



16752



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – BBA(HM)-2022

Course Name – Patient Relationship Management

Course Code - BBAHMD602C

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Which of the following strategies is NOT a part of Patient Relationship Management?
- | | |
|---|---|
| a) Providing personalized care and services | b) Implementing feedback mechanisms for patient input |
| c) Ignoring patient concerns and complaints | d) Offering convenient access to healthcare services |
- (ii) What are some of the challenges associated with patient communication through emails?
- | | |
|---|--|
| a) Limited accessibility for patients without internet access | b) Potential breaches of patient privacy and confidentiality |
| c) Difficulty in conveying empathy and building rapport | d) All of These |
- (iii) How does efficient appointment scheduling contribute to patient satisfaction?
- | | |
|---|---|
| a) By allowing patients to schedule appointments only during peak hours | b) By minimizing the time patients spend waiting to see a healthcare provider |
| c) By requiring patients to wait for hours before being seen | d) By limiting the availability of appointment slots |
- (iv) Identify the component that makes scheduling of appointments help manage their workload of healthcare providers effectively.
- | | |
|---|---|
| a) By randomly assigning appointment times | b) By allowing patients to schedule appointments without restrictions |
| c) By evenly distributing patient appointments throughout the day | d) By scheduling appointments only during lunch breaks |
- (v) Select the full form of CRM in the context of patient relationship management.
- | | |
|-------------------------------------|---------------------------------|
| a) Customer Relationship Management | b) Care Relationship Management |
| c) Care Relationship Management | d) Clinical Relationship Model |

700125
(vi) Select from the following that is NOT a benefit of effective patient relationship management.

- a) Decreased patient engagement
- c) Improved patient outcomes

- b) Reduced healthcare costs
- d) Increased patient satisfaction

LIBRARY
Brain University
Barasat, Kolkata - 700125

(vii) Choose the appropriate action to ensure transparency and accuracy in billing status updates for IPD patients.

- a) Providing inaccurate billing information to patients
- c) Delaying billing status updates without communication

- b) Implementing clear procedures for updating billing status
- d) Ignoring patient inquiries regarding billing status

(viii) Identify the appropriate approach to gather information about indoor patient facilities during visits.

- a) Avoiding interaction with indoor patients to save time
- c) Providing inaccurate information about indoor patient facilities

- b) Actively engaging with indoor patients to inquire about their facilities
- d) Delaying facility inquiries without communication

(ix) Choose the necessary steps to ensure comprehensive inquiries about indoor patient facilities during visits.

- a) Randomly asking patients about facilities without organization
- c) Avoiding any communication regarding indoor patient facilities

- b) Utilizing a checklist to cover all aspects of indoor patient facilities
- d) Delaying facility inquiries without providing alternative solutions

(x) Select a strategy to improve the efficiency and effectiveness of inquiries about indoor patient facilities during visits.

- a) Randomly selecting patients to inquire about facilities
- c) Avoiding any communication regarding indoor patient facilities

- b) Establishing a systematic approach for facility inquiries during visits
- d) Delaying facility inquiries without providing alternative solutions

(xi) Compare coordinating admission for company patients with patients seeking cashless treatment.

- a) Company patients liaise with corporate departments, while cashless patients coordinate with billing.
- c) Company patients focus on bed availability, while cashless patients emphasize direct communication.

- b) Company patients fill pre-authorization forms, while cashless patients verify patient information.
- d) Company patients submit medical history, while cashless patients provide additional queries to TPAs.

(xii) Contrast ensuring validity of ID cards with coordinating with TPAs.

- a) Validity assurance involves liaising with Corporate Houses, while coordinating with TPAs entails submitting medical history
- c) Validity assurance focuses on patient inquiries, while coordinating with TPAs requires verifying patient information.

- b) Ensuring validity includes patient inquiries, while coordinating with TPAs involves documentation submission.
- d) Ensuring validity involves verifying patient information, while coordinating with TPAs entails liaising with admission counter.

(xiii) Outline the procedure for coordinating with TPAs for pre-authorization.

- a) Providing additional queries
- c) Filling pre-authorization forms

- b) Verifying patient information
- d) Submitting medical history for approval

(xiv) Select the key benefit of patient relations.

- a) Better revenue
- c) Faster discharge

- b) Happy patients
- d) Less work

(xv) Choose the best communication method.

- a) Complex terms
- c) Body language

- b) Jargon
- d) Silence

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Recall the socioeconomic factors that may influence patients' perceptions of the treatment received from the healthcare providers. (3)
3. Construct an answer to satisfy the statement "Patients obtain an accurate estimation of treatment costs before undergoing medical procedures". (3)
4. Construct some of the strategies that a PRO might use to promote positive public perception of the hospital. (3)
5. Define the statement correctly "Patient relationship management important in healthcare". (3)
6. Justify the importance of the billing department in collecting all the documents for patient documentation. (3)

OR

Assess the methods that are adopted by the hospitals to prevent missing and incomplete documentation issues. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Define with an appropriate cause to show healthcare professionals build and maintain trust and rapport with patients through remote communication channels like phone calls and emails, considering the absence of face-to-face interaction. (5)
8. Determine the seven functions of TPA in a hospital. (5)
9. Determine the concept of preauthorization and reimbursement. (5)
10. Explain the concept of cashless treatment in a modern hospital. (5)
11. Define your thoughts on the ways, visiting indoor patients contributes to effective patient relationship management in healthcare facilities. (5)
12. Evaluate the steps for getting insurance claim through Third Party Administration processing. (5)

OR

Justify the concept of cash patients, corporate patients and insurance patient (5)
