Dissertation Report

On

"Feasibility study of Introducing JAPA Care Services in the Home Care Department"

At

ANVKA Healthcare Pvt. Ltd.

(1 Feb- 10 May)

By

Name: Neha Ganguly

Enroll No.: PG/24/064

Under the guidance of

Dr. Vinay Tripathi

PGDM (Hospital & Health Management) 2024-26



International Institute of Health Management Research New Delhi

Internship Training

On

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International Institute of Health Management Research New Delhi

The certificate is awarded to

Name: Neha Ganguly

in recognition of having successfully completed her internship

Title: JAPA Care Services in the Home Care

and has successfully completed her Project on

Feasibility study of Introducing JAPA Care Services in the Home Care Department

Organization: ANVKA Healthcare Pvt. Ltd.

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

We wish her all the best for future endeavors.



Head of the Organization

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Dr. Neha Ganguly** student of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at **ANVKA Healthcare Pvt. Ltd. From** 1st **Feb to 10th May**. The Candidate has successfully carried out the project designated to her during internship training and her approach to the study has been sincere, scientific and analytical. The Internship is in fulfillment of the course requirements.

I wish her success in all her future endeavors.



Mentor-
Dr. Vinay Tripathi
IIHMR, New Delhi

Digitally Signed
Punit Yadav

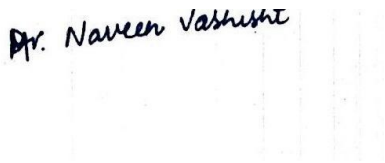
Dr. Punit Yadav
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IIHMR, New Delhi

Certificate of Approval

The following dissertation titled **"Feasibility study of Introducing JAPA Care Services in the Home Care Department"** at **"ANVKA Healthcare Pvt. Ltd."** 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	Signature
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Certificate from Dissertation Advisory Committee

This is to certify that **Neha Ganguly,** a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. She is submitting this dissertation titled " **Feasibility study of Introducing JAPA Care Services in the Home Care Department** " at "**ANVKA Healthcare Pvt. Ltd.**" in partial fulfillment 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.



Mentor-
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INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW DELHI

CERTIFICATE BY STUDENT

This is to certify that the dissertation titled **Feasibility study of Introducing JAPA Care Services in the Home Care Department and** submitted by **Neha Ganguly** Enrolment No. **PG/24/64** under the supervision of **Dr. Vinay Tripathi** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period **from February to May** 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: Neha Ganguly

Name of the Organisation in Which Dissertation Has Been Completed: ANVKA Healthcare Pvt. Ltd.

Area of Dissertation: JAPA Care Services in the Home Care

Attendance: Regular

Objectives Achieved

- Gained a clear understanding of the home care business and its operational processes.
- Developed knowledge of JAPA Care services and supported its introduction as a new vertical.
- Learned B2B and B2C sales, stakeholder engagement and professional networking.

Deliverables

- Supported the introduction of JAPA Care as a new service vertical within the existing home care department.
- Assisted in understanding and documenting the home care operational process.
- Contributed to lead generation and patient onboarding activities.
- Supported B2B and B2C sales and stakeholder coordination.
- Participated in service planning, follow-up and quality monitoring activities.
- Assisted in competitor analysis and market assessment for JAPA Care services.

Strengths

- Quick learner with a good understanding of healthcare operations.
- Effective communication and interpersonal skills.
- Self-motivated and willing to take initiative.
- Good stakeholder engagement and networking ability.
- Sincere, dedicated and responsible towards assigned work.
- Works effectively with multidisciplinary teams.

Suggestions for Improvement

- Further strengthen negotiation and leadership skills.
- Gain more experience in independent decision-making.
- Continue developing confidence in client and stakeholder interactions.
- Build greater exposure to operational problem-solving.

- Improve prioritisation and time-management skills while handling multiple responsibilities.

Suggestions for the Institute

- Clearly communicate internship objectives and expectations to organisational supervisors at the beginning of the internship.
- Improve coordination between the faculty mentor, student and organisational supervisor.
- Conduct periodic reviews to track the student's learning and progress.
- Align academic requirements more closely with the practical work assigned during the internship.
- Provide greater industry exposure through workshops, guest lectures and interaction with healthcare professionals.

Date: 24.07.2026

Place: New Delhi



Dr. Yogesh Mittal

HOD HomeCareTab

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Course Specialization (Choose one)	Hospital Management	Health Management	Healthcare IT
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Punit Yadav

Signature:

Date:27.07.2026

About the Organization: ANVKA Healthcare Private Limited

ANVKA Healthcare Private Limited is a diversified Indian company established in 2021, with its registered office in New Delhi and corporate office in Gurugram, Haryana. The organization operates at the intersection of healthcare, technology, consumer services and lifestyle solutions. Its broader vision is centred on combining innovation, quality and customer-focused service delivery to improve the everyday lives of individuals and families. Although healthcare remains an important area of operation, the company has also developed brands in professional garments, food and beverages, beauty and wellness, and advanced medical technology.

ANVKA Healthcare has created a portfolio of specialised brands that address different market needs. Lintex provides professional uniforms for healthcare, hospitality, aviation, education, corporate and other sectors. Cure with 3D focuses on healthcare-related three-dimensional printing solutions, including realistic biomedical models and surgical guides. Tumble operates in the beauty and wellness sector, while Akie Chef provides food and beverage services. Through this diversified structure, ANVKA combines specialised expertise with a common emphasis on quality, innovation and customer satisfaction.

A major healthcare initiative of the company is CareTAB.ai, its technology-enabled home healthcare platform. CareTAB.ai aims to extend hospital-quality services beyond the physical boundaries of hospitals and make professional healthcare more accessible within patients' homes. Its services include doctor consultations, short- and long-term nursing care, post-operative and palliative care, ICU setup at home, physiotherapy, home-based diagnostics and the sale or rental of medical equipment. The platform is

managed by healthcare professionals and follows a quality-driven, outcome-focused approach supported by technology and clinical protocols.

The home healthcare model is particularly relevant for patients who require continued support after hospital discharge, elderly care, rehabilitation, chronic disease management or intensive medical supervision at home. CareTAB.ai emphasises qualified and verified staff, round-the-clock patient support, personalised care and coordination with hospitals and clinicians. Through this model, ANVKA Healthcare seeks to improve continuity of care, patient convenience, clinical outcomes and family involvement while reducing the need for repeated hospital visits.

Overall, ANVKA Healthcare represents an emerging multidisciplinary organization that combines entrepreneurship, healthcare expertise and technology-led service delivery. Its focus on home-based healthcare through CareTAB.ai reflects the company's broader commitment to developing accessible, reliable and patient-centred solutions suited to the changing needs of the Indian healthcare system.

Acknowledgements

The past six months has been incredibly intense and full of experience and reflecting on this I would like to extend my gratitude to the people who have guided me to end up with this completion day. This internship would not have been possible without the contribution of the following people.

First, I would like to express my gratitude towards IIHMR DELHI for providing me with the opportunity to work with ANVKA Healthcare Private Limited and my mentor **Dr. Vinay Tripathi** for incessantly guiding me.

I extend my sincere thanks to **Dr. Yogesh Mittal (HOD CareTAB); Mr. Deepak Singhal (CEO, ANVKA Healthcare); Ms. Devpriya (HOD, Human Resource), Mr. Nitin Yadav (Head of Operations, ANVKA Healthcare)** and all my fellow colleagues for their unwavering guidance and support throughout the internship have been instrumental in shaping my understanding of the industry. Their expertise and encouragement not only facilitated my learning but also helped me contribute meaningfully to the ongoing projects and have been instrumental in my development as a budding professional.

I would also like to extend my appreciation to my fellow colleagues, and friends with whom I had the pleasure of collaborating. Their enthusiasm and dedication made the internship experience even more enjoyable, and I am thankful for the knowledge exchange we had.

I look forward to utilizing this experience as a foundation for my future endeavours in the field public health.

Thank you

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

In the last decade the health care industry has been moving toward patient-centered care, care continuity, and providing services outside the traditional hospital setting.

The global and Indian home healthcare market is expected to grow on the back of increasing prevalence of chronic diseases, rising healthcare costs, increasing patient awareness and advancement in healthcare technology.

Home healthcare offers patients the chance to get medical and non-medical support at home with quality, safety and continuity of treatment.

Demographic changes, higher life expectancy, urbanisation and changing patient preferences have contributed to the rapid growth of the sector in India.

At the same time, the transition from joint to nuclear families has eroded the traditional support system of caregiving and has, in turn, raised the demand for professional home-based care services.

Therefore, healthcare providers are moving care outside of hospitals to improve patient outcomes, lower readmissions, and improve overall satisfaction.

Maternal and newborn care has emerged as an important segment in home healthcare.

The postnatal period is a critical time and the mother and child need special support.

But limited carer availability and lack of professional guidance means families often have to deal with postpartum recovery, newborn care, breastfeeding support and emotional wellbeing on their own.These challenges have created opportunities for healthcare organisations to build structured postpartum care programs that address the evolving needs of today's families.

JAPA Care is an expert postnatal care service for mothers and babies during the postnatal recovery period after birth.

Traditionally JAPA carers help families with newborn care, mother care, feeding help, hygiene management, sleep management and general postpartum recovery.

The concept has gained more importance in urban health care settings, where families often lack adequate support systems after hospital discharge.

1.2 Introduction to JAPA Care

JAPA Care is an expert postnatal care service for mothers and babies during the postnatal recovery period after birth.

Traditionally JAPA carers help families with newborn care, mother care, feeding help, hygiene management, sleep management and general postpartum recovery.

The concept has gained more importance in urban health care settings, where families often lack adequate support systems after hospital discharge.

The JAPA carer is crucial in ensuring the well-being of the mother and child in the postnatal period. Services usually include newborn handling, feeding support, mother care after normal or caesarean delivery, hygiene management, monitoring of basic health indicators and education of the carer. This structured and continuous support provided by JAPA Care helps to improve maternal recovery, newborn care practices and family confidence during the postpartum period.

As demand for professional postpartum care services increases, healthcare organisations are looking for ways to integrate JAPA Care into their existing home healthcare portfolios. The service is in line with the broader aim of providing holistic and patient-centred care and it fills an important gap in maternal and newborn health care.

1.3 Home Healthcare Industry Overview

Home healthcare has emerged as one of the fastest growing segments in the healthcare industry . The sector covers a wide range of services including nursing care, physiotherapy, medical equipment services, attendant care, chronic disease management, palliative care,

rehabilitation services and post-hospitalization care.
The Indian home healthcare market has witnessed a significant growth owing to various factors like rising healthcare expenditure, increasing awareness about home-based treatment and increasing demand for ease and customised care. Patients increasingly want to have healthcare in familiar home environments, particularly for recovery and rehabilitation following a hospital stay.
The COVID-19 pandemic intensified the utilisation of home healthcare services by emphasising the significance of distributed healthcare service models. Since then, healthcare organisations have grown their services to include specialised care programs designed to meet the needs of specific patient groups. One such opportunity is maternal and newborn care, where structured home-based interventions can improve healthcare outcomes and reduce carer burden on families.

1.4 Organizational Background

The current service portfolio of CareTAB.ai, the homecare department under ANVKA Healthcare Pvt. Ltd. offers a solid operational base to identify new service opportunities in the home healthcare segment. The launch of JAPA Care Services is a strategic opportunity to scale the organization's maternal and new-born care offerings and capitalise on existing infrastructure, operational capabilities and referral networks.

1.5 Rationale for the Study

The postpartum period poses unique challenges for mothers, newborns and families. The demand for professional postpartum care support has grown on account of increased rates of caesarean deliveries, increased awareness about maternal mental health, rising rates of institutional deliveries, and changing family structures.
For many families, especially in urban areas, it is difficult to care for a newborn and support the mother's recovery after birth as they lack experienced carers in their household. This challenge is heightened in cases of caesarean deliveries, preterm births, newborn health problems or elderly family support systems.
The need for organised postpartum care services has created a potential opportunity for healthcare organisations in the home healthcare industry. Successful implementation, however, requires careful analysis of operational feasibility, market demand, resource requirements, financial viability and risks involved.
The objective of this study, therefore, was to determine the feasibility of introducing JAPA Care. Within the Home Care Department services and develop an implementation framework to support sustainable service delivery and future scalability.

1.6 Problem Statement

The growing need for postpartum and newborn care services has revealed a gap in the access to organised, professionally managed home-based support systems for mothers and infants following hospital discharge. Informal care systems still exist, but they are often inconsistent, non-standardized and not subject to clinical oversight.
JAPA Care is an underdeveloped segment in the organised home healthcare services despite the rising demand. Prior to implementation healthcare organisations must consider the operational, strategic and financial implications of offering such services.
The study is seeking to answer the question: "How can JAPA Care Services be successfully implemented in the Home Care Department using a structured, operably feasible, financially viable and scalable implementation framework?"

1.7 Scope of the Project

The scope of this project is limited to feasibility evaluation and implementation requirements of introduction of JAPA Care Services in Home Care Department of CareTAB.ai, a vertical of

ANVKA Healthcare Pvt. Ltd.
The study includes:

- Evaluating market demand and service opportunities.
- Requirement gathering and discussions with stakeholders.
- Benchmarking against competitors in home health care.
- Workflow design and process mapping.
- Financial viability assessment.
- Risk assessment and mitigation planning
- Creation of a roadmap for implementation.
- Review of pilot implementation results.

The study does not consider full-scale commercial deployment or long-term financial assessment of service performance.

1.8 Objectives of the Study

Primary Objective

To evaluate the operational and strategic feasibility of introducing JAPA Care Services within the Home Care Department and develop an implementation framework for sustainable service delivery.

Secondary Objectives

• To understand the concept, scope, and importance of JAPA Care Services in home healthcare.

• To determine the market demand for JAPA care services.
• To assess operational requirements to commence JAPA care services.
• To carry out competitor benchmarking of organisations that provide similar postpartum care services.
• To identify challenges, risks and gaps in services for JAPA Care implementation;
• To assess the financial viability of the proposed service model.
•To develop a structured implementation framework supported by operational planning and process mapping.
• To monitor and assess the outcomes of a pilot JAPA Care case and provide recommendations for future expansion.

CHAPTER 2: REVIEW OF LITERATURE

2.1 Introduction

The literature was extensively reviewed to identify existing research and evidence on postpartum care, maternal and newborn health care needs, home-based health care services, maternal well-being, neonatal outcomes, and the effectiveness of structured postnatal support systems. The review included peer-reviewed journal articles, reports from international health care organisations, government guidelines, reports from the health care industry and academic publications.

The literature review was conducted to: (i) identify best practices in postpartum care; (ii) assess increasing demand for home-based maternal healthcare services; (iii) understand operational requirements for service delivery; and (iv) identify research gaps relevant to the introduction of JAPA Care Services within the Home Care Department. The findings highlight the increasing global focus on structured postpartum care , extending care beyond hospital discharge, and patient-centered models of health care that improve maternal and newborn health outcomes.

2.2 Maternal and Newborn Care Requirements

Maternal and newborn health care remains a key public health priority worldwide. The postnatal period is one of the most critical phases in the life cycle of both mother and child, the World Health Organization (WHO) stresses. WHO recommendations emphasise the importance of ongoing postnatal monitoring, supporting breastfeeding, assessing maternal recovery, monitoring the health of the newborn, preventing infection and family-centred care.

There is evidence from a number of studies that appropriate postnatal interventions can significantly improve maternal recovery, neonatal outcomes, breastfeeding practices and general family wellbeing. Structured postpartum care has been associated with reduced complications, improved patient satisfaction, and improved healthcare experiences.

The literature consistently indicates the need for mothers to be supported in physical recovery, emotional well-being, breastfeeding management, newborn handling, sleep management and adjustment to parental responsibilities. These results support the need for specialised postpartum support services by trained carers.

2.3 Home-Based Postpartum Care

With healthcare systems transitioning to continuity of care outside of hospital settings, the notion of home-based postpartum care is highly relevant. Mokhtari et al. (2018) research found evidence to support organised postpartum homecare programs that have positive effects on maternal recovery, emotional support and patient satisfaction. Similarly, Tiruneh et al. (2019) reported that home-based postpartum interventions improved breastfeeding outcomes and reduced neonatal mortality rates. The study emphasised that organised homecare services can provide both clinical and economic benefits by reducing complications and promoting the healthy development of the newborns. Additional studies emphasise the significance of postnatal home visits in allowing health care providers to detect complications early, educate and support mothers and families and strengthen breastfeeding practices during the critical transition period after discharge from health care facilities. These findings support the feasibility of the introduction of home-based JAPA Care Services within a structured maternal and newborn health care program.

2.4 Maternal Wellbeing and Emotional Support

Recovery after birth is not just a matter of physical health, but also emotional, psychological and social dimensions. Many mothers experience stress, anxiety, emotional exhaustion and difficulty to adjust during the postpartum period as shown in studies. Yao et al. (2022) found that emotional distress, parenting challenges, lack of support systems, and breastfeeding concerns were common among postpartum mothers. The study pointed to the need to maintain support systems to address practical caregiving needs and emotional wellbeing. WHO and UNICEF publications also highlight maternal mental health, counselling Family support and patient education are key components of good postnatal care. These findings suggest the need to include emotional support and carer counselling in postpartum health care programs. Therefore, the literature suggests that JAPA Care Services should focus not only on the care of newborns but also on the well-being of mothers through the provision of supportive and patient-centred care.

2.5 Quality Assurance and Standardized Care Delivery

The literature on maternal health care emphasises health care quality and patient safety. As noted by studies from McCauley et al. (2022) and Wojcieszek et al. (2023), standardised care protocols, quality monitoring systems, continuity of care, and evidence-based service delivery frameworks are important.

These studies indicate several key elements of postnatal care including maternal monitoring,

support for breastfeeding, assessment of newborns, counselling services and timely recognition of complications. The development of standard operating procedures (SOPs), carer training programs and quality assurance procedures have been shown to improve health care outcomes and consistency of service. These findings support the development of structured JAPA Care workflows including standardised protocols, clinical supervision, quality audits and continuous carer training.

2.6 Home Healthcare Industry Growth

The home healthcare industry has emerged as one of the fastest-growing healthcare segments globally. Industry reports from Deloitte, PwC, Frost & Sullivan, Redseer, etc. indicate that the demand for home-based healthcare services is on the rise due to convenience, accessibility, affordability and patient preference.
Market growth is further accelerated by the shift towards personalised healthcare, the rise in the ageing population, the growing healthcare expenditure, and the changing family structure. More and more healthcare consumers are choosing to be treated in familiar home environments with customised services to meet the requirements of each individual patient.
The literature reports service expansion in home healthcare organisations portfolios beyond traditional nursing and rehabilitation services to include specialised healthcare programs targeting specific patient populations. Maternal & Newborn Care is a huge opportunity in this new healthcare landscape.

These market trends provide a very strong strategic rationale for the launch of JAPA Care Services as a niche offering in the existing home healthcare businesses.

2.7 Technology and Healthcare Integration

Recent studies have highlighted the emerging importance of technology in the delivery of maternal health care . Kashem et al. (2016), Antoniak et al. (2023), and Misgna et al. (2021) have demonstrated the importance of digital healthcare platforms, remote monitoring systems, knowledge-based decision support systems, and technology-enabled care coordination. Integrating technology can assist with carer scheduling, patient monitoring, service documentation, communication, quality assurance and tracking performance. These findings suggest opportunities for digital workflows and systems for care coordination to be incorporated in the future operations of JAPA Care. Technology-enabled service delivery has the potential to further improve operational efficiency, patient engagement and scalability of postpartum care services.

2.8 Research Gap Identified

Although a lot of research exists on maternal healthcare, newborn care, postpartum recovery and home-based healthcare services, there are still a number of important gaps in the literature. Most of the existing studies focus on clinical outcomes, maternal health indicators, breastfeeding practices and healthcare effectiveness. Research on operational implementation models of structured postpartum care services in the home healthcare industry is limited. Additionally, there is a lack of literature on JAPA Care Services, carer deployment models, workforce planning, process mapping, service standardisation, quality assurance systems, financial feasibility, and scalable business models in the Indian healthcare context.
The literature further suggests a lack of integrated studies on the operational implementation of maternal healthcare services in existing home healthcare organisations through structured workflows, referral partnerships, carer training programs, and quality monitoring mechanisms.

2.9 Conclusion

The literature review indicates the increasing importance of organised postpartum support services and notes the significant advantages of home-based maternal and newborn care. Evidence from existing studies strongly supports the role of continuous postnatal care, carer support, breastfeeding support, monitoring of maternal health and patient-centered service delivery in improving health care outcomes.

However, the review further discloses critical gaps related to operational implementation, service design, carer management, process standardisation, and business scalability. These gaps have formed the basis of the present study, which seeks to generate a
a full operational and strategic framework for the implementation of JAPA Care Services in the Home Care Department.

The results of the literature review provide a solid theoretical basis for evaluating the feasibility, implementation requirements, and further growth potential of JAPA Care Services.

Sr. No.	Author(s) / Year	Title of Study / Publication	Source / Journal / Organization	Key Findings	Relevance to JAPA Care Services	Reference Link
1	World Health Organization (2022)	WHO Recommendations on Maternal and Newborn Care for a Positive Postnatal Experience	World Health Organization (WHO)	Recommends continuous postnatal care, breastfeeding support, maternal wellbeing monitoring, newborn care guidance, and family-centered care.	Supports structured postpartum home care and continuous support after hospital discharge.	https://www.who.int/publications/i/item/9789240045989
2	World Health Organization (2014)	Postnatal Care of the Mother and Newborn	World Health Organization (WHO)	Highlights the importance of home visits, maternal monitoring, newborn assessment, and early complication identification.	Validates home-based postnatal care service models.	https://www.healthynewbornnetwork.org/hnn-content/uploads/Postnatal_Care_Guidelines_web_v2.pdf
3	Mokhtari et al. (2018)	Effectiveness of Postpartum Homecare Program as a New Health Care Program	Journal of Family Medicine and Primary Care	Homecare interventions improved maternal satisfaction, emotional support, and recovery outcomes.	Demonstrates effectiveness of organized postpartum care services.	https://pmc.ncbi.nlm.nih.gov/articles/PMC6034528/

Sr. No.	Author(s) / Year	Title of Study / Publication	Source / Journal / Organization	Key Findings	Relevance to JAPA Care Services	Reference Link
4	Tiruneh, Shiferaw & Worku (2019)	Effectiveness and Cost-Effectiveness of Home-Based Postpartum Care on Neonatal Mortality and Exclusive Breastfeeding Practice	BMC Pregnancy and Childbirth	Home-based care reduced neonatal mortality and improved breastfeeding outcomes.	Supports clinical and financial feasibility of postpartum homecare.	https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/s12884-019-2651-6
5	McCauley et al. (2022)	Essential Components of Postnatal Care – A Systematic Literature Review	BMC Pregnancy and Childbirth	Identified essential postnatal care elements including maternal monitoring, mental health support, breastfeeding assistance, and newborn assessment.	Provides evidence-based framework for JAPA Care service design.	https://bmcpregnancychildbirth.biomedcentral.com/articles/10.1186/s12884-022-04752-6
6	Lopez-Gonzalez et al. (2022)	Postpartum Care of the New Mother	StatPearls Publishing / National Center for Biotechnology Information (NCBI)	Recommends individualized care plans, lactation support, recovery monitoring, and patient education.	Supports personalized postpartum care delivery models.	https://www.ncbi.nlm.nih.gov/books/NBK565875/
7	Wojciszek et al. (2023)	WHO Recommendations on Maternal and Newborn Care for a Positive Postnatal Experience	BMJ Global Health	Emphasizes quality assurance, continuity of care, patient-centered healthcare, and maternal wellbeing.	Supports implementation of standardized quality frameworks.	https://gh.bmj.com/content/8/Suppl_2/e010992

Sr. No.	Author(s) / Year	Title of Study / Publication	Source / Journal / Organization	Key Findings	Relevance to JAPA Care Services	Reference Link
8	World Health Organization & UNICEF	Postnatal Care for Mothers and Newborns	WHO & UNICEF Maternal Health Publications	Highlights the importance of breastfeeding support, infection prevention, maternal counseling, and newborn care.	Supports development of caregiver training and patient education programs.	https://www.ncbi.nlm.nih.gov/books/NBK304191/
9	Akinbowale et al. (2024)	Postnatal Home Visit: An Effective Strategy to Successful Postnatal Care	International Journal of Healthcare Research	Identifies structured home visits and trained healthcare workers as critical for maternal and newborn wellbeing.	Supports caregiver deployment and home visit models.	https://www.researchgate.net/publication/373542588_Postnatal_home_visit_An_effective_strategy_to_a_successful_postnatal_care
10	Yao et al. (2022)	Understanding Postpartum Parents' Experiences via Digital Platforms	arXiv Research Publication	Identified emotional distress, parenting challenges, breastfeeding concerns, and need for continuous support among postpartum mothers.	Supports emotional support and counseling components within JAPA Care Services.	https://arxiv.org/abs/2212.11455
11	Kashem et al. (2016)	Review on Telemonitoring of Maternal Healthcare Targeting Medical Cyber-Physical Systems	arXiv Research Publication	Highlights benefits of remote monitoring and digital maternal healthcare systems.	Supports technology integration within postpartum service operations.	https://arxiv.org/abs/1607.07712

Sr. No.	Author(s) / Year	Title of Study / Publication	Source / Journal / Organization	Key Findings	Relevance to JAPA Care Services	Reference Link
12	Antoniak et al. (2023)	NLP for Maternal Healthcare: Perspectives and Guiding Principles	arXiv Research Publication	Discusses patient-centered maternal healthcare systems, ethical care delivery, and healthcare accessibility.	Supports development of patient-centric service models and quality assurance systems.	https://arxiv.org/abs/2312.11803
13	Misgna et al. (2021)	MatES: Web-Based Expert System for Maternal Care	arXiv Research Publication	Highlights importance of knowledge-based maternal healthcare systems and decision-support mechanisms.	Supports standardization of maternal care protocols.	https://arxiv.org/abs/2106.09281
14	Deloitte India (2023)	Future of Healthcare and Home Healthcare Industry Trends	Deloitte Healthcare Industry Reports	Indicates increasing preference for home-based healthcare services due to convenience, accessibility, and patient comfort.	Supports market demand and growth potential for home healthcare services.	https://www.deloitte.com
15	PwC India (2023)	Healthcare Reimagined: Future of Home-Based Healthcare	PricewaterhouseCoopers (PwC) Industry Report	Identifies home healthcare as one of the fastest-growing healthcare segments in India.	Supports strategic feasibility and business sustainability of JAPA Care Services.	https://www.pwc.in
16	Frost & Sullivan	India Home Healthcare Market Report	Frost & Sullivan Healthcare Market Analysis	Projects significant growth in home healthcare driven by urbanization and increasing healthcare expenditure.	Supports market expansion and scalability opportunities.	https://www.frost.com

Sr. No.	Author(s) / Year	Title of Study / Publication	Source / Journal / Organization	Key Findings	Relevance to JAPA Care Services	Reference Link
17	Redseer Strategy Consultants	Indian Digital & Home Healthcare Market Trends	Redseer Industry Research Reports	Highlights increasing healthcare consumer preference for personalized and home-based care solutions.	Supports market demand assessment.	https://redseer.com
18	National Health Mission (NHM)	Maternal and Newborn Health Guidelines	Government of India – National Health Mission	Recommends continued postnatal monitoring, maternal counselling, newborn care education, and follow-up services.	Supports structured postpartum healthcare delivery models.	https://nhm.gov.in
19	UNICEF Maternal and Newborn Care Resources	Maternal and Newborn Health Framework	UNICEF	Emphasizes continuity of care, maternal wellbeing, breastfeeding support, and newborn safety.	Supports holistic postpartum care frameworks.	https://www.unicef.org
20	Lancet Maternal Health Series	Maternal Health and Postpartum Care Studies	The Lancet Medical Journal	Identifies postpartum care as a critical but under-addressed healthcare requirement globally.	Strengthens justification for specialized maternal home healthcare services.	https://www.thelancet.com

Research Gap Identified from Literature Review

Area Studied in Existing Literature	Gap Identified
Maternal and newborn healthcare outcomes	Limited focus on operational implementation models for home-based postpartum services.
Postnatal care effectiveness	Limited research on structured JAPA care service frameworks in India.

Area Studied in Existing Literature	Gap Identified
Home healthcare growth	Lack of integrated maternal-specific service design models.
Caregiver training and supervision	Limited operational studies addressing quality assurance mechanisms in postpartum homecare.
Maternal wellbeing and recovery	Insufficient focus on scalable business models for postpartum healthcare services.
Healthcare technology integration	Limited research on technology-enabled postpartum care coordination systems.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The research methodology is the systematic process of gathering, analysing and information needed to achieve the objectives of the study. The current project aims to check the operational and strategic feasibility of the launch of JAPA Care Services by Home Care Department of ANVKA Healthcare Pvt. Ltd. with the vertical CareTAB.ai.
The study was conducted for a period of 3 months from March 2026 to May 2026. integrating primary and secondary research techniques to understand market demand, operational needs, service feasibility, competitor moves, financial implications and implementation considerations of Implementing JAPA Care Services
The methodology was developed to enable evidence based decision making and to support the development of a structured framework for implementation of the proposed service.

3.2 Research Design

The design used in this study was descriptive research.
The descriptive part of the research was concerned with the current postpartum care practices, trends in home healthcare, maternal healthcare needs and competitive services offered.
The research design was based on qualitative and quantitative information from various stakeholders, published literature, healthcare reports and market analysis.

3.3 Study Duration

This project was done as part of 3 months internship from March 2026 to May 2026 at ANVKA Healthcare Pvt. Ltd. under CareTAB.ai Home Care Department.

The project activities included:

- Need assessment and stakeholder discussions
- Secondary research and literature review
- Competitor benchmarking
- Need assessment
- Process mapping
- Financial feasibility assessment
- Risk assessment and mitigation planning

- Pilot implementation and evaluation
- Development of recommendations and implementation roadmap

3.4 Sources of Data Collection

Study used both primary and secondary sources of data.

3.4.1 Primary Data

Primary data refers the information collected directly from stakeholders involved in the project.

Primary data was collected via:

- Discussions with Senior Management
- Meetings with the Head of Department (HOD)
- Interactions with the Operations Team
- Discussions with the Business Development Team
- Consultations with the Finance Department
- Internal process observations
- Pilot case implementation observations

These interactions provided insights into operational requirements, workforce considerations, referral mechanisms, service delivery expectations, cost implications, and implementation challenges.

3.4.2 Secondary Data

Secondary data was collected from the published and publicly available sources.

The sources included:

- World Health Organization (WHO) publications
- UNICEF maternal and newborn care resources
- National Health Mission (NHM) guidelines
- NFHS-5 reports
- Peer-reviewed research journals
- Deloitte healthcare industry reports
- PwC healthcare reports
- Frost & Sullivan market reports
- Redseer healthcare market studies
- Competitor websites and service offerings
- Healthcare industry publications

Secondary research was used to assess maternal healthcare trends, postpartum care requirements, home healthcare growth, market demand, and industry best practices.

3.5 Need Assessment Methodology

The structured need assessment was conducted to evaluate the feasibility and need for introduction to JAPA Care Services.
Assessment concentrated on identifying:

- Market demand for postpartum care services
- Existing service gaps
- Patient and caregiver requirements
- Referral opportunities
- Operational readiness
- Resource availability

The need assessment involved reviewing industry reports, maternal healthcare studies, competitor service offerings, and stakeholder inputs.

The key demand indicators were analysed included:

- Institutional delivery trends
- Cesarean section rates
- IVF treatment growth
- Maternal mental health concerns
- Growth of nuclear families
- Home healthcare market expansion

Findings provided evidence supporting need for a structured postpartum care service model.

3.6 Competitor Benchmarking Methodology

The competitor benchmarking conducted to understand the market landscape to JAPA Care and postpartum care services.
Organisations the were reviewed included:

- Portea Medicina
- Max@Home
- Emoha
- Artemis Hospitals
- Other regional postnatal care providers

The benchmarking process focused on assessing:

- Services offered
- Models of Deployment for Carers
- Pricing techniques
- Referral partnerships
- Quality assurance mechanisms
- Market positioning

The findings helped in identifying best practices and areas of differentiation for the proposed JAPA Care service model.

3.7 Process Mapping Methodology

The process mapping conducted with the goal to design a standardized service delivery workflow for JAPA Care Services.

The goal was to identify:

- Key stakeholders
- Process activities
- Decision points
- Inter-departmental interactions
- Service delivery responsibilities

A swim lane process map was developed to visually depict the end-to-end service journey from patient inquiry to service completion.

The process map identified the operational requirements and accountability structures that are necessary for successful implementation.

3.8 Financial Feasibility Assessment

To determine if the introduction of JAPA Care Services would be economically viable, a financial feasibility assessment was conducted.
The assessment included:

- Revenue assumptions
- Service pricing
- Caregiver costs
- Operational expenses
- Training requirements
- Resource utilization

Special emphasis was placed on the organization's ability to leverage existing infrastructure, operational teams, referral networks, and in-house training capabilities, thereby reducing incremental investment requirements.
The analysis focused on-pilot implementation and future scaling-up scenarios.

3.9 Risk Assessment Methodology

Structured risk assessment framework used to identify potential operational and strategic risks associated service implementation.

Risks classified based on:

- Probability of occurrence

- Potential impact on operations
- Service quality implications
- Resource availability concerns

A risk heat map was developed to prioritize risks and identify mitigation strategies.

The assessment enabled proactive planning and supported the development of a sustainable implementation framework.

3.10 Pilot Implementation

The practical applicability of the proposed service model was confirmed by a successful pilot JAPA Care case in May 2026.
The pilot was for a post caesarean mother with a newborn requiring additional care and monitoring for neonatal jaundice. The case was referred from Aakash Hospital. The limited capacity of the family to offer care in this situation generated the need for professional postpartum help.

The pilot case provided valuable insights regarding:

- Service delivery workflows
- Caregiver deployment processes
- Patient and family requirements
- Operational coordination mechanisms
- Quality monitoring considerations

The findings from the pilot case were subsequently incorporated into the final implementation framework.

3.11 Limitations of the Study

The case was subject to the following limitations:

- The project duration was limited to three months.
- Findings were based on a limited number of stakeholder interactions.
- Full-scale commercial implementation was outside the scope of the project.
- Financial projections were based on pilot assumptions and available operational data.
- Long-term patient outcome evaluation was not included within the study period.

Regardless of these limitations, the cases provided a practical framework for evaluating and implementing JAPA Care Services within the Home Care Department.

3.12 Conclusion

The research methodology adopted is a combination of primary and secondary research methods to undertake an in-depth study of the feasibility of launching JAPA Care Services. The study delivered actionable insights through stakeholder discussions, market assessment, competitor benchmarking, process mapping, financial analysis, risk assessment and pilot implementation which formed the basis for the proposed implementation framework and strategic recommendations.

CHAPTER 4: NEED ASSESSMENT, MARKET ANALYSIS AND IMPLEMENTATION FRAMEWORK

4.1 Introduction

A detailed need assessment was done by reviewing the literature and consulting the stakeholders to ascertain the need for introduction of JAPA Care Services under the vertical CareTAB.ai in the Home Care Department of ANVKA Healthcare Pvt. Ltd. The assessment included the assessment of market demand, service gaps, organization readiness, competitor offerings and operational framework for service implementation. The results of this evaluation were the basis for the proposed model and implementation plan of the JAPA Care service.

4.2 Need Assessment

The need assessment was done through stakeholder discussions, secondary research, industry reports and competitor analysis.
Several healthcare and demographic trends point to an increasing need for professional postnatal support services.

4.2.1 Increasing Institutional Deliveries

According to NFHS-5, over 90% of births in India are now institutional. While institutional deliveries have improved maternal and neonatal outcomes, the time for
The length of hospital stay after birth has been progressively shortened.
This means that mothers and newborns often leave the hospital still needing considerable clinical and care support.

4.2.2 Rise in Cesarean Deliveries

The rising rates of caesarean deliveries have further emphasised the need for professional postpartum care.
Mothers recovering from surgical procedures might require assistance with:

- Mobility and recovery
- Infant handling
- Feeding support
- Personal care activities
- Health monitoring

Professional JAPA caregivers can significantly reduce caregiver burden during this recovery period.

4.2.3 Growth in IVF Pregnancies

The growing acceptance and use of fertility treatments has led to an increase in high-risk and closely monitored pregnancies.
Families who pour vast emotional and financial resources into fertility treatments often seek additional support after delivery.
Such a patient segment represents potential market for JAPA Care Services.

4.2.4 Shift Towards Nuclear Families

Urbanisation and changing family structures have contributed to the decline of traditional caregiving support systems.
Many families do not have access to experienced carers in the household.
This has increased dependence on professional caregiving services in the postpartum period.

4.2.5 Maternal Mental Health Awareness

Studies have recently highlighted the importance of emotional support, counselling and maternal wellbeing during postpartum recovery.
As awareness of postpartum stress and emotional challenges has grown, so has the demand for ongoing support systems that go beyond clinical care.

4.2.6 Home Healthcare Industry Growth

Industry reports published by Deloitte, PwC, Frost & Sullivan, and Redseer indicate sustained growth within the home healthcare sector.

Patients increasingly prefer receiving healthcare services within their homes due to:

- Convenience
- Personalized care
- Improved comfort
- Reduced hospital dependency
- Better family involvement

These trends support the introduction of specialized maternal and newborn care services.

4.3 Findings from Stakeholder Discussions

In depth discussions were conducted with:

- Senior Management
- Head of Department
- Operations Team
- Business Development Team
- Finance Department

Several common themes emerged.

Operational Findings

- Existing caregiver deployment systems can support JAPA Care operations.

- Existing care coordination teams can manage service scheduling and monitoring.
- In-house training resources are available through hospital partnerships.

Business Findings

- Referral partnerships provide access to potential patient populations.
- Hospitals increasingly seek continuity-of-care solutions after discharge.
- Maternal healthcare represents a potentially underserved segment.

Financial Findings

- Minimal infrastructure investment is required.
- Existing operational resources can be leveraged.
- Initial pilot implementation can be conducted with limited financial risk.

4.4 SWOT Analysis

A SWOT analysis done to assess the preparedness of the organization in launching JAPA Care services.

Strengths

- Existing home healthcare infrastructure
- Established hospital referral network
- Experienced operations and care coordination teams
- Ability to leverage existing caregiver workforce
- Minimal infrastructure investment requirements

Weaknesses

- Limited availability of trained JAPA caregivers
- New service category requiring market awareness
- Absence of dedicated postpartum care protocols during initial stages

Opportunities

- Growing postpartum care market
- Increasing institutional deliveries
- Rising demand from IVF and high-risk pregnancy patients
- Expansion through hospital and gynecologist partnerships
- There is strong potential for service portfolio diversification

Threats

- Caregiver attrition
- Service quality variability

- Increasing market competition
- Referral dependency
- Patient perception and adoption challenges

SWOT Summary

The analysis indicates that the organisation has sufficient operational capability and strategic advantages for the introduction of JAPA Care Services while addressing the identified gaps through structured training and quality assurance mechanisms.

4.5 Competitor Benchmarking

The competitor benchmarking study was conducted to review the organisations currently providing postpartum and home health care services.

Organizations Assessed

- Portea Medical
- Max@Home
- Emoha
- Artemis Hospitals
- Regional JAPA Care Providers

Benchmarking Parameters

The evaluation focused on:

- Service offerings
- Caregiver deployment
- Maternal care support
- Newborn care support
- Referral partnerships
- Quality assurance mechanisms
- Market positioning

Key Findings

Portea: has a strong operational presence in multiple cities and offers a comprehensive array of home health services. Referral partnerships Quality control systems Market Positioning Delivery of home care through mature health care processes.

Max@Home: offers JAPA Maid and caregiving services, nursing support and hospital-integrated home healthcare programs.
Emoha: It does focus on elder care, but has good practices in carer management and patient engagement.
Artemis Hospitals: has hospital linked service models and referral networks to provide postpartum care.

Benchmarking Insights The analysis identified that while there are many organisations offering carer services, there are few offering a formal postpartum care model with standardised

workflows, quality assurance mechanisms and dedicated implementation frameworks. This is a differentiator through process led service delivery.

4.6 Gap Analysis

Need assessment and benchmarking exercise identified several gaps within the existing market.

Market Gaps

- Limited availability of structured JAPA Care programs
- Inconsistent caregiver quality standards
- Lack of standardized service protocols
- Limited postpartum-focused home healthcare offerings

Operational Gaps

- Limited formal caregiver training programs
- Lack of documented service workflows
- Limited quality assurance frameworks

Strategic Gaps

- Limited integration between hospitals and postpartum home care services
- Limited patient education and awareness programs

The proposed JAPA Care model was designed to address these gaps.

4.7 Process Mapping and Service Framework

Process mapping exercise was conducted to design a standardized service delivery workflow.

The aim was to ensure:

- Clear stakeholder responsibilities
- Standardized service delivery
- Effective coordination
- Quality monitoring
- Scalable operations

Stakeholders Involved

- Patient / Family
- Care Coordinator
- Operations Team
- JAPA Caregiver
- Clinical Supervisor

Key Process Stages

1. Lead Generation and Patient Inquiry
2. Requirement Assessment
3. Service Recommendation
4. Caregiver Allocation
5. Service Deployment
6. Ongoing Monitoring
7. Feedback Collection
8. Case Closure

Swim-lane process map developed during the project provided a visual representation of responsibilities and workflow transitions across departments.

Importance of Process Mapping

The process map helped:

- Define accountability
- Identify operational bottlenecks
- Standardize service delivery
- Support future scalability
- Improve patient experience

4.8 Chapter Summary

The need assessment, stakeholder consultations, SWOT analysis, competitor benchmarking and process mapping collectively demonstrate a compelling business case for the deployment of JAPA Care Services in the Home Care Department.
The results indicate increasing market demand, operational readiness, strategic fit and service differentiation opportunities. There are certainly challenges in relation to management of service quality and carer availability but these risks can be effectively managed with structured implementation, training and quality assurance frameworks.

The following chapter will detail the implementation framework, project management plan, activity allocation, Gantt chart, financial feasibility assessment and risk management strategy that have been developed for the proposed JAPA Care service model.

CHAPTER 5: PROJECT IMPLEMENTATION FRAMEWORK

5.1 Introduction

After the need assessment, stakeholder consultations, competitor benchmarking and process mapping exercises were completed, an implementation framework was prepared to begin introducing JAPA Care Services in the CareTAB.ai vertical under the Home Care Department of

ANVKA Healthcare Pvt. Ltd. The implementation framework was developed to develop a structured approach to implement the service in an operationally feasible, quality assured, financially viable and scalable way. The framework comprised project planning, task assignment, implementation schedule, financial review, risk mitigation and pilot validation.

5.2 Project Implementation Framework

Implementation framework designed around six key phases:

Phase 1: Planning and Research

- Market assessment and feasibility analysis.
- Identification of demand drivers and service gaps.
- Stakeholder discussions and requirement gathering.

Phase 2: SOP and Framework Development

- Curation of service delivery workflows.
- Underlining the caregiver responsibilities.
- Establishing quality assurance mechanisms.

Phase 3: Recruitment and Training

- Identification of caregiver requirements.
- Screening and onboarding of caregivers.
- In-house training through hospital nursery support.

Phase 4: Partnership and Marketing

- Engagement with hospitals and healthcare providers.
- Referral network development.
- Awareness generation and service positioning.

Phase 5: Pilot Launch

- Controlled service implementation.
- Carer deployment and monitoring.
- Operational feedback collection.

Phase 6: Monitoring and Evaluation

- Assessment of service quality.
- Feedback review from patients.
- Optimization of processes and planning improvement.

5.3 Project Management Plan

The project was first implemented over a three month period from March 2026 to May 2026.

An implementation roadmap was developed to ensure systematic implementation and controlled deployment of the proposed service.

Phase-wise Objectives

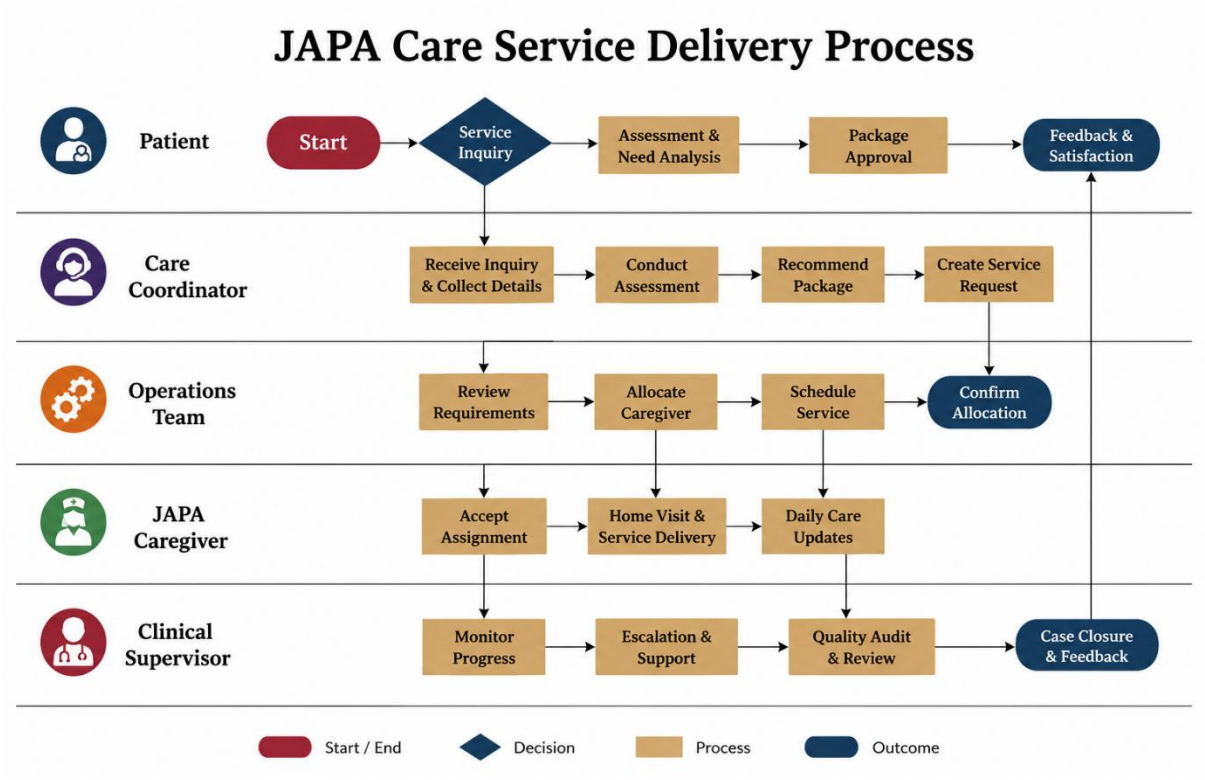
Phase	Objective
Planning & Research	Market assessment and feasibility analysis
SOP Development	Creation of standardized care protocols
Recruitment & Training	Caregiver onboarding and skill development
Partnership & Marketing	Referral network and awareness building
Pilot Launch	Controlled service implementation
Monitoring & Evaluation	Performance review and process optimization

5.4 Activity Allocation

Ensuring accountability and effective coordination, roles and responsibilities are assigned across different department involved in the implementation process.

Activity	Responsible Team
Market Assessment	Project Intern & Management Team
Need Assessment	Project Team
SOP Development	Operations Team
Caregiver Recruitment	Operations Team
Training & Competency Development	Clinical Team
Hospital Outreach	Business Development Team
Pilot Deployment	Operations Team
Quality Monitoring	Clinical Supervisor
Feedback Collection	Care Coordinator
Evaluation & Reporting	Project Team

Activity allocation framework helped ensure clarity regarding the, stakeholder responsibilities and operational ownership.



5.5 Time Allocation (Gantt Chart)

The implementation activities were distributed across a three-month timeline.

Phase 1: Research & Planning

Market assessment and feasibility analysis

Phase 2: SOP designing & Framework Development

Creation of standardized care protocols

Phase 3: Training & Recruitment

Workforce onboarding and skill development

Phase 4: Marketing & Collaboration

Referral network and awareness building

Phase 5: Launch of pilot case

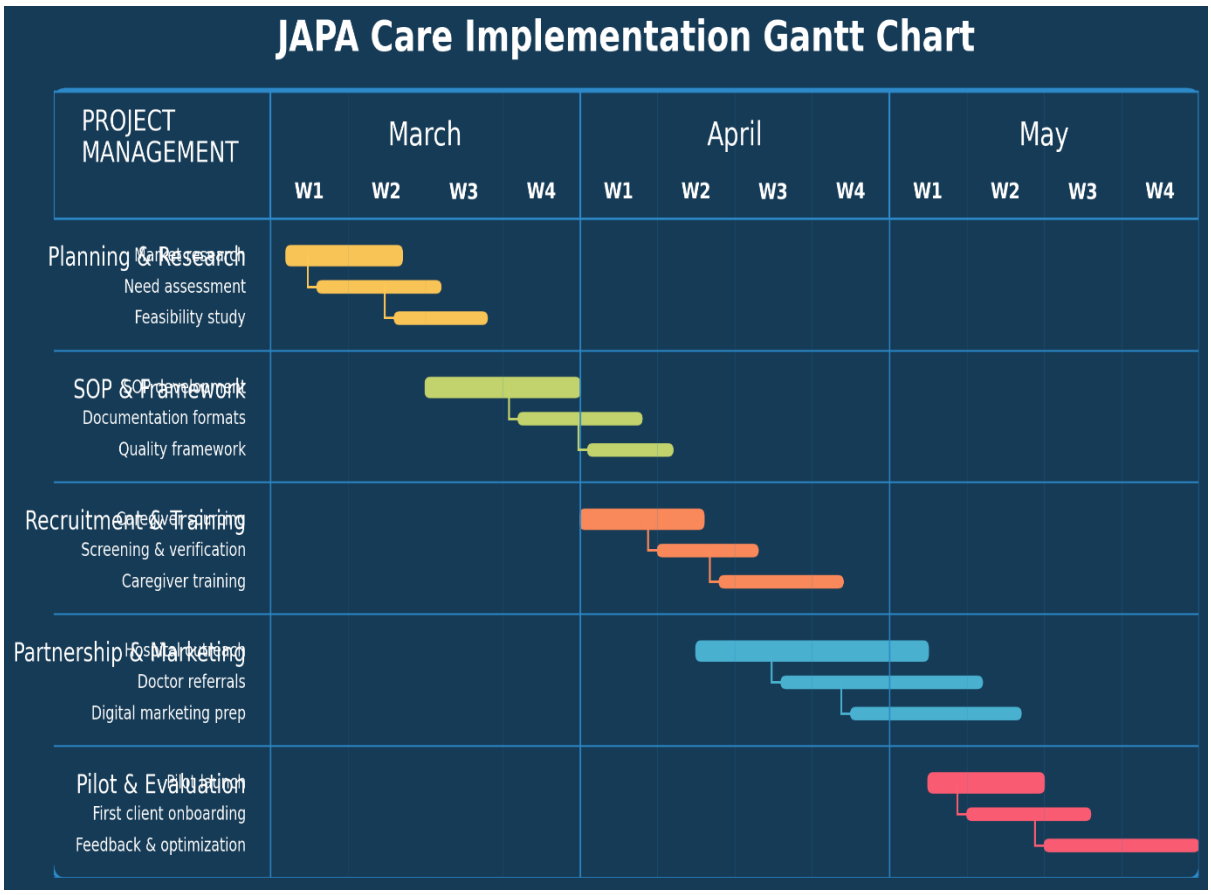
Controlled service implementation

Phase 6: Monitoring & Evaluation

Performance review and process optimization

Interpretation

The phase wise implementation technique aimed at minimising operational risk and provided adequate time for planning, work force preparation, quality assurance development and pilot validation before future expansion.



5.6 Financial Feasibility Analysis

The financial feasibility analysis was conducted to evaluate the economic viability of introducing the JAPA Care Services within the existing operational framework. The evaluation was based on use of existing organisational infrastructure, teams for care coordination, referral partnerships and training resources.

Key Assumptions

- Service fee: ₹2,000 per day
- Service duration: 30 days

- Revenue per case: ₹60,000
- Existing operational infrastructure utilized
- Existing care coordination team utilized
- In-house caregiver training through hospital nursery
- Minimal incremental investment required

Pilot Financial Model (1 Case)

Particulars	**Amount (₹)**
Revenue	60,000
Caregiver Cost	36,000
Operational Support Cost	4,000
Net Contribution	20,000

Financial Interpretation

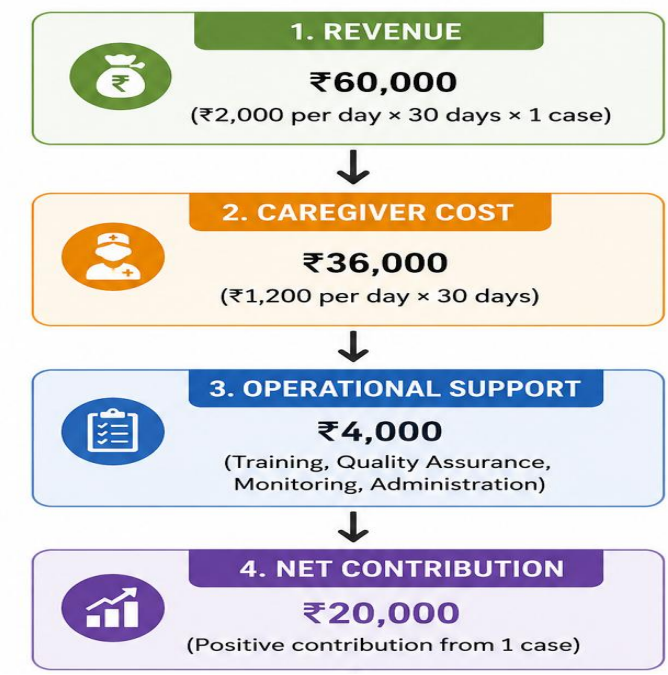
The pilot model yielded a positive contribution with minimal investment requirement as existing resources were used. The results showed that JAPA Care Services can be initiated with a low capital investment and can be more profitable with a higher number of patients.

Expansion Projection

Stage	**Cases per Month**	**Revenue (₹)**
Pilot	1–2	60,000–1,20,000
Expansion	5	3,00,000
Growth	10	6,00,000
Scale-up	20	12,00,000

Financial Conclusion

Proposed service model demonstrates strong financial feasibility and scalability potential while maintaining low implementation costs.



5.7 Risk Assessment and Risk Heat Map

To identify operational and strategic risks associated with the introduction of JAPA Care Services, a structured risk assessment was undertaken.

Major Risks Identified

Risk	Impact	Probability
Caregiver Attrition	High	High
Service Quality Issues	High	Medium
Referral Dependency	Medium	Medium
Training Delays	Medium	High
Technology & Administrative Issues	Medium	Low
Patient Complaints	High	Low

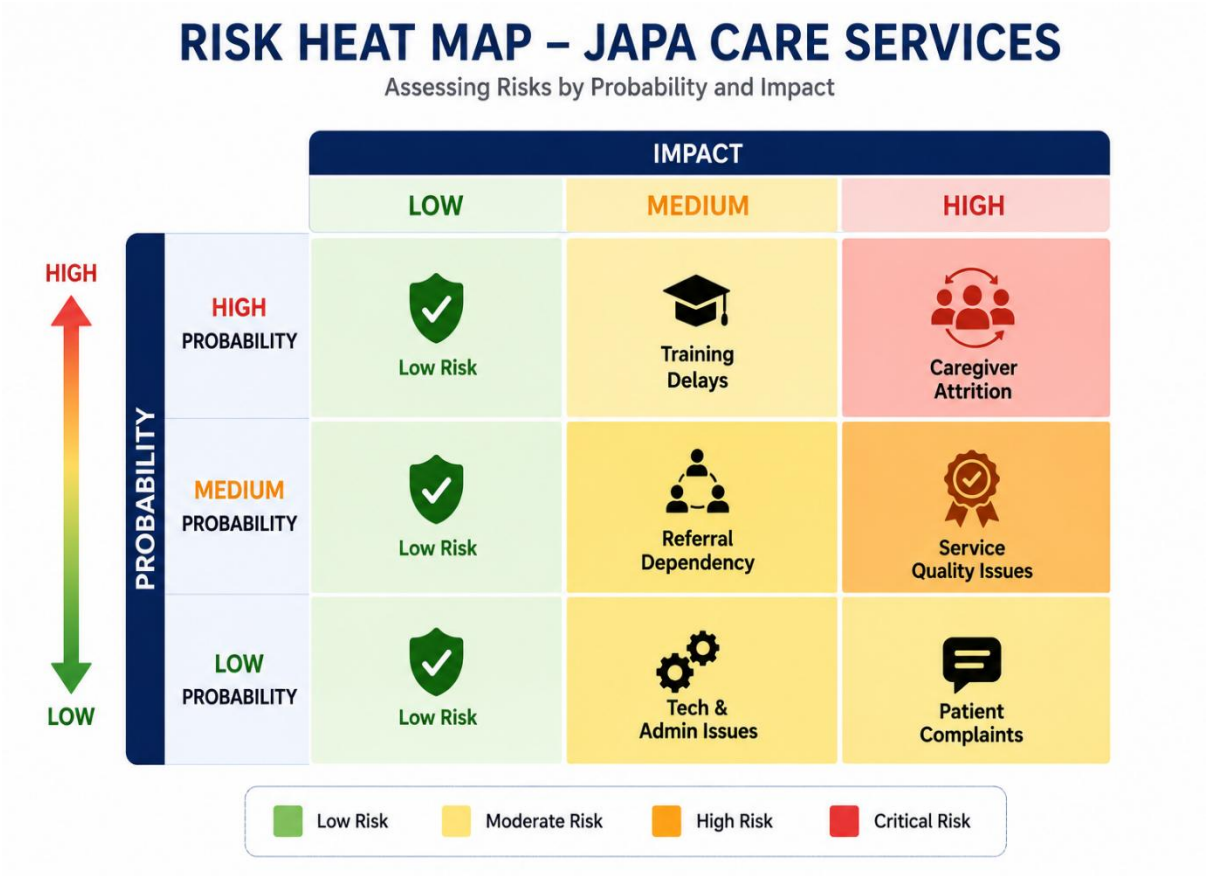
Key Mitigation Strategies

- Maintain a trained backup caregiver pool and implement retention initiatives.
- Ensure SOP-based care delivery with regular audits and clinical supervision.
- Diversify referral sources through hospitals, IVF centres, and maternity clinics.
- Utilize in-house hospital nursery training and maintain a continuous training pipeline.
- Leverage existing infrastructure with standardized processes and regular system reviews.
- Establish a robust feedback and escalation mechanism to ensure timely issue resolution.

Risk Assessment Interpretation

The analysis revealed that the greatest risks to implementation related to carer availability and quality of service. But these risks can be managed effectively through structured training, workforce planning, quality monitoring and clinical oversight.

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5.9 Chapter Summary

The implementation framework has demonstrated that JAPA Care Services can be implemented in a phased and structured manner with the support of existing organisational capabilities. The project management plan, activity allocation framework, financial feasibility assessment, risk management strategy and pilot implementation all demonstrate the proposed service is operationally feasible, financially viable and strategically aligned to the organization's home healthcare objectives.

CHAPTER 6: PILOT IMPLEMENTATION

6.1 Introduction

Following the development of the implementation framework, a pilot JAPA Care case was conducted to assess the practical feasibility of the implementation of JAPA Care Services in the Home Care Department. The pilot enabled us to validate the proposed service delivery model, assess operational workflows and carer deployment processes and identify potential challenges

before full scale rollout. The pilot was also a proof of concept for how structured postpartum support services can meet the needs of mothers and newborns post-hospital discharge.

6.2 Objectives of the Pilot

The pilot case implementation was undertaken with the following objectives:

- To validate the operational feasibility of JAPA Care Services.
- To assess the effectiveness of the proposed service delivery workflow.
- To evaluate caregiver deployment and coordination processes.
- To identify operational challenges and improvement opportunities.
- To understand patient and family expectations from postpartum care services.
- To assess the readiness of the organization for future service expansion.

6.3 Pilot Case Background

The pilot case was referred to us by Aakash Hospital in May 2026.
The patient delivered via caesarean section and required support in postpartum recovery upon discharge. The newborn had neonatal jaundice and needed close observation and specialised care in the early postnatal period.
The family had difficulty in caregiving because the in-laws of the patient were old to help the mother and newborn reliably.
These factors created a good environment for examining the capability of JAPA Care Services in meeting the postpartum care demands.

6.4 Service Requirement Assessment

Post receipt of the referral, an assessment was undertaken to identify the specific care requirements of the mother and newborn.

The assessment identified the following needs:

Maternal Care Requirements

- Post-cesarean recovery support.
- Assistance with mobility and daily activities.
- Support with personal hygiene.
- Recovery progress monitoring.
- Reassurance and guidance.

Newborn Care Requirements

- Routine newborn care and hygiene.
- Feeding assistance and support.
- Observation of newborn wellbeing.
- Monitoring of jaundice-related care requirements.

- Caregiver education and guidance.

Assessment enabled the care team to determine the appropriate caregiver profile and service plan.

6.5 Caregiver Deployment Process

The Post assessment, a trained caregiver was identified and deployed to support family.

The caregiver was briefed regarding:

- Patient background.
- Clinical considerations.
- Care requirements.
- Service expectations.
- Escalation and reporting procedures.

The deployment process followed the workflow established during the process mapping phase of the project.

Deployed caregiver worked coordination with the operations team and care coordinator to ensure continuity of care throughout service period.

6.6 Services Provided During the Pilot

The Caregiver provided support across multiple areas of postpartum care.

Maternal Support

- Assistance with post-cesarean recovery.
- Mobility support.
- Hygiene and comfort management.
- Monitoring of recovery needs.
- Family support and reassurance.

Newborn Support

- Feeding support.
- Hygiene and diaper care.
- Sleep and comfort management.
- Observation of newborn wellbeing.
- Assistance with routine caregiving activities.

Family Support

- Guidance regarding newborn care practices.
- Assistance in managing caregiving responsibilities.

- Reduction of caregiving burden on elderly family members.
- Continuous support during the transition from hospital to home care.

6.7 Pilot Outcomes

Pilot case implementation was generated several positive outcomes.

Operational Outcomes

- Successful caregiver deployment.
- Smooth coordination between stakeholders.
- Effective execution of the proposed workflow.
- Validation of the service delivery processes.

Patient Outcomes

- Improved support during postpartum recovery.
- Continuous assistance for newborn care.
- Enhanced caregiver confidence within the family.
- Positive service experience.

Organizational Outcomes

- Demonstrated feasibility of the proposed service model.
- Validation of operational readiness.
- Identification of future process improvement opportunities.
- Increased confidence regarding future service expansion.

6.8 Challenges Observed

The pilot case was successful, however several operational issues were identified.

Key Challenges

• There are not many carers with specialised postpartum experience.

• Established training programs needed.

• Need for standard documentation formats.

• Need for formal mechanisms for monitoring quality.

The case provided valuable insights regarding future implementation planning.

6.9 Key Learnings from the Pilot

The pilot case provided a number of important learnings that can support future service expansion.

Key Learnings

- There is a clear market need for professional postpartum support services.
- Families value structured and reliable caregiving assistance.
- Existing operational infrastructure can effectively support JAPA Care Services.
- Hospital partnerships represent a valuable source of patient referrals.
- Standardized training programs essential for maintaining service quality.
- Continuous monitoring and feedback mechanisms improve the service delivery.

6.10 Pilot Evaluation

The pilot was successful in achieving its stated goals of testing the operational viability of the proposed JAPA Care model.
The family was receptive to the service and it demonstrated the organization's ability to provide structured postpartum support with existing operational capabilities. The pilot also confirmed the relevance of the implementation framework elaborated during the project and also gave practical proof for future service expansion.

6.11 Chapter Summary

The pilot implementation provided an important validation exercise for the proposed JAPA Care service model. The pilot has demonstrated that the implementation of JAPA Care Services in the Home Care Department is operationally feasible and potentially valuable by successfully deploying carers, coordinating stakeholders and achieving positive patient outcomes.
The pilot results form a good basis for future service development and support the strategic recommendations in the following chapters.

CHAPTER 7: FINDINGS AND DISCUSSION

7.1 Introduction

This chapter aims to analyse and interpret the results of stakeholder discussions, need assessment, competitor benchmarking, process mapping,
Financial feasibility study, risk analysis and pilot implementation. The discussion is aimed at assessing the operational, market, financial and strategic feasibility of launching JAPA Care Services in the Home Care Department of ANVKA Healthcare Pvt. Ltd.

7.2 Operational Feasibility

The study findings show that JAPA Care Services can be successfully integrated into the current operational structure of the Home Care Department. The organization already has several foundational capabilities needed for implementation, including care
systems of coordination, networks of referral, processes of carer management and operational workflows
The proposed service was mapped to be delivered through well-defined workflows including patient onboarding, carer allocation, service delivery, monitoring and feedback management. Existing care coordinators and operations teams can help deploy services with little change to current processes.
The pilot implementation also proved operational feasibility through successful deployment of carers and effective coordination among the stakeholders.

Discussion:
The results suggest that JAPA Care Services can be implemented with no radical changes in the operations. Existing infrastructure and resources are used to reduce implementation complexity and increase organisational preparedness.

7.3 Market Feasibility

The needs assessment identified several factors that were driving the growing demand for postpartum care services. The increasing rates of caesarean sections, fertility treatments, changes in family structures, awareness about maternal wellbeing, and the increasing number of institutional deliveries have increased the demand for professional postpartum support.
Competitor benchmarking showed there are caregiving services in the market, but only a handful of providers with structured postpartum programs backed by standardised workflows and a quality assurance framework. The trial implementation revealed a real-life situation where the family's limitations and the newborn's specific needs for specialised care created a need for professional support in the care of the newborn. .

Discussion

The results show that the market environment is favourable for the establishment of JAPA Care Services.
The increased need for postpartum care and the lack of organised service models present a major growth opportunity for the home healthcare industry.

7.4 Financial Feasibility

The financial appraisal has shown that the introduction of JAPA Care Services will require only a minimal additional investment. Service delivery can be supported by using existing operational resources, referral networks, care coordinators and training capabilities. The pilot financial model showed positive contribution margins at low patient volumes. The service is also financially sustainable as it has scalability potential as patient volumes increase. Discussion
The financial figures indicate that JAPA Care Services is a low risk expansion opportunity. Use of existing organisational resources greatly reduces implementation costs whilst supporting long term revenue generation and growth of services

7.5 Strategic Implications

“The addition of JAPA Care Services is very much in line with the organization’s mission to increase the availability of specialised home healthcare services and to improve continuity of care beyond the hospital discharge.
The service offers an opportunity to increase patient engagement, strengthen hospital relationships, grow service offerings and improve maternal and newborn health outcomes.
The pilot implementation showed that JAPA Care Services can be a differentiated service offering that can strengthen the organization’s competitive positioning in the home healthcare market.

Discussion:
From a strategic perspective, JAPA Care Services is a natural extension of the existing home healthcare portfolio.
The service aligns with the current health care trends, while supporting the long-term growth objectives of the organization.

7.6 Chapter Summary

The launch of JAPA Care Services supports the company’s ambition to develop its specialised home healthcare services further and to increase the continuity of care after hospital discharge.
The service is an opportunity to improve patient engagement and strengthen hospital partnerships, diversify service offerings and improve maternal and newborn health outcomes.

The pilot implementation showed that JAPA Care Services can be a differentiated service offeri ng that can enhance the organization's competitive positioning in the home healthcare market.

Discussion

Strategically, JAPA Care Services are a natural extension to the existing home health care portfo lio.
The service is consistent with new directions in health care and complements the organization's long-range growth goals.

CHAPTER 8: RECOMMENDATIONS

8.1 Introduction

In order to ensure the successful implementation of JAPA Care Services and its future developm ent within the Home Care Department a number of recommendations based on the research find ings have been made.

8.2 Pilot Expansion Strategy

The successful pilot implementation of JAPA Care Services has shown that the organization sho uld consider a phase wise expansion strategy to ensure the sustainable growth and best practices in maintaining the service quality.

Recommendations

- Expand services and operations gradually with pilot cases to 5-10 active cases per month.
- Constantly assess patient satisfaction and service outcomes
- Review operational workflows on periodic basis and make improvements.
- Scale services as per demand and availability of workforce.

8.3 Workforce Development

The success of JAPA Care Services is largely dependent on the availability of trained and comp etent carers.

Recommendations

- To develop a structured carer training curriculum for JAPA.
- Practical training of carers in hospital nursery sections.
- Conduct regular competency assessments and refresher training programs.
- Having a backup carer pool for continuity of services.
- Develop programs that retain and engage carers.

8.4 Quality Assurance Framework

Quality of services is key to developing the trust of the patient and long-term sustainability. •
Recommendations

- Service delivery protocols based on SOP implementation.
- Undertake regular quality audits and service reviews.
- Create systems for clinical supervision.
- Develop structured patient feedback systems.
- Monitor service performance using key performance indicators (KPIs).

8.5 Partnership Strategy

Tieup with institutions and partnerships with doctors will be critical in supporting the patient ac quisition and service growth.

Recommendations

- Increase existing hospital partnerships.
- Establish relationships with obstetricians and gynaecologists. •
- Work with fertility and IVF centres.
- Conduct awareness sessions for health care professionals.
- Develop referral tracking and engagement systems

8.6 Chapter Summary

The recommendations include phased service expansion, workforce development, quality assura nce and strategic partnerships.
To sum up, these initiatives will help achieve sustainable growth and the successful roll-out of JAPA Care Services.

CHAPTER 9: CONCLUSION

9.1 Conclusion

The present study was carried out to assess the operational and strategic feasibility of introducing JAPA Care Services within the Home Care Department of ANVKA Healthcare Pvt. Ltd. under the umbrella of CareTAB.ai. The process included stakeholder discussions, literature review, need assessment, competitor benchmarking, process mapping, financial feasibility analysis, risk assessment and pilot implementation. The results showed an increasing need for organised postpartum and newborn care services due to changing family compositions, increasing institutional deliveries, increasing caesarean deliveries and increased awareness about maternal and newborn wellbeing.

The analysis found that the existing infrastructure, referral partnerships, operational capabilities and training resources can be used to successfully integrate JAPA Care Services into the existing home healthcare ecosystem. The proposed service model requires little additional investment and provides considerable scope for service diversification and future expansion.

The process of carer deployment, service delivery framework and the proposed workflow was validated through a successful pilot case in May 2025. The pilot proved that patients liked the service and that it could work in practice. The study concludes that JAPA Care Services provide a sustainable, scalable and strategically aligned opportunity to expand maternal and newborn home health care offerings and to reinforce continuity of care beyond hospital discharge.

CHAPTER 10: LESSONS LEARNED

10.1 Introduction

The project has offered a wide exposure to healthcare service design, operational planning, stakeholder management and implementation strategy in the home healthcare sector. The experience provided important practical insights beyond the theoretical knowledge and was a great contribution to the professional development.

10.2 Key Lessons Learned

The project gave a comprehensive understanding of how healthcare services are conceptualised, evaluated and designed before being implemented. This highlighted the importance of evidence-

based decision making and structured planning in operations in health care.
Discussions with senior managers, operations teams, business development professionals and finance personnel highlighted the importance of cross-functional collaboration in rolling out healthcare services. The Importance of Process Mapping The process mapping exercise highlighted the need for clearly defined workflows, accountability structures, and stakeholder responsibilities to efficiently deliver services. Quality Assurance Job The project highlighted the importance of SOPs, carer training, clinical supervision and continuous monitoring for the maintenance of quality of health care services. Importance of Market and Need Assessment. The need assessment process provides an understanding of patient needs, market trends and service gaps that will support a new healthcare service. Validation by pilots The pilot project was a success and proved that testing operational frameworks on a smaller scale before investing resources in large-scale deployment is beneficial.

10.3 Professional Development

The process enhanced skills in:

- Healthcare operations management.
- Market research and analysis.
- Stakeholder communication.
- Process mapping and workflow design.
- Strategic planning.
- Problem-solving and decision-making.
- Project management.

10.4 Final Reflection

The project has provided a valuable insight into the operational and strategic issues of introducing a new health service. The pilot implementation and feasibility assessment was successful and highlighted the importance of integrated research, stakeholder engagement, operational planning and practical validation in facilitating sustainable healthcare innovation.

Last Takeaway

The experience reinforced the importance of patient-centric health care delivery and demonstrated how structured planning, collaboration and continuous improvement can lead to successful delivery of innovative home health care services.

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