BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – BBA(HM)-2021
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) Choose the correct definition of Patient Relationship Management (PRM).

a) A system for managing medical records

b) A strategy for building and maintaining relationships with patients

c) A method for scheduling patient appointments

d) A framework for managing hospital finances

(ii) Which is the primary goal of Patient Relationship Management?

a) Maximizing hospital profits

b) Improving patient satisfaction and loyalty

c) Minimizing wait times for patients

d) Reducing the number of medical errors

(iii) What is the primary goal of effective doctor-patient communication?

a) To provide medical advice

b) To build trust and rapport

c) To save time during appointments

d) To establish dominance in the relationship

(iv) Potential consequence of poor doctor-patient communication can be shown as.

a) Enhanced trust between doctor and patient

b) Improved treatment adherence

c) Decreased patient satisfaction

d) Increased patient engagement

(v) Which of the following factors is crucial for ensuring continuity of care for outstation patients?

a) Language proficiency of healthcare providers

b) Distance from the patient's home

c) Availability of transportation facilities

d) Insurance coverage

(vi) Relate the aspect of patient management that is directly influenced by effective appointment scheduling.

a) Patient diagnosis

b) Patient transportation

c) Patient satisfaction

d) Patient billing

(vii) Show the primary goal of patient relationship management from the options.

a) Maximizing healthcare profits

b) Enhancing patient-provider communication

c) Reducing administrative burden

d) Minimizing patient wait times

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(viii) Relate the primary role a doctor plays in maintaining liaison in patient relations management.

a) Conducting medical procedures

b) Facilitating communication between patients and doctors

c) Managing hospital finances

d) Providing patient education

(ix) Select the step involved in scheduling appointments for doctors over the phone.

a) Wait for patients to initiate appointment requests

b) Allocate appointment slots randomly without consideration

c) Gather patient preferences and doctor availability

d) Delay appointment confirmation indefinitely

(x) Select the appropriate strategy to address patient concerns effectively over the phone.

a) Disregarding patient inquiries to save time

b) Providing vague responses to avoid commitment

c) Actively listening and empathizing with patient concerns

d) Delaying response time to manage expectations

(xi) Select the effective communication technique to enhance patient satisfaction when assisting them over the phone.

a) Provide generic responses to all patient inquiries

b) Personalize communication and address individual needs

c) Avoid asking patients for feedback or suggestions

d) Ignore patient concerns to expedite the conversation

(xii) Identify effective communication process when providing information across the table during face-to-face interactions.

a) Ignoring patient inquiries and concerns

b) Using technical jargon extensively to convey expertise

c) Actively listening and addressing patient needs directly

d) Avoiding eye contact and maintaining a distant demeanor

(xiii) Outline the tasks involved in hospital admission coordination.

a) Coordinating with Corporate Houses

b) Filling pre-authorization forms

c) Liaising with the admission counter

d) Providing additional queries to TPAs

(xiv) Show the process of informing the admission counter about patient status.

a) Submitting medical history

b) Providing bed availability updates

c) Direct communication with the admission counter

d) Liaising with Corporate Houses for patient admission

(xv) Show the importance of verifying patient information in the admission process from the following.

a) Ensuring bed availability

b) Coordinating with Corporate Houses

c) Submitting medical history

d) Preventing errors in treatment and billing

Group-B
(Short Answer Type Questions)   3 x 5=15

2. Outline the strategies can be employed to maintain patient privacy and confidentiality when communicating via email. (3)

3. Outline the policy for the expected response time for resolving patient queries in a health insurance. (3)

4. Demonstrate the ways that helps liaison foster collaboration and cooperation between doctors and patients for better healthcare outcomes. (3)

5. Apply your knowledge on how appointment system can be designed to meet the specific needs of different patient demographics. (3)

6. Cashless health insurance claims ensure a smooth experience for a patient. Justify (3)

OR

Assess the grounds for which pre-authorization letter is typically required for medical procedures in a health insurance policy (3)

Group-C
(Long Answer Type Questions)
5 x 6=30

7. Explain the ethical considerations surrounding the disclosure of treatment costs to patients, particularly in cases where financial constraints may influence treatment decisions. (5)
8. Explain the challenges and strategies involved in maintaining a strong patient-provider relationship with outstation patients, considering factors such as distance (5)
9. Evaluate the features of two components coordinating admission for company patients and patients seeking cashless treatment in terms of health insure policy. (5)
10. Elaborate the concept of preauthorization and reimbursement (5)
11. Discuss the concept of cashless treatment in a modern hospital. (5)
12. Interpret the importance of verifying patient demographic information during the admission process. (5)

OR

Evaluate the potential consequences of providing incorrect or outdated contact information for patients during admission. (5)

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