A STUDY ON SERVICE SECTOR OF HEALTH CARE IN INDIA

Dr Ajeet Singh*

Abstract

The present paper explains about the promoting development in services sector and gives a few incentives across a wide assortment of sectors like medical care, the travel industry, training, engineering, correspondences, transportation, information innovation, banking, finance and the board among others.

Keywords: Service Sector, Health Care.

Introduction

The services sector isn't just the dominant sector in India's GDP, yet has likewise drawn in huge unfamiliar investment, has contributed altogether to send out and has given enormous scope business. India's services sector covers a wide assortment of exercises, for example, exchange, inn and eateries, transport, stockpiling and correspondence, financing, insurance, land, business services, local area, social and individual services, and services related with development. Customer relationship management is a broadly recognized, widely-implemented strategy for managing and nurturing a company's interactions with clients and sales prospects. It involves using technology to organize, automate and synchronize business processes — principally sales activities, but also those for marketing,

* *Associate Professor, Dept of Commerce, SSV College, Hapur, UP.*

customer service and technical support. The overall goals are to find, attract and win new clients, nurture and retain those the company already has, entice former clients back into the fold and reduce the costs of marketing and client service. Once simply a label for a category of software tools, today, it generally denotes a company-wide business strategy embracing all client-facing departments and even beyond. When an implementation is effective, people, processes, and technology work in synergy to increase profitability, and reduce operational costs."

A CRM in Healthcare Management is keeping track of every transaction involving patient or healthcare provider in which service is provided to the patient (patient). Patient usually of the form outpatient or inpatient and Health care providers can be divided into Government Hospitals, private hospitals/ clinics. The services provided to the patients can be diagnosis, treatment, physical checkup, tests, operations, x-ray with respect to many specializations.

The battle for loyal patients sparked the intense competition globally. This is not exception to healthcare providers too. Indian healthcare sector is projected nearly 2,90,000 crores by 2015.

As physicians and hospitals experience growing pressure to increase the quality of their outcomes, enhance the safety of their patients and lower the cost of their care; hospitals giving greater attention to ways in which patient satisfaction can be achieved. Increasing competition is forcing businesses to pay much more attention to satisfying patients. Patient satisfaction has become the major factor in deciding the success of a business concern.

Valerie A Zeithaml, Mary Jo Bitner (2006), have told that Product and Service features, Consumer Emotions, Attributions for Service Success or Failure, perceptions of Equity or Fairness, Other consumers, Family members, and Coworkers influence patient satisfaction.

Review of Literature

1. Singh, Nirvikar (2006) This paper gives an integrated examination of the job of the service sector in late Indian financial turn of events. It talks about the idea of services, their distinction from items, and their order. It gives an outline of India's general development experience, and a nitty gritty examination of the commitment of the service sector to development. It includes an examination of the potential for overflows from IT, ITES and other service sectors like financial services, to the remainder of the economy, drawing on econometric work, just as input-yield investigation of linkages to comprehend these potential overflows and development possibilities. In light of this proof, apparently India's manufacturing sector advancement might have been constrained to a limited extent by shortcomings in key service sectors like transportation and power. The paper likewise considers the specific job of international exchange services, which is of growing significance. It examines the ramifications for work of various development ways, the difficulties of schooling and labor training to help and sustain India's improvement way, and social and ecological issues, including provincial inequality issues. The Indian experience is connected with ongoing conversations of industrial

arrangement, and improvement strategy all the more by and large.

2. Mitra, Arup (2008) The monetary changes of the 1990s have sped up the tertiarisation of the Indian economy. New exercises both in the manufacturing and tertiary sectors have arisen and furthermore appear to have produced work open doors that didn't exist prior. However numerous such open doors are accessible just to the profoundly talented as well as taught labor force, the indirect impacts are of extensive importance in that they manifest the permeation impacts of development. In this specific circumstance, the current review targets examining the nature and piece of the tertiary sector's development across the significant states in India and relates such development examples to changes in destitution. Overall, results are indicative that a huge tertiary sector isn't so unnecessary as is frequently supposed to be. It can possibly improve financial development and accordingly add to destitution decrease.

3. Besley, T. (2000) as of late there has been a recharged interest seeing someone between reallocation, development, and government assistance. Land changes in developing nations are frequently pointed toward improving the helpless' admittance to land, in spite of the fact that their adequacy has regularly been hindered by political constraints on execution. In this paper we use board information on the sixteen main Indian states from 1958 to 1992 to consider whether the enormous volume of enacted land changes apparently affect development and neediness. We contend that such land changes have been related with neediness decrease.

4. Bhattacharya, B. B., and S. Sakthivel (2004) Has local dissimilarity extended in the post-change time frame? This review endeavors to test this inquiry by analyzing development paces of total and sectoral homegrown result of significant states in the pre-and post-change many years. The outcomes indicate that while the development pace of GDP has worked on just marginally in the post-change decade, territorial uniqueness in state homegrown item (SDP) has augmented considerably more radically. Industrial states are presently growing a lot quicker than in reverse states, and there is no proof of intermingling of development rates among states. Disturbingly, there is currently additionally an inverse connection between populace development and SDP development. This has genuine ramifications for business and for the political economy of India.

5. Poonam Gupta (2003) This paper examines the elements behind the development of the services sector in India. The paper shows that development speed increase of the services in the 1990s was generally because of quick development in correspondence services, financial services, and business services (IT) and local area services. While elements like a big league salary flexibility of interest for services, increased input utilization of services by different sectors, and rising commodities were significant in boosting services development in the 1990s, supply side elements including changes and innovative advances additionally

assumed a huge part. The huge development capability of Indian services trades is notable, however the paper finds that there is likewise impressive extension for future fast development in the Indian service economy gave that liberation of the services sector continues. The paper shows that business development in the Indian services sector has been very unassuming, in this way underscoring the significance of industry and farming additionally growing quickly.

Conclusion

Considering the history of the health care and the competition in the same sector was very high due to number of HCU's, customer base, and restriction on Cashless facilities in the India. The health care sector has been considered as a major participant in service industry involving ample transaction between the patient and personnel within HCU's on various aspects.

Early 90's saw the onset of globalization in Indian market with most of the sectors including health care is to global competition. Since the beginning of time, technology has shaped and reshaped the way people live and work. From the invention of the wheel, to the first bow and arrow, the discovery of electricity and wireless communications, and the first computer, every technological development has brought with it new possibilities and challenges.

This has prompted HCU's to bring CRM as inherent process in all processes. Some of their processes are ATM in campus, cashless facility, etc., Technological innovations have changed the way doctors and Para medicine workers perform routine practices and the way they interact with their patients on a day-to-day basis. This has led to enhanced customer satisfaction.

This new pace has changed the environment of competition in the Health care market. Even traditional (nationalized and private) health care units geared up with the same speed.

A need has been felt to enhance the facilities like cash less facility, ATM in campus, General stores, Children Park, mind refresh games which in turn are really contributing to the enhancement of customer satisfaction both in patients and out patients. Whether patient want or don't, still, these services are should be made available in campus are canteen, medical shop etc.

Since no research work is done in this regard in this particular region of North Karnataka, a need has been felt to research and find out to what extent introduction of CRM has really contributed patient satisfaction. In the process of doing this, how it has affected the patient and the HCU personnel.

The Government of India perceives the significance of promoting development in services sector and gives a few incentives across a wide assortment of sectors like medical care, the travel industry, training, engineering, correspondences, transportation, information innovation, banking, finance and the board among others.

References

1. Besley, T. (2000). “Land reform, poverty reduction, and growth: Evidence from India”, Quarterly Journal of Economics, Vol. 115, Issue: 2, pp 389-430.
2. Bhattacharya, B. B., and Sakthivel, S. (2004). “Regional Growth and Disparity in India: Comparison of Pre- and Post-Reform Decades”, Economic and Political Weekly, vol. 39, no. 10, Economic and Political Weekly, pp. 1071–77.
3. Gupta, Poonam (2003). “Understanding India's Services Revolution”, International Monetary Fund Paper prepared for the IMF-NCAER Conference, A Tale of Two Giants: India’s and China’s Experience with Reform.
4. Mitra, Arup (2008). “Growth and poverty in India: emerging dimensions of the tertiary sector”, The Service Industries Journal, Vol. 28, Issue 8.
5. Singh, Nirvikar (2006). “Services-Led Industrialization in India: Assessment and Lessons”, Santa Cruz Department of Economics, Working Paper Series qt8jn2b8z6, Department of Economics, UC Santa Cruz.