

Patient Safety As A Marketing Strategy: The Obio Cottage Hospital Experience

Presented by Dr. Ugochinyere Ottih
At the

4th Annual Conference of the Society for Quality Healthcare in Nigeria



Outline

- ❖ Hospital Background & Overview
- ❖ Obio Community Insurance Model
- ❖ Obio Marketing Strategy & Framework
- ❖ Investments in Quality
- ❖ Health Outcomes
- ❖ Client Satisfaction and referrals
- ❖ Utilization of services
- ❖ Return on Investments



Background & Overview

- ❖ One of 27 SPDC supported- government owned health facilities
- ❖ 44 bed facility serving communities in the Obio-Akpor LGA, Rivers State
- ❖ Sole health provider for Obio Community Health Insurance Scheme
 - ❖ PPP: Shell, RVSG, Obio Akpor LGA, Obio Communities

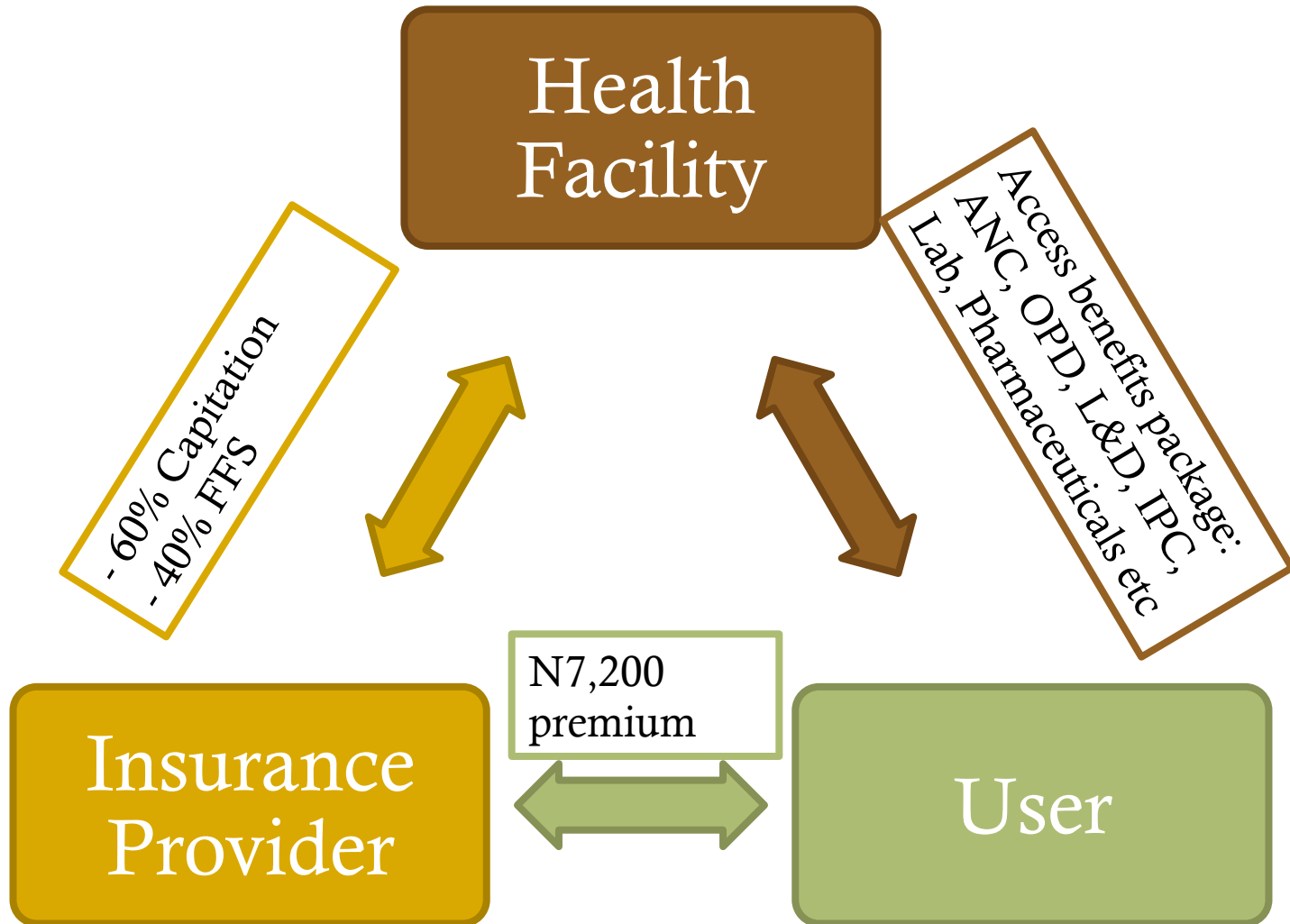
Hospital Service data (2013)

Services	No of Patients (Monthly Average)
Antenatal care visits	1658
Labor and delivery	219
General Out-Patient Consultation	1,836
In-patient Admissions	326
Caesarean Sections	57
Myomectomies	4
Immunization	1144
Family Planning	158

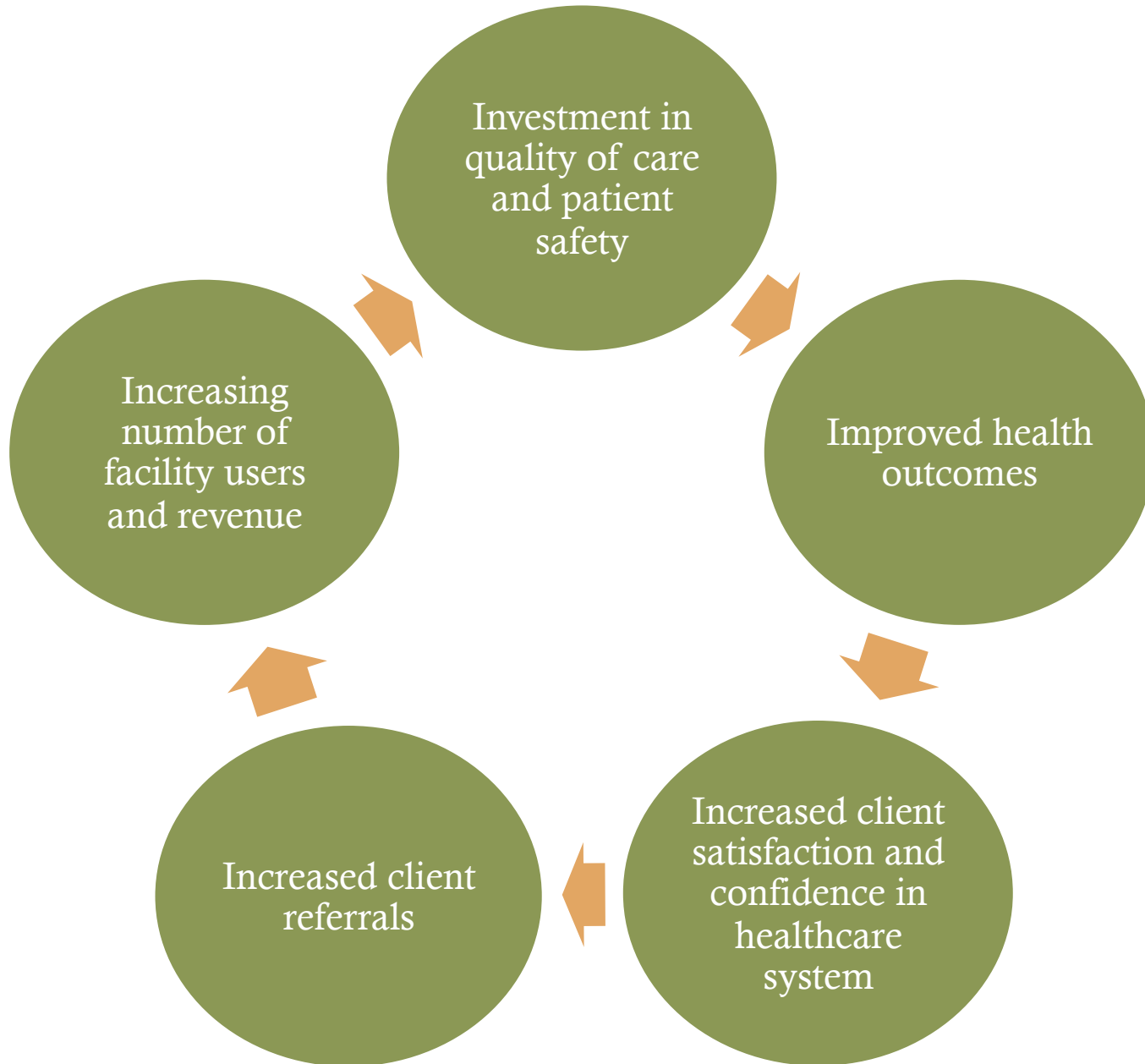




Obio Community Insurance Model



Obio Marketing Framework



Investments In Quality

- ◆ Adoption of SafeCare Quality Standards
- ◆ Full time Quality Assurance Manager and a Safety Officer
- ◆ Quality Improvement Team/Plan
- ◆ Supportive supervision by Specialists
 - Obstetric & Gynecological care
 - Pediatric care
- ◆ Increasing staff capabilities
 - Customer Handling
 - SafeCare (Quality Assurance standards for resource poor settings)
 - Neonatal Resuscitation
 - Integrated Management of Childhood Illnesses (IMCI)
 - Monitoring and Evaluation
 - Ultrasonography , Supply Chain Management, Preventive Maintenance

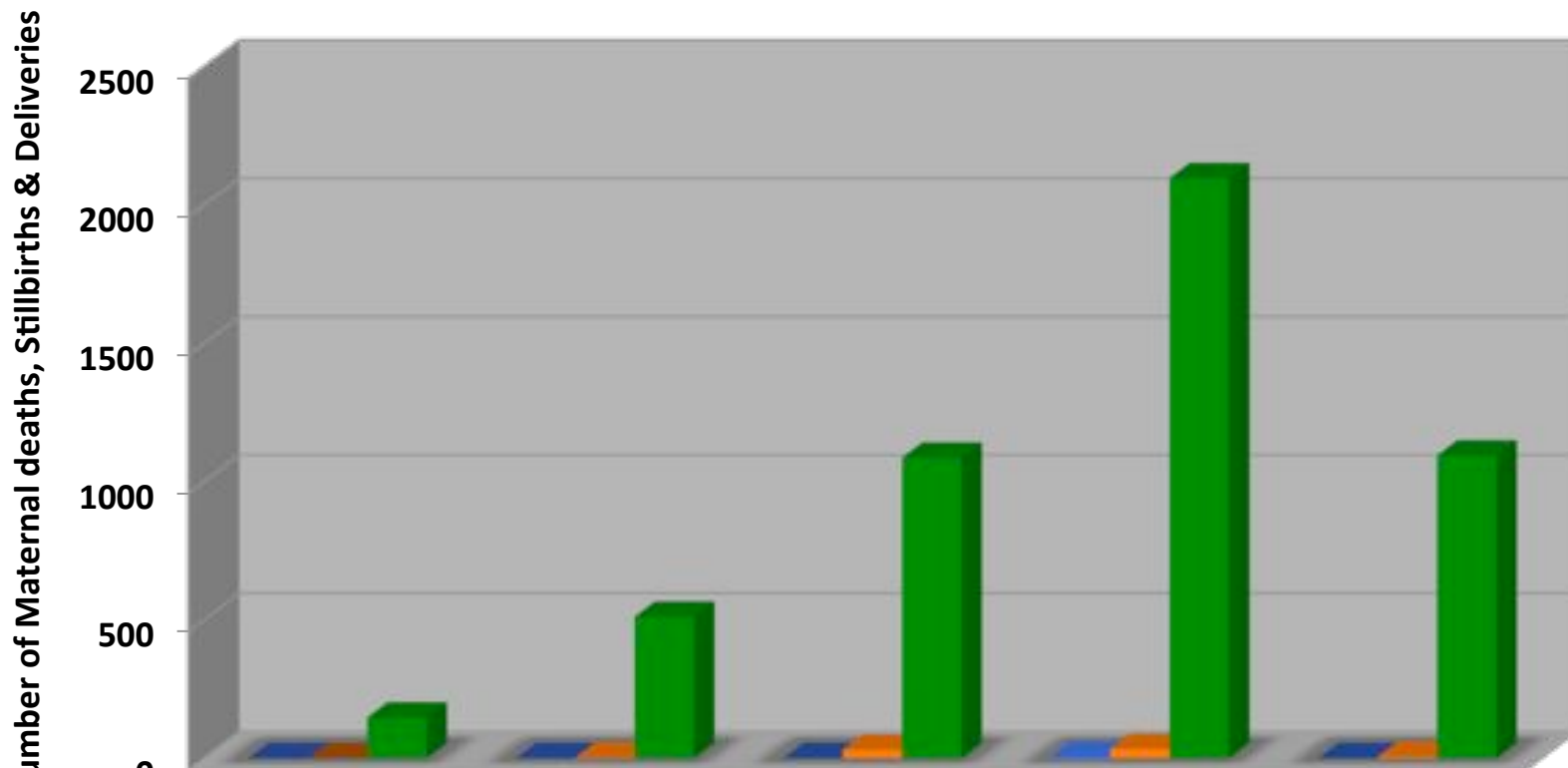
Investments In Quality

- ◆ Standardizing care through clinical guidelines/protocols
- ◆ Expansion of services provided
 - Surgical Care
 - Specialist Pediatric care, including Newborn care
- ◆ Procurement of equipment to meet demand
 - Construction and equipping of Theatre
 - Provision of Ultrasound and X-ray Diagnostic equipment
 - 24-Hour electricity//water using green energy



Health Outcomes

Total Deliveries vs Maternal Deaths vs Still Deaths (2009 - 2013)



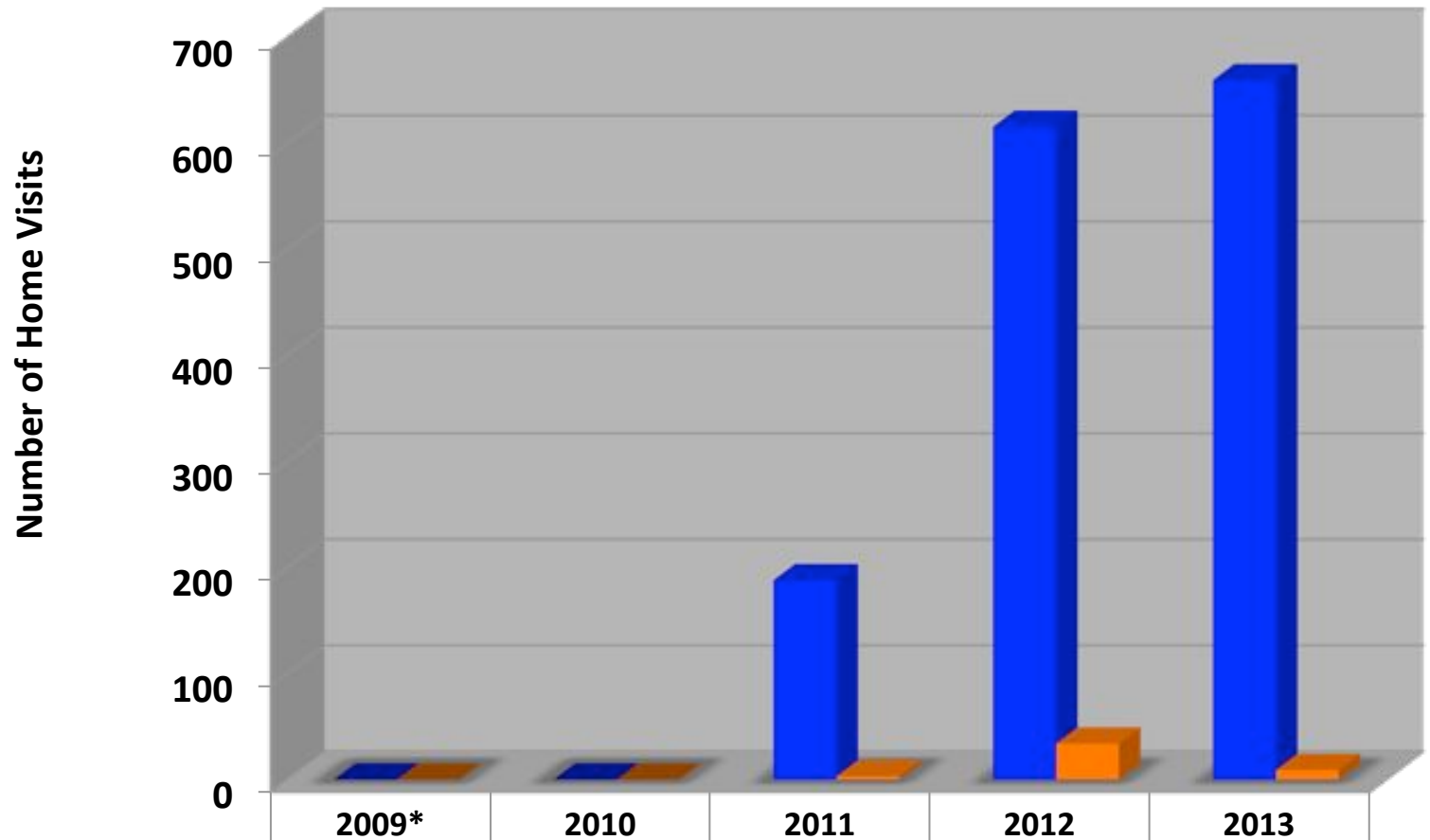
	2009*	2010	2011	2012	2013
Maternal deaths	0	0	0	5	0
Still births	0	3	31	34	6
Total Deliveries	147	512	1087	2098	1095

PMTCT

- ❖ 100% uptake of ANC mothers as part of HIV testing for pregnant women
- ❖ Zero percent transmission from mother to child.

Health Outcomes

Home Visits & Referrals (2009 - 2013)



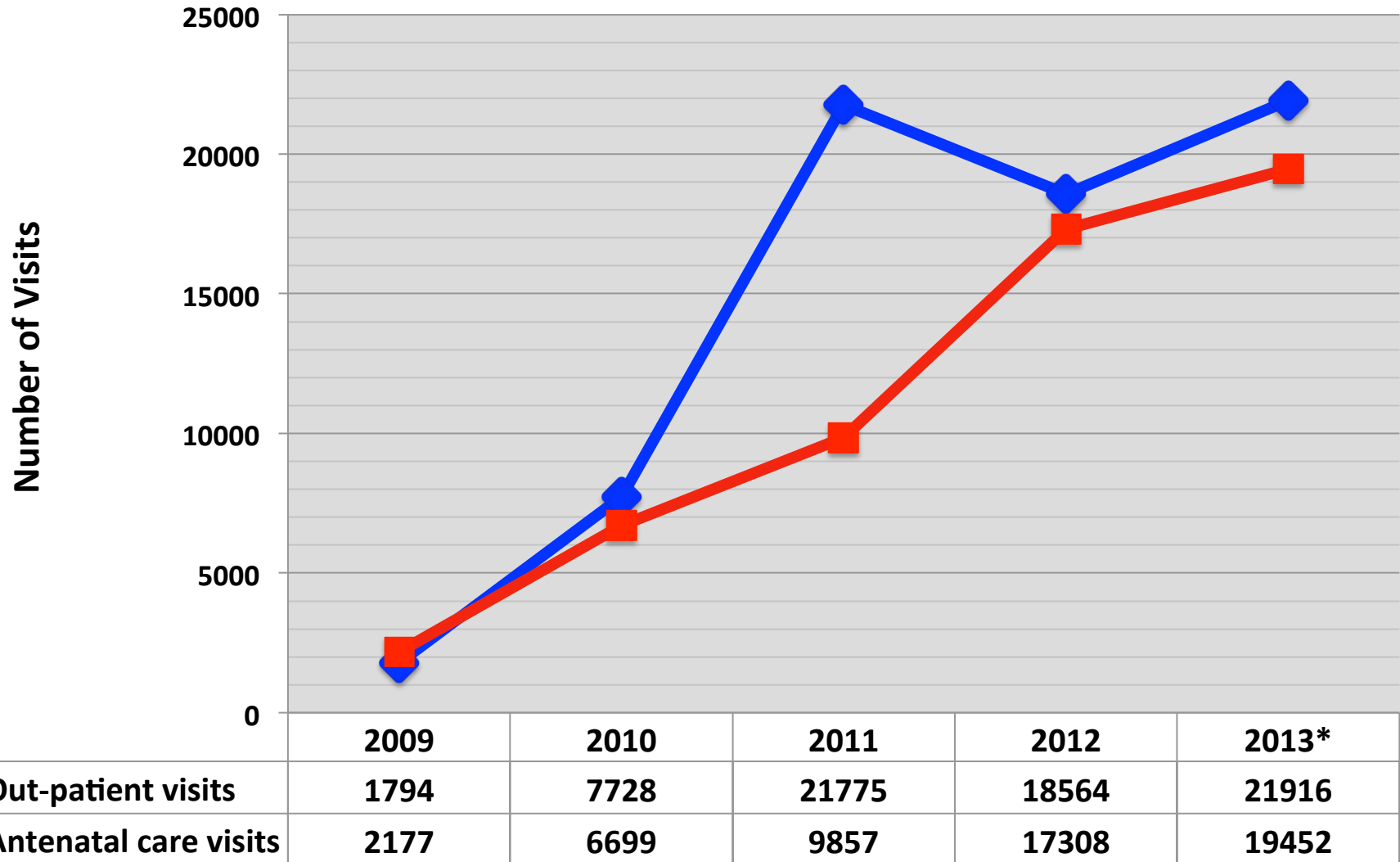
■ Number of mothers & babies seen	0	0	188	616	660
■ Number of mothers & babies that are referred back	0	0	3	34	9

Client Satisfaction & Referrals

	Percentage
Satisfied with services	78.1%
Reasons for enrollment*	
<i>Affordability</i>	44%
<i>Quality of Services</i>	30%
<i>Recommended</i>	14%
Recommendation to others	99%

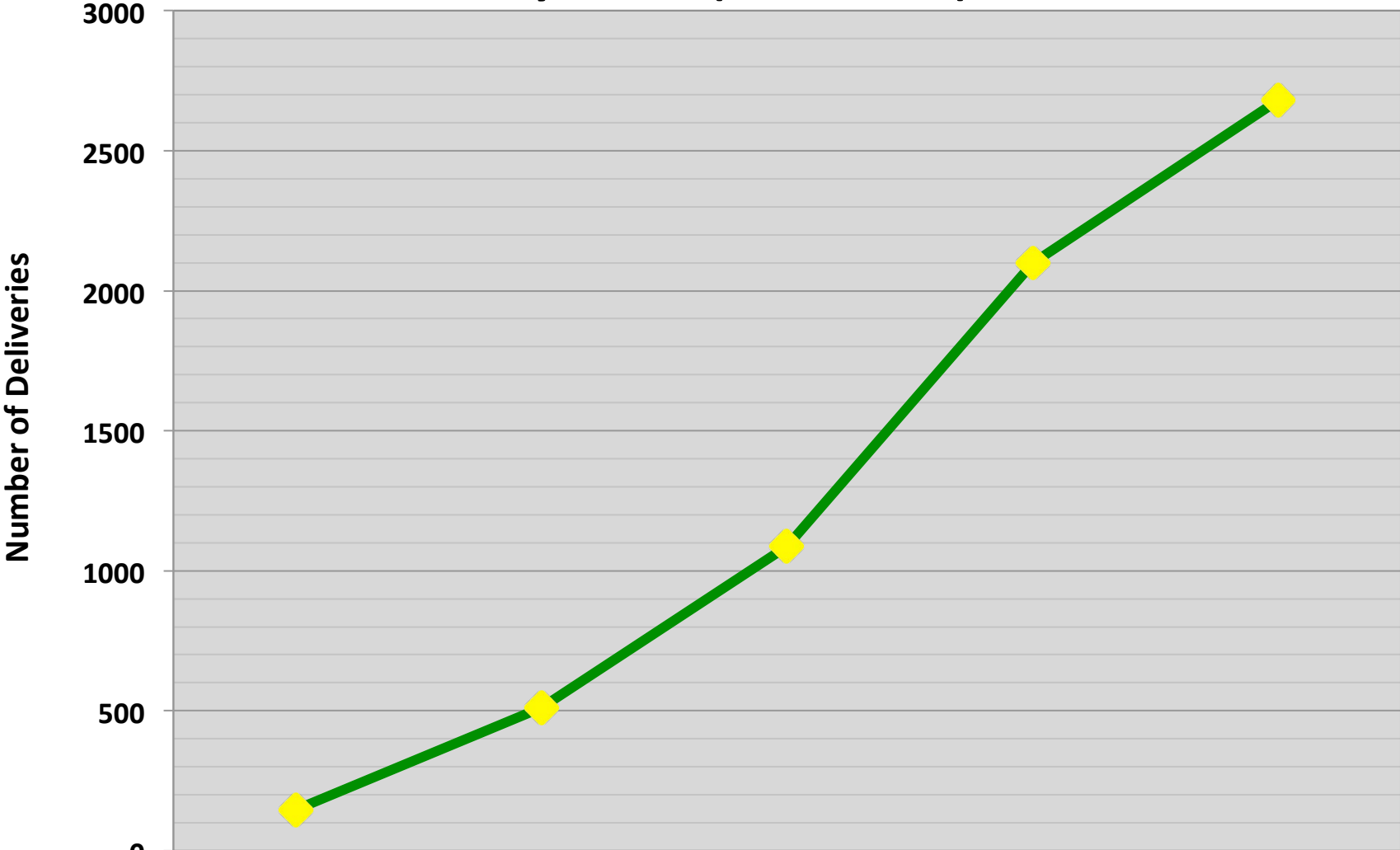
Utilization Rates

Utilization of Outpatient & Antenatal Care Services (2009 – 2013)



N.B. 2013* shows projection for 2013 based on current trends

Delivery Trend (2009-2013)



◆ Labor and delivery

2009

2010

2011

2012

2013*

147

512

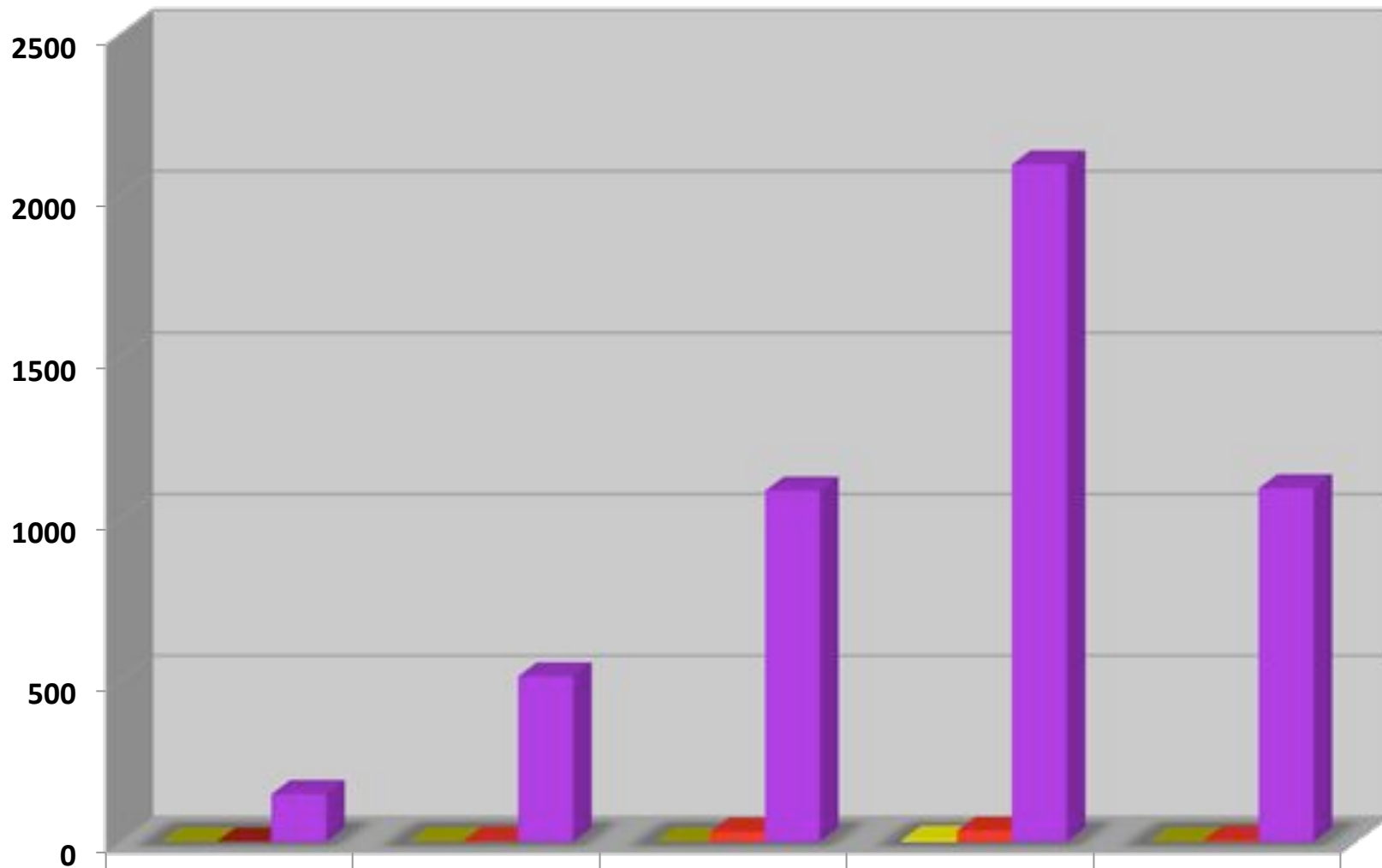
1087

2098

2680

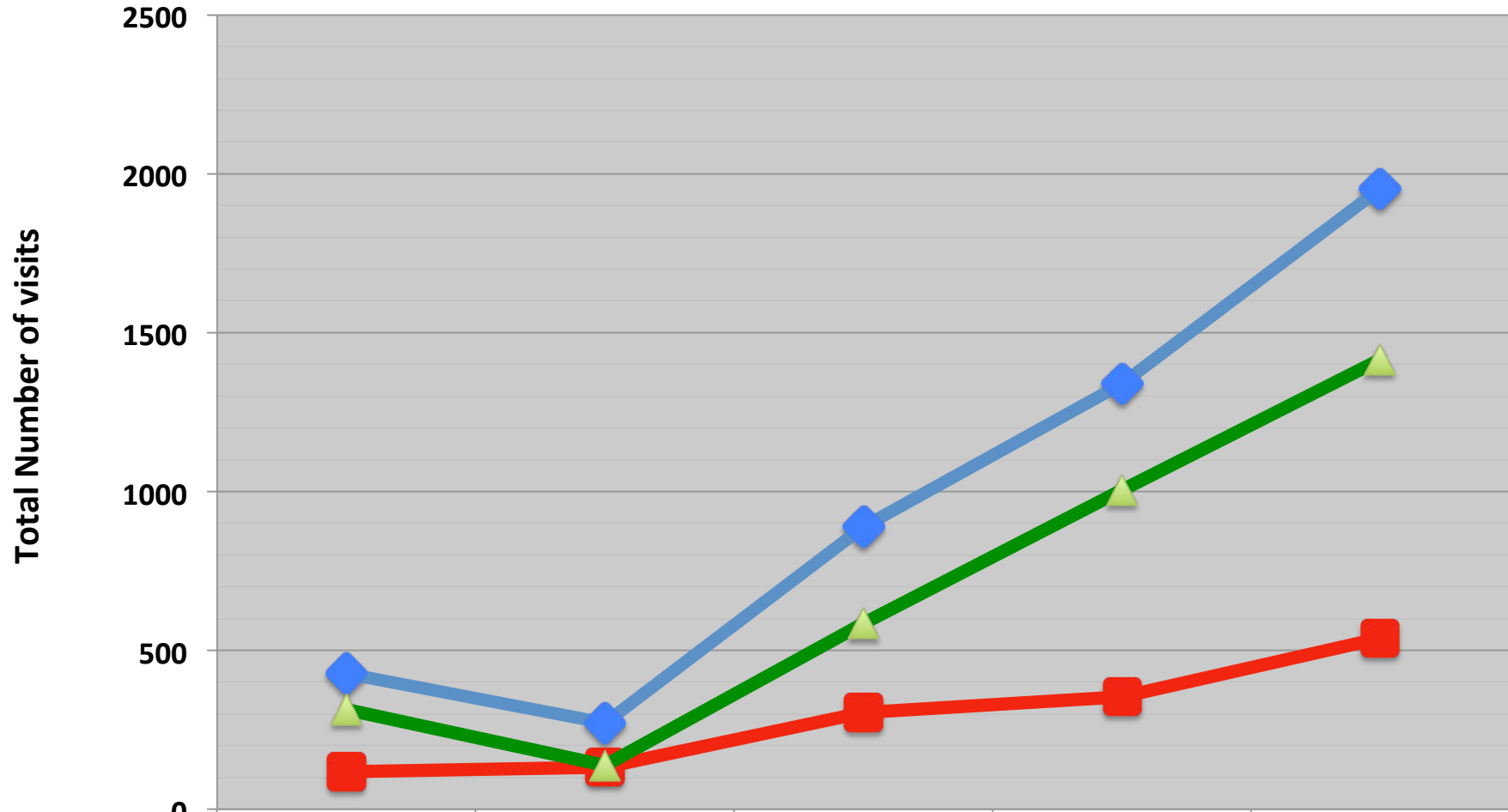
N.B. 2013* shows projection for 2013 based on current trends

Total Deliveries vs Maternal Deaths vs Still Deaths (2009 - 2013)



	2009*	2010	2011	2012	2013
Maternal deaths	0	0	0	5	0
Still births	0	3	31	34	6
Total Deliveries	147	512	1087	2098	1095

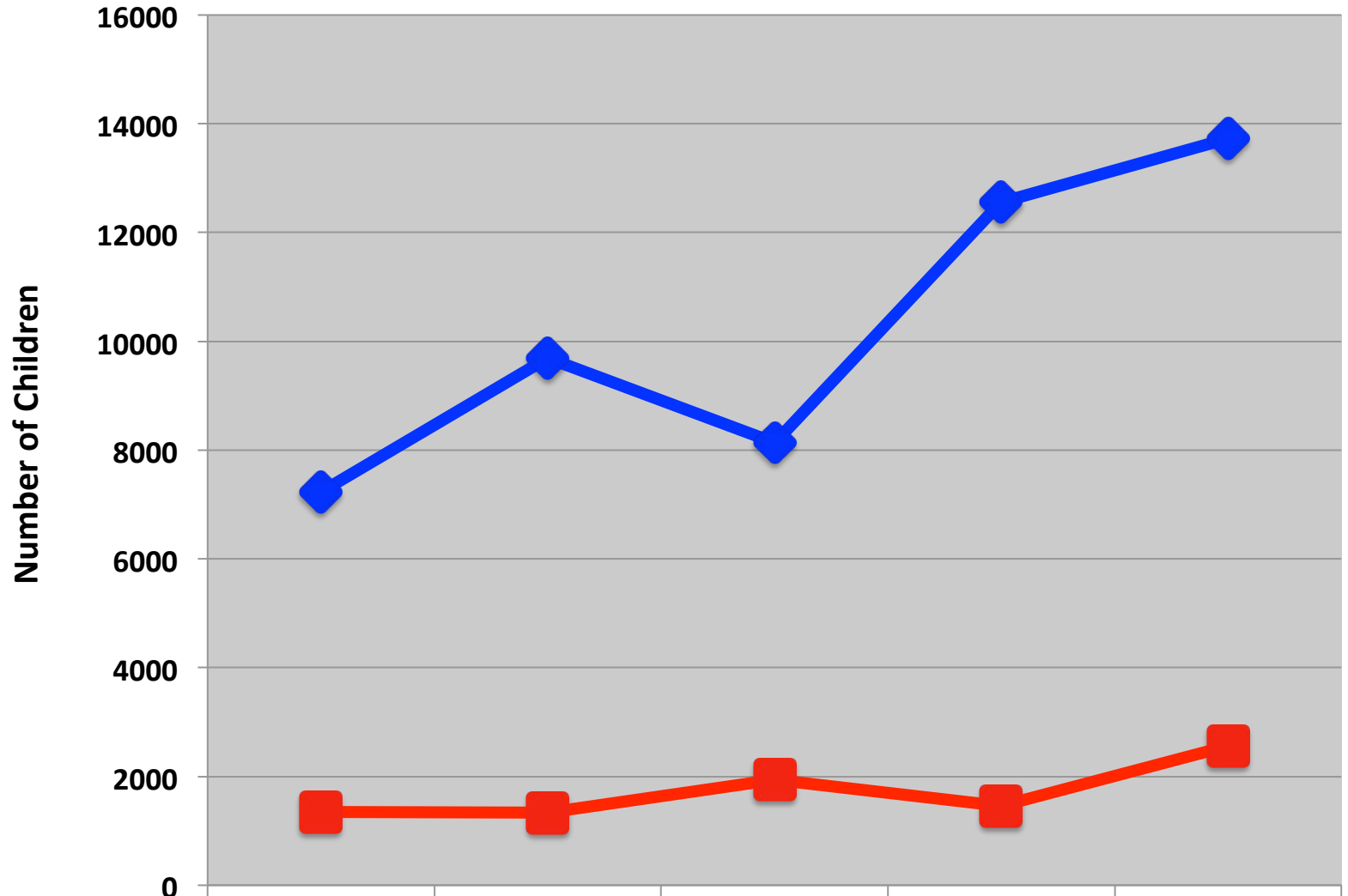
Utilization Trend for Family Planning Services



	2009	2010	2011	2012	2013*
Family Planning	428	271	890	1340	1952
New Adopters (FP)	117	132	305	354	538
Re-visits (FP)	313	138	585	1004	1414

N.B. 2013* shows projection for 2013 based on current trends

Utilization Trend for Immunization Services (2009-2013)



◆ Immunization

■ Fully Immunized children

2009

2010

2011

2012

2013*

7227

9693

8129

12552

13728

1346

1335

1933

1455

2556

0

16000

14000

12000

10000

8000

6000

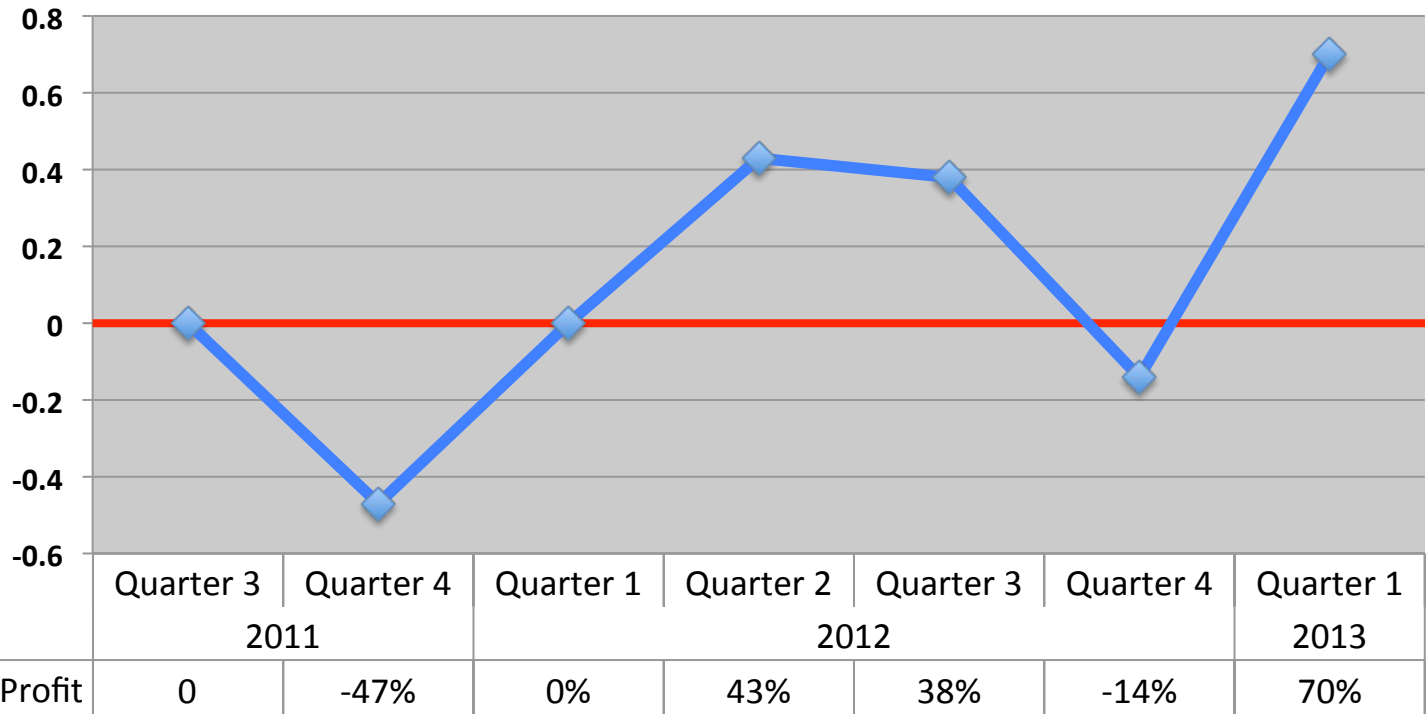
4000

2000

Number of Children

Effect On The Bottom Line

Percentage Change In Profit (2011 - 2013)



- ❖ 2nd quarter of 2011 as a baseline
- ❖ Fourth quarter show lowest increments in profit margins due to migratory effect during holiday season
- ❖ Increasing profit margins despite low premium rates
 - ❖ With Fee-for-service, for Antenatal care service alone, revenue would be 3x higher

Conclusion



+



=



Investment in infrastructure and staff development

&



Increased utilization



&



Positive return on investment

Thank You

Executive Summary

- ❖ Patient safety has been a prominent issue in the healthcare industry internationally and is now gaining momentum nationally. In the commercial sector, quality is popularly used as a marketing strategy in promoting a product. This presentation aims to examine the experience of Obio Cottage Hospital, a 44 bed government facility, in applying this same theory to its healthcare services.
- ❖ Obio's marketing framework is founded on the premise that investing in quality of care and patient safety will yield better health outcomes and in turn increase client satisfaction, client referrals to the hospital and utilization of the facility. This in turn would ensure continued revenue streams and sustainability of the facility as well as the community health insurance scheme that operates there.
- ❖ Numerous investments have been made to continuously improve the quality of care and promote a culture of patient safety. A full time quality assurance manager as well as a safety officer have been employed. Professors of Obstetrics and Gynecology as well as Pediatrics are present for supportive supervision and guidance on clinical matters. The facility can boast of having 24-hour electricity made available by solar energy (donated by SPDC) and water supply.
- ❖ Analysis of the facility data show that utilization of the facility has markedly increased across all service areas since 2009. Health outcomes are good as mortality rates are at a minimum. Even after discharge, clients continue to enjoy good health outcomes as evidenced by the low frequency of referrals back to the facility during home visits.
- ❖ Client satisfaction with the facility is approximately 80%. Thirty percent of enrollments in the Community health insurance Scheme are attributable to the quality of care that clients anticipate.

- ❖ The increase in utilization of the facility has had an expected positive effect on the hospital's bottom line.
- ❖ Whilst admittedly Obio Cottage Hospital still has more to do in the ever evolving and progressive issues of patient safety and quality of care the hospital's experience can be said to show that there is a place for patient safety as a marketing strategy in healthcare in Nigeria.