

## **Chapter 2**

# **Literature Review**

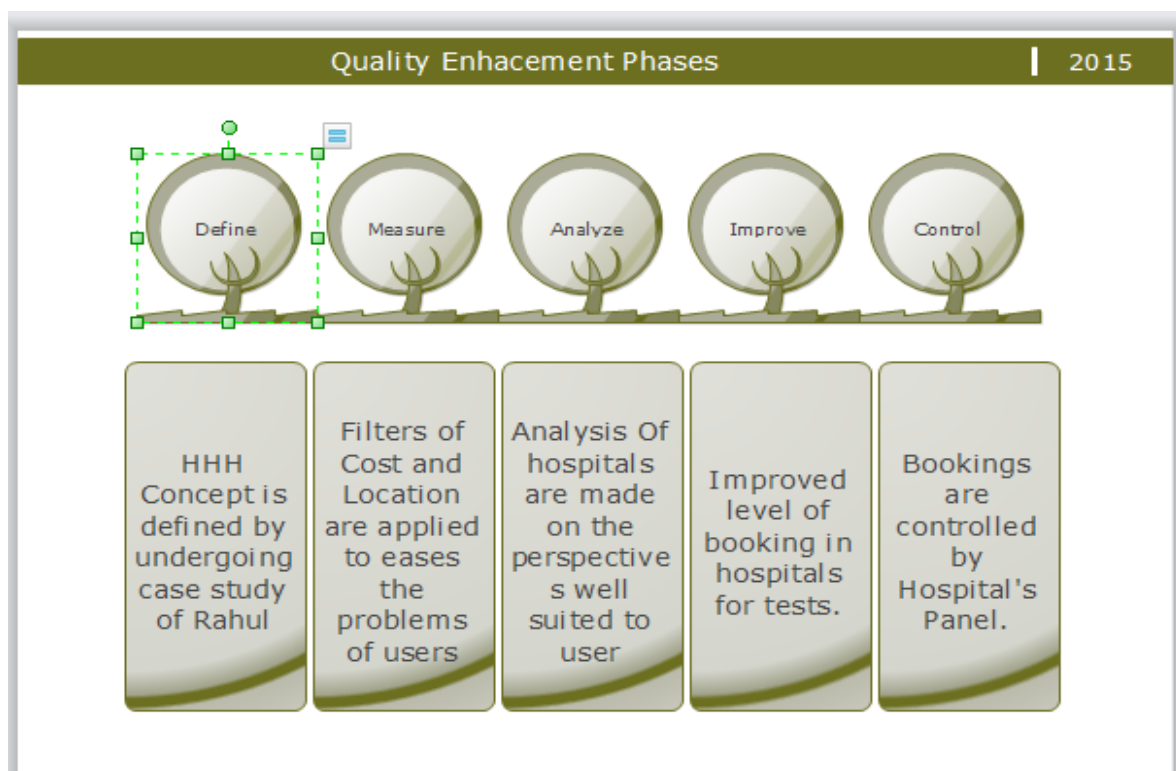
## LITERATURE REVIEW

### 2.1 Conformance

Heal Helping Hand started with the spark to create a complete health site. We went on to include doctors, patients, and hospitals in our roster. Also, the site caters exclusively to pet care needs of our readers. We would not exist without the people who feel so passionately about global healing that they give their time and efforts to it. The site is designed using PHP in such a way that instead of needing a separate mobile site or mobile plug-in, the content will be resized and rearranged to fit smaller screens.

HHH is focused on the medical practice. Medical knowledge has entered into an era of unprecedented breadth across multiple dimensions of technologies. With an ever expanding base of medical knowledge and growing maze of laboratory diagnostic tests, HHH is focused on offering well designed, faculty specific- laboratory diagnostic panels.

HHH innovates to simplify the laboratory diagnosis process at every step: From the design of our test menu, to our logistical network and customer service and finally to our reports, HHH innovates to provide a unique and efficient set of laboratory tests and panels in order to drive immediate clinical decisions.



**Figure 2.1: The Heal Helping Hand process with a case study**

❖ Fully responsive

The website offers many features and services that are fully responsive i.e. the design adapts to different browser sizes. So that, instead of needing a separate mobile site or mobile plugin, the content will be resized and rearranged to fit in different viewports.

❖ Easy to customize

The website follows such exemplary PHP design which is easy to customize and can suit all kinds of clients. The data, design, and elements can be set according to the personal requirements.

❖ Free Support

Like all premium sites, we offer free support for all users. Queries, feedback, questions, and doubts are answered fairly soon for excellent customer satisfaction.

❖ Frequently updated database

Every day we are adding new hospitals and test centers in our database so users can find the best-suited location for themselves.

❖ Extensive List of tests

We have a very long, exhaustive list of tests that are offered anywhere in the city. Selecting the one you need, and finding all the details related to it on HHH makes everything a lot more easy and user-friendly.

❖ Exhaustive list of doctors, and vets

❖ Unparalleled service commitment, the process contained on one site.

❖ Daily blogs at [healhelpinghand.wordpress.com](http://healhelpinghand.wordpress.com), health tips, diet charts and specific diet benefits and myths.

## 2.2 Focus Skills

- Unique features
- Quick assessment of needs
- Precise search results
- Concise information on all vendors
- Complete list of tests
- Regularly updated database
- User friendly site map

## 2.3 Top Reasons to choose HHH

### ❖ FOR PATIENTS

#### i. Online Consultation

Hassle free, travel-free consultation with the doctor of your choice on the HHH site itself.

#### ii. Medical Agents

Agents that provide services can access this site for a long list of tests and their availability.

#### iii. Find Vets

Now our patrons can find doctors for their pets as well. Vets have a dedicated section, and services related to them can also be found.

#### iv. Dedicated Pet Care Range

An exhaustive list of shops, grooming centers, food outlets catering to animal needs is also now included on the HHH website.

#### v. Offers on Tests and Consultations

Singularly available offers, and family packages, lots of test portfolios available.

#### vi. Reports View, Download, See Graphs

Graphs created dynamically for each of your reports comparing them to ideal values makes the whole experience simpler to understand.

### ❖ FOR DOCTORS

#### i. Doctors can grow their presence online. By posting health tips and blogging about current medical trends will give them the edge.

#### ii. Effective Patient Care

Paperless medical records and patient management that gives you time to enhance your knowledge. Be a part of the digital revolution happening in healthcare in India.

#### iii. Smart Patient Care. Get all the documents from your patients well before their physical visit. This will save you a lot of time and energy. Single platform management for all your clinical documentation needs.

iv. Free For Life

HHH is free for all our users.

v. Online Practice

Give online consultation to patients and grow your practice. Answer queries from your patients and provides efficacious digital consultation.

vi. Personalized Website

Get a highly customizable profile page to showcase your experiences, capabilities and achievement to masses coming on HHH.

vii. Connect Globally

Reach out to thousands of patients across the globe using smart practice techniques on your phone. Talk to your patients through various channels and widen your accessibility.

❖ **FOR HOSPITALS**

i. Easy access to all patients and doctors in the network.

ii. Any changes in the test prices, standards and procedures can be updated once on the website.

iii. Freedom from numerous calls that they receive from patients inquiring about the prices and procedures.

iv. Simple and transparent comparison with other hospitals and vendors. They can offer better features and competitive prices to lure customers.

v. Based on the customer trend at the HHH website, they can shape their special offers to bring in more people.

vi. No need for expensive publicity as the site mentions all features for free.

vii. Very cheap to upload test reports. Decreased footfall in the evening as manually the employees don't have to print up each report as the patients come in. In the process, also conserving some paper resources

## 2.4 Case Study

Rahul falls ill. He was advised by his family doctor to have certain tests in order to diagnose his real cause of illness. Rahul searched for prices of tests but a few of the hospitals mentioned the same at their respective websites. He called up many hospitals but that was not an easy task. He really wished to have a platform where he can compare the prices and obtain a satisfying result.

Nevertheless he got tested. Now the problem is he didn't have time to pick up the reports from hospital's lab. Finally after 2-3 days he picked the reports up. But he didn't understand his reports with all the jargon.

The next thing he needed to do was to fix an appointment with a doctor. That required waiting in a queue for his turn for the check up. 2 hours and cash payment later, Rahul was prescribed some meds and more tests. This is going to be a vicious cycle, he thought.

Then he found Heal Helping Hand.

He quickly searched for a diagnostic center that could provide kidney tests. He filtered the search for North Delhi. He got 8 good results. He then looked at the compared prices of all hospitals and centers. He found one good offer from Ganesh Diagnostics in Rohini. He noted down their phone number and address from the Heal Helping Hand website. He went to them to get the tests done.

When he came in the evening, he logged in to HHH using the patient login and OTP login. He viewed his test results. At first he did not understand a word. But then he saw the wonderfully illustrated HHH test charts representing his test results. He compared the ideal value to his reported, and found that he will need to consult a doctor for treatment.

He was glad when he found the in-house chat feature where he could consult with a doctor right then. He chose a doctor according to his experience and specialty and chatted with him. The doctor then called him for proper examination. Rahul was very happy with his experience. He did not have to wander on multiple sites for information as everything he needed was on HHH. He rated 5 stars on the feedback. HHH wished him a good health and he logged out.

## 2.5 The Idea behind HHH

"Kindness is more than deeds. It is an attitude, an expression, a look, a touch. It is anything that lifts another person." - C. Neil Strait

Healthcare is more than just vital signs, carefully dosed medication, calibrating machines and sponge baths. It's more than putting the broken pieces of a body back together. It's about lifting a person up – out of sickness, loneliness, debilitation, dependence – It's about making a person whole again.

As the hours crawl by, the paperwork adds up and the fatigue creeps in, it's easy to lose sight of the core purpose of healthcare – healing a human being in need. That's why Helping Hands Healthcare is different. Serving families everywhere, Helping Hands Healthcare can help you or your loved ones stay at home longer.

Because sometimes we all can use a helping hand. We make healthcare human again.

Studies show that people heal best when they're at home. Familiar surroundings – the faces of loved ones, comforting sights and sounds, and perhaps the snuggle of a pet – have powerful restorative properties. At Helping Hands Healthcare, we are dedicated to providing comprehensive solutions to help our clients and families stay in their own homes and live the best lives they can.

Our knowledge and experience addresses the diverse needs of our clients and their families. Our highly trained staff of professional caregivers provides comprehensive individualized care. We lead the industry in our use of technology to revolutionize the quality and accountability of home healthcare. Our state-of-the-art capabilities ensure continuous patient monitoring and keep your healthcare team connected, accountable and compliant.

Above all, we are committed to creating a partnership with family and loved ones to provide security, independence and superior services that benefit everyone involved.

Access to health information is fundamental to better health and has many benefits for patients and their families. This information increases knowledge about diseases and their control, enhances disease management and reduces patients' anxiety, as well as encouraging them to more actively participate in care, make better informed medical decisions and have better acceptance of medical advices