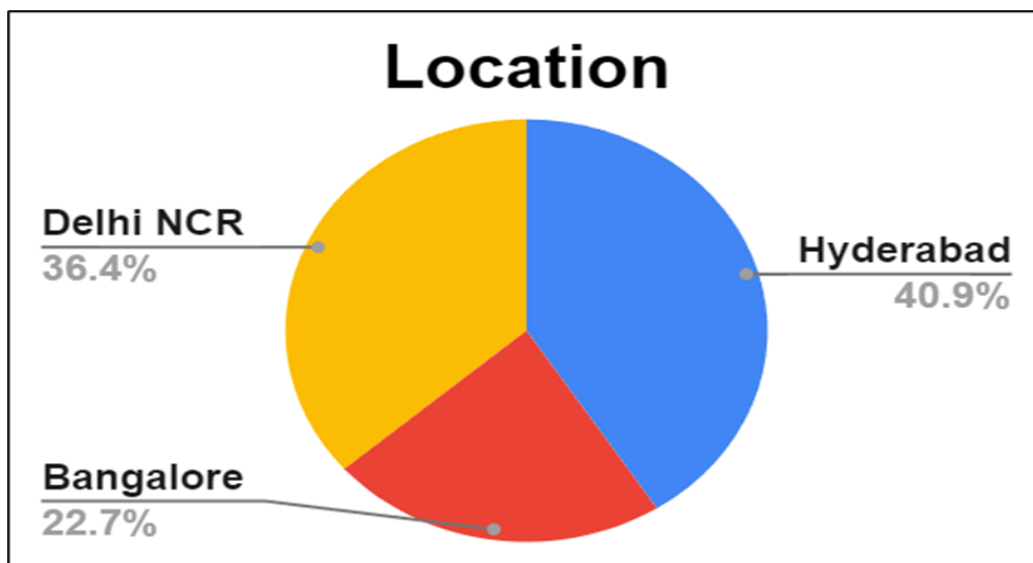
- The pie chart indicates that most of the outbound calls (62.2%) were answered, while 37.8% were not.
- The bar chart provides details on the last disposition of the calls that were answered:
- The highest number of calls was for "Dr on Call" (10).
- "Appointment" and "Call Drop" each had 8 calls.
- "Corporate Request" accounted for 4 calls.
- "Follow up vendor" had 3 calls.
- Both "Blank Call" and "Ambulance General Enquiry" had 1 call each.

3. FEEDBACK FORM ANALYSIS-

Demographics:

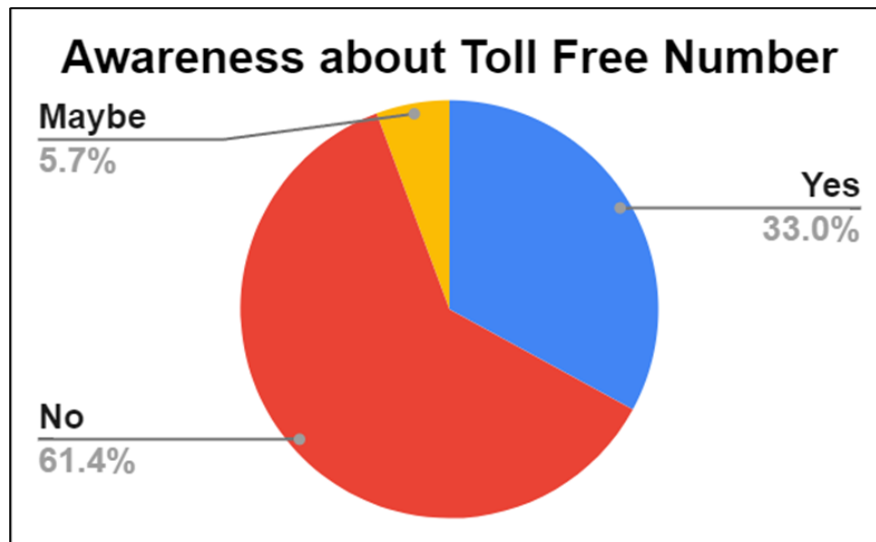


The largest group of respondents comes from the IT department, followed by Operations and Finance, which have an equal share. HR and Other departments have smaller shares of the respondents.



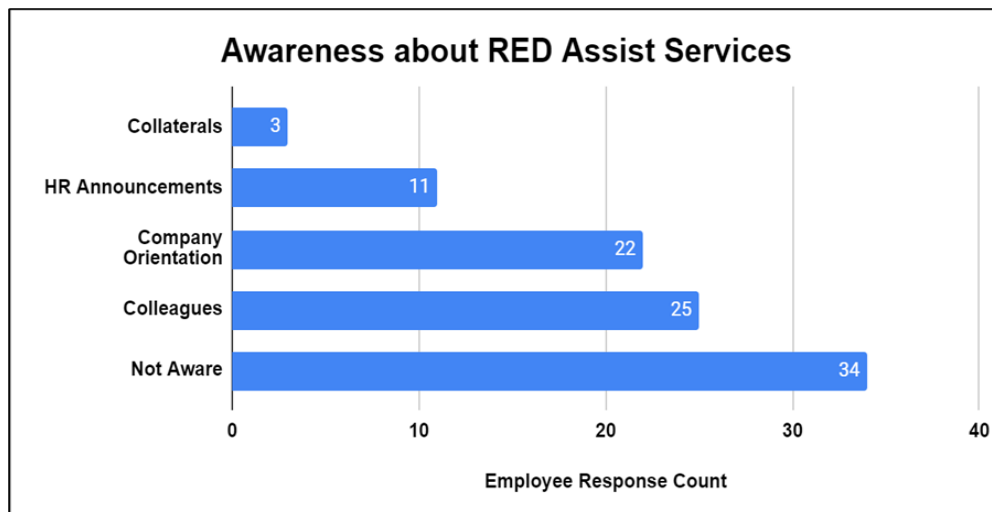
Most respondents are from Hyderabad, followed closely by Delhi NCR, with Bangalore having the smallest representation among the three locations.

Awareness about Toll Free Number



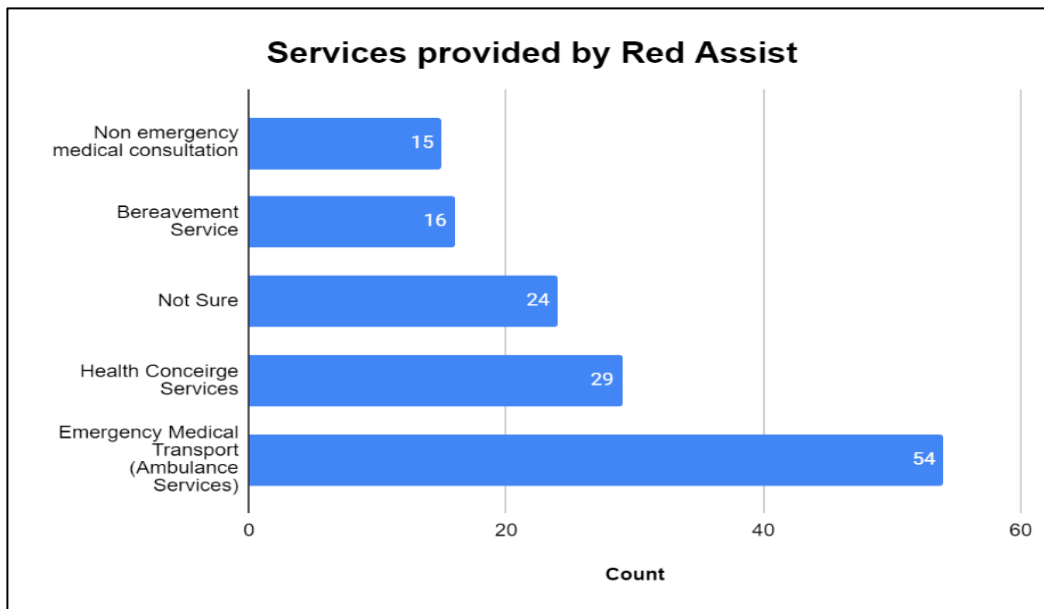
The analysis reveals a significant gap in awareness among employees regarding the Red Assist numbers, indicating that a large portion of the workforce is not familiar with how to access the emergency services provided by Red Assist. This lack of awareness could lead to underutilization of the services.

Awareness about Red Assist Services



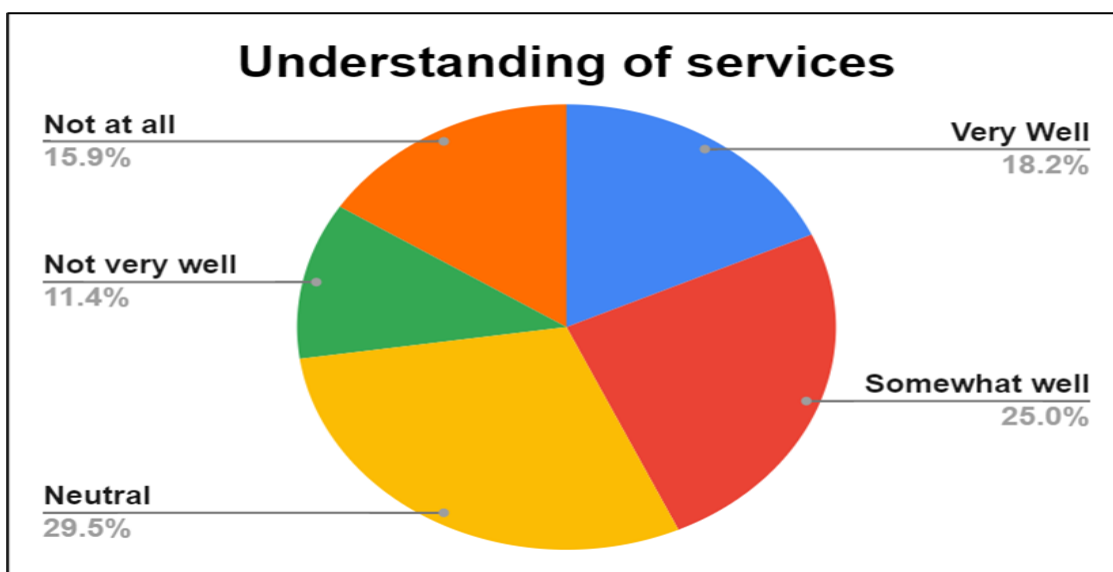
Most employees are aware of the services offered by their organization, with the remaining employees gaining knowledge through HR announcements and colleagues. 44% of the employees are not even aware of the red assist services in their organization. 53% employees have heard about the services through HR Announcements and their colleagues.

Different Services provided by Red Assist



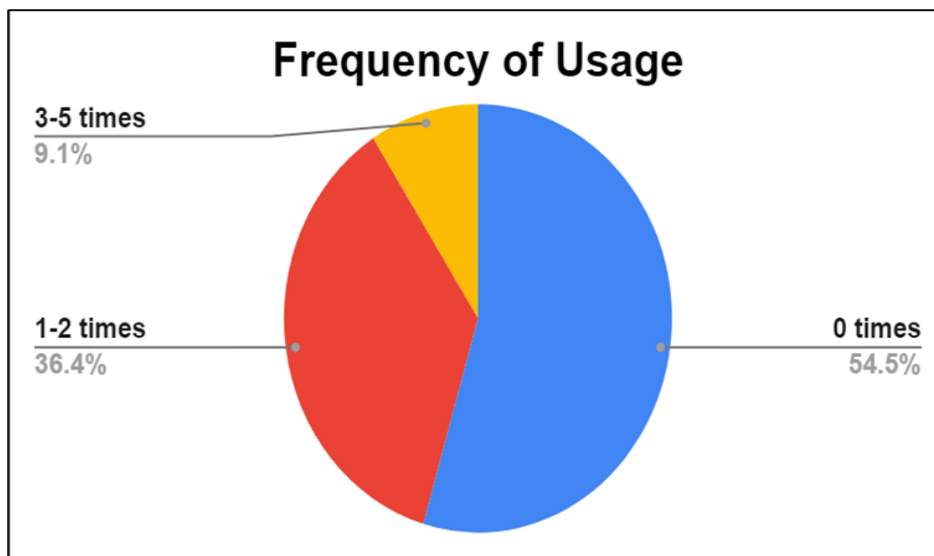
Analysis shows most employees believe that Red Health only provides ambulance services, and few know about the other services as well. 61.36% of the employees believe that Red Assist only offers ambulance services.

Understanding of the Services



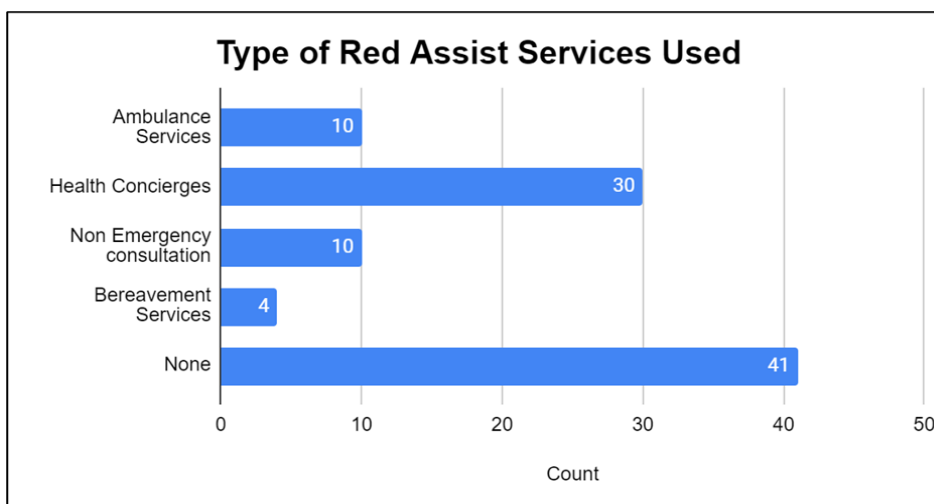
Most employees show a neutral response about the understanding of the red assist services.

Frequency of usage



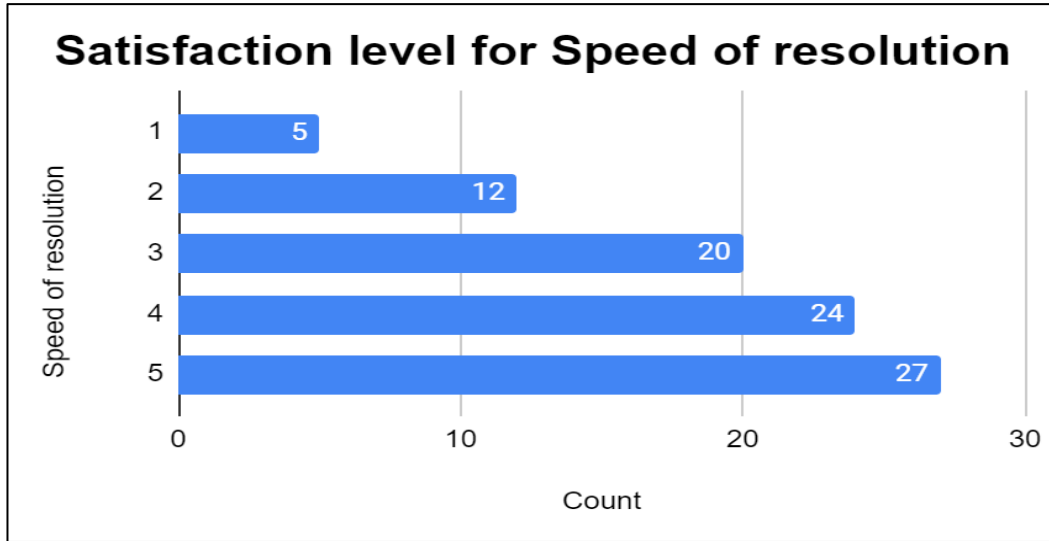
The analysis reported that the usage frequency of the service is very less by the employees. 54.5% of the employees never used the service.

Types of Red Assist Services Used



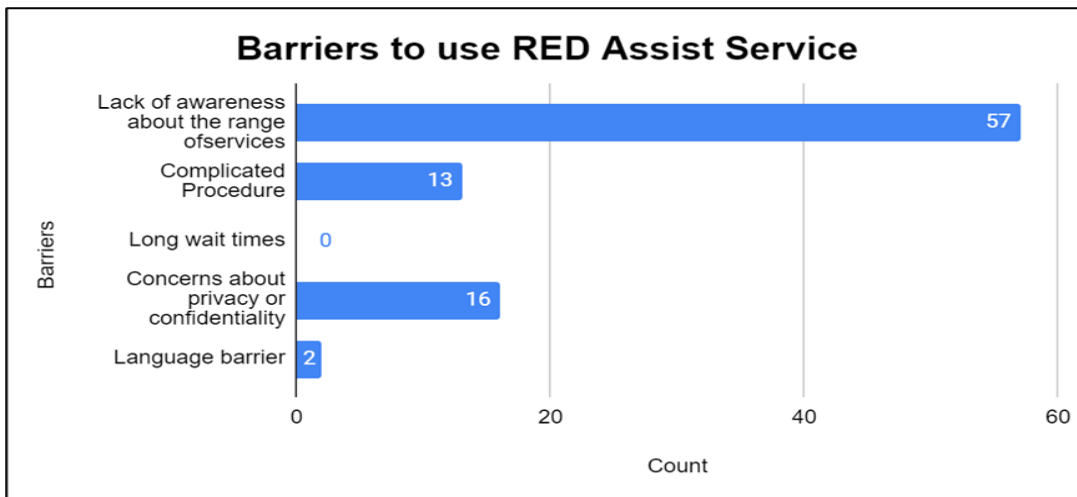
Most of the employees didn't utilize the services and others majorly called for ambulance requests and health concierge. 47% of employees didn't use the red assist services at all. 34% of the employees used the services for health concierges.

Satisfaction Level of Employees



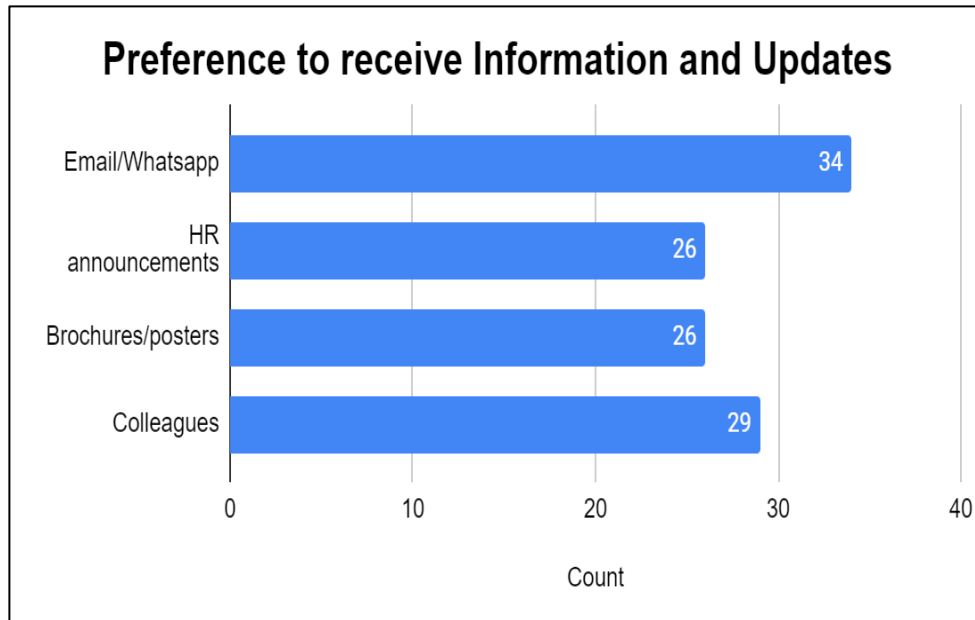
The employees who have utilized the red assist services are mostly satisfied with the speed of resolution. Around 30% of the employees are satisfied with the speed of resolution. More focus could be given to speed to increase the satisfaction of employees.

Barriers to use Services



The major barrier is the lack of awareness of the services as 57 out of 88 client employees have selected that option. 16 employees are concerned about their privacy, which is a point that needs to be addressed to increase the service utilization.

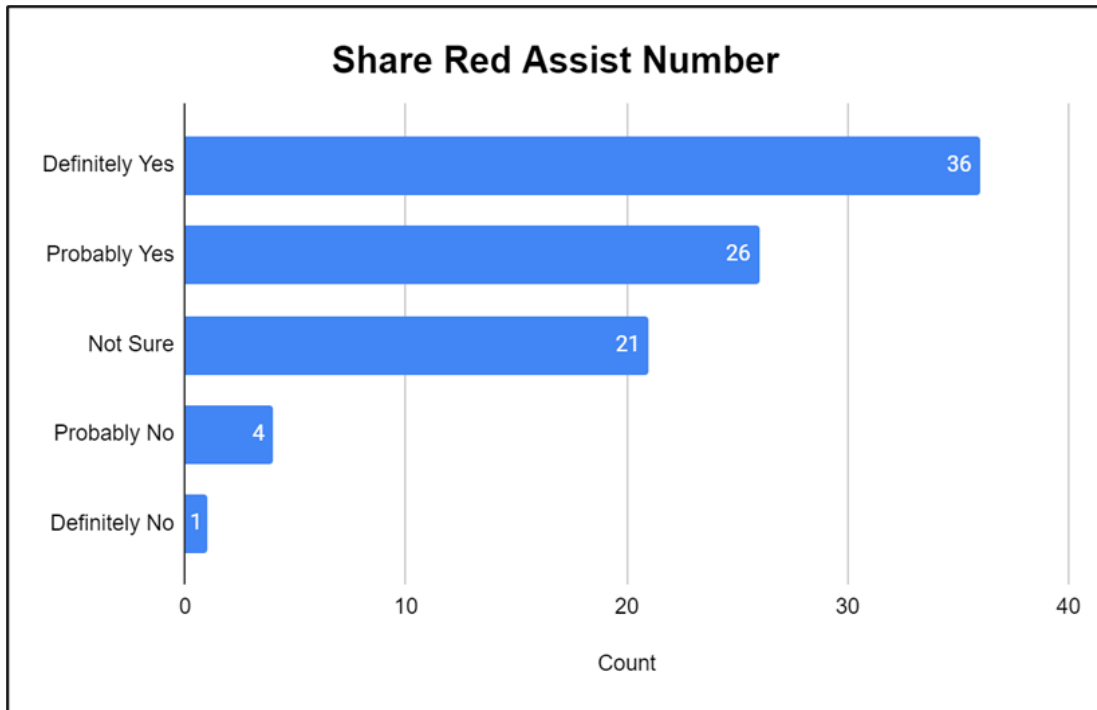
Information and Updates



Analysis shows 34 employees out of 88 prefer to receive communication through emails and WhatsApp. 29 employees chose colleagues as they must have used the services earlier and recommended them.

The analysis shows that HR announcements are the primary source of information about RED Assist services for employees, followed by word-of-mouth from colleagues. While HR announcements are effective, the reliance on colleagues indicates that peer communication also plays a significant role. To improve overall awareness and utilization, there should be a focus on enhancing the reach and clarity of HR communications. Additionally, leveraging multiple communication channels, including digital platforms and interactive sessions, can further disseminate information and ensure that all employees are well-informed about the full range of services offered by RED Assist.

Recommend and share Red Assist Number



More than 41% of the client employees indicated that they would share the Red Assist number with their family and friends for use in both emergency and non-emergency situations. Approximately 24% are not sure of sharing the number as they might not have utilized the services.

DISCUSSION

The analysis reveals a significant gap in employee understanding regarding the breadth of services offered by RED Assist. Many employees primarily associate RED Assist with emergency ambulance services, perceiving the toll-free number as a resource only to be used in urgent situations. The data indicates that a substantial number of employees feel they lack adequate awareness about the full range of services available through RED Assist. Another barrier to utilization is the perception of service relevance. Employees may not recognize the value of non-emergency services or how they can benefit from them in their daily lives.

Understanding of RED Assist Services: The analysis reveals a significant gap in employee understanding regarding the breadth of services offered by RED Assist. Many employees primarily associate RED Assist with emergency ambulance services, perceiving the toll-free number as a resource only to be used in urgent situations. This limited understanding restricts the potential utilization of other valuable services provided by RED Assist, such as non-emergency medical consultations, specialist support, and health concierge services.

Lack of Awareness: Furthermore, the data indicates that a substantial number of employees feel they lack adequate awareness about the full range of services available through RED Assist. This lack of awareness can be attributed to several factors, including insufficient communication, limited promotional efforts, and a possible disconnect between service offerings and employee needs.

Barriers to Effective Utilization- Communication and Promotion: Effective communication plays a critical role in ensuring that employees are well-informed about the services available to them. The findings suggest that current communication strategies may not be adequately reaching or engaging employees, leading to a pervasive lack of awareness. Enhancing communication channels and employing more engaging and informative methods could help bridge this gap.

Perception of Service Relevance: Another barrier to utilization is the perception of service relevance. Employees may not recognize the value of non-emergency services or how they can benefit from them in their daily lives. This perception issue can be addressed through targeted awareness campaigns that highlight real-life scenarios and success stories where RED Assist services have made a positive impact.

Strategies for Improvement

Targeted Awareness Campaigns: To address these gaps, implementing targeted awareness campaigns is essential. These campaigns should focus on educating employees about the full spectrum of services available through RED Assist. Methods could include informational emails, posters, intranet announcements, and interactive sessions that demonstrate how to access and benefit from each service.

Regular Updates and Engagement: Regular updates and engagement activities can also help maintain awareness and interest. Periodic reminders, service highlights, and interactive Q&A sessions can ensure that employees remain informed and engaged with the services. Additionally, integrating RED Assist service information into onboarding programs for new employees can ensure that awareness is established from the start.

Feedback and Continuous Improvement: Establishing a robust feedback mechanism is crucial for continuous improvement. Regular surveys and feedback forms can help identify ongoing issues and areas for enhancement. Actively responding to feedback and demonstrating a commitment to addressing employee concerns can also build trust and encourage higher utilization of services.

Success Stories and Testimonials: Sharing success stories and testimonials from employees who have benefited from RED Assist services can be a powerful tool. These stories can help illustrate the practical benefits of the services and encourage others to use them. Real-life examples can make the services more relatable and underscore their value.

Recommendations

- Alerts: Success story of serving a case
- Free trips on usage of service – 3 free
- Automated Reports
- Interactive Webinars
- Roadshows – Kiosk setup and BLS/ALS Ambulance
- Targeted Awareness Campaigns (Employee centric and HR Centric).
- EA Doc Application

CONCLUSION:

The analysis of RED Assist services for the employees over the past three months has provided valuable insights into service utilization, employee awareness, and areas needing improvement. The data indicates that while a significant majority of calls (88.54%) are being answered, a notable portion (11.25%) remain unanswered, highlighting an area where service responsiveness can be enhanced. This discrepancy suggests a need for optimizing call management to ensure all employee inquiries and emergencies are addressed promptly. The feedback collected through the Red Assist feedback form has revealed a crucial gap in employee awareness regarding the full spectrum of services offered by RED Assist. Many employees still perceive RED Assist primarily as an ambulance service, with limited awareness of other available services such as diagnostics, blood donation, and general health inquiries. This gap in awareness can be addressed through targeted communication strategies and awareness campaigns, emphasizing the comprehensive nature of RED Assist services.

Furthermore, the analysis of service requests shows a diverse range of inquiries, from general health queries to specific requests for ambulance services and doctor consultations. This diversity underscores the importance of maintaining a versatile and responsive service framework capable of addressing various health-related needs of employees.

In conclusion, while RED Assist services are effectively meeting the needs of many employees, there is room for improvement in areas such as service awareness and responsiveness. By implementing strategic enhancements based on the findings of this study, RED Assist can further elevate its service delivery, ensuring that all employees have timely access to the comprehensive health support they need. The study recommends ongoing monitoring and evaluation to continually adapt and improve the services offered, fostering a healthier and more informed employee community at the client site.

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ANNEXURE

Data Collection Tool

8/2/24, 1:24 AM

Red Assist Feedback Form

Red Assist Feedback Form

This feedback form is designed to gather valuable insights about your experiences and perceptions of RED Assist services. Your feedback will help us identify gaps, understand barriers, and develop strategies to enhance service utilization and satisfaction.

Your responses are confidential and will be used solely for the purpose of improving RED Assist services.

1. What is your department?

Mark only one oval.

- ☐ IT
☐ HR
☐ Finance
☐ Sales and Marketing
☐ Operations
☐ Other

2. What is your company location?

Mark only one oval.

- ☐ Delhi NCR
☐ Noida
☐ Bangalore
☐ Chennai
☐ Kolkata
☐ Hyderabad
☐ Other

3. Are you aware of the Red Health Toll Free Number?

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe

4. How did you first learn about the RED Assist services?

Check all that apply.

- ☐ Company Orientation
☐ HR Announcements
☐ Colleagues
☐ Collaterals
☐ Not Aware

5. Which of the following services does RED Assist provide?

Check all that apply.

- ☐ Emergency medical transport (ambulance services)
☐ Non-emergency medical consultations
☐ Health concierge services (e.g., assistance with medical appointments, health information)
☐ Bereavement Service
☐ Not Sure

6. How well do you understand the range of services provided by RED Assist?

Mark only one oval.

- ☐ Very well
☐ Somewhat well
☐ Neutral
☐ Not very well
☐ Not at all

7. How many times have you used the RED Assist services in the past three months?

Mark only one oval.

- ☐ 0 times
☐ 1-2 times
☐ 3-5 times
☐ 6-10 times

8. Which types of RED Assist services have you used?

Check all that apply.

- ☐ Ambulance Service
☐ Health Concierges
☐ Non-Emergency Consultation
☐ Bereavement Service
☐ None

9. How satisfied are you with our speed of resolution? (On a scale of 1-5)

Mark only one oval.

- 1 2 3 4 5
Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

10. How satisfied were with the level care and attention provided by our medical team during the service?

Mark only one oval.

- 1 2 3 4 5
Very ☐ ☐ ☐ ☐ ☐ Very Satisfied

11. How would you rate the clarity and effectiveness of communication during the service(Instructions and update on arrival time)?

Mark only one oval.

- ☐ Excellent
☐ Good
☐ Neutral
☐ Poor
☐ Very Poor
☐ Never Used

12. What barriers, if any, did you face when trying to use the RED Assist service?

Mark only one oval.

- ☐ Lack of awareness about the range of services
☐ Complicated Procedure
☐ Long wait times
☐ Concerns about privacy or confidentiality
☐ Language barrier

13. How would you prefer to receive information and updates about RED Assist services?

Check all that apply.

- ☐ Email/Whatsapp
☐ HR announcements
☐ Brochures/posters
☐ Colleagues

14. Would you share the RED Health service number with your family to use in case of an emergency or any other service?

Mark only one oval.

- ☐ Definitely Yes
- ☐ Probably Yes
- ☐ Not Sure
- ☐ Probably No
- ☐ Definitely No

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