

Consumer perceptions and awareness regarding home health care services in Goa, India

An Internship Report

for Course code and Course Title: MGA-652 Industry Internship

Credits: 16

Submitted in partial fulfilment of Masters / Bachelor's Degree

MBA in Marketing

By

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Seat Number: 22P0280035

Under the Mentorship of

DR. SURAJ PAVTO VELIP

Goa Business School

Master of Business Administration



Goa University

Date: May 2024



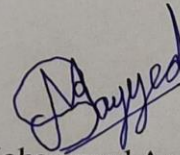
Examined by:

Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, “**Consumer Perceptions and Awareness regarding Home Health Care Services in Goa, India**” is based on the results of investigations carried out by me in the Management Studies at the Goa Business School, Goa University, under the mentorship of Dr. Suraj Pavto Velip and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to anyone as needed.



Mohammed Anis Sayed

Seat no: 22P0280035

Date: 03/05/2024

Place: Goa University

ACKNOWLEDGEMENT

I wish to extend my heartfelt appreciation to Life Save Home Health Care Solutions for allowing me to undertake my internship within their esteemed establishment. This experience has proven invaluable in enriching my comprehension of the healthcare sector and refining my professional competencies. I am deeply thankful to Mr. Lokesh and Mr. Sanjay (Founder and Co-Founder, respectively) for their consistent support, guidance, and motivation throughout my internship tenure. Their unwavering commitment to excellence and dedication to patient welfare has been profoundly inspiring.

Furthermore, I am indebted to my mentor, Dr. Suraj Pavto Velip, whose expertise, perspectives, and constructive criticisms have played a pivotal role in shaping my educational journey and career advancement. Lastly, I extend my gratitude to all individuals who have contributed to this report, whether directly or indirectly, through their guidance, feedback, and encouragement. Additionally, I am appreciative of my colleague, Anas Munaf, for his valuable support during this period.

Mr. Mohammad Anis Sayyed
H No. 299, Lalbag, Sanquelim,
Karapur, North Goa- 403505

Date: 05 January 2024

Dear Mr. Anis

Subject: Acceptance of Internship Offer - Sales and Marketing Intern

We are delighted to inform you that you have been selected for the Sales and Marketing Internship at Life Save Home Health Care Solutions. We believe your skills, enthusiasm, and dedication will be valuable assets to our team during this four-month internship.

We appreciate your interest in joining Life Save Home Health Care Solutions and we are confident that your contribution will make a significant impact on our sales and marketing initiatives. Your eagerness to learn and your commitment to excellence align perfectly with our company values.

We look forward to welcoming you on board from January 15th, 2024. This internship promises to be a mutually beneficial experience, providing you with valuable insights into the field of sales and marketing while offering us the opportunity to benefit from your unique perspective and talents.

We are excited for you to join Life Save Home Health Care Solutions team and are confident that this internship will be a rewarding and enriching experience for you.

Sincerely,

Life Save Home Health Care Solutions



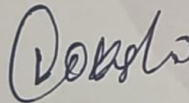
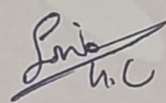
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mohammed Anis Sayed**, MBA student of Goa Business School, Goa University has successfully completed his internship at **Life Save Home Health Care Solutions**, from January 15th, 2024 to May 4th, 2024 in the Marketing Department.

During his tenure, we found him to be extremely hardworking, displayed excellent performance, and was enthusiastic about learning new skills.

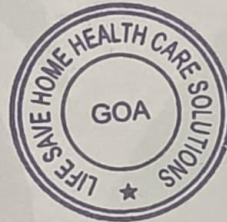
We wish him all the best and success in his future endeavours.

For Life Save Home Health Care Solutions

Lokesh M.K/ Sanjay H.C

Directors



COMPLETION CERTIFICATE

This is to certify that the internship report “**Consumer Perceptions and Awareness Regarding Home Health Care Services in Goa, India**” is a bonafide work carried out by Mr. Mohammed Anis Sayed under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Management Discipline at the Goa Business School, Goa University.



Dr. Suraj Pavto Velip

Signature and Name of Mentor

Date: 03/05/2025



Signature of Dean of School

Date: 3/5/2024

Place: Goa Business School/Goa University

School Stamp



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1. Executive Summary

This report encapsulates my professional experience as a Marketing and Sales Intern at Life Save Home Health Care Solutions, from January 15, 2024, to May 4, 2024. During my tenure, I engaged in multifaceted roles within the Marketing Department, going beyond traditional marketing functions. Founded in March 2023 by Lokesh M.K. and Sanjay H.C., Life Save aims to deliver exceptional in-home nursing and caretaker services, with a focus on compassion and professionalism.

The introductory part of this report contextualizes the burgeoning home care market in India, propelled by an aging demographic and evolving family dynamics. It underscores the necessity of employing effective marketing strategies to attract customers and generate leads for home care agencies. Initially focusing on conventional marketing avenues like print and direct mail, I quickly recognized the leverage offered by digital marketing platforms, including social media, SEO, and online directories, particularly harnessing Facebook for lead generation.

In the literature review, I synthesized various studies, highlighting the importance of bespoke marketing strategies and the understanding of consumer behavior for effective lead generation in the home care sector. Although I began with the intent to conduct a comprehensive study on the distribution of leads across different channels, the pressing demands of my internship led me to concentrate more on practical learning and less on formal research.

My responsibilities included a thorough competitor analysis and keyword research, which were essential for refining our digital marketing strategy and enhancing our market positioning. In collaboration with a colleague, I also filtered a list of nursing colleges to partner with, aiming to recruit well-qualified nursing staff for our operations.

In the realm of social media, I played a pivotal role in content creation and management, utilizing my social media accounts to increase company visibility and engage a broader

audience. Despite initial challenges in creating high-quality promotional materials, I learned to produce more engaging and visually appealing content over time.

My direct marketing efforts included distributing pamphlets in local communities such as Models Splendor and Kamat Complex, which were crucial for establishing personal connections and effectively communicating our service value.

Additionally, I proactively managed relationships with suppliers and vendors, overseeing the logistics of print materials and uniforms, and ensuring the smooth operation of our service delivery. My interaction with clients and follow-up on services played a fundamental role in maintaining client satisfaction and operational efficiency.

Expanding our referral network, I convinced local doctors to refer patients to our services, establishing a mutually beneficial partnership that enhanced client leads and the quality of care.

In terms of digital presence, I was instrumental in setting up and optimizing profiles on platforms like India Mart and Sulekha, which significantly increased our visibility and client acquisition. My efforts in system testing and data management ensured our CRM software's functionality and our data systems' integrity.

Throughout my internship, I gained invaluable experience in digital marketing, client engagement, and operational logistics, contributing significantly to the growth and efficiency of Life Save Home Health Care Solutions. This experience enhanced my professional skills and provided a comprehensive understanding of the healthcare service industry.

2. Company Profile: Life Save Home Health Care Solutions

2.1.Bird's eye view

Life Save Home Health Care Solutions is a premier provider of comprehensive and personalized home healthcare services. It was founded by Lokesh and Sanjay on 8th March 2023. The organization offers 24x7 home care nursing and caretaker services, catering to patients of all ages who require constant monitoring and intensive care outside of hospital settings. With a focus on delivering quality ‘out-of-hospital’ medical care, Life Save ensures that its services are affordable, and easily accessible, and significantly contribute to the improved quality of life for patients and their families.

2.2FOUNDERS Story

Lokesh M.K. (founder) and Sanjay H.C. (co-founder) are dynamic entrepreneurs with medical backgrounds. Together, they founded Life Save Home Health Care Solutions, driven by their shared passion for healthcare and a belief in Goa's untapped market potential. Lokesh brings strategic business expertise. Sanjay, a seasoned medical professional, contributes invaluable insights into patient care and healthcare systems. Their collaboration, fuelled by mentorship and industry knowledge, led them to identify Goa as an ideal location to address the region's healthcare needs. With Lokesh's entrepreneurial acumen and Sanjay's medical expertise, Life Save Home Health Care Solutions aims to revolutionize home care services, prioritizing patient well-being and quality of life.

2.3.Vision

Life Save Home Health Care Solutions aims to deliver quality ‘out-of-hospital’ medical care, which is affordable and easily accessible to patients, thus improving the quality of life of patients and families.

2.4.Mission

To provide the best care to every patient through a strong focus on service excellence and simplified processes guided by evidence-based medical care and technology.

2.5.Products and Services

Life Save Home Health Care Solutions provides a broad array of services designed to meet the diverse needs of its clientele, including:

Nursing: Life Save offers highly qualified nurses, including those certified in Auxiliary Nurse Midwifery (A.N.M), General Nursing and Midwifery (G.N.M), and Bachelor of Science in Nursing (B.Sc.), to patients with critical health conditions who need sophisticated medical care and support.

Specialized Post Hospital Care: Including wound management, IV infusion therapy, oxygen administration, nebulization, bed sore care, tracheostomy care, BiPAP/CPAP management, stoma care, specialized feeding, and more.

Care Takers: Holistic support at home by trained attendants or caregivers, covering daily activities and personal care.

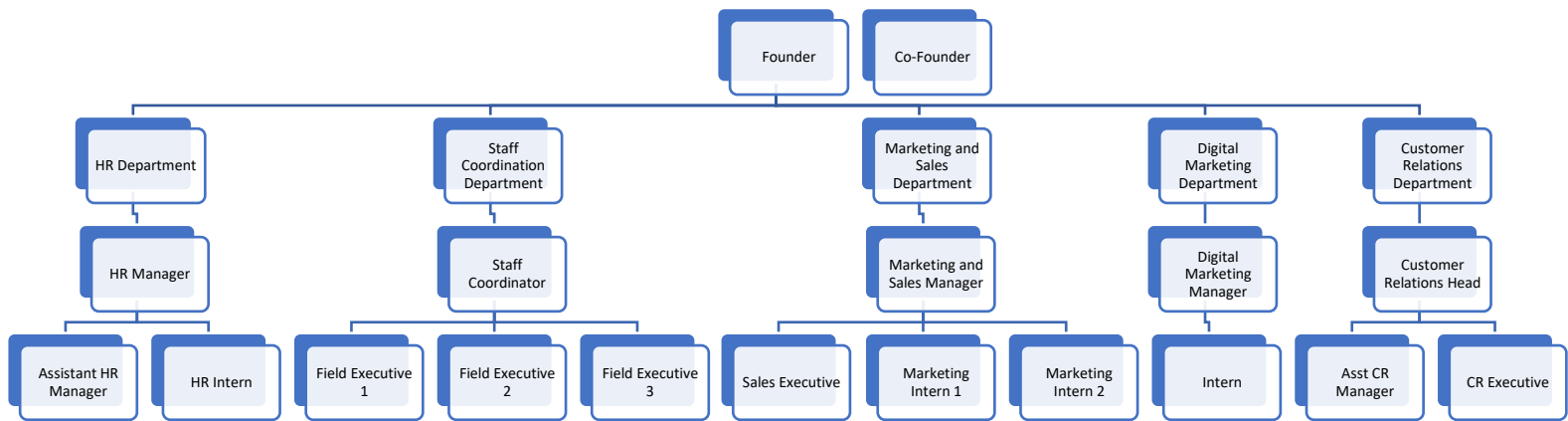
Elder Care: Tailored services to meet the varied needs of senior citizens.

Medical Equipment: A comprehensive rent or purchase catalog delivered directly to the client's home.

Doctor Consultation & Medical Equipment: Providing access to medical consultations and necessary medical equipment.

Lab Test & Physiotherapy: Ensuring convenient home-based lab testing and physiotherapy services

2.6.Organogram



2.7.SWOT

Strengths

1. **Strong Online Reputation:** The company has received good ratings on Google reviews. This positive online reputation is crucial as it builds trust with potential customers and creates a favorable first impression.
2. **Promising Startup Performance:** Despite being a relatively new entrant, the company has shown strong performance. This indicates robust foundational strategies and potential for growth.
3. **High Visibility in Online Directories:** Being listed prominently in online directories enhances accessibility and visibility to potential customers, driving more traffic to the business's website and potentially increasing sales.

Weaknesses

1. **Internal Conflicts:** There have been observed instances of conflicts between employees. While these conflicts have not yet severely impacted productivity, their continuation could lead to a deteriorating work environment and lower employee morale.

2. **Lack of Structured Organizational Hierarchy:** The absence of a clear chain of command has resulted in unclear reporting standards and excessive pressure on the owners. Instituting a formal organizational structure is essential, especially as the business grows and more employees join.

Opportunities

1. **Expanding Online Presence through Digital Marketing:** There is significant potential to strengthen the company's online presence with targeted social media marketing and search engine optimization (SEO). Effective use of these tools can attract a larger audience and increase brand awareness.
2. **Market Leadership in a Fragmented Market:** The Goan Home Care Market is currently small and fragmented. This scenario presents a unique opportunity for the company to position itself as a market leader by building a strong reputation and offering superior services compared to the competition.

Threats

1. **Competition from Established Players:** Despite the market being small, there is substantial competition from already established businesses. These competitors have the advantage of established customer bases and proven operational frameworks.
2. **Ease of New Entrants:** The industry presents low barriers to entry, meaning new competitors can enter the market easily. This increases the threat level, as new entrants could potentially capture market share by offering competitive prices or innovative services.

3. Introduction

Consumer perception and awareness regarding home care services encompass a complex range of factors, including quality of care, trust, accessibility, cost, and personalized service. As the global and Indian population ages, the demand for home care services has increased, leading to a more discerning consumer base that is keen on understanding and evaluating their options before making decisions. This will help life-save home healthcare solutions to understand their customer in a better way.

The quality of care is often the foremost concern for consumers, who seek competent, compassionate, and reliable care providers. This encompasses not only the technical abilities of caregivers but also their interpersonal skills and dedication to patient well-being. Trust plays a critical role in this relationship, as consumers invite these providers into their homes and entrust them with the care of their loved ones. The development of a positive reputation and trustworthiness of Life Save Home Healthcare solutions is crucial for attracting and retaining clients. Accessibility of services is another vital aspect of consumer perception. This includes the ease of finding information about services, understanding the range of services offered, and the process of initiating service. The geographic availability of these services also falls under accessibility, as consumers may have limited options depending on their location.

Cost is a significant factor influencing consumer perception and awareness. With the wide variation in pricing and payment models, consumers must navigate a complex landscape to understand what services they can afford. The transparency and clarity of pricing information provided by Life Save Home Healthcare Solutions services can greatly affect consumer satisfaction and decision-making. Personalization of care is increasingly becoming a distinguishing factor for home care services. Consumers are looking for services that are tailored to the individual needs and preferences of the care recipient, rather than a one-size-fits-all approach. This includes considerations of cultural, dietary, and personal habits, as well

as adapting to the changing needs of clients over time. In summary, consumer perception and awareness regarding home care services are shaped by a multifaceted set of factors that reflect the priorities and concerns of care recipients and their families. Understanding these factors is crucial for home care providers aiming to meet and exceed the expectations of their clients

4. Literature Review

Explores the utilization of home health care services among the elderly in Lucas County, Ohio. It identifies and describes the role of need, knowledge, and risk factors in the use of home care. It utilized a secondary analysis of data collected in 1984, representing a county-wide stratified random sample of 400 individuals aged 65 and over in Lucas County, Ohio. The findings indicate a gap between the demand for services by the elderly and the evaluation of needs by experts, suggesting the need for support mechanisms that integrate formal and informal networks into a holistic model of health care. It has low need and use of home health care among the elderly, with approximately half of the elderly lacking awareness of home health care services. It also identifies socio-demographic factors that denote the elderly who are more at risk of needing home care services, such as health status, age, gender, marital status, and insurance coverage. (Richard, 1986). It delved into how older adults perceive their experience with home health care after being discharged from services. It found that these individuals mainly appreciated the support and reassurance from their nurses and aides, yet they didn't always see teaching as a part of the nurses' roles. The research, involving nine participants aged between 71 and 92 from Colorado, identified three key themes in their experiences: the nursing care they received, their health issues, and their sense of independence. While the research was thorough, using methods like triangulation and peer debriefing to ensure credibility, it also stressed the importance of clear nurse communication about their roles, especially in teaching aspects of care. The findings underscore the need for home healthcare staff to involve older

patients more in their care and discharge planning, shedding light on how essential it is for healthcare providers to understand and respect the perspectives of older adults in need of home care services. (Magilvy et al, 1987). The discussion explores how specialized home care by advanced practice nurses (APNs) affects the survival of older cancer patients after surgery. With cancer treatments allowing for shorter hospital stays, home care has become crucial. This study compared two groups one received specialized home care from APNs post-surgery, involving physical care, education, and emotional support for 4 weeks; the other received standard care. The findings revealed that those with specialized home care lived longer, especially those with late-stage cancer. It showed that combining physical care and emotional support significantly improves survival rates and quality of life for these patients, underscoring the value of APN interventions in meeting cancer patients' needs. (McCorkle,2000). It presents an integrative model of customers' perceptions of healthcare services in Taiwan. The study aims to explore how patients perceive the quality and value of their care and how it influences their satisfaction levels and behavioural intentions findings reveal the significant impact of perceived quality and value on patient satisfaction and behavioural intentions. It emphasizes the importance of understanding patients' perceptions in the competitive healthcare industry, particularly in Taiwan's universal health insurance system. It contributes to a better understanding of patients' perceptions in healthcare settings, emphasizing the importance of perceived quality, value, and satisfaction in influencing patients' behavioral intentions. It underscores the need for healthcare providers to focus on improving service quality, perceived value, and patient satisfaction simultaneously to enhance patients' perceptions and behavior. It also highlights the potential areas for future research, particularly the need for qualitative approaches to gain deeper insights into patients' perceptions and the antecedents of perceived value in healthcare settings. (Wu et al., 2008).Explores how both users and providers view the quality of home healthcare services as the healthcare system adapts to meet the population's

changing needs. It involved 82 participants who shared their thoughts on the care quality, the information provided to them, and education about treatment goals and medication. The research highlighted that with the growing reliance on home health care, especially for chronic or complex conditions, there's a clear need for better policies and guidelines to oversee these services. The study's thorough methods pointed to various user characteristics like age, education, and health insurance coverage, affecting their satisfaction levels. (Dawani et al., 2014). It investigates the perceptions of patients receiving home health care services. The study focuses on factors influencing patient satisfaction and the quality of care provided. It emphasizes the importance of considering patient opinions when improving health services and the need for well-educated and trained healthcare providers. The research design is descriptive, aiming to describe the problem and understand the perspectives of elderly and disabled patients. The discussion compares the study with previous research and highlights the lack of knowledge among healthcare professionals in dealing with home healthcare. The document also provides recommendations for specialized staff training in long-term health care and further research on specific age groups. It references previous studies on patient satisfaction and healthcare professional knowledge of home healthcare services, emphasizing the need for education and training in this field. Overall, it offers valuable insights into patients' perceptions of home healthcare services and provides recommendations for improving service quality and patient satisfaction. (Alanazi, 2014). It looked into how patients in the late palliative phase rate the quality of care across various settings, including hospice inpatient and daycare, nursing home palliative units, and home care. Using the Quality from the Patients' Perspective instrument designed for palliative care, it found that all settings scored well in honesty and atmosphere. However, exhaustion was flagged as an area needing attention in most settings. Patients valued medical care, honesty, respect empathy, and atmosphere highly across the board, but those in hospice inpatient care reported receiving better care in more areas compared

to the other settings. It highlighted how patient experiences can vary significantly, with those in hospices rating their care higher, especially in terms of the identity–orientation approach and sociocultural atmosphere, than those in nursing homes or receiving home care. Despite these differences, the importance patients placed on care aspects remained consistently high across all settings. Further research is needed to dive deeper into these variations and improve care quality across all palliative care settings, ensuring patients' needs and expectations are met effectively. (Sandsdalen et al., 2016). It explored how people using home care services and their caregivers perceive these services, involving participants from various regions. It found that home care primarily aids older adults with various, often chronic health conditions, highlighting the comfort and familial connection it provides and its role in easing access to the wider healthcare network. The study also pointed out the crucial support from family members as informal caregivers. In conclusion, the study's results support the significance of home care services in meeting the diverse needs of service users, particularly older adults with chronic health conditions. By addressing not only the health needs but also the natural and radical human needs, home care contributes to improved access, autonomy, and quality of life for the service users. (Silva et al., 2017). It delved into older adults' experiences with home care packages (HCPs), using interviews to gather insights. The key takeaway for a great experience with consumer-directed care, folks need easy access to trustworthy info, fair fees, personal attention from case managers, steady support workers, and family involvement. The study underlined that to boost satisfaction, there's a need for stricter rules on providers, attention to fee structures, and setting basic training standards for staff. The findings stress the importance of clear regulations, transparent fees, straightforward information, consistent support, and ensuring opportunities for social interaction. This research offers valuable directions for enhancing aged care, making it more user-friendly and focused on individual needs. Findings suggest that improving home health care services requires ongoing quality checks, regular

client satisfaction assessments, and better training for care providers. Identifying factors that influence how care is perceived, such as information sources and insurance status, is crucial for elevating care standards. (Russell et al., 2020). It looked into how Medicare beneficiaries choose home health agencies (HHAs) before and after the introduction of star ratings for quality of care and patient experience. Using data from 2014 to 2016, the research found that these star ratings did influence choices, especially favouring agencies rated highly for quality and patient experience. Interestingly, this shift was more pronounced among patients coming from the community, black patients, and those with both Medicare and Medicaid coverage. Overall, the findings highlight the positive impact of star ratings in guiding patients toward higher-quality home health care. However, it also points to the need for more research to fully understand the long-term effects and how these ratings influence the broader home healthcare landscape. (Schwartz et al., n.d.2021). Home healthcare is becoming more significant in India due to demographic changes and shifts in disease patterns. India's population is expected to grow substantially by 2036, with a noticeable increase in the elderly population and a decrease in the youth population share. This shift is occurring because of reduced fertility rates and improved life expectancy. Urbanization and changes in family structures, such as the rise of nuclear families, are also influencing this trend. Countries worldwide, including the USA, several European nations, Japan, and South Korea, have developed various models of home healthcare to cater to these needs. The COVID-19 pandemic further highlighted the importance of home healthcare in India, with remote monitoring and home visits by healthcare professionals playing a critical role in managing the crisis. The Indian home healthcare market is expected to grow significantly, indicating a shift towards more in-home care services. This shift aims to reduce hospital visits and costs, addressing the healthcare needs of India's changing population effectively. (Gupta & Randhawa,2023)

5. Research Problem

The research problem that I've discovered is that there is a significant gap in our understanding of consumer perceptions and awareness regarding home healthcare services in Goa, India. This lack of insight creates uncertainty about the factors that influence consumer decision-making processes when selecting these services. Additionally, there's an evident inadequacy in our knowledge concerning the level of awareness and the effectiveness of knowledge dissemination channels among the target demographic in Goa. Addressing these gaps is crucial for tailoring our approach and ensuring that our services meet the needs and expectations of potential consumers in this region.

6. Research Questions

- What are the factors influencing consumer perceptions of home care services in Goa, India?
- What are the expectations of consumers regarding the quality and affordability of home care services in Goa, India?
- Are there any significant differences in consumer perceptions and awareness of home care services between North Goa and South Goa, India?

7. Research Objective

The objective of this research is to analyze consumer perceptions and awareness regarding home healthcare services within Goa, India. It intends to identify the pivotal factors that play a role in shaping the decision-making process of consumers when they are choosing home health care services. Moreover, the study will examine the differences in preferences among consumers based in North Goa compared to those in South Goa.

8. Research Hypothesis

H1: Trust has a significant impact on consumer preferences for home healthcare services

H2: Quality of care has a significant impact on consumer preferences for home healthcare services

H3: Affordability has a significant impact on consumer preferences for home healthcare services

H4: Reputation has a significant impact on consumer preferences for home healthcare services

H5: Recommendations from friends/family have a significant impact on consumer preferences for home healthcare services

H6: Accessibility has a significant impact on consumer preferences for home healthcare services

H7: Reliability has a significant impact on consumer preferences for home healthcare services

9. Methodology Framework

This study employs a quantitative approach to collect numerical data on consumer perceptions, and preferences concerning home healthcare services through surveys and questionnaires. By leveraging random sampling methods, it aims to ensure a representative cross-section of Goa's population, with a deliberate split between North and South Goa for a regional comparative analysis. The surveys will be disseminated primarily via online platforms such as social media to capture a wide demographic reach, including varied ages, genders, and socioeconomic statuses. This data will facilitate an exploration of perceptions across different segments of the population. The survey tool itself will comprise statements regarding the quality of care, trust, accessibility, and cost, with responses recorded on a Likert scale from 1 to 5, thus enabling quantifiable data collection. The anticipated output includes a detailed analysis report that encapsulates the research findings, offering both statistical data and qualitative insights,

alongside recommendations. The research design specifies consumer perception and awareness of home health care services as encompassing demographic characteristics (age, gender, income), previous experiences with home health care, education level, marketing efforts, and the availability of information channels, all of which are posited to influence consumer perception and awareness significantly. The data collected will be analyzed using SPSS software and the proposed statistical analysis techniques that will be used are reliability, Frequency analysis, and regression analysis.

10.Data Analysis & Results

Reliability Analysis

Scale Reliability Statistics	
	Cronbach's α
scale	0.848

The Cronbach's α value is 0.848, which indicates a reasonably high level of internal consistency reliability. This suggests that the items in the scale are relatively well-correlated with each other and measure a consistent underlying construct.

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 25	30	27.0	27.0	27.0
26-36	25	22.5	22.5	49.5
36-46	23	20.7	20.7	70.3
46-56	24	21.6	21.6	91.9

56 - 66	6	5.4	5.4	97.3
Above 66+	3	2.7	2.7	100.0
Total	111	100.0	100.0	

1. Below 25:

- This group comprises 27% of the total respondents, with 30 individuals falling into this category. It indicates that a significant portion of the sample consists of younger adults or possibly students, as they are below the age of 25.

2. 26-36:

- Representing 22.5% of the respondents, this group consists of 25 individuals. It suggests that there is a sizable proportion of respondents in their late twenties to mid-thirties, likely reflecting individuals in the early stages of their careers or starting families.

3. 36-46:

- Comprising 20.7% of the total sample, this age group includes 23 individuals. It indicates a substantial presence of individuals in their mid-thirties to mid-forties, possibly representing established professionals or parents with school-aged children.

4. 46-56:

- This group accounts for 21.6% of the respondents, with 24 individuals falling within this age range. It suggests a significant representation of middle-aged individuals, possibly at the peak of their careers or nearing retirement age.

5. 56 - 66:

- With only 5.4% of the respondents, this age group consists of 6 individuals. It indicates a smaller but still noteworthy presence of individuals in their late fifties to mid-sixties, likely approaching retirement or already retired.

6. Above 66+:

- This group represents the smallest proportion of respondents, accounting for 2.7% of the total sample, with only 3 individuals. It suggests a minority of respondents who are elderly, possibly retired, or nearing retirement age.

Gender:

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	55	49.5	49.5	49.5
Female	54	48.6	48.6	98.2
Others	2	1.8	1.8	100.0
Total	111	100.0	100.0	

Male:

With a frequency of 55 individuals, males comprise 49.5% of the total respondents. This indicates that nearly half of the sample population is male. It suggests a relatively balanced representation of genders within the sample.

Female:

Representing 48.6% of the respondents, females account for 54 individuals. This indicates a slightly lower but still substantial presence of females within the sample, almost equivalent to the male representation. It suggests gender parity or near parity within the sample.

Others:

This category encompasses individuals who identify with genders other than male or female and includes 2 respondents, representing 1.8% of the total sample. While a minority within the sample, it signifies the presence of gender diversity among respondents.

Household Income

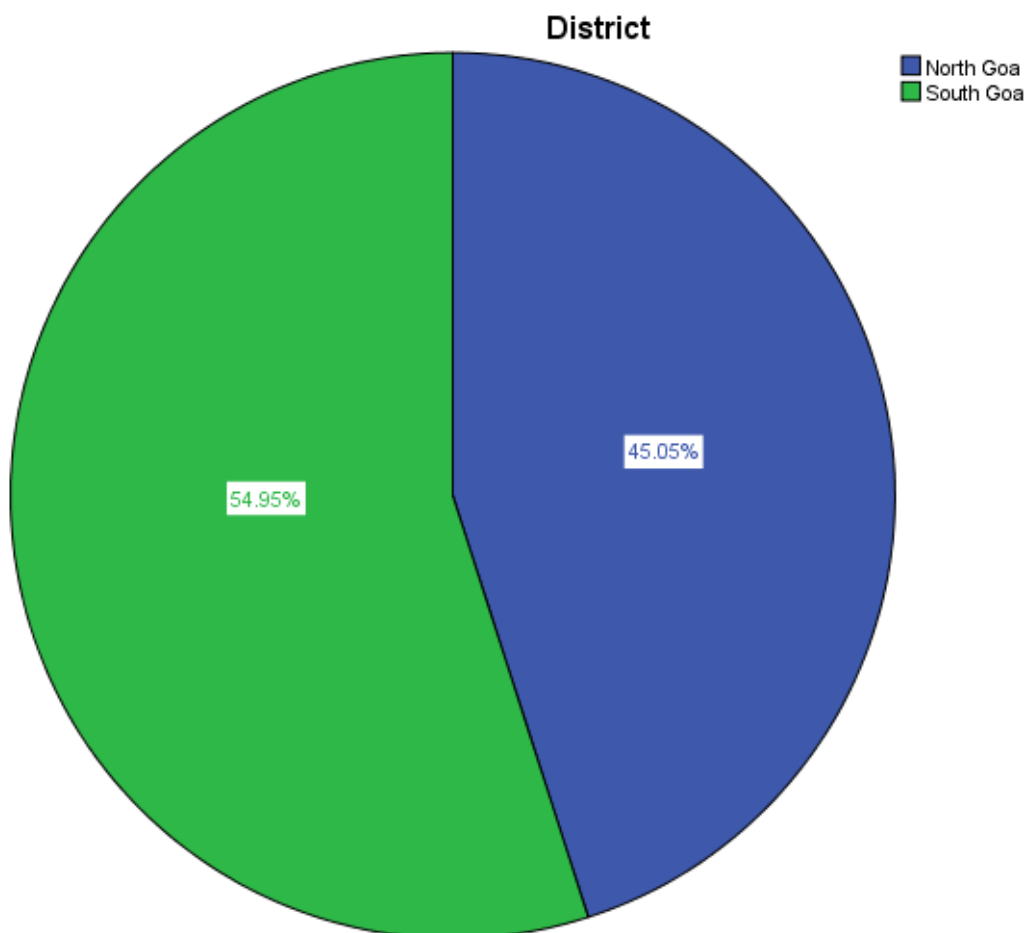
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 25,000	23	20.7	20.7	20.7
25,000 - 55,000	27	24.3	24.3	45.0
55,000 - 85,000	32	28.8	28.8	73.9
Valid 85,000 - 115,000	20	18.0	18.0	91.9
More than 115,000	9	8.1	8.1	100.0
Total	111	100.0	100.0	

The majority of respondents fall within the income brackets of 25,000 to 85,000 Indian Rupees, with 24.3% reporting incomes between 25,000 and 55,000 Rupees, and 28.8% falling within the range of 55,000 to 85,000 Rupees. This indicates that a significant portion of the sample earns moderate to relatively higher incomes. Additionally, 20.7% of respondents report incomes below 25,000 Rupees, suggesting a notable presence of individuals with lower incomes. On the higher end of the spectrum, 18.0% of respondents report incomes between 85,000 and 115,000 Rupees, while only 8.1% report incomes exceeding 115,000 Rupees. This

distribution reflects a diverse range of income levels within the sample, with a concentration towards the middle-income brackets.

District

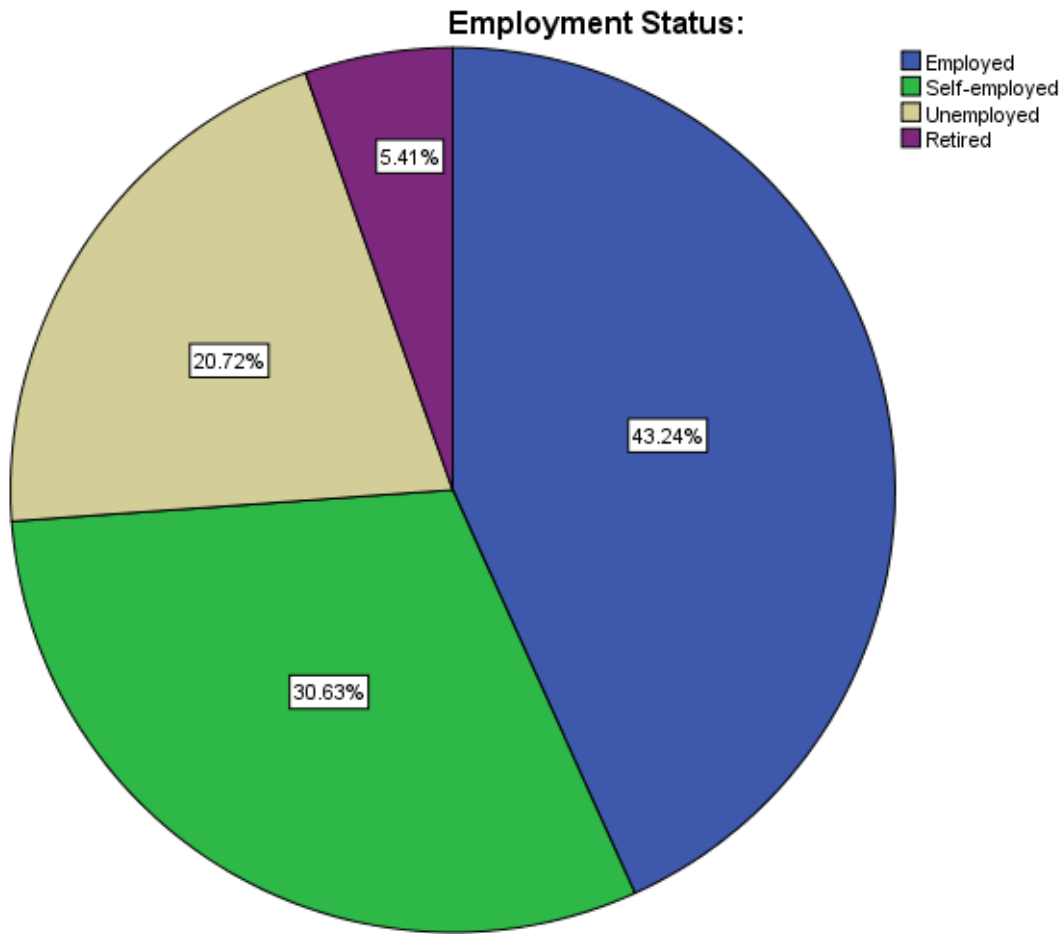
	Frequency	Percent	Valid Percent	Cumulative Percent
North Goa	50	45.0	45.0	45.0
Valid South Goa	61	55.0	55.0	100.0
Total	111	100.0	100.0	



North Goa accounts for 45.0% of the respondents, with 50 individuals residing in this region. Conversely, South Goa represents the majority, comprising 55.0% of the total sample, with 61 individuals residing in this area. This distribution indicates a slightly higher prevalence of respondents from South Goa compared to North Goa

Employment Status:

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	48	43.2	43.2	43.2
Self-employed	34	30.6	30.6	73.9
Unemployed	23	20.7	20.7	94.6
Retired	6	5.4	5.4	100.0
Total	111	100.0	100.0	



The largest proportion of respondents, constituting 43.2% of the total sample, are classified as "Employed," with 48 individuals currently engaged in employment. This group likely comprises individuals actively working in various sectors of the economy, including both full-time and part-time employment arrangements.

Following closely behind, the "Self-employed" category represents 30.6% of respondents, with 34 individuals falling into this group. These respondents are likely individuals who run their businesses, work as freelancers, or are otherwise self-employed entrepreneurs.

A notable portion of the sample, comprising 20.7%, is categorized as "Unemployed," indicating that 23 respondents are currently without a job or actively seeking employment. This group may include individuals who are temporarily between jobs, recent graduates entering the job market, or those facing challenges in securing employment.

Lastly, a smaller percentage of respondents, representing 5.4% of the total sample, are classified as "Retired," with 6 individuals who have ceased working due to retirement. This group likely consists of individuals who have reached the age of retirement and are no longer actively participating in the workforce.

Have you or someone in your household ever used a home healthcare service?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	54	48.6	48.6	48.6
Valid No	57	51.4	51.4	100.0
Total	111	100.0	100.0	

Among the respondents, 48.6% have indicated that they or someone in their household have utilized home healthcare services, with a frequency of 54 individuals. This suggests that a substantial portion of the sample has had direct experience with home healthcare, either for themselves or for a family member residing in the same household.

Conversely, 51.4% of respondents reported that neither they nor anyone in their household have utilized home healthcare services, representing 57 individuals. This indicates that there is

also a significant portion of the sample who have not yet availed themselves of such services within their household.

How familiar are you with home healthcare services available in Goa?

	Frequency	Percent	Valid Percent	Cumulative Percent
Not at all Familiar	17	15.3	15.3	15.3
Slightly Familiar	28	25.2	25.2	40.5
Moderately Familiar	36	32.4	32.4	73.0
Valid Very Familiar	19	17.1	17.1	90.1
Extremely Familiar	11	9.9	9.9	100.0
Total	111	100.0	100.0	

A notable portion of respondents, comprising 15.3% of the total sample, indicated that they are "Not at all Familiar" with home healthcare services, with 17 individuals falling into this category. This suggests that there is a segment of the population who lacks awareness or knowledge about the availability and scope of home healthcare services in Goa.

Slightly more than a quarter of respondents, representing 25.2% of the sample, reported being "Slightly Familiar" with home healthcare services, with 28 individuals falling into this group. While they may have some basic understanding of these services, their familiarity remains limited, indicating room for further exploration and education on the subject.

A larger portion of respondents, constituting 32.4% of the total sample, described themselves as "Moderately Familiar" with home healthcare services, with 36 individuals falling into this

category. This suggests a relatively higher level of awareness and understanding among this group, although there is still room for deeper knowledge and engagement.

A significant proportion of respondents, comprising 17.1% of the sample, reported being "Very Familiar" with home healthcare services, with 19 individuals falling into this category. This indicates a considerable level of knowledge and experience with these services, suggesting that they may have personally used or closely interacted with home healthcare providers in the past. Finally, a smaller percentage of respondents, representing 9.9% of the total sample, reported being "Extremely Familiar" with home healthcare services, with 11 individuals falling into this group. This signifies an exceptionally high level of expertise and familiarity, suggesting that they are likely individuals with extensive personal experience with home healthcare services.

Would you prefer home healthcare services for patient care?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes, because they provide professional patient care	46	41.4	41.4	41.4
Valid Yes, Because I don't know how to take care of the patient	36	32.4	32.4	73.9
No, because they are expensive	14	12.6	12.6	86.5

No, because I don't trust				
home healthcare services	15	13.5	13.5	100.0
Total	111	100.0	100.0	

The largest proportion of respondents, accounting for 41.4% of the total sample, expressed a preference for home healthcare services because they provide "professional patient care." This suggests that a significant portion of respondents value the expertise and specialized care provided by professionals in the home healthcare setting, viewing it as a reliable and effective option for patient care.

Close behind, 32.4% of respondents indicated a preference for home healthcare services because they "don't know how to take care of the patient" themselves. This suggests that a considerable segment of the population may lack the necessary knowledge or skills to provide adequate care for patients at home, prompting them to rely on professional assistance.

A smaller proportion of respondents, representing 12.6% of the total sample, expressed a preference against home healthcare services due to cost concerns, stating that they are "expensive." This indicates that while some individuals recognize the benefits of professional patient care at home, they may be deterred by the perceived financial burden associated with these services.

Similarly, 13.5% of respondents reported a preference against home healthcare services because they "don't trust" them. This suggests a level of skepticism or lack of confidence in the

reliability, quality, or safety of home healthcare services among this subset of respondents, leading them to seek alternative care options.

How would you rate your level of trust in-home healthcare services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very low	6	5.4	5.4	5.4
Low	10	9.0	9.0	14.4
Neutral	41	36.9	36.9	51.4
Valid Moderately high	40	36.0	36.0	87.4
Very high	14	12.6	12.6	100.0
Total	111	100.0	100.0	

A small proportion of respondents, constituting 5.4% of the total sample, reported having "Very low" trust in-home healthcare services, with 6 individuals falling into this category. This suggests a lack of confidence or skepticism towards the reliability and effectiveness of home healthcare services among this subset of respondents.

Similarly, 9.0% of respondents indicated having "Low" trust in-home healthcare services, with 10 individuals falling into this group. This indicates a slightly larger but still relatively small proportion of respondents who express doubts or reservations regarding the trustworthiness of home healthcare services.

The majority of respondents, representing 36.9% of the sample, reported feeling "Neutral" towards home healthcare services, with 41 individuals falling into this category. This suggests a relatively ambivalent or indifferent attitude towards home healthcare services among this

subset of respondents, indicating a lack of strong positive or negative feelings towards these services.

A significant portion of respondents, comprising 36.0% of the total sample, expressed having "Moderately high" trust in-home healthcare services, with 40 individuals falling into this category. This indicates a substantial level of confidence and trust in the reliability and efficacy of home healthcare services among this subset of respondents.

Lastly, 12.6% of respondents reported having "Very high" trust in-home healthcare services, with 14 individuals falling into this group. This suggests a strong sense of confidence and trust in the quality and effectiveness of home healthcare services among this subset of respondents, indicating a high level of satisfaction and reliability.

What are your expectations regarding the quality of home healthcare services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Low	6	5.4	5.4	5.4
Moderate:	25	22.5	22.5	27.9
Neutral	10	9.0	9.0	36.9
Valid Very high	16	14.4	14.4	51.4
Exceptional:	54	48.6	48.6	100.0
Total	111	100.0	100.0	

A small proportion of respondents, comprising 5.4% of the total sample, indicated having "Low" expectations regarding the quality of home healthcare services, with 6 individuals

falling into this category. This suggests a subset of respondents who anticipate subpar or inadequate quality in the services provided, possibly due to past experiences or perceptions.

Similarly, 22.5% of respondents reported having "Moderate" expectations regarding the quality of home healthcare services, with 25 individuals falling into this group. This indicates a sizable portion of respondents who anticipate average or satisfactory quality levels in the services provided, neither exceptionally high nor low.

A smaller proportion of respondents, representing 9.0% of the sample, expressed feeling "Neutral" towards their expectations regarding the quality of home healthcare services, with 10 individuals falling into this category. This suggests a subset of respondents who may not have strong feelings or specific expectations regarding the quality of services provided.

A significant portion of respondents, comprising 14.4% of the total sample, reported having "Very high" expectations regarding the quality of home healthcare services, with 16 individuals falling into this group. This indicates a subset of respondents who anticipate exceptionally high standards of quality in the services provided, reflecting a strong preference for excellence and professionalism.

The majority of respondents, representing 48.6% of the sample, expressed having "Exceptional" expectations regarding the quality of home healthcare services, with 54 individuals falling into this category. This indicates a substantial portion of respondents who anticipate exceptionally high levels of quality, possibly expecting superior care, professionalism, and effectiveness in the services provided.

Please rate your level of agreement with the statement: “I expect Home healthcare services in Goa to have well-trained and compassionate staff members.”

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	6	5.4	5.4	5.4
Disagree	2	1.8	1.8	7.2
Valid Neutral	17	15.3	15.3	22.5
Agree	44	39.6	39.6	62.2
Strongly agree	42	37.8	37.8	100.0
Total	111	100.0	100.0	

A small proportion of respondents, constituting 5.4% of the total sample, indicated "Strongly disagreeing" with the statement, with 6 individuals falling into this category. This suggests a subset of respondents who strongly oppose the notion that home healthcare services in Goa would have well-trained and compassionate staff members, indicating a lack of confidence or skepticism towards the quality of staff in these services.

Similarly, a very small percentage of respondents, representing 1.8% of the sample, expressed "Disagreement" with the statement, with only 2 individuals falling into this group. This indicates a minimal number of respondents who disagree with the expectation of well-trained and compassionate staff members in-home healthcare services, albeit to a lesser degree than those who strongly disagree.

A substantial portion of respondents, comprising 15.3% of the total sample, reported feeling "Neutral" towards the statement, with 17 individuals falling into this category. This suggests a subset of respondents who neither strongly agree nor disagree with the expectation of well-trained and compassionate staff members in-home healthcare services, indicating a lack of strong conviction or specific opinion on the matter.

The majority of respondents, representing 39.6% of the sample, expressed "Agreement" with the statement, with 44 individuals falling into this group. This indicates a significant proportion of respondents who agree with the expectation of well-trained and compassionate staff members in-home healthcare services, reflecting a positive perception of the quality of staff in these services.

Furthermore, a substantial percentage of respondents, comprising 37.8% of the total sample, indicated "Strong agreement" with the statement, with 42 individuals falling into this category. This suggests a significant subset of respondents who strongly endorse the expectation of well-trained and compassionate staff members in in-home healthcare services, indicating a high level of confidence and trust in the quality of staff in these services.

Please rate your level of agreement with the statement: I expect Home healthcare services in Goa to prioritize personalized care plans tailored to my specific medical needs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	3.6	3.6	3.6
Valid Disagree	3	2.7	2.7	6.3

Neutral	18	16.2	16.2	22.5
Agree	46	41.4	41.4	64.0
Strongly agree	40	36.0	36.0	100.0
Total	111	100.0	100.0	

The frequency distribution table presents the responses of a group of individuals regarding their expectations of home healthcare services in Goa, specifically focusing on the personalization of care plans according to individual medical needs.

Out of the 111 valid responses collected:

- 4 respondents, accounting for 3.6% of the total, selected "Strongly disagree," indicating a strong opposition to the expectation that home healthcare should prioritize personalized care plans.
- 3 respondents, making up 2.7% of the participants, chose "Disagree," also expressing disagreement but less strongly.
- 18 respondents, or 16.2% of the total, opted for "Neutral," suggesting ambivalence or uncertainty about the need for personalized care plans in-home healthcare services.
- A substantial number, 46 respondents or 41.4%, agreed with the statement, indicating they believe home healthcare services should prioritize personalization of care to meet individual medical needs.
- The highest agreement came from 40 respondents, representing 36.0% of the total, who "Strongly agree," reflecting a very strong expectation for personalized care plans in-home healthcare services.

In summary, a significant majority of the respondents, 77.4% (comprising those who agree and strongly agree), support the idea that personalized care plans are essential in-home healthcare services in Goa. In contrast, only a small minority, 6.3% (those who disagree and strongly

disagree), do not support this expectation. The neutral responses suggest that some individuals remain undecided on the issue.

How important is it for home healthcare services to offer 24/7 availability for emergencies?

	Frequency	Percent	Valid Percent	Cumulative Percent
Not important	4	3.6	3.6	3.6
Slightly important	7	6.3	6.3	9.9
Moderately important	14	12.6	12.6	22.5
Very important	51	45.9	45.9	68.5
Extremely important	35	31.5	31.5	100.0
Total	111	100.0	100.0	

The table reflects the opinions of 111 respondents regarding the importance of 24/7 emergency availability in-home healthcare services.

- **Not important:** A small fraction of the respondents, 4 or 3.6%, do not consider 24/7 emergency availability important in-home healthcare services. This group might not view around-the-clock access as necessary for their specific health needs or circumstances.
- **Slightly important:** 7 respondents, making up 6.3% of the total, find this feature slightly important. They might see some value in having 24/7 availability but do not prioritize it highly.

- **Moderately important:** 14 participants, accounting for 12.6% of the responses, believe that 24/7 availability is moderately important. This suggests a recognition of its benefits, although it's not considered critical.
- **Very important:** The largest segment of the group, 51 people or 45.9% of respondents, rate 24/7 availability as very important. This significant percentage indicates a strong belief in the need for constant access to healthcare services in emergencies.
- **Extremely important:** Another substantial group, 35 respondents or 31.5%, feels that 24/7 availability is extremely important. These individuals likely view constant accessibility as crucial for ensuring safety and immediate response to health crises.

Overall, the majority of respondents (77.4% combined for those who view it as very or extremely important) value the availability of home healthcare services around the clock, highlighting the importance of immediate and accessible medical care in emergencies. A small minority finds it less critical. This data emphasizes a strong consensus on the necessity of 24/7 emergency services in the home healthcare sector.

Do you think Home care services in Goa are expensive?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	35	31.5	31.5	31.5
No	4	3.6	3.6	35.1
Maybe	72	64.9	64.9	100.0
Total	111	100.0	100.0	

The table shows the responses to the question of whether home care services in Goa are considered expensive.

- **Yes:** A total of 35 respondents, which constitutes 31.5% of the sample, believe that home care services in Goa are expensive. This group clearly perceives the cost of these services as high, potentially reflecting their personal experiences with the financial burden of such services.
- **No:** Only 4 participants, making up a mere 3.6% of the respondents, do not find home care services in Goa expensive. This small percentage indicates that a minimal number of individuals view the costs as reasonable or affordable based on their financial perspective or value assessment of the services provided.
- **Maybe:** The majority, comprising 72 respondents or 64.9%, are unsure and answer "Maybe" when asked if home care services are expensive. This significant portion of respondents may include those who are uncertain about the cost relative to the quality of care received, those who have heard mixed opinions, or those who have not had enough interaction with such services to form a definite opinion.

Overall, while a clear segment of the respondents considers the services expensive, the majority are undecided, indicating variability in perceptions of cost-effectiveness or affordability of home care services in Goa. The small number who find the services not to be expensive suggests that perceptions of cost are highly subjective and likely influenced by individual financial circumstances and expectations of care quality.

How important is it for you that Home healthcare services in Goa offer holistic care addressing both physical and emotional needs?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not important at all	3	2.7	2.7	2.7
Slightly important	5	4.5	4.5	7.2

Moderately important	26	23.4	23.4	30.6
Very important	36	32.4	32.4	63.1
Extremely important	41	36.9	36.9	100.0
Total	111	100.0	100.0	

The frequency table depicts the level of importance that 111 respondents place on home healthcare services in Goa providing holistic care that addresses both physical and emotional needs.

- **Not important at all:** A small minority, 3 respondents or 2.7% of the total, do not find it important at all for home healthcare services to offer holistic care. This indicates a very low priority or perceived irrelevance of integrating emotional care with physical health services for these individuals.
- **Slightly important:** Slightly more respondents, 5 or 4.5% of the total, consider holistic care slightly important. They may acknowledge some value in addressing emotional needs alongside physical care but do not see it as a significant factor.
- **Moderately important:** A larger group, consisting of 26 individuals or 23.4%, views holistic care as moderately important. This suggests a recognition of the benefits of comprehensive care, although it might not be deemed critical or a priority over other factors.
- **Very important:** Reflecting a strong emphasis on the integration of care types, 36 respondents, or 32.4% believe it is very important for home healthcare services to address both physical and emotional needs. This group likely values a more comprehensive approach to health that supports overall well-being.

- **Extremely important:** The largest segment, comprising 41 respondents or 36.9%, finds it extremely important that home healthcare services offer holistic care. This high level of importance indicates a strong belief in the essential role of emotional care in conjunction with physical health services, suggesting that these respondents view such integration as crucial to effective healthcare.

Overall, a significant majority of the respondents, accounting for 69.3% (those who see it as very or extremely important), place a high value on holistic care, underscoring its perceived necessity in enhancing the quality and effectiveness of home healthcare in Goa. Conversely, a very small portion considers it unimportant, highlighting diverse perceptions of what constitutes essential healthcare services.

How likely are you to explore home healthcare services in Goa as a potential option for yourself or a loved one in the future?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very unlikely	9	8.1	8.1	8.1
Unlikely	9	8.1	8.1	16.2
Valid Neutral	25	22.5	22.5	38.7
Likely	39	35.1	35.1	73.9
Very Likely	29	26.1	26.1	100.0
Total	111	100.0	100.0	

The table provides insights into the likelihood of 111 respondents considering home healthcare services in Goa for themselves or a loved one in the future, illustrating a range of perspectives.

- **Very unlikely:** A segment of 9 respondents, constituting 8.1% of the total, expressed that they are very unlikely to explore home healthcare services. This indicates a strong reservation or lack of need perceived by these individuals regarding such services in their current circumstances or plans.
- **Unlikely:** Similarly, another 9 respondents, also making up 8.1% of the sample, feel unlikely to consider home healthcare. This group shares a reluctance, though perhaps with less intensity than those who are very unlikely.
- **Neutral:** The neutral category, with 25 respondents or 22.5%, suggests a considerable number of individuals are undecided about the use of home healthcare services. This could reflect a lack of information, varying personal circumstances, or no immediate need that would make such a decision relevant at present.
- **Likely:** A larger group of 39 respondents, accounting for 35.1% of the total, indicated they are likely to consider home healthcare options in the future. This shows a substantial inclination towards the use of such services, possibly driven by an appreciation for the benefits or anticipated future needs.
- **Very likely:** The second largest group, comprising 29 individuals or 26.1%, feels very likely to explore home healthcare services. This high likelihood points to a strong belief in the benefits or necessity of home healthcare for themselves or a loved one, perhaps influenced by positive attitudes towards or previous experiences with such services.

Overall, a clear majority of the respondents, 61.2% (those who are likely or very likely), demonstrate openness to or a positive inclination towards using home healthcare services in the future. In contrast, a smaller fraction, 16.2% (those who are unlikely or very unlikely), express a significant degree of reluctance, showcasing varied perspectives on the adoption of home healthcare solutions in Goa.

How important is it for you that home healthcare services in Goa offer clear and comprehensive information about their services, including available treatment and care options?

	Frequency	Percent	Valid Percent	Cumulative Percent
Not important at all	2	1.8	1.8	1.8
Slightly important	4	3.6	3.6	5.4
Moderately important	22	19.8	19.8	25.2
Very important	42	37.8	37.8	63.1
Extremely important	41	36.9	36.9	100.0
Total	111	100.0	100.0	

The frequency table details the perspectives of 111 respondents on the importance of home healthcare services in Goa providing clear and comprehensive information about their offerings, including treatment and care options.

- **Not important at all:** A very small number of respondents, just 2 or 1.8% of the total, consider it not important at all for home healthcare services to offer detailed information. This suggests that for these individuals, other factors may be more critical in their evaluation or choice of home healthcare services.
- **Slightly important:** Slightly higher, 4 respondents or 3.6% deem it slightly important. This group acknowledges some level of value in receiving clear information, though it's not a significant concern for them.
- **Moderately important:** A larger segment, 22 individuals or 19.8% of the respondents, see it as moderately important. This indicates a recognition of the usefulness of clear

information, possibly appreciating its role in making informed decisions without considering it a top priority.

- **Very important:** Representing a substantial portion of the responses, 42 respondents, or 37.8% believe that it is very important for home healthcare services to provide comprehensive information. This reflects a strong preference for transparency and the ability to fully understand what is being offered before making healthcare decisions.
- **Extremely important:** Similarly, 41 respondents, accounting for 36.9% of the total, find it extremely important. This group places a high priority on the accessibility of detailed information, viewing it as crucial to ensuring trust and effective engagement with home healthcare services.

Overall, a significant majority of 74.7% (those who rated it as very or extremely important) emphasize the importance of clear and comprehensive information from home healthcare services, indicating a widespread expectation for transparency and detailed communication in healthcare settings. Only a small fraction (5.4%) feels that detailed information is of lesser importance, highlighting a strong overall consensus on the need for clarity in healthcare communication.

What factors are most important when selecting a home healthcare service?

[Quality of care]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important at Valid All	29	26.1	26.1	26.1
Slightly Important	3	2.7	2.7	28.8

Moderately Important	20	18.0	18.0	46.8
Important	7	6.3	6.3	53.2
Extremely Important	52	46.8	46.8	100.0
Total	111	100.0	100.0	

A substantial majority of respondents, comprising 46.8% of the total sample, indicated that quality of care is "Extremely Important" when selecting a home healthcare service, with 52 individuals falling into this category. This suggests a significant emphasis on the quality of care provided by home healthcare services among respondents, highlighting the paramount importance placed on receiving high-quality and effective care in their decision-making process.

Conversely, a minority of respondents, constituting 2.7% of the sample, reported that quality of care is "Slightly Important" when selecting a home healthcare service, with only 3 individuals falling into this group. This indicates a small subset of respondents who view the quality of care as less significant in their decision-making process, possibly suggesting that they prioritize other factors over the quality of care when selecting a home healthcare service.

Similarly, a relatively small proportion of respondents, representing 18.0% of the total sample, expressed that quality of care is "Moderately Important" when selecting a home healthcare service, with 20 individuals falling into this category. This suggests that while these respondents consider quality of care to be important, they may also take into account other factors when making their selection, such as cost or convenience.

A small percentage of respondents, comprising 6.3% of the sample, indicated that quality of care is "Important" when selecting a home healthcare service, with 7 individuals falling into this group. This suggests that while these respondents attribute importance to quality of care, they may not prioritize it as highly as other factors in their decision-making process.

Lastly, a notable portion of respondents, representing 26.1% of the total sample, reported that quality of care is "Not Important at All" when selecting a home healthcare service, with 29 individuals falling into this category. This indicates a subset of respondents who do not consider the quality of care to be a significant factor in their decision-making process, suggesting that they may prioritize other aspects, such as cost or accessibility, over the quality of care.

What factors are most important when selecting a home healthcare service?

[Affordability]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important at All	22	19.8	19.8	19.8
Slightly Important	12	10.8	10.8	30.6
Moderately Important	23	20.7	20.7	51.4
Valid Important	19	17.1	17.1	68.5
Extremely Important	35	31.5	31.5	100.0
Total	111	100.0	100.0	

A significant portion of respondents, representing 31.5% of the total sample, deemed affordability as "Extremely Important" when choosing a home healthcare service, with 35 individuals falling into this category. This underscores the considerable emphasis placed on affordability, suggesting that a large proportion of respondents prioritize cost-effectiveness in their decision-making process.

Additionally, 20.7% of respondents indicated that affordability is "Moderately Important," with 23 individuals attributing this level of importance to cost when selecting a home healthcare service. This suggests that while these respondents acknowledge the importance of affordability, they may also consider other factors alongside cost when making their decision.

Similarly, 17.1% of respondents expressed that affordability is "Important" when choosing a home healthcare service, with 19 individuals falling into this category. This indicates a subset of respondents who prioritize affordability to a significant degree but may also take into account other factors when making their selection.

A smaller proportion of respondents, constituting 10.8% of the sample, viewed affordability as "Slightly Important," with 12 individuals attributing this level of importance to cost when selecting a home healthcare service. This suggests that while these respondents consider affordability, they may not prioritize it as highly as other factors in their decision-making process.

Lastly, 19.8% of respondents reported that affordability is "Not Important at All" when selecting a home healthcare service, with 22 individuals falling into this category. This indicates a subset of respondents who do not prioritize affordability in their decision-making process, possibly indicating that they prioritize other aspects, such as quality of care or reputation, over cost considerations.

What factors are most important when selecting a home healthcare service?

[Reputation of the service provider]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important at All	22	19.8	19.8	19.8
Slightly Important	15	13.5	13.5	33.3
Moderately Important	21	18.9	18.9	52.3
Important	20	18.0	18.0	70.3
Extremely Important	33	29.7	29.7	100.0
Total	111	100.0	100.0	

A notable proportion of respondents, comprising 29.7% of the total sample, emphasized the "Extremely Important" role of the service provider's reputation in their selection process. With 33 individuals falling into this category, it highlights a substantial emphasis on choosing a home healthcare service with a reputable service provider, suggesting that reputation significantly influences decision-making.

Additionally, 18.9% of respondents considered the reputation of the service provider as "Moderately Important," with 21 individuals attributing this level of significance to reputation when choosing a home healthcare service. This indicates that while these respondents value

reputation, they may also take into account other factors alongside reputation in their decision-making process.

Similarly, 18.0% of respondents viewed the reputation of the service provider as "Important," with 20 individuals falling into this category. This suggests a subset of respondents who prioritize reputation to a significant degree but may also consider other factors when making their selection.

A smaller percentage of respondents, constituting 13.5% of the sample, deemed the reputation of the service provider as "Slightly Important," with 15 individuals attributing this level of importance to reputation when selecting a home healthcare service. This indicates that while these respondents acknowledge the role of reputation, they may not prioritize it as highly as other factors in their decision-making process.

Lastly, 19.8% of respondents reported that the reputation of the service provider is "Not Important at All" when selecting a home healthcare service, with 22 individuals falling into this category. This suggests a subset of respondents who do not prioritize reputation in their decision-making process, possibly indicating that they prioritize other aspects, such as affordability or quality of care, over reputation considerations.

What factors are most important when selecting a home healthcare service?

[Recommendations from friends/family]

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Not Important at All	21	18.9	18.9	18.9
	Slightly Important	28	25.2	25.2	44.1
	Moderately Important	35	31.5	31.5	75.7
	Important	10	9.0	9.0	84.7
	Extremely Important	17	15.3	15.3	100.0
	Total	111	100.0	100.0	

A substantial portion of respondents, representing 31.5% of the total sample, considered recommendations from friends or family as "Moderately Important" when choosing a home healthcare service. With 35 individuals falling into this category, it suggests that a significant number of respondents value input from their social circle but may also weigh other factors in their decision-making process.

Similarly, 25.2% of respondents viewed recommendations from friends or family as "Slightly Important," with 28 individuals attributing this level of importance to recommendations when selecting a home healthcare service. This indicates that while these respondents acknowledge the value of recommendations, they may not prioritize them as highly as other factors in their decision-making process.

Additionally, 15.3% of respondents emphasized the "Extremely Important" role of recommendations from friends or family, with 17 individuals falling into this category. This suggests that a subset of respondents places significant importance on receiving

recommendations from trusted sources, indicating that recommendations strongly influence their decision-making.

A smaller proportion of respondents, constituting 9.0% of the sample, deemed recommendations from friends or family as "Important," with 10 individuals falling into this category. This indicates that while these respondents value recommendations, they may not prioritize them as highly as other factors when selecting a home healthcare service.

Lastly, 18.9% of respondents reported that recommendations from friends or family are "Not Important at All" when selecting a home healthcare service, with 21 individuals falling into this category. This suggests a subset of respondents who do not consider recommendations from friends or family to be a significant factor in their decision-making process, possibly indicating that they prioritize other aspects, such as quality of care or affordability, over recommendations.

What factors are most important when selecting a home healthcare service?

[Accessibility]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not Important at All	25	22.5	22.5	22.5
Slightly Important	11	9.9	9.9	32.4
Moderately Important	22	19.8	19.8	52.3
Important	20	18.0	18.0	70.3

Extremely Important	33	29.7	29.7	100.0
Total	111	100.0	100.0	

A notable proportion of respondents, comprising 29.7% of the total sample, deemed accessibility as "Extremely Important" when choosing a home healthcare service. This suggests a significant emphasis on the availability and ease of access to healthcare services, indicating that a considerable number of respondents prioritize convenience and proximity when making their decisions.

Additionally, 22.5% of respondents indicated that accessibility is "Not Important at All," with 25 individuals falling into this category. This suggests a subset of respondents who do not prioritize accessibility in their decision-making process, possibly indicating that they prioritize other factors, such as quality of care or affordability, over convenience and proximity.

Similarly, 19.8% of respondents viewed accessibility as "Moderately Important," with 22 individuals attributing this level of importance to accessibility when selecting a home healthcare service. This indicates that while these respondents consider accessibility, they may also take into account other factors alongside accessibility in their decision-making process.

A smaller percentage of respondents, constituting 9.9% of the sample, deemed accessibility as "Slightly Important," with 11 individuals attributing this level of importance to accessibility when selecting a home healthcare service. This suggests that while these respondents acknowledge the value of accessibility, they may not prioritize it as highly as other factors in their decision-making process.

Lastly, 18.0% of respondents reported that accessibility is "Important" when selecting a home healthcare service, with 20 individuals falling into this category. This indicates a subset of respondents who prioritize accessibility to a significant degree but may also consider other factors when making their selection.

What factors are most important when selecting a home healthcare service?

[Reliability]

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Important at All	24	21.6	21.6	21.6
Slightly Important	12	10.8	10.8	32.4
Moderately Important	18	16.2	16.2	48.6
Important	13	11.7	11.7	60.4
Extremely Important	44	39.6	39.6	100.0
Total	111	100.0	100.0	

A significant proportion of respondents, comprising 39.6% of the total sample, emphasized the "Extremely Important" role of reliability when choosing a home healthcare service. This suggests a strong emphasis on the dependability and consistency of service provision, indicating that a considerable number of respondents prioritize reliability in their decision-making process.

Additionally, 21.6% of respondents indicated that reliability is "Not Important at All," with 24 individuals falling into this category. This suggests a subset of respondents who do not prioritize reliability in their decision-making process, possibly indicating that they prioritize other factors, such as quality of care or affordability, over consistency and dependability.

Similarly, 16.2% of respondents viewed reliability as "Moderately Important," with 18 individuals attributing this level of importance to reliability when selecting a home healthcare service. This indicates that while these respondents consider reliability, they may also take into account other factors alongside reliability in their decision-making process.

A smaller percentage of respondents, constituting 10.8% of the sample, deemed reliability as "Slightly Important," with 12 individuals attributing this level of importance to reliability when selecting a home healthcare service. This suggests that while these respondents acknowledge the value of reliability, they may not prioritize it as highly as other factors in their decision-making process.

Model Coefficients - consumer preferences

Predictor	Estimate	p
Intercept	3.0551	< .001
Trust	0.1881	0.02
Quality of care	-0.1596	0.345
Affordability	-0.0169	0.913
Reputation	0.0559	0.586
Recommendations from friends/family	-0.0251	0.78
Accessibility	0.1565	0.412
Reliability	0.0596	0.757

Lastly, 11.7% of respondents reported that reliability is "Important" when selecting a home healthcare service, with 13 individuals falling into this category. This indicates a subset of respondents who prioritize reliability to a significant degree but may also consider other factors when making their selection.

REGRESSION

For H1, we accept the hypothesis which suggests that trust has a significant impact on consumer preferences for home healthcare services.

The coefficient for trust is positive (0.1881) and statistically significant ($p = 0.02$), suggesting that higher levels of trust in-home healthcare services are associated with higher consumer preferences for these services. This indicates that trust plays a significant role in shaping consumer preferences.

For H2 to H7, we accept the null hypothesis, which suggests that Quality of care ($p = 0.345$), affordability ($p = 0.913$), reputation ($p = 0.586$), recommendations from friends ($p = 0.78$), accessibility ($p = 0.412$) and reliability ($p = 0.757$) are not statistically significant and have no significant impact on consumer preferences for home healthcare services.

The negative coefficients observed for the predictors in the regression analysis of consumer preferences for home healthcare services may be attributed to various factors, including limited awareness or understanding among respondents regarding the importance of the predictor variables in relation to home healthcare services. In many cases, consumers may not fully grasp the significance of factors such as affordability, reputation, or accessibility when making decisions about healthcare.

This lack of awareness or understanding could stem from various sources, including insufficient information or education about the intricacies of home healthcare services, as well as limited exposure to different providers or service offerings. Additionally, bias in responses

could contribute to the negative coefficients observed in the analysis. Respondents may have preconceived notions or biases that influence their perceptions of certain predictor variables, leading them to undervalue or overlook factors that are actually important in the context of home healthcare services. For example, individuals may harbor biases against lower-cost options or may overestimate the importance of certain aspects of service delivery based on personal experiences or societal norms. Furthermore, cognitive biases such as anchoring or confirmation bias could influence respondents' responses, leading to skewed perceptions of the predictor variables and resulting in negative coefficients in the regression analysis

Frequencies of Would you prefer home healthcare service for patient care?

Would you prefer home healthcare services for patient care?	District	Counts	% Total	of Cumulative %
Yes, because they provide professional patient care	North Goa	23	20.7 %	20.7 %
	South Goa	23	20.7 %	41.4 %
Yes, Because I don't know how to take care of the patient	North Goa	18	16.2 %	57.7 %
	South Goa	17	15.3 %	73.0 %
No, because they are expensive	North Goa	4	3.6 %	76.6 %

No, because I don't trust home healthcare services	South Goa	11	9.9 %	86.5 %
	North Goa	5	4.5 %	91.0 %
	South Goa	10	9.0 %	100.0 %

1. Preference for Professional Care:

- In both North and South Goa, a significant portion of respondents (20.7% in each district) prefer home healthcare services because they provide professional patient care. This suggests that there is a common recognition of the expertise and quality of care provided by professionals in both regions.

2. Preference Due to Lack of Knowledge about Home Health Care Services

- A slightly higher percentage of respondents in North Goa (16.2%) compared to South Goa (15.3%) prefer home healthcare services because they don't know how to take care of the patient themselves. This indicates that there might be a slightly higher level of self-reliance or confidence in caregiving skills among respondents in South Goa.

3. Concerns About Cost:

- While only a small percentage of respondents in both districts mentioned cost as a deterrent (3.6% in North Goa and 9.9% in South Goa), it's noteworthy that the percentage is higher in South Goa. This suggests that cost sensitivity might

be more pronounced among consumers in South Goa, possibly due to differences in income levels or financial priorities.

4. Lack of Trust in Home Healthcare Services:

- A small percentage of respondents in both North (4.5%) and South Goa (9.0%) expressed distrust in-home healthcare services. However, the percentage is notably higher in South Goa, indicating a greater level of skepticism or wariness towards these services in that region.

11. Research Findings

- In both North and South Goa, a significant portion of people would prefer home healthcare services because they provide professional patient care. This suggests that there is a common recognition of the expertise and quality of care provided by professionals in both regions.
- Based on the regression analysis, we can conclude that trust is an important factor that influences customer expectations.
- The research findings suggest that perceptions of the affordability of home care services in Goa vary among respondents, with a majority expressing uncertainty (64.9%) about whether these services are expensive. While a notable portion (31.5%) perceive home care services as costly, a minority (3.6%) believe they are not.
- The research findings reveal a range of familiarity levels with home healthcare services among respondents in Goa, with the majority indicating some degree of familiarity. Notably, a significant portion of the sample demonstrated moderate to extremely high levels of familiarity, suggesting a substantial awareness and understanding of these services within the community.

- A substantial majority of respondents (77.4%) in Goa expect home healthcare services to have well-trained and compassionate staff members, with 37.8% strongly agreeing and 39.6% agreeing with this statement. This suggests a high level of expectation for quality care provision among the population, highlighting the importance of ensuring that home healthcare providers meet these standards to meet community expectations and needs.
- Research indicates that 58% of individuals lack awareness of the pricing for home healthcare services in Goa
- When surveyed about the importance of clear and comprehensive information regarding home healthcare services in Goa, findings reveal that 37.1% of respondents deemed it extremely important, while 36.2% considered it very important. These statistics underscore the high significance placed by a substantial portion of the population on having detailed knowledge about available treatment and care options.
- Recommendations from friends and family play a significant role in the selection of home healthcare services, with a notable proportion (54.3%) of respondents considering them to be moderately to extremely important.
- When considering the importance of home healthcare services in Goa addressing both physical and emotional needs, the survey results reveal varying degrees of significance among respondents. Out of 116 responses, 36.2% rated it as very important, indicating a strong emphasis on the integration of holistic care. Additionally, 31.9% considered it moderately important, suggesting a notable recognition of the value of addressing both physical and emotional aspects of care. These findings underscore the significance of incorporating emotional support and well-being alongside physical treatments in in-home healthcare services, highlighting the need for providers to prioritize a comprehensive approach to care that encompasses both dimensions.

12. Managerial Implications

It is recommended that the company focus on emphasizing the expertise and professionalism of its staff in its marketing and service delivery strategies. They should invest in continuous training and development programs for staff members to ensure they remain updated with the latest practices and standards can further enhance the company's reputation for delivering high-quality patient care. Additionally, prioritizing customer satisfaction through personalized and compassionate care approaches can help foster trust and loyalty among clients.

Given the uncertainty around the affordability of home care services in Goa, it's vital that Life Save addresses this concern. They should consider offering flexible pricing options and clear to accommodate different budgets. Providing tiered service packages can also help make services more efficient. Based on the significant importance placed by a substantial portion of the population on clear and comprehensive information regarding home healthcare services in Goa, the home healthcare company should prioritize transparency and accessibility in its service offerings. To achieve this, the company should ensure that information about services, treatment options, pricing, and care details is readily available and easy to access through various channels such as informative brochures, a user-friendly website, and clear communication channels. Educational initiatives should be implemented to increase public awareness about the benefits and availability of home healthcare services, utilizing platforms like social media and community workshops. Additionally, transparent pricing structures should be outlined to alleviate concerns about affordability, with consideration given to offering flexible payment options or insurance coverage guidance. Establishing a feedback mechanism to regularly assess client satisfaction and address any concerns or suggestions for improvement will demonstrate the company's commitment to meeting the needs of its clients effectively. Research indicates that 58% of individuals lack awareness of the pricing for home healthcare services in Goa. This suggests a significant gap in public knowledge, potentially

detering people from availing themselves of these services. To address this issue, the company needs to prioritize initiatives aimed at raising awareness of home healthcare services in Goa across various platforms.

Given the substantial influence of recommendations from friends and family in the selection of home healthcare services, it's essential for home healthcare companies to capitalize on this by implementing referral programs. These programs can incentivize existing clients to refer their network to the company's services, thereby expanding its client base. By offering rewards or discounts for successful referrals, home healthcare companies can encourage satisfied customers to advocate for their services, tapping into the power of personal networks to drive business growth. Additionally, fostering positive relationships with clients and consistently delivering high-quality care is key to generating organic referrals and maintaining a strong reputation.

Based on the research findings highlighting the importance of addressing both physical and emotional needs in-home healthcare services in Goa, the company should prioritize the integration of holistic care into its service offerings. Healthcare professionals need to receive comprehensive training that encompasses empathy, active listening, and providing emotional support to patients and their families. Moreover, the company should incorporate psychosocial support services, such as counseling and mental health assessments, into their care plans to address the emotional needs of patients effectively. By adopting a patient-centered approach that considers individual preferences and values, the company can ensure that care is personalized and tailored to meet the unique needs of each patient. This holistic approach to care not only enhances patient satisfaction but also contributes to improved overall well-being and outcomes.

13.Tasks Handled

Competitor Analysis and Keyword Research: I was tasked with conducting a detailed analysis of our competitors and carrying out keyword research crucial for our digital marketing initiatives. My manager provided me with a list of keywords, and my role was to filter these based on their search volume and cost-per-click. By analyzing these metrics, I was able to identify the most popular and economically viable keywords. This process was instrumental in gaining a deeper understanding of our market positioning and refining our online content strategy to enhance visibility and broaden our reach to the target audience.

Filtered a List of Nursing Colleges to Approach: Alongside my colleague, I played a key role in identifying and filtering a list of nursing colleges that could potentially collaborate with us. This task involved gathering detailed data on various institutions, assessing how relevant each college's offerings were to our services, and preparing a strategic plan for approaching them. The objective was to recruit staff, specifically nurses with ANM, GNM, and BSc certifications, for our home healthcare company. To achieve this, I made calls to these colleges and spoke with the relevant authorities to organize recruitment drives aimed at hiring qualified nurses. This initiative was crucial in ensuring that we had a skilled workforce to meet our service commitments effectively.

Social Media Content Creation: I actively contributed to our company's promotion through various social media platforms. As I did not have access to the company's official Instagram and LinkedIn accounts, I used my personal Instagram accounts to craft and post stories. This strategy effectively boosted our visibility and engaged a broader audience. Additionally, I managed reels and posts on companies' Instagram account groups, which were crucial for maintaining an interactive online presence and acquiring new clients.

In the realm of content creation and management, I took on significant responsibilities. I edited reels to ensure they were visually appealing and communicated our message. Initially, some of the edits did not meet our standards, but through constructive feedback, I learned to improve the quality of our multimedia content. I was also heavily involved in producing these reels, often acting in the leading role, which added a personal and engaging element to our social media outreach.

I took on the task of designing and posting recruitment posters, despite recognizing their suboptimal quality. This experience served as a valuable learning opportunity, motivating me to refine my skills in crafting better promotional materials. Hypothetically, envision experimenting with various design elements and layouts to create more visually appealing posters. Through trial and error, I gained insights into effective design techniques and the importance of capturing the audience's attention. Despite initial setbacks, this hands-on experience ultimately contributed to my growth and development in the realm of promotional marketing.

This task taught me important design principles and highlighted the need for aligning visual content with our brand's messaging standards. Through these activities, I developed a deeper understanding of digital content creation and the importance of adapting and enhancing our strategies based on feedback and outcomes.

Visited Societies to Distribute pamphlets: As part of our direct marketing initiatives, I regularly visited various societies to distribute pamphlets, engaging with residents and promoting our services. In Panjim and Porvorim, places like Models Splendor, Models Meridian, Models Marine Heights II and III, Swapna Heights, and Kamat Complex were key destinations for our grassroots marketing strategy. These interactions were crucial for establishing personal connections and effectively communicating the value of our services.

Hypothetically, imagine walking through the corridors of these residential complexes, warmly engaging with residents, and handing out informative pamphlets detailing our offerings. These efforts were fundamental in expanding our outreach and fostering relationships within the community.

Scouted for Client Leads through Facebook Groups: I actively sought out potential client leads by leveraging Facebook groups. Recognizing the significance of social media in our industry, I strategically engaged with various Facebook groups where individuals often sought domestic maids. One prominent hub for such inquiries was the "Domestic Help Goa" group, boasting 11k followers and serving as a prime platform for those seeking household assistance in Goa. Hypothetically, picture scrolling through this group, crafting engaging posts about our services and directly interacting with interested members through comments and messages. Through these efforts, I successfully acquired around 50 clients for the company. This approach amplified our visibility and facilitated direct communication with potential clients, ultimately driving interest and generating valuable inquiries.

Supplier Relationship Management: My role revolved around nurturing strong relationships with our suppliers. I handled various tasks, such as contacting envelope printing agencies and visiting vendors to collect quotations for flyers. Through effective negotiations and consistent follow-ups with key contacts like Shubhlaxmi printers, we stayed updated on the progress of essential operational components like ID cards. Managing the logistics of print materials and uniforms was a daily priority. This involved tasks such as collecting envelopes from Ed's printers, confirming orders for leaflets at CBC printers, and ensuring timely delivery of materials. Additionally, I coordinated uniform orders, liaising with different stitchers for quotations and keeping track of updates to meet the needs of new joiners.

Client Interaction and Follow-ups: Direct communication with clients and vendors was fundamental. I maintained regular contact with clients to provide updates on ID cards and address any concerns promptly. This ensured efficient service delivery and client satisfaction. Negotiating with suppliers for various requirements, including printing services and office materials, was a key responsibility. I obtained quotations, evaluated offers, and selected the best options within our budget and quality standards. Engaging with suppliers such as real estate agents and CCTV providers ensured our operational needs were met promptly.

ID Card Collection: Managing the collection of ID cards from CBC was another essential task. I oversaw the process, ensuring that all employees had proper identification for security and administrative purposes. Regular visits to CBC allowed me to monitor the collection process and address any issues promptly.

Lead Source & Referral Network: Convinced Doctors to work as a referral system In my efforts to expand our client base and introduce our healthcare services, I actively sought meetings with doctors in Panjim and surrounding areas. I reached out to various physicians, including those at Prabhu's Clinic, S.B Physiotherapy, Physio Fit Clinic, Sports Physiotherapy, Dr. K.K. Sanzgiri's Ayurvedic practice, and Dr. Sasmit's spine specialist clinic in Panjim. Recognizing the significance of physiotherapy doctors in referring patients who may benefit from our services, I focused on building relationships with them. Hypothetically, imagine sitting down with these doctors, and discussing the value our company could bring to their patients, especially those recovering from stroke or paralysis who often require additional caregiving support. My primary goal was to convince these doctors to join our referral network, where they would recommend our services to their patients and receive commissions for successful referrals. This strategy aimed to establish a mutually beneficial partnership, leveraging the expertise of these healthcare professionals to connect us with potential clients while enhancing the quality of care for patients in need.

Account and Profile Management: As a marketing intern at Life Save Home Healthcare Solutions, I spearheaded our online presence through strategic management of accounts and profiles on key platforms.

IndiaMart Profile Creation and Management: Understanding the pivotal role of online platforms in modern marketing, I took the initiative to establish our company's presence on IndiaMart. Crafting a compelling profile that effectively showcased our services, I ensured its continual enhancement with updated content and accurate information. This proactive approach not only attracted potential clients but also contributed to our business growth.

Sulekha Profile Setup and Optimization: Recognizing Sulekha as a vital platform for our online presence, I undertook the responsibility of setting up and optimizing our profile. This involved meticulous attention to detail in the initial setup, continuous updates, and final optimizations to ensure maximum effectiveness in attracting potential clients. Through strategic optimization, we positioned ourselves as a preferred healthcare provider on Sulekha, further expanding our reach and driving client acquisition.

Research and Negotiation: Before establishing our presence on Sulekha, I conducted thorough research on the platform's features, user demographics, and subscription model. This research enabled me to negotiate a favorable agreement with Sulekha, ensuring optimal visibility for our profile. By leveraging insights gained from this research, we were able to tailor our profile to meet the specific needs and preferences of our target audience, ultimately enhancing our effectiveness in attracting potential clients.

Impact and Growth: The proactive management of our profiles on IndiaMart and Sulekha, coupled with strategic research and negotiation, yielded significant dividends for Life Save Home Healthcare Solutions. By effectively leveraging these platforms and insights gained from research, we not only enhanced our visibility but also attracted a larger clientele. This

experience not only honed my digital marketing skills but also deepened my understanding of client acquisition strategies and platform optimization techniques. Overall, our success on these platforms underscored the importance of proactive online marketing in driving business growth in today's digital landscape.

ISO Certification Inquiry: Recognizing the importance of quality assurance, I took the initiative to inquire about ISO certification for our organization. This involved conducting thorough research into the certification process, gathering information on requirements, and liaising with relevant authorities to initiate the application process. By proactively seeking ISO certification, we demonstrated our commitment to maintaining high standards of quality and excellence in our healthcare services.

Hospital Visits and Relationship Building: My efforts in conducting hospital visits and fostering relationships with healthcare professionals proved invaluable for our company. By establishing rapport with key stakeholders at institutions like RG Hospital and Manipal Hospital, I facilitated potential collaborations and service agreements. These relationships not only enhanced our credibility within the medical community but also opened doors to new business opportunities and client referrals, ultimately driving revenue and business growth for Life Save Home Healthcare Solutions

Recruitment and HR: My active participation in recruitment drives alongside our HR team yielded significant benefits for our company. By assisting in interviewing and assessing potential candidates, I gained valuable insights into the hiring process and the qualities essential for success within our organization. Moreover, recognizing the ongoing staff shortage, particularly in roles like domestic maids and caretakers, I took proactive steps as a marketing intern to conduct recruitment drives in various locations. These efforts directly addressed our staffing needs, ensuring adequate manpower to meet operational demands. The successful

outcome of these recruitment drives not only alleviated staffing shortages but also bolstered team morale and operational efficiency. Additionally, my involvement in the hiring process provided me with a deeper understanding of our organizational culture and allowed me to contribute effectively to talent acquisition strategies, ultimately enhancing our workforce quality and overall performance

Influencer and Vendor Management: My role in managing influencer and vendor relationships proved instrumental in driving our marketing efforts and enhancing our digital presence.

By meticulously sorting influencers based on their popularity, relevance to our target audience, and pricing, I ensured that our influencer marketing campaigns were optimized for maximum impact. Through strategic negotiations and collaborations with influencers like Shivani Divakar, who boasts 100k followers, we were able to leverage their influence to effectively promote our brand and extend our reach to a wider audience. This resulted in heightened brand visibility, increased engagement, and ultimately, boosted sales and brand awareness.

Additionally, my responsibility for sourcing quotations from web developers in Goa was crucial for updating our digital platforms. By conducting thorough research and comparing services and prices, I identified the most competent and cost-effective developers for our needs. This meticulous selection process ensured that our digital presence was not only visually appealing but also functional and user-friendly. As a result, we provided a seamless online experience for our customers, driving traffic to our platforms, enhancing customer satisfaction, and ultimately, contributing to increased conversions and revenue for the company.

Competitive and Market Analysis: My role in conducting competitive and market analyses significantly contributed to our company's strategic positioning and growth in the industry.

By going undercover at various competitors' establishments, including BlueCross, Shalom Care Services, Sevarat Healthcare, and Nursing Services, I gained invaluable insights into their pricing strategies, location outlooks, and operational practices. This undercover reconnaissance allowed me to gather crucial data on competitor pricing per service and assess their staff availability, providing us with a competitive edge in the market.

Furthermore, I delved into competitors' social media profiles, particularly on platforms like Instagram and Facebook, to gauge their market presence and engagement levels. This deep dive into their social media activities enabled us to understand their marketing strategies, content quality, and audience interactions, giving us valuable benchmarks for our marketing efforts.

Through these comprehensive analyses, we gained a nuanced understanding of our competitors' strengths and weaknesses, as well as emerging market trends. Armed with this knowledge, we were better equipped to refine our marketing strategies, optimize our pricing structures, and capitalize on untapped market opportunities. Ultimately, this proactive approach to competitive and market analysis empowered us to strengthen our market position, enhance customer satisfaction, and drive sustainable business growth.

System Testing and Data Management: My involvement in system testing and data management played a crucial role in ensuring the efficiency and integrity of our operations.

Conducting comprehensive tests on our CRM (Customer Relationship Management) software was essential to verify its functionality and suitability for our specific business needs. Through rigorous testing, I identified any potential glitches or areas for improvement, providing valuable feedback to our development team for further refinements. This proactive approach not only helped to optimize the performance of our CRM system but also enhanced our ability

to streamline customer interactions, track leads, and improve overall efficiency in managing client relationships.

Additionally, I took responsibility for updating employee data in our systems, ensuring that information remained accurate and confidential. This included handling partial updates and maintaining data integrity across various platforms. By meticulously managing employee data, I upheld organizational compliance with data privacy regulations and ensured that our human resources processes ran smoothly. This attention to detail and commitment to maintaining the confidentiality of employee information reinforced trust and professionalism within our workforce, ultimately contributing to a positive work environment and efficient operations overall.

Onboarding and Briefing New Marketing Executive: As I concluded my internship, the company welcomed a new marketing head, and the founder entrusted me with the vital task of facilitating their smooth transition into the role. By providing comprehensive onboarding and briefing sessions, I ensured that the new executive was equipped with the knowledge and resources needed to excel in their position and make immediate contributions to our team.

This onboarding process offered several benefits for the company. Firstly, it facilitated continuity and efficiency within our marketing department, minimizing disruptions and ensuring that key initiatives remained on track. By transferring crucial data and insights accumulated during my internship, I enabled the new executive to hit the ground running, accelerating their learning curve and enabling them to make informed decisions from the outset.

Moreover, by offering guidance and support during the onboarding process, I fostered a sense of belonging and confidence in the new executive, empowering them to integrate seamlessly

into our team culture and dynamics. This enhanced their job satisfaction and engagement, increasing the likelihood of long-term commitment and performance.

Overall, the onboarding and briefing process for the new marketing executive served as an investment in the company's future success. By facilitating a smooth transition and equipping the new executive with the necessary tools and knowledge, we strengthened our marketing capabilities and positioned ourselves for continued growth and innovation in the competitive marketplace.

Getting us on Prudent media channels and Following Up on Marketing Issues: Our endeavor to raise awareness about our company and services necessitated active monitoring and follow-up on various marketing initiatives. Collaborating with different media channels like InGoa24/7 and Prudent Media was pivotal in amplifying our brand message and reaching our target audience.

By meticulously evaluating quotations from these media channels, we made informed decisions on the most suitable platforms to promote our brand. After careful consideration, we selected Prudent Media for its reasonable pricing and extensive reach. Our collaboration with Prudent Media enabled us to showcase our services through reels uploaded on their Facebook page and Instagram account, significantly enhancing our visibility and engagement with potential clients.

Furthermore, I negotiated with Prudent Media to ensure that we obtained the most favorable pricing for our marketing endeavors, maximizing our return on investment. Subsequently, I proactively followed up with Prudent Media regarding an Instagram issue, demonstrating our commitment to optimizing our social media marketing efforts and addressing any challenges promptly.

This proactive approach to monitoring and addressing marketing issues ensured that our social media marketing campaigns were optimized for effectiveness and yielded tangible results. By leveraging strategic collaborations with media channels like Prudent Media, we successfully expanded our brand presence, increased brand awareness, and ultimately drove business growth.

14.Learnings

Reflecting on my internship journey at Life Save Home Healthcare Solutions, I'm struck by the immense growth and learning I've experienced throughout my time here. This transformative experience has not only honed my professional skills but has also profoundly shaped my personal development.

One of the pivotal aspects of my internship was delving into market research and analysis. Conducting competitor analysis and keyword research opened my eyes to the intricacies of our industry. For instance, when tasked with filtering keywords based on search volume and cost-per-click, I didn't just crunch numbers; I envisioned scenarios where these keywords could drive our digital marketing initiatives. Collaborating with a colleague to filter a list of nursing colleges wasn't merely about data collection; it was about strategizing how to approach potential collaborators effectively.

In the realm of promotional activities, crafting social media content and managing our online presence allowed me to unleash my creativity. Despite initial challenges in designing recruitment posters, I saw them as opportunities to innovate and refine my skills. I vividly remember brainstorming ideas for a social media campaign and experimenting with different visuals and messaging. Through trial and error, I learned the importance of aligning visual content with our brand messaging standards.

Direct marketing initiatives, such as engaging with communities and distributing pamphlets, provided invaluable opportunities for personal growth. Stepping out of my comfort zone and interacting with residents strengthened my communication skills and confidence. One memorable scenario was walking through residential complexes, warmly engaging with residents, and handing out informative pamphlets. Each interaction felt like a chance to make a genuine connection and leave a lasting impression.

Managing client interactions and nurturing supplier relationships taught me the importance of effective communication and follow-up. Building a referral network with doctors highlighted the significance of networking and relationship-building in driving business growth. I remember sitting down with doctors, discussing how our services could benefit their patients, and persuading them to join our referral network. Each successful referral strengthened our partnerships and expanded our client base.

Optimizing our online profiles on platforms like IndiaMart and Sulekha provided opportunities for innovation and strategic thinking. Crafting compelling profiles and negotiating agreements taught me how to attract a larger clientele and leverage online platforms for business growth. I recall meticulously updating content on our profiles and strategizing on how to maximize visibility.

I encountered situations that tested my patience and emotional resilience. One such instance involved managing a challenging client interaction where emotions ran high. The client expressed dissatisfaction with the services provided, citing perceived shortcomings in our communication and delivery.

Initially, I felt a surge of frustration and defensiveness, wanting to justify our actions and prove our competency. However, I quickly realized that reacting impulsively could exacerbate the

situation and damage our professional relationship with the client. Instead, I took a step back, practiced active listening, and empathized with the client's concerns.

By acknowledging their perspective and expressing genuine concern for their experience, I was able to de-escalate the situation and work towards finding a mutually satisfactory resolution. This experience taught me the importance of emotional intelligence and effective communication in difficult situations.

Overall, my internship journey has been a profound learning experience that has prepared me for the demands of the professional world. It's not just about acquiring technical skills; it's about developing resilience, adaptability, and the ability to navigate challenges with confidence. As I move forward in my career, I carry with me the invaluable lessons learned during my time at Life Save Home Healthcare Solutions.

15.Challenges

Navigating a language barrier with the Founder and Co-Founder posed a significant challenge during my internship. Despite their proficiency in English, they occasionally struggled with technical managerial and marketing terms, leading to misunderstandings. Imagine being in a meeting where you're discussing marketing strategies or managerial concepts, and the founders have difficulty grasping specific terms or concepts due to their limited familiarity with the language. For instance, you might explain a marketing strategy using industry-specific jargon, only to be met with puzzled expressions from the founders.

This language barrier could result in misinterpretations or miscommunications, affecting project execution and decision-making processes. For example, imagine proposing a marketing campaign strategy that involves terms like "SEO optimization" or "lead generation," but the founders struggle to understand the significance of these concepts. As a result, they may not

fully grasp the potential impact of the proposed strategy or provide adequate feedback, leading to delays or suboptimal outcomes.

To address this challenge, I had to find creative ways to simplify complex terms and concepts for the founders. Imagine preparing visual aids or simplified presentations to illustrate marketing strategies or managerial concepts in a more accessible format. By breaking down complex ideas into digestible chunks and using visual aids, I could bridge the language gap and ensure that the founders had a clearer understanding of the topics discussed.

Moreover, I actively sought opportunities to clarify misunderstandings and provide additional context during discussions. Imagine patiently explaining key terms or concepts using analogies or real-world examples to help the founders relate to the subject matter better. By taking proactive steps to enhance communication and understanding, I aimed to minimize the impact of the language barrier on our collaboration and decision-making processes.

Over time, as the founders became more familiar with the terminology and concepts used in managerial and marketing discussions, the language barrier gradually diminished. Imagine witnessing the founders' confidence grow as they gain a better understanding of industry-specific terms and concepts. This improvement in communication and comprehension not only fostered smoother collaboration but also strengthened our working relationship, ultimately contributing to the success of our projects and initiatives.

The lack of proper follow-up with the CRM team resulted in losing a potential client, which was a significant setback for the company. Picture this: A potential client reaches out to inquire about our services, expressing genuine interest in what we offer. However, due to a breakdown in communication between the marketing team and the CRM department, their inquiry slips through the cracks. Without receiving a timely response or follow-up, the client grows

frustrated and decides to seek services elsewhere, ultimately leading to a lost opportunity for us.

To address this challenge, it's essential to establish clear communication channels and protocols between the marketing and CRM teams. Regular meetings or check-ins can ensure that all client inquiries are promptly addressed and followed up on. Additionally, implementing a CRM system that centralizes client interactions and tracks follow-up tasks can help prevent similar incidents in the future. By improving coordination and communication between departments, we can minimize the risk of losing potential clients due to a lack of follow-up.

Challenge: Dealing with bias and favoritism from the digital marketing manager created a difficult work environment, impacting morale and team dynamics. Imagine this scenario: Despite consistently delivering innovative ideas and strategies, your contributions are met with skepticism and indifference from the digital marketing manager. Meanwhile, another intern receives praise and recognition for similar efforts, despite their ideas being less impactful. This blatant favoritism not only demotivates you and your colleague but also undermines the team's morale and cohesion.

To address this challenge, it's crucial to have open and honest communication with the digital marketing manager about your concerns. Schedule a one-on-one meeting to discuss how their behavior is affecting your work and morale. Present concrete examples of instances where bias and favoritism were evident and express your desire for fair treatment and recognition of your contributions. Additionally, consider seeking support from higher management or HR if the issue persists, as they can intervene and address the situation impartially.

Challenge: Rumors spreading about you created a tense and uncomfortable work environment, affecting your relationships with colleagues and overall job satisfaction. Picture this scenario: False rumors start circulating about your personal life or work performance, causing tension

and mistrust among your colleagues. Despite knowing the rumors are untrue, confronting them directly may feel daunting and could potentially escalate the situation further, leading to increased hostility and isolation.

To address this challenge, it's essential to maintain professionalism and integrity in the face of rumors and gossip. Avoid engaging in gossip or spreading rumors yourself, and instead focus on your work and maintaining positive relationships with your colleagues. If you feel comfortable, address the rumors directly with those involved, calmly and assertively clarifying any misunderstandings and setting the record straight. Additionally, consider seeking support from a trusted mentor or HR representative to help navigate the situation and address any concerns about workplace gossip and hostility. By staying focused on your work and maintaining professionalism, you can mitigate the impact of rumors and foster a more positive and supportive work environment.

Challenge: Balancing my internship responsibilities with academic obligations, such as completing a dissertation for college, posed a significant challenge. Picture this: As a marketing student, I juggled between office work, college assignments, and personal commitments, all while dealing with the unpredictable nature of a 24/7 home healthcare company. Despite my best efforts to manage my time efficiently, I often found myself overwhelmed and struggling to meet deadlines due to the demands of both work and academia.

To address this challenge, I implemented effective time management strategies and prioritized tasks based on urgency and importance. For example, I created a detailed schedule or to-do list, allocating specific time slots for office work, college assignments, and personal activities. Additionally, I communicated openly with my supervisor or mentor about my academic commitments, seeking their understanding and support in managing workload expectations. Leveraging technology, such as scheduling apps or task management tools, also helped me stay

organized and track progress on various tasks. By maintaining a balanced approach and seeking support when needed, I gradually found a rhythm that allowed me to fulfill both work and academic responsibilities effectively.


Challenge 6: Initially, I struggled with the perception of high prices for caretaker nurses and domestic live-in maids, posing a challenge in convincing potential clients of our services' value. Imagine this scenario: When discussing service pricing with clients or leads, I encountered skepticism and resistance due to perceived affordability issues. This skepticism undermined my credibility as a point of contact, making it challenging to persuade clients to consider our services despite their initial reservations.

To overcome this challenge, I focused on highlighting the unique value propositions and benefits of our services, emphasizing factors beyond just pricing. For example, I emphasized the qualifications and experience of our caretaker nurses, the personalized care and attention provided to clients, and the peace of mind offered to families in need of assistance. Additionally, I offered flexible payment plans or discounts to alleviate cost concerns and demonstrate our commitment to meeting clients' needs within their budget constraints. By reframing the conversation from price to value, I successfully addressed clients' concerns and gained their trust and confidence in our services.

Challenge 7: The lack of a clear hierarchy or reporting structure within the company created confusion and inefficiencies in decision-making and communication. Picture this: As a marketing intern, I struggled to determine who to approach for information or guidance on company policies, procedures, or project-related queries. This ambiguity in reporting lines led to delays in obtaining necessary information or approvals, hindering my ability to perform effectively in my role.

To address this challenge, I sought clarity from senior management or HR regarding reporting relationships and communication channels within the company. For example, I scheduled meetings or discussions to clarify reporting lines and seek guidance on the appropriate channels for seeking information or approvals. Additionally, I proactively reached out to colleagues or mentors who had been with the company longer, seeking their advice and insights on navigating the organizational structure effectively. By establishing clear communication protocols and seeking guidance from experienced colleagues, I was able to overcome the challenges posed by the lack of hierarchy and improve my effectiveness as a marketing intern.

16. Appendix I: Samples of work done



lifesavehomehealthcaresol_goa
Dhruv Goel • Nayi Rahein

Of course! We care for your health 24x7 🕒✅ and that makes us Goa's leading Home Healthcare Company. 🏠👨🏻‍🔬

✅ Providing post hospital care to a patient is exhausting and Life Save understands this completely. To lower your woes we have created:-

- 🏠 Post Surgery Care
- 👴 Senior Citizen Care
- 👶 Maternity Care
- 👶 Baby Care

👉 All these care plans are provided by our trained home nurses, caretakers, nannies and house helps that offer seamless lifestyle. ☺️

P.s. We legit work on weekends too! 🌟



•
•
•

#homehealthcare #hospitalcare #seniorcare #trendingreels

👍💬🔖

👤 Liked by anis7sayyed and others
April 1

😊 Add a comment... Post

lifesavehomehealthcaresol_goa
Secret Agent 23 Skidoo • A Song Idea (Instrumental)

Our services are authentic and our staff is verified 🏠 before sending to your homes.

•
•
•

DM to get a home nurse, caretaker or a house help.

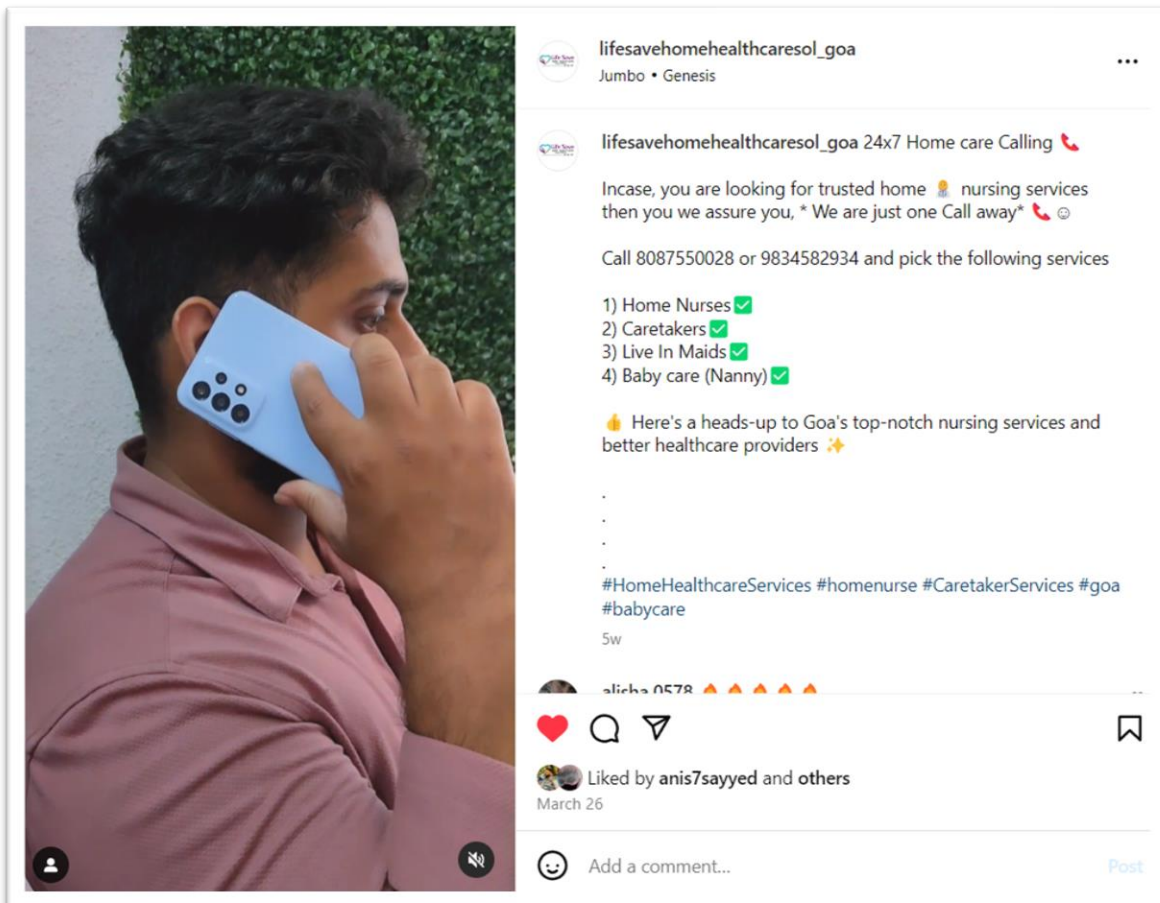
#lifesavehomehealthcaresolutionsgoa #seniorcare #nurses
#nursingathome #homehealthnurse

2w

👍💬🔖

👤 Liked by pramod_yadav__45 and others
April 13

😊 Add a comment... Post



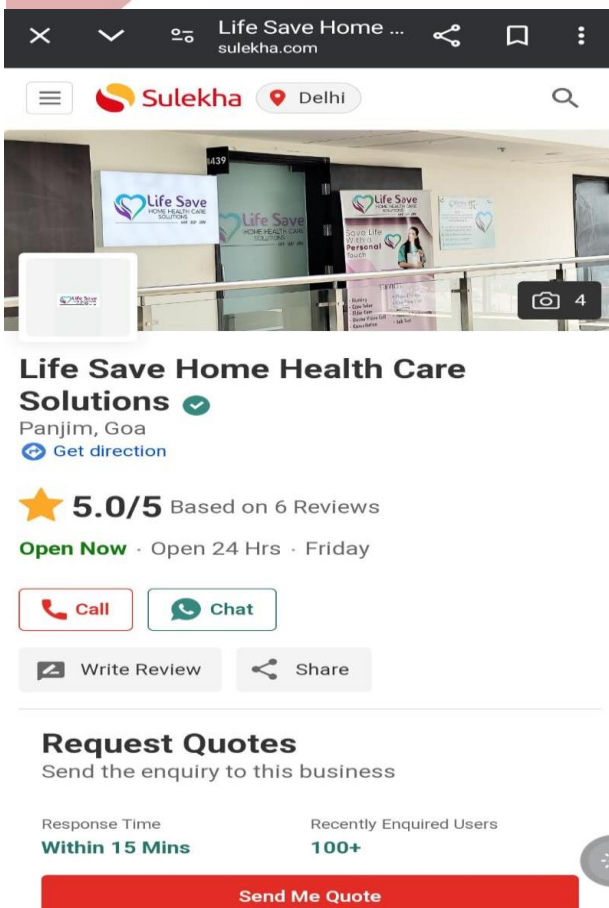


WE ARE HIRING



HR INTERN

- Communication Skills
- Provide support to the HR Department
- Location : Panjim, Patto



Life Save Home Health Care Solutions ✓
Panjim, Goa
Get direction

★ **5.0/5** Based on 6 Reviews
Open Now · Open 24 Hrs · Friday

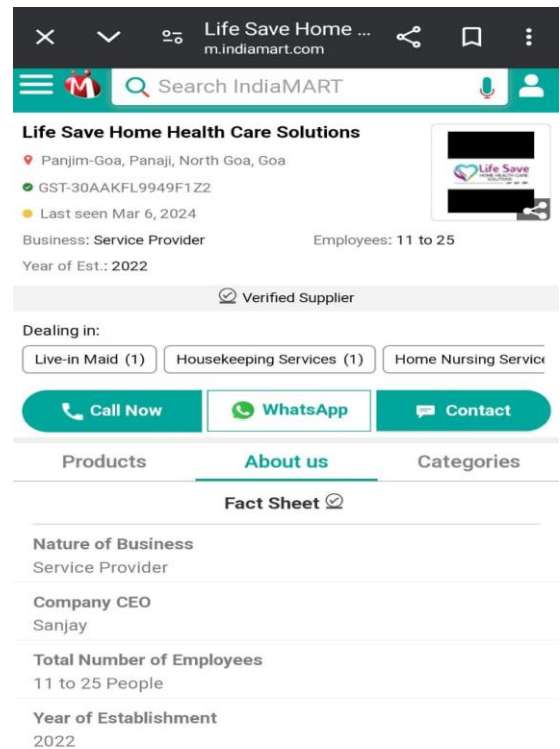
Call Chat

Write Review Share

Request Quotes
Send the enquiry to this business

Response Time **Within 15 Mins**
Recently Enquired Users **100+**

Send Me Quote



Life Save Home Health Care Solutions
Panjim-Goa, Panaji, North Goa, Goa
GST-30AAKFL9949F1Z2
Last seen Mar 6, 2024
Business: Service Provider Employees: 11 to 25
Year of Est.: 2022

Verified Supplier

Dealing in:
Live-in Maid (1) Housekeeping Services (1) Home Nursing Service

Call Now WhatsApp Contact

Products About us Categories

Fact Sheet

Nature of Business
Service Provider

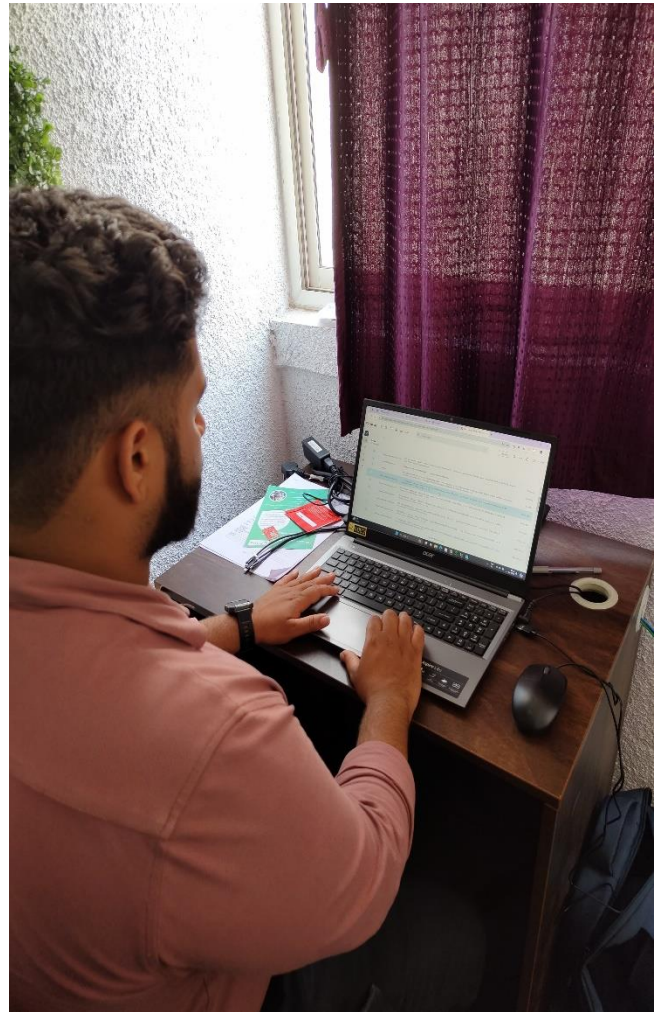
Company CEO
Sanjay

Total Number of Employees
11 to 25 People

Year of Establishment
2022



17.Appendix II: Photos while at work





18.Questionnaire Sample:

1) Age Group:

- Below 25
- 26-36
- 36-46
- 46-56
- 56 - 66
- Above 66+

2) Gender:

- Male
- Female
- Others

3) Please select your approximate household income level (Monthly)

- Less than ₹25,000
- ₹25,000 - ₹55,000
- ₹55,000 - ₹85,000
- ₹85,000 - ₹115,000
- More than ₹115,000

4) District:

- North Goa
- South Goa

5)Employment Status:

- Employed
- Self-employed

- Unemployed
- Retired

6)Have you or someone in your household ever used a home healthcare service?

- Yes, choose the one from the below question
- No

7)How familiar are you with home healthcare services available in Goa?

- Not at all Familiar
- Slightly Familiar
- Moderately Familiar
- Very Familiar
- Extremely Familiar

8)Would you prefer home healthcare service for patient care?

- Yes, because they provide professional patient care
- Yes, Because I don't know how to take care of the patient
- No, because they are expensive
- No, because I don't trust home healthcare services
- Other...

9)How would you rate your level of trust in-home healthcare services?

- Very high
- Moderately high
- Neutral
- Low

- Very low

10)What factors are most important when selecting a home healthcare service?

- Quality of care
- Affordability
- Reputation of the service provider
- Recommendations from friends/family
- Accessibility
- Reliability

11)What are your expectations regarding the quality of home healthcare services?

- Exceptional:
- Very high
- Moderate:
- Neutral:
- Low

12)Please rate your level of agreement with the statement: “ I expect Home healthcare services in Goa to have well-trained and compassionate staff members.”

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13)Please rate your level of agreement with the statement: I expect Home healthcare services in Goa to prioritize personalized care plans tailored to my specific medical needs.

- Strongly disagree

- Disagree
- Neutral
- Agree
- Strongly agree

14)How important is it for home healthcare services to offer 24/7 availability for emergencies?

- Not important
- Slightly important
- Moderately important
- Very important
- Extremely important

15)Do you think Home care services in Goa are expensive?

- Yes
- No
- Maybe

16)How important is it for you that home healthcare services in Goa offer holistic care addressing both physical and emotional needs?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

17)How likely are you to explore home healthcare services in Goa as a potential option for yourself or a loved one in the future?

- Very unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

18)How important is it for you that home healthcare services in Goa offer clear and comprehensive information about their services, including available treatment and care options?

- Not important at all
- Slightly important
- Moderately important
- Very important
- Extremely important

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