

# Customer Relationship Management in Jaypee Hospital

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## Abstract

Hospitals now have to deal with critical issues related to the implementation of Customer Relationship Management (CRM) systems in order to improve healthcare services due to the recent rapid increase in the number and variety of information related to medical treatments, patients, and healthcare management. A CRM system is a cutting-edge technology that streamlines the process of establishing, growing, and maintaining client connections. From a commercial standpoint, hospital patients are the main clients. They personally and realistically experience the medical services.

Despite the fact that CRM systems have a substantial impact on patient happiness and the calibre of healthcare services, few studies have particularly looked at their deployment and improvement in hospitals. This is true despite the fact that earlier research have pinpointed the essential elements for improving CRM deployment. This study, which focuses on one hospital, takes into account this issue and aims to assess how CRM is applied in the H.O.D. public healthcare system: Jaypee Healthcare of CRM. With the aid of surveys and interviews, data were gathered.

The findings fundamentally showed that these two healthcare institutions' main goals and benefits programmes were to enhance customer service while lowering costs and increasing client loyalty. Additionally, it revealed that a key obstacle to CRM implementation was inadequate communication. Additionally, it was discovered that the adoption of CRM systems is significantly influenced by the hospital's size, the staff's information system proficiency, senior executives' innovation, and knowledge management capabilities. Finally, some recommendations are provided based on the findings regarding the initiatives that ought to be performed to increase CRM adoption and effectiveness in healthcare facilities in H.O.D.

## Introduction

Justification of the Hospitals now have to deal with critical issues related to the implementation of Customer Relationship Management (PRM) systems in order to improve healthcare services due to the recent rapid increase in the number and variety of information related to medical treatments, patients, and healthcare management. A PRM system is a cutting-edge technology that streamlines the process of establishing, growing, and maintaining client connections. From a commercial standpoint, hospital patients are the main clients. They personally and realistically experience the medical services.

## Objective

The study will be very helpful to management and healthcare administrators in improving patient relationship management to meet patients' demands and desires for long-term "customer" loyalty.

Health care that works is crucial for both individuals and countries. It is, in fact, a crucial component of the recipe for a prosperous, stable society. Today, though, worries about a coming healthcare catastrophe are on the rise. For instance, a recent poll in H.O.D., a country noted for its large social programmes, revealed that 82% of the populace was worried about the health system's impending collapse. In addition, where healthcare is a recurring political issue, as of 2005, 46.6 million people did not have health insurance. Many people are beginning to wonder if the existing healthcare system is actually sustainable in light of these realities. No, according to a lot of people.

### Methodology

Research Design.....

    The Study Area.....

*Health Facilities of Upper West Region, Wa*.....

*Procedures for the population and sampling*

*Population and sampling method*.....

*Jaypee hospital Noida (KATH)*.....

*Distances To Nearest Medical Facilities...*

*Distances to the Closest Hospital/Maternity Home.*

*Traditional Healing Facilities*.....

*Sampling Size and Sampling Method*.....

Instruments .....

    Documentary Sources.....

    The research approach.....

    Data processing and analysis.....

### Data analysis

Sample description.....

General questions related to PRM objectives and implementation.....

The Benefits of PRM implementation in your institution

The initial inquiry in the study is.....

The development of a Patient Relationship Management strategy and PRM-related technologies (Research Question 2).....

Barriers to PRM implementation in the Healthcare in H.O.D (Research Concern No. 3).....

Issues related to enhancing PRM implementation in the healthcare industry in H.O.D (Research Question

### Acknowledgement

We will first thank the almighty God for seeing us through all our studies with the, Galgotias University Greater Noida Uttar Pradesh. To each and every one of our respondents in the Asante and Upper West Regions who welcomed us and gave us interview and also gave us invaluable information, we would like to express our profound gratitude and gratefulness.

We also want to thank especially my H.O.D of jaypee hospital ma'am in addition to our friends and family, we would like to thank APARNA SHARMA for all of her encouragement, love, support, and guidance.

Also deserving of our profound gratitude are the members of the Division of Industrial Marketing and Commerce's teachers and staff.

### Authors' Biography

Shija Abhilash, my mentor and also she is professor of Galgotias University.

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### Result

This chapter includes the data, discussion and findings.

The objective of the research is provide better services to our patients.

The data is gathered from the help of my jaypee saff,doctors,managers, and the support of my H.O.D of my Jaypee Hospital,family,friends and loved ones.