

Assessing the Satisfaction Levels Among the OPD Patients of
N.M. Virani Wockhardt Hospital, Rajkot

By

Kritee Saxena

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2017-2019



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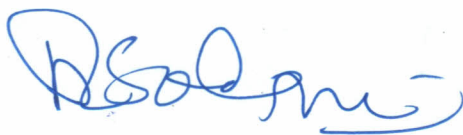
TO WHOMSOEVER MAY CONCERN

This is to certify that **Ms. Kritee Saxena**, student of MBA Health and Hospital Management from The IIHMR University, Jaipur has undergone Dissertation training at **Wockhardt Hospital, Rajkot** from 04th Feb'19 to 02nd May'19.

The Candidate has successfully carried out the study on **Assessing the OPD Satisfaction levels in Wockhardt Hospital, Rajkot** assigned to her during her internship training and her approach to the study has been sincere, scientific and analytical.

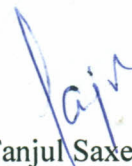
The Dissertation is for fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dr P R Sodani

Pro President
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Dr Tanjul Saxena

Professor & Guide
The IIHMR University, Jaipur

Date: 02.05.2019

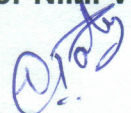
To whom so ever it may concern

This is to certify that **Ms. Kritee Saxena** student of **IIHMR University, Jaipur** has completed her internship in our **Marketing Department** under the guidance of **Mr. Kamlesh Kataria- Manager Marketing**. The title of the project is "**Assessing the satisfaction levels among the OPD patients of N.M Virani Wockhardt Hospital, Rajkot**". Period of training was from **04th Feb, 2019 to 02nd May 2019**.

During her internship period we found her to be sincere and hardworking.

We wish her all the best for her future.

For N.M. Virani Wockhardt Hospital,


Jignesh Patel
Human Resources



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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation **“Assessing the satisfaction levels among the OPD Patients of N M Virani Wockhardt Hospital, Rajkot”** and submitted by **Kritee Saxena** Enrolment No **IIHMR-U/01/2017-19/0589** under the supervision of **Dr. Tanjul Saxena**, Associate Professor, The IIHMR University for award of MBA in Hospital and Health of the University carried out during the period from 02 Feb 2018 to 03 May 2018 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

(Kritee Saxena)

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The dissertation/internship project, helped in providing me with both, a learning experience as well as a glimpse into the daily managerial level issues of this renowned hospital. I was fortunate enough to interact with the esteemed authorities and staff of the hospital, who have encouraged and guided me with their support and patience.

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Sincerely,
Kritee Saxena
MBA-HM (2017-2019)
Roll No – 0589

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LIST OF SYMBOLS and ABBREVIATIONS:

ABBREVIATION	EXPANSION
OPD	Out Patient Department
AHRQ	Agency for Healthcare Research and Quality
EEG	Electroencephalogram
ECG	Electrocardiogram
EMG	Electromyogram
IR	Intervention Radiology

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PROJECT:

**ASSESSING THE SATISFACTION LEVELS
AMONG THE OPD PATIENTS OF N M VIRANI
WOCKHARDT HOSPITAL, RAJKOT**

INTRODUCTION TO THE TOPIC

The point of evaluating the fulfillment level among patients in human services is fittingly getting expanding consideration. It speaks to a key battleground in the discussion about whether people, given sufficient data, are fulfilled in interview with their human services suppliers. Despite the fact that picking a medical clinic is a choice usually made by people, the individual buyer's capacity to make proper, financially savvy decisions of medicinal services items and administrations is being discussed and tested. An educated buyer is in reality fit for adjusting quality pointers and expenses in picking the most profitable social insurance items and administrations. In any case, the best test is the point at which the decisions become progressively dark and exceptionally specialized, where correlations become substantially more hard for purchasers. This reality will be utilized to make light of the potential job of the buyer. The patient presently has numerous data sources available to him, web being the most looked for after. A superior educated patient is posing more inquiries; as for the conclusion, selection of medications, term of treatment and cost. Insufficiency to give agreeable answers can start disappointment, loss of trust, convincing a switch.

The times of 'specialist knows best' are quick changing in the urban setting. In the urban social orders the patient has transformed into the purchaser and hopes to have a functioning impact in basic leadership in regards to their treatment remembering their own fulfillment for it.

Various elements add to this low feeling of trust. An overemphasis upon benefits and corrupt conduct with respect to the human services supplier has had the greatest effect prompting extreme disappointment among the patients. Persistent Satisfaction is the investigation of when, why, how, and where individuals do or don't purchase PRODUCTS OR SERVICES. It mixes components from brain science, humanism, social human sciences and financial aspects. It endeavors to comprehend the purchaser basic leadership process, both independently and in gatherings. It likewise endeavors to survey effects on the customer from gatherings, for example, family, companions, reference gatherings, and society by and large.

Relationship promoting is a powerful resource for patient fulfillment investigation as it has an unmistakable fascination for the re-revelation of the genuine significance of showcasing through the re-insistence of the significance of the client or purchaser. A more prominent significance is additionally put on buyer maintenance, client relationship the board, personalization, customization and coordinated advertising.

The emergency clinic advertise has today transformed from a merchant market to a purchasers' market, where the patient is extremely significant. Hence, to accomplish quiet fulfillment, the medical clinic needs to create itself innovatively, just as become more administration arranged. It is basic for an emergency clinic to contact its patients, in the event that it needs to endure the challenge. This can be accomplished just by structure a scaffold of trust between the medical clinic and the network, so the network can hybrid to the emergency clinic. One needs to comprehend the way that patients don't run to an emergency clinic since its administrations are shoddy, but since of its great name and great picture.

The client from the emergency clinic is altogether different from the standard client, the distinction being that he wouldn't like to be a client in any case. Dissimilar to clients of other

administration segments who utilize the administrations gave to them of their own through and through freedom, and part with their cash cheerfully, the medical clinic client is compelled to be a client as a result of his disease and parts with his cash miserably. The clinic accordingly needs to consider this distinction while managing their patients. The second separating element is that the client of the emergency clinic, in contrast to different ventures, gets a nearby take a gander at all the rungs of the medical clinic. He gets an opportunity to collaborate with for all intents and purposes everyone from the receptionists, affirmation staff, specialists, medical caretakers, ward young men, ayahs, emergency vehicle, work force, charging staff, among others.

The operations of the medical clinic are exposed to the patient and each collaboration the patient has with any staff part is a urgent factor in deciding if he would pick a similar emergency clinic once more. A promoting direction is subsequently the need of great importance for the picture upliftment of the medical clinic. The fundamental assignment of a promoting direction is to decide the requirements and needs of their clients/patients and fulfill them through structure, correspondence, valuing and conveyance of proper and intensely practical clinical administrations and items. A medical clinic's essential targets are normally philanthropic, philosophical or administrative and dependent on some apparent need. In any case, an issue may emerge when what the patients' needs are not the same as what the patient needs. For example, what a patient needs from a clinic is sensible great quality therapeutic consideration. However statistical surveying in the course of recent years has demonstrated that hospitalized patients need an assortment of comforts not related with their requirement for sensible great quality medicinal consideration. They need grinning, sympathetic medical attendants and staff, a wide determination of sustenances for their suppers and a snappy reaction to their calls, and in this way the patients ought to likewise know about their rights.'

EXECUTIVE SUMMARY

With the emergence of hospital and healthcare as an industry, every healthcare organization is trying to understand the consumer behaviour in healthcare. The hospital industry is under the great change and the healthcare bodies are trying to fit in this new era of health services. The most important challenge in front of them is understanding the consumer behaviour in terms of satisfaction levels. However, it is the crux of the problem because even the medical practitioner needs the study of medical science for 8-10 year for understanding the healthcare services then how can a consumer be expected to be this efficient in choosing the healthcare services without any medical knowledge? But still if they are choosing a particular healthcare service provider then what are those influencing factors which are driving them for that medical decision.

New corporate groups and private giants are investing huge lot of money in this field and expecting the great return too in business. For this they need to attract more and more customer towards their hospitals. Attracting the customer directly depends upon understanding their behaviour. So once it is understood, providing the need according to them will be the next task which can be achieved. This project is undertaken to understand what factors influences the customer to choose healthcare service provider.

This project gives the insight of the satisfaction levels of patients of Wockhardt Hospital which has created a place in the minds of people of Rajkot city. Hence this project is helpful from the academic as well as practical perspective for the student of hospital administration.

The factors which are taken into consideration for finding out the patient satisfaction levels are as follows:

- Personal experience at hospital
- Waiting time
- Quality of Doctor's counselling
- Staff behaviour
- Location/ proximity to house
- Brand image
- Belief/trust
- Feedback

On the basis of the study over these factors, the conclusion has been drawn and the results which have come are very interesting and fruitful and productive for the benefit of hospital. These factors helped in finding out the satisfaction levels.

Literature Review:

The talk is bit by bit moving from calling individuals "patients" (detached) to calling them "buyers" (clients), which is a significant advance toward a shopper driven social insurance framework. There is generous proof structure that purchasers need an expanding fulfillment levels in their human services.

An ongoing report, financed by AHRQ, and directed at the University of Oregon, has discovered that social insurance shoppers are increasingly keen on the nature of human services than in its expense, and many see a minimal effort supplier to be inadequate. (Hibbard et al., 2012.).

Customers settle on the decision of an emergency clinic dependent on different clinical and non-clinical variables; that incorporate the nature of involvement with the doctor, doctor's generosity, capacity to pay, information about the doctor's notoriety, nearness to home, nature of infirmity, and span of treatment. The choice to go for specific consideration likewise experiences a few such channels. With move towards a progressively educated patient, the trust parameter takes another significance. The manner by which doctors communicate with customers needs a patch up. Giving data and supporting their investment in basic leadership obviously requires more prominent open fitness with respect to clinicians. This may result in longer or more interviews. The medicinal services buyer is changing. The framework, comprehensive of doctors, practices and approaches, needs to go with the same pattern. Trust is as yet basic to medicinal services experience regardless of whether patients today never again depend only on their 'family specialist' as a passage point to mind. Trust empowers utilization of by and large social insurance, sharing significant therapeutic data and positively affects the general wellbeing results. The move towards progressively educated patients willing to take an interest in basic leadership has not evacuated the requirement for trust which is additionally essential in expanding fulfillment dimensions of a patient. It is essential to comprehend the procedure by which shoppers assess and pick medicinal services suppliers and medications. Be that as it may, determination conduct for a doctor is as yet controlled and sanely determined by shopper's very own understanding or proposals from family and companions. Fulfillment with the medicinal services framework, by and large, apparently is consistent. Understanding fulfillment is one of the significant objectives of any wellbeing framework. It needs to contemplate responsiveness at both clinical and non-clinical results which impact the general fulfillment. Additionally, Indian financial development story has had a gigantic task to carry out. This has prompted an expanded extra cash and spending power. Every one of these variables consolidated, have brought the "Patients/Consumers", in an educated definitive position. Indeed, even the choice to visit a specific doctor is no more a stochastic decision rather; certain evaluative parameters are considered for focusing down. The quantity of long stretches of clinical experience and status is the highest point of the basic leadership criteria, pursued intently by close to home consideration. This being independent of the gravity of the affliction. "I need an accomplished doctor and I need consideration", is by all accounts the general human services buyer conclusion. '

Typical OPD (Background):

With the headway of innovation, the weights of overseeing staff and costs, improvement of frameworks, the normal length of remain in clinics has significantly diminished. Emergency clinics are presently progressively inclined to concede intense patients for in-persistent consideration. Thus, the weights on the outpatient office or the straightforward day-care medical clinics have expanded.'

Types of Outpatient Services

Two kinds of OP Services :

- Centralized Outpatient Services: All administrations are given in a conservative zone which incorporates all indicative and helpful offices being given in a similar spot.
- Decentralized Outpatient Services: Services are given in the particular offices. An ever increasing number of therapeutic methods are being offered in qualified outpatient administration focuses. Outpatient administrations are offered in numerous settings.
- Different kinds of outpatient offices include:
 1. Polyclinic and Referral Clinic
 2. Outpatient centers at emergency clinics or other restorative offices
 3. Surgery focuses
 4. Imaging focuses
 5. Cardiac catheterization focuses
 6. Mental or conduct wellbeing focuses, which may give substance misuse treatment
 7. Administrations and psychological well-being administrations for grown-ups or kids.
 8. Medical gathering rehearses.

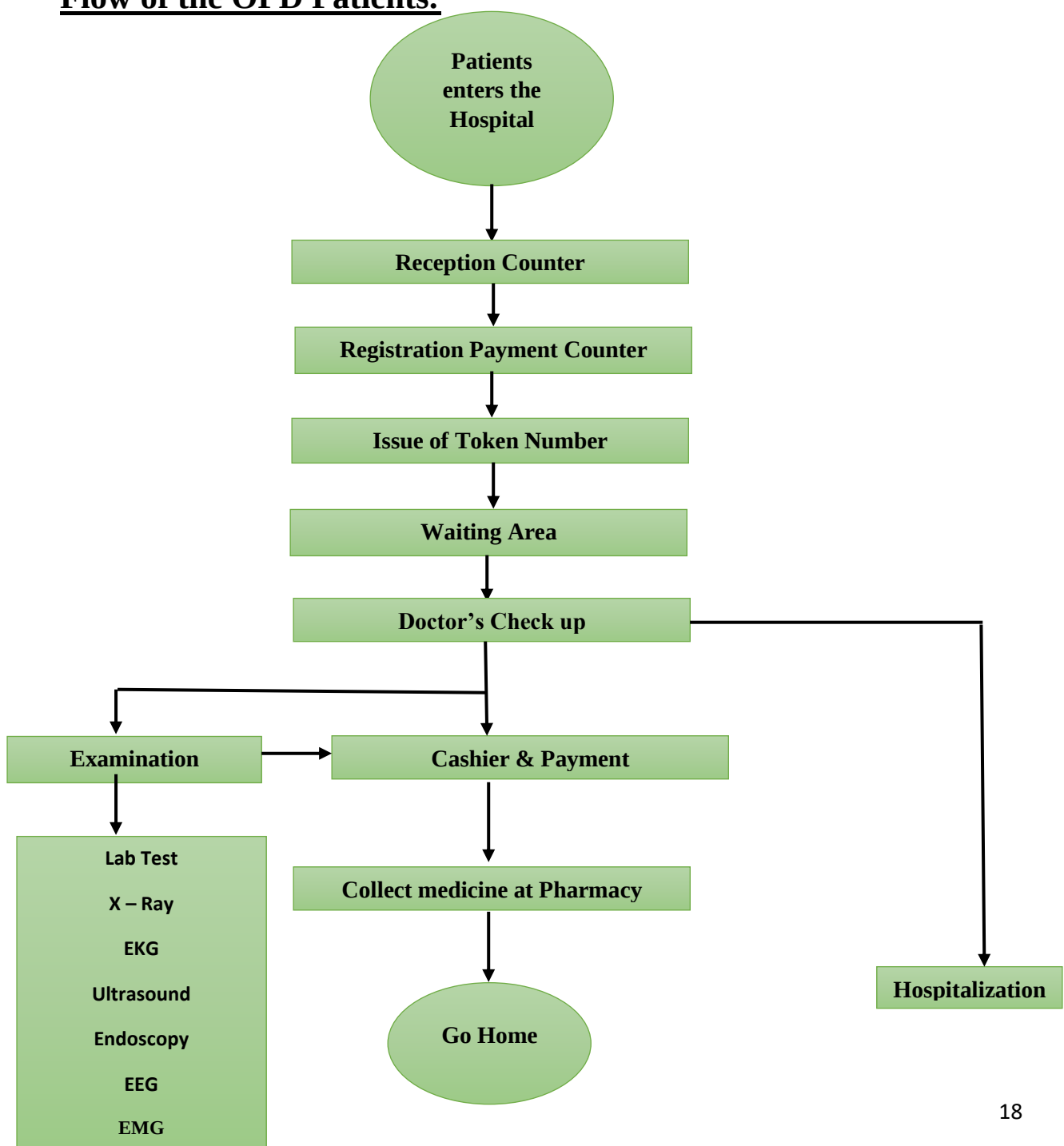
Scope of OPD

- First point of contact
- It is the shop window of hospital
- Makes or mars the hospital image
- A good OPD service can reduce the load on in-patient services
- It is a place for implementing preventive & promotive health activities.
- Facilitates teaching
- About twice the in-patients attend OPD every day

Functions of OPD

- Early analysis, healing, preventive and rehabilitative consideration on wandering premise
- Effective treatment on wandering premise
- Screening for admission to emergency clinic
- Follow up consideration and care after release
- Promotion of wellbeing by wellbeing training
- Rendering of preventive social insurance
- Promotion of wellbeing through wellbeing training
- Training of therapeutic/nursing understudies
- Keeping modern records for future treatment, m

Flow of the OPD Patients:



Research Question:

1. What is the satisfaction level among the patients in the Outpatient Department of N M Virani Wockhardt Hospital, Rajkot?
2. What are the possible reasons for dissatisfaction among patients, if any?

Rationale:

- As a part of the induction program activities and working of specific bureaus of the medical clinic was observed dependent on which a little introduction abridging the comprehension was readied which provided guidance to the examination that was led.
- Maintaining the models and constant improvement in the nature of the consideration gave to the patient is the thing that the Wockhardt Hospital looks for. So as to keep up the ideal guidelines, the emergency clinic has constantly made the fundamental strides that can additionally improve the proficiency.
- The proposed examine intends to decide the real fulfillment dimensions of the patients and what are the explanations behind disappointment with the goal that means can be taken to lessen wasteful aspects and further improve the working of the office.

Objectives:

- To assess the satisfaction levels among the patients through a researcher made questionnaire.
- To identify the strategies to help the hospital increase their patient satisfaction levels.
- To describe the patients' opinions and suggestions on improving the services in OPD of N M Virani Wockhardt Hospital, Rajkot.

Operational Definitions:

- **Patient Satisfaction**-It is a measure of the extent to which a patient is content with the health care which they received from their health care provider.
(Source - [tps://en.wikipedia.org/wiki/Patient_satisfaction](https://en.wikipedia.org/wiki/Patient_satisfaction))
- **Quality of care** - Quality of care is defined as 'the extent to which health care services provided to individuals and patient populations improve desired health outcomes.'
(Source - https://www.who.int/maternal_child_adolescent/topics/quality-of-care/en/)
- **OPD** – Outpatient Department is a hospital department designed to be a first contact point between the patient and the hospital staff.
(Source -<https://www.javatpoint.com/opd-full-form>)

Methodology:

- **Type of Study:** The study is **Exploratory Research** since the research involves whole community and was done with the help of a self-structured questionnaire. Exploratory research contemplates are likewise named as formulative research thinks about. The fundamental motivation behind such examination is that of planning an issue for progressively exact examination or of building up the working theories from an operational perspective. The significant accentuation in such investigations is on the revelation of thoughts and bits of knowledge. In that capacity the exploration configuration fitting for such examinations must be sufficiently adaptable to give chance to thinking about various parts of an issue under investigation. Inbuilt adaptability in research configuration is required in light of the fact that the examination issue, comprehensively characterized at first, is changed into one with progressively exact importance in exploratory investigations, which certainty may require changes in the examination system for social occasion significant information.
 - **Source of Data:** Past & Present Customers of Wockhardt Hospital, Rajkot.
 - **Duration of Study:** 08th Feb, 2019 – 3rd May, 2019
 - **Data Collection Methods:**
 - ✓ Primary Data – Direct Conversation with the OPD patients
 - ✓ Self-structured questionnaire
 - ✓ Survey – Telephonic Survey
 - ✓ Secondary Data – OPD Patients Data collected from Hospital Information System
- Articles and Journals in regard to the study

Sampling and Sample Size:

- **Sampling method:** Convenience Sampling
- **Sample size:** 610 OPD Patients of various departments

Table: 1 Sample size taken for different departments chosen:

NAME OF DEPARTEMENT	SAMPLE SIZE TAKEN
CRITICAL CARE	199
INTERVENTIONAL RADIOLOGY	25
GASTROENTEROLOGY	96
ORTHOPAEDICS	92
NEUROLOGY	109
GENERAL SURGERY	44
OBSTETRICS & GYNAECOLOGY	45

Table: 2 Gender distribution of Sample Size

Males	326
Females	284

Table: 3 Age Group Distribution of Sample Size

0 – 20 years	50 patients
21 – 40 years	254 patients
41 – 60 years	200 patients
61 – 80 years	92 patients
81 & above	14 patients

Exclusion & Inclusion Criteria:

- OPD Patients from some selected departments, who have visited the hospital in the last 2-3 months have only been included in the study.
- Patients from the other departments have been excluded from the study.
- Patients who were not interested in giving feedback were also excluded from the study.

Process:

The patients of the OPD Department of the selected specialities were made to fill out the researcher-made questionnaire and the data of the patients who visited the OPD in the last 3 months was retrieved from the IT Department and the survey was done through calling them. All the data was used for doing the analysis presented below.

Data Collection Tools:

- Researcher made questionnaire to gain information on the satisfaction levels of the patients visiting OPD Department.
- Direct observation was done to see the workflow of OPD and for better understanding of the routine activities of the department.

Data Analysis:

- Data was collected in an excel sheet and satisfaction levels of the patients of different departments were analysed along with the reasons for dissatisfaction, if any.
- For documentation and dissemination of the data charts and graphs were used for the better understanding and clarity.

RESULTS:

OBSERVATIONS & ANALYSIS:

- 1) The observations and analysis has been made on the basis of the following criteria:
 - On the basis of Overall Performance of the Hospital
 - On the basis of Different specialities of the Hospital
 - Comparison of various specialities with Satisfaction Level and Waiting time as main parameters
 - Footfall of various specialties of the Hospital



Fig: 1 Overall Experience of the OPD Patients

Interpretation: 286 patients out of 610 patients found the overall experience excellent. 302 patients found it to be good, and rest 22 patients the overall experience bad.

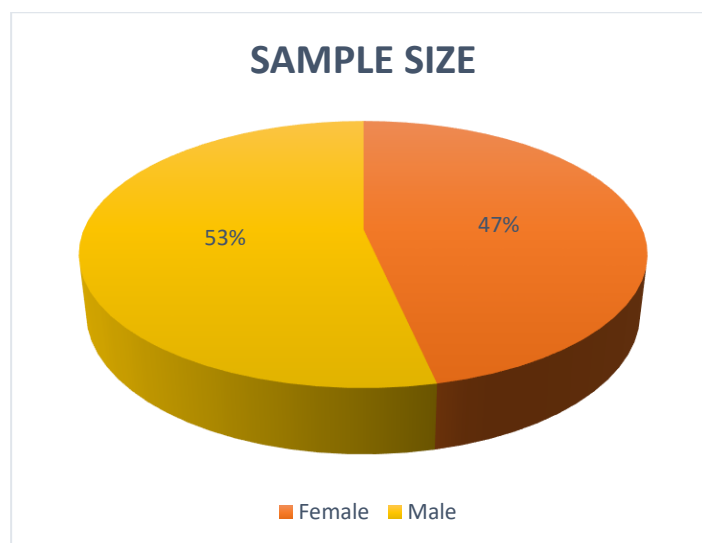


Fig: 2 Gender based distribution of sample size

Interpretation: Out of the total sample size, 326 patients are male and 284 are females.

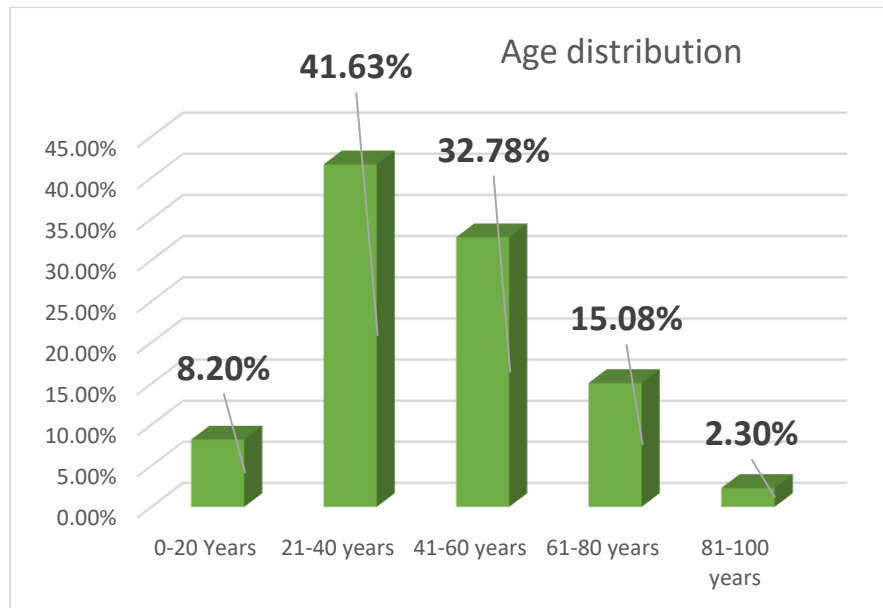


Fig: 3 Age wise distribution of sample size

Interpretation: The figure shows the age wise number of patients visiting the OPD at Wockhardt.



Fig: 4 Waiting time

Interpretation: 421 patients waited for less than 20 minutes (According to the SOP of the OPD) while rest 189 patients had to wait more than 20 minutes for the doctor's consultation.

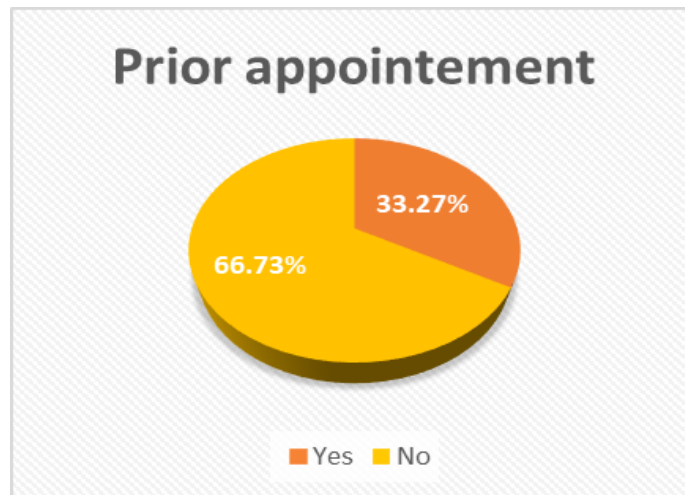


Fig: 5 Prior appointment

Interpretation: 407 patients did not take prior appointment before coming to the hospital while the rest 203 took prior appointment before coming.

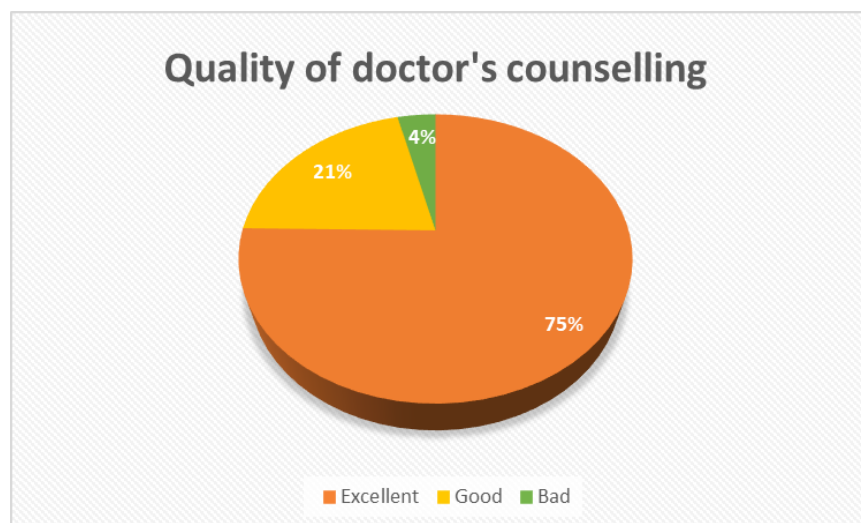


Fig: 6 Quality of the doctor's counselling

Interpretation: 457 patients found the counselling to be excellent, 128 found it to be good and 25 patients found it to be bad.

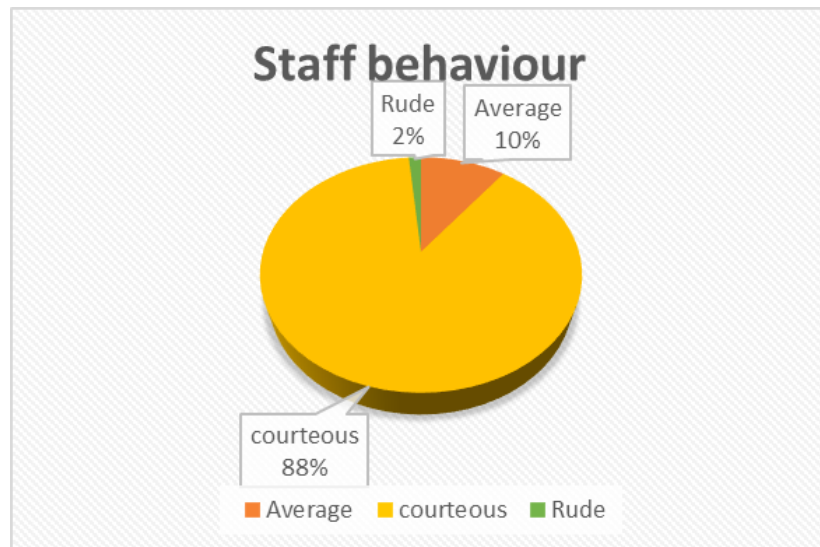


Fig: 7 Staff Behaviour

Interpretation: 537 patients found the staff behaviour courteous, 61 patients found it to be average, and rest 12 patients found it to be rude.

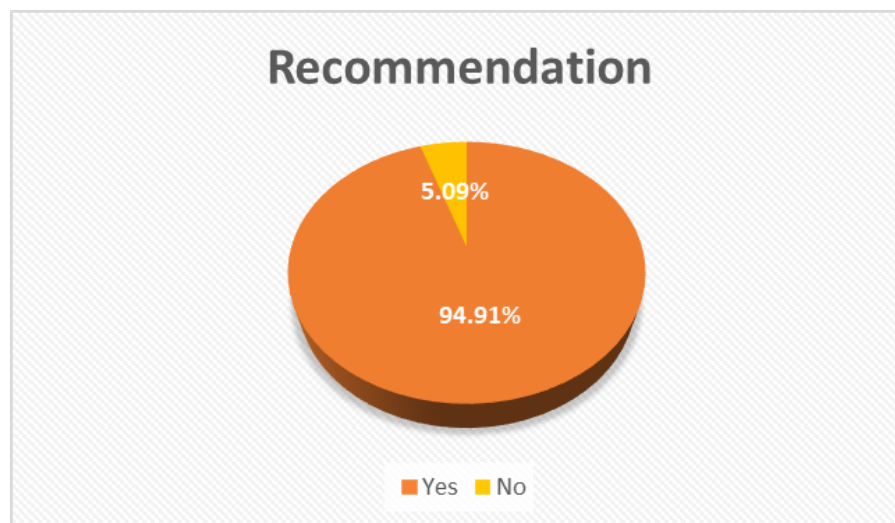


Fig: 8 Recommendation of Wockhardt Hospital

Interpretation: 579 patients will recommend Wockhardt Hospital to others while 31 of them will not recommend it.

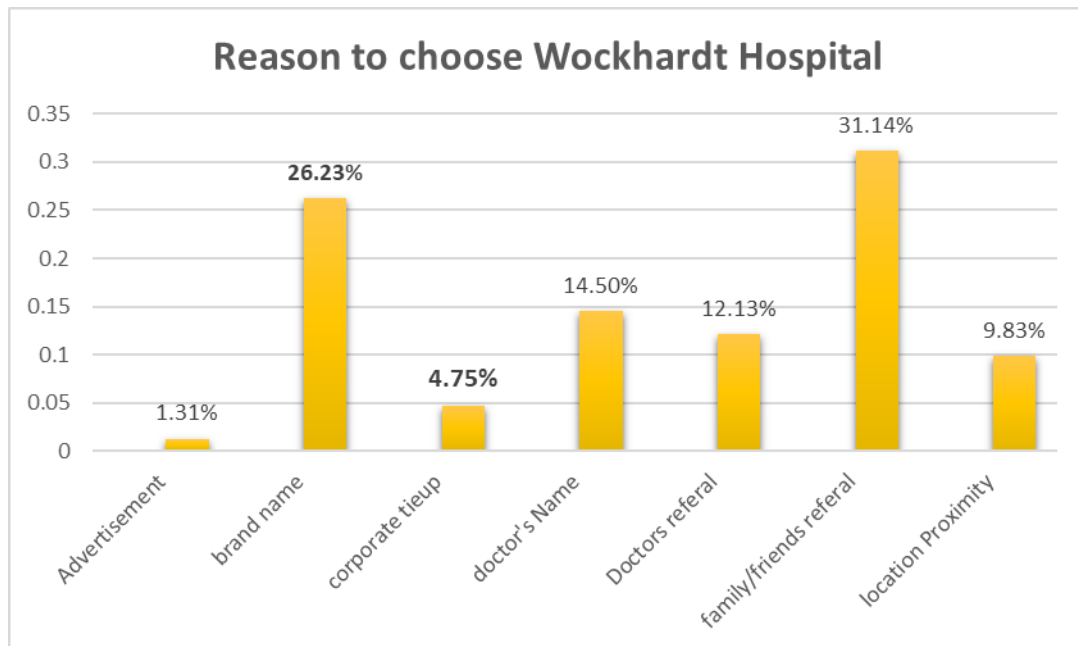


Fig: 9 Reasons for choosing Wockhardt Hospital

Interpretation: Major reasons to choose Wockhardt Hospital are the Brand Name, and Friends/Family Referral.

Waiting time and Satisfaction level according to the departments:

1) CRITICAL CARE DEPARTMENT:

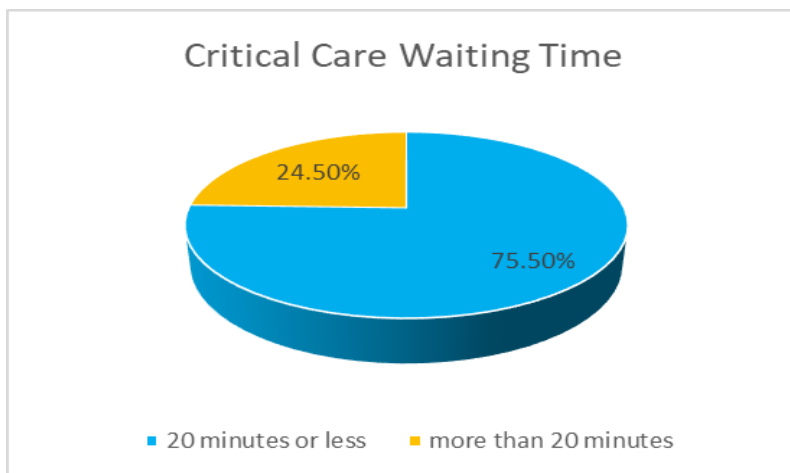


Fig:10 Waiting time of the Critical Care Department

Interpretation: Out of the 199 patients, 150 patients had to wait less than 20 minutes and the remaining 49 patients had to wait more than 20 minutes.

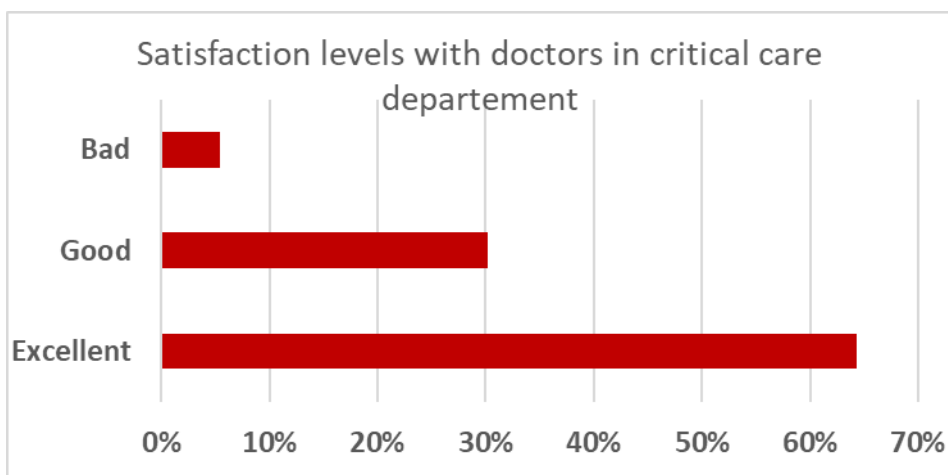


Fig: 11 Satisfaction levels with doctors in the critical care department

Interpretation: Around 65% patients had an excellent experience, 30% had good experience while 5% had a bad experience in the Critical care department.

2) INTERVENTIONAL RADIOLOGY DEPARTMENT:

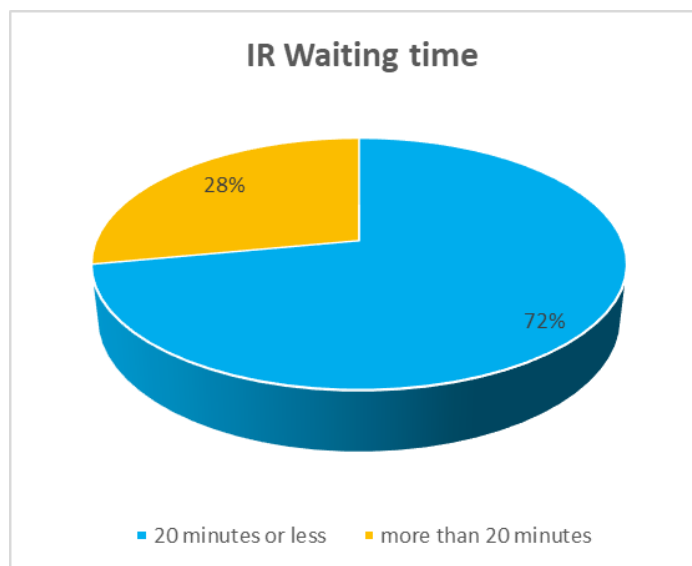


Fig: 12 Waiting time for the Interventional Radiology Department

Interpretation: Out of the 25 patients, 18 had to wait less than 20 minutes while 7 patients had to wait more than 20 minutes.

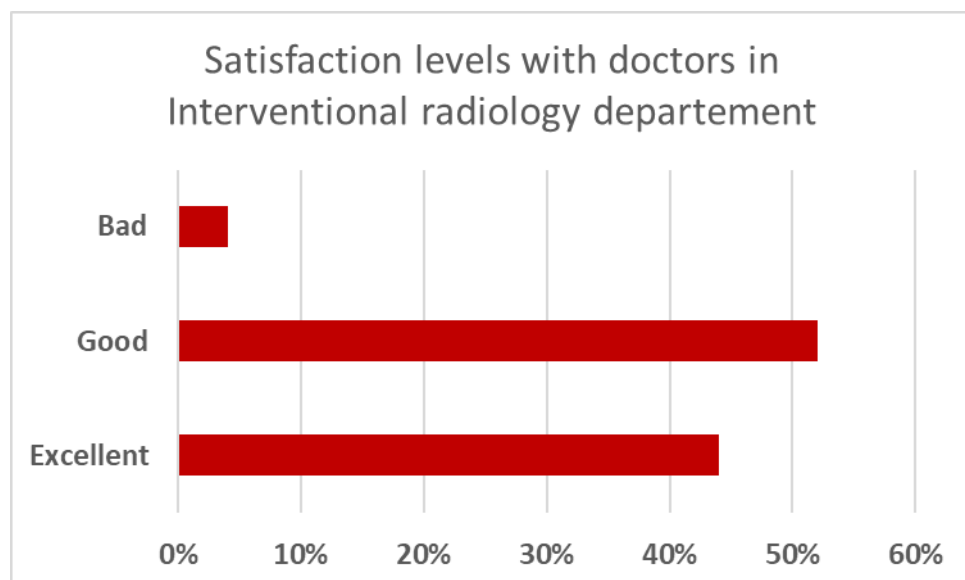


Fig: 13 Satisfaction levels with doctors in the Interventional Radiology department

Interpretation: 45% patients had an excellent experience, 52% having a good experience while 3% had a bad experience in the Interventional radiology department.

3) GASTROENTEROLOGY DEPARTMENT:

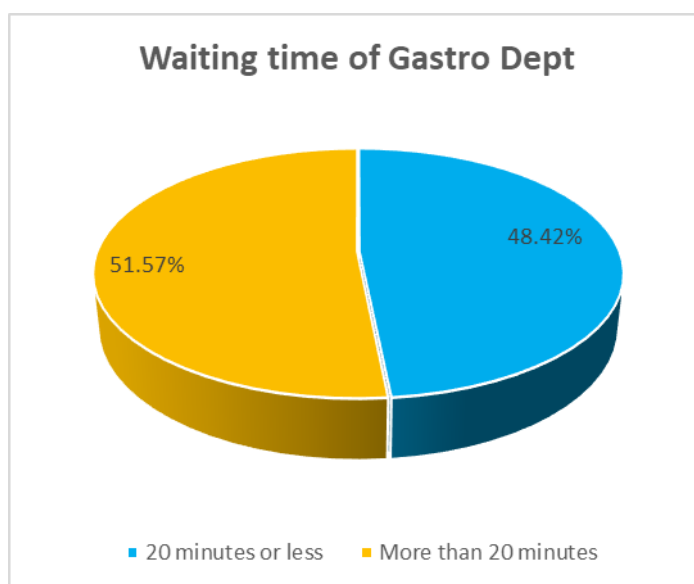


Fig: 14 Waiting time for the Gastroenterology department

Interpretation: Out of the 96 patients, 49 patients had to wait more than 20 minutes while 47 patients had to wait less than 20 minutes.

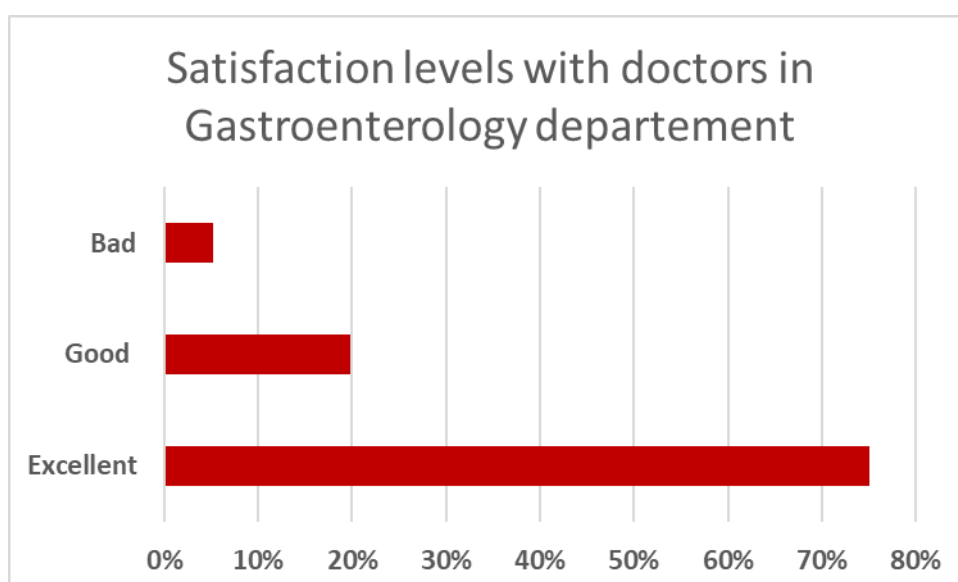


Fig: 15 Satisfaction levels with doctors in the Gastroenterology department

Interpretation: 75% patients had an excellent experience, 20% had good experience while 5% patients had a bad experience in the Gastroenterology Department.

4) ORTHOPEDICS DEPARTMENT:

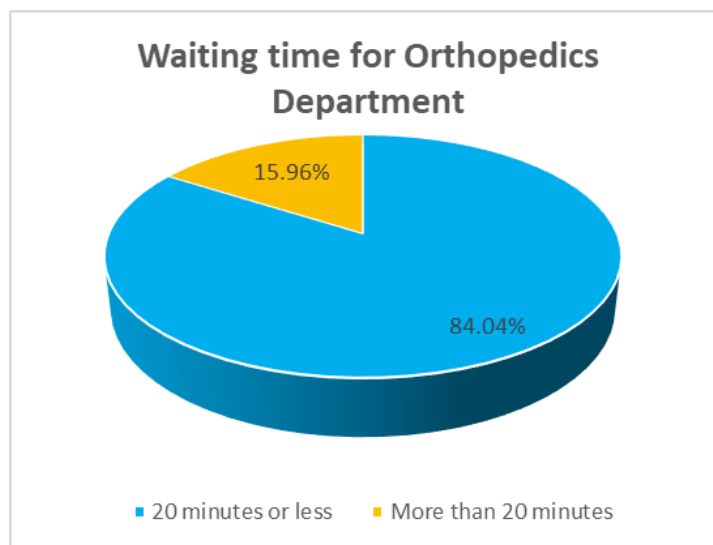


Fig: 16 Waiting time for the orthopaedics department

Interpretation: Out of the 92 patients, 77 patients had to wait less than 20 minutes while rest 15 patients had to wait more than 20 minutes.

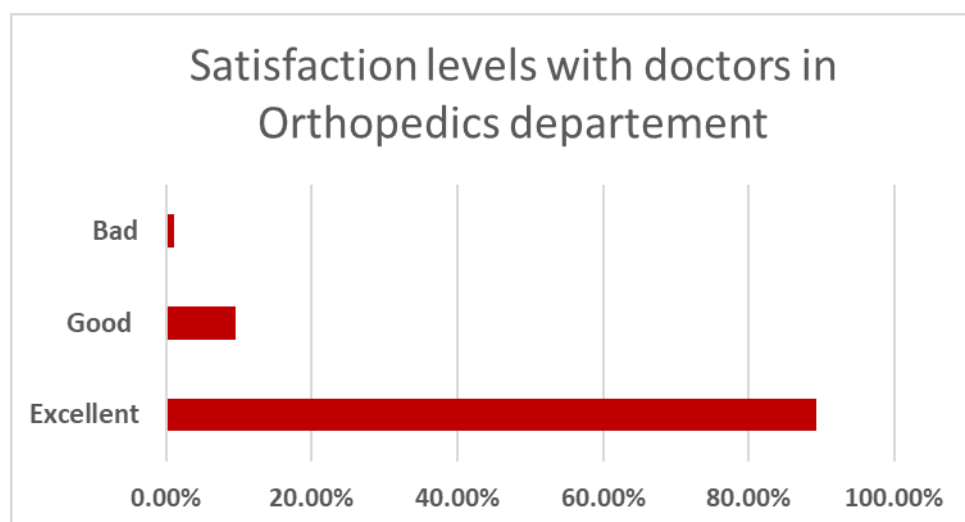


Fig: 17 Satisfaction levels with doctors in the Orthopaedics department

Interpretation: 88% patients had an excellent experience, 10% had a good experience while 2% had a bad experience in the Orthopaedics Department.

5) NEUROLOGY DEPARTMENT:

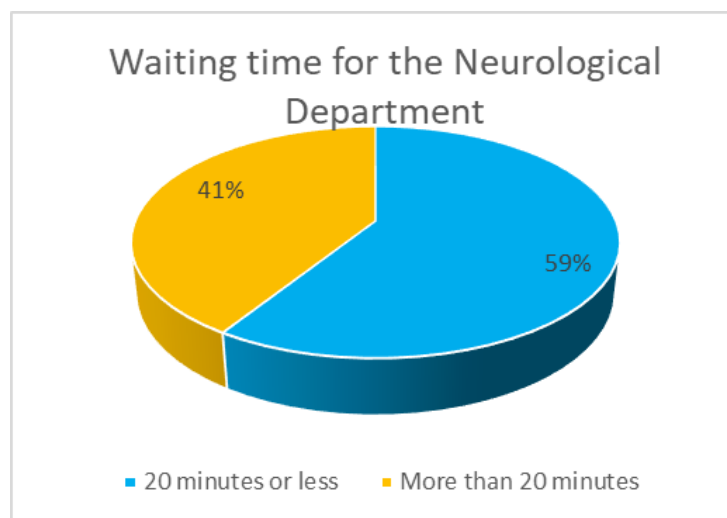


Fig: 18 Waiting time for the Neurological Department

Interpretation: Out of the 109 patients, 64 patients had to wait less than 20 minutes while 45 patients had to wait more than 20 minutes.

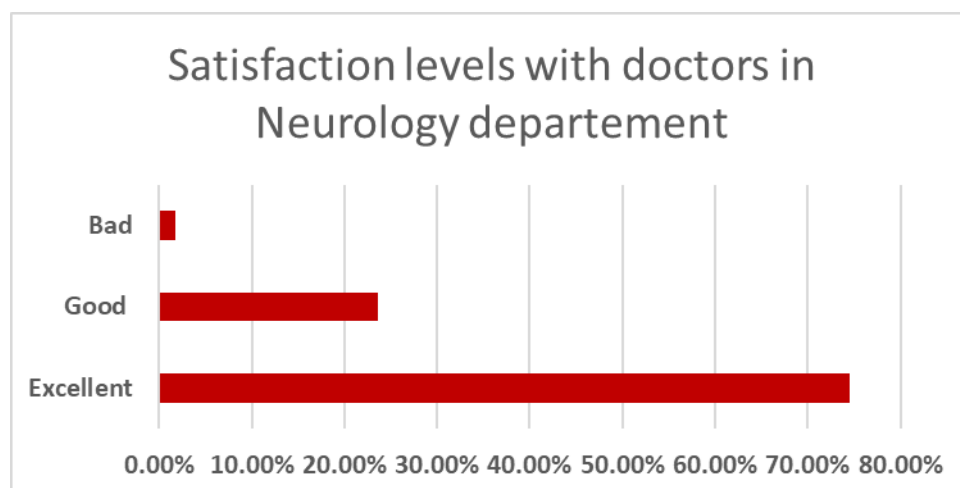


Fig: 19 Satisfaction levels with doctors in the Neurology Department

Interpretation: 74% patients had an excellent experience, 23% had a good experience while 3% had a bad experience in the Neurology Department.

6) GENERAL SURGERY DEPARTMENT:

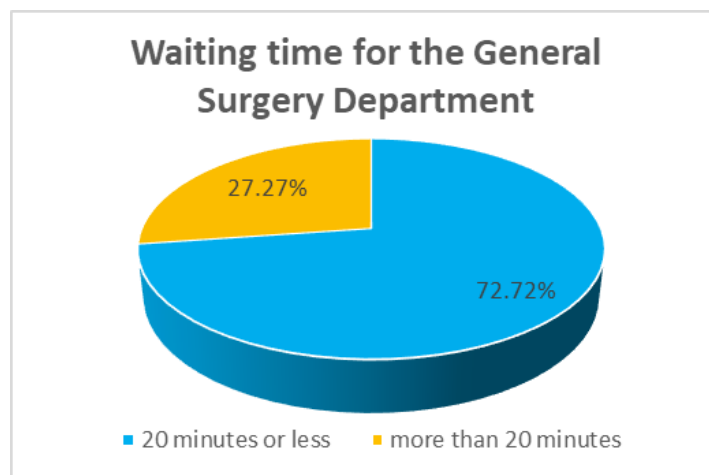


Fig: 20 Waiting time for the General Surgery Department

Interpretation: Out of 44 patients, 32 patients had to wait less than 20 minutes whereas the rest 12 patients had to wait more than 20 minutes.

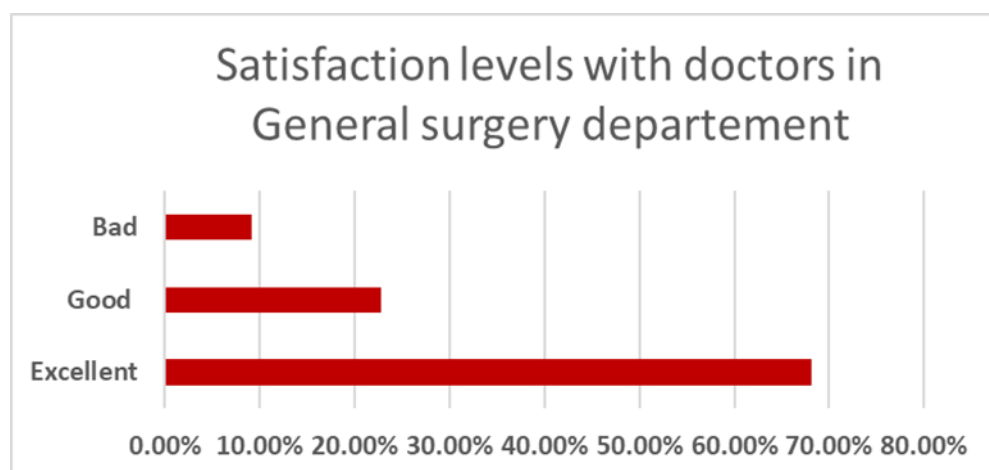


Fig: 21 Satisfaction levels with doctors in the General Surgery Department

Interpretation: 68% patients had an excellent experience, 23% patients had a good experience while 9% patients had a bad experience in the General Surgery Department.

7) OBSTETRICS & GYNAECOLOGY DEPARTMENT:

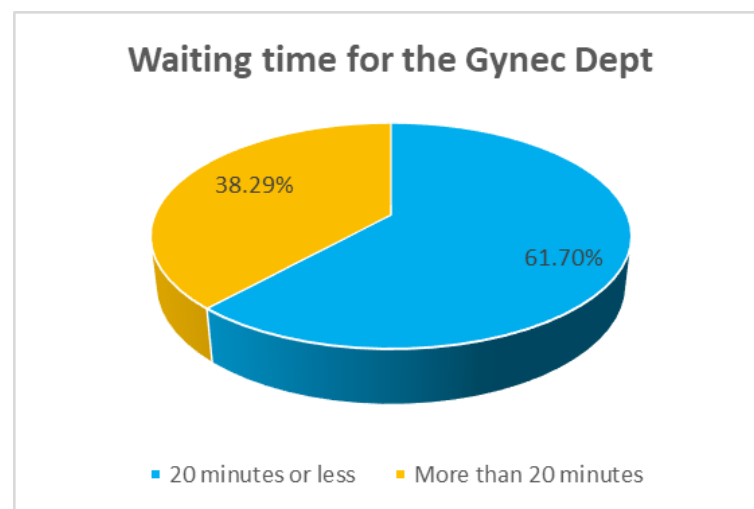


Fig: 22 Waiting time for the Obstetrics & Gynaecology Department

Interpretation: Out of the 45 patients, 28 patients had to wait less than 20 minutes while 17 patients had to wait more than 20 minutes.

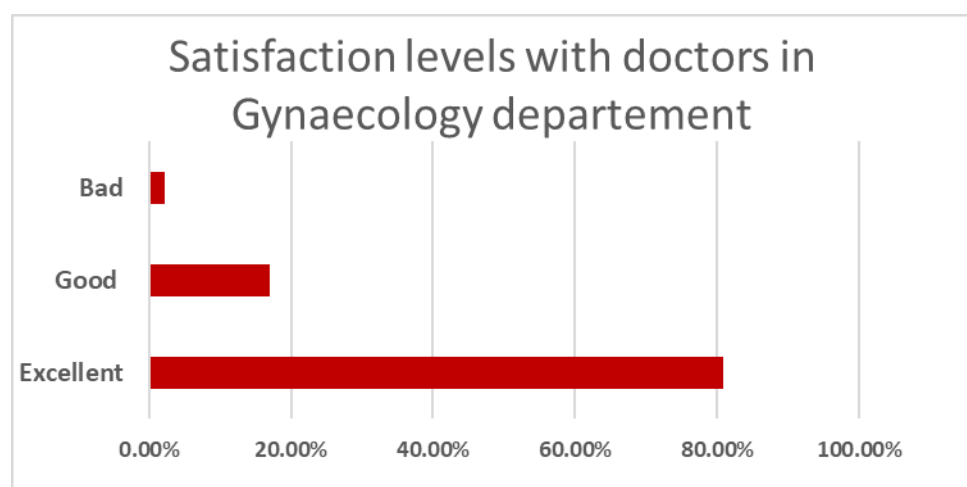


Fig: 23 Satisfaction levels with doctors in the Obstetrics & Gynaecology Department

Interpretation: 81% patients had an excellent experience, 17% had a good experience while 2% patients had a bad experience.

Reason for Dissatisfaction:

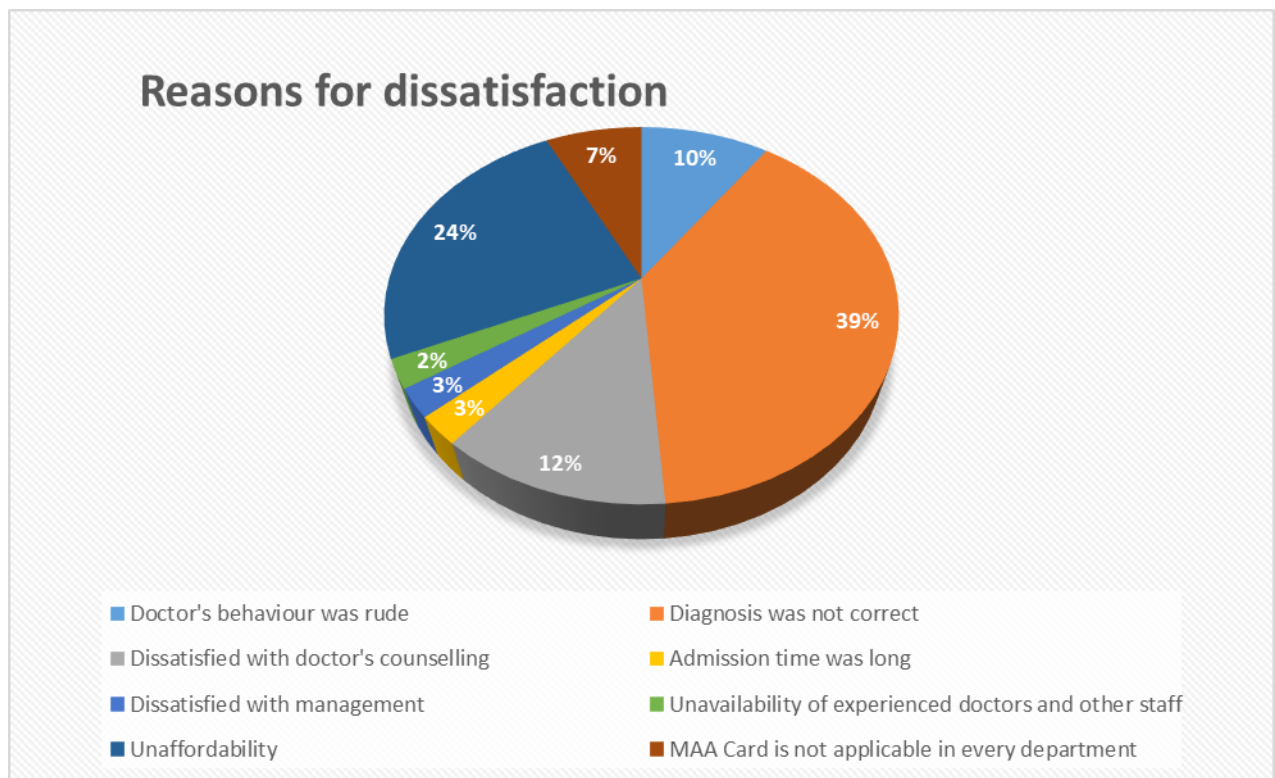


Fig: 24 Reason for dissatisfaction among OPD Patients

Interpretation: The reason for dissatisfaction among the OPD Patients are numerous with “Diagnosis not being correct” being the highest and “Unavailability of experienced doctors and staff” being the lowest.

Table: 4 Cross tabulations between various specialities with Satisfaction Levels, Waiting Time as main parameters

S.No.	Speciality	Parameters	
		Satisfaction levels(Out of the sample size)	Waiting time (Less than 20 minutes)
1	Critical Care	23	21
2	Intervention Radiology	24	16
3	Gastroenterology	23	18
4	Orthopaedics	25	14
5	Neurology	24	13
6	General Surgery	24	19
7	Obs & Gynae	24	16

As the sample size of all the specialities was different a common sample size for all the specialities has been taken and then the satisfaction levels and waiting time has been analysed.1

1) Satisfaction levels among various specialities

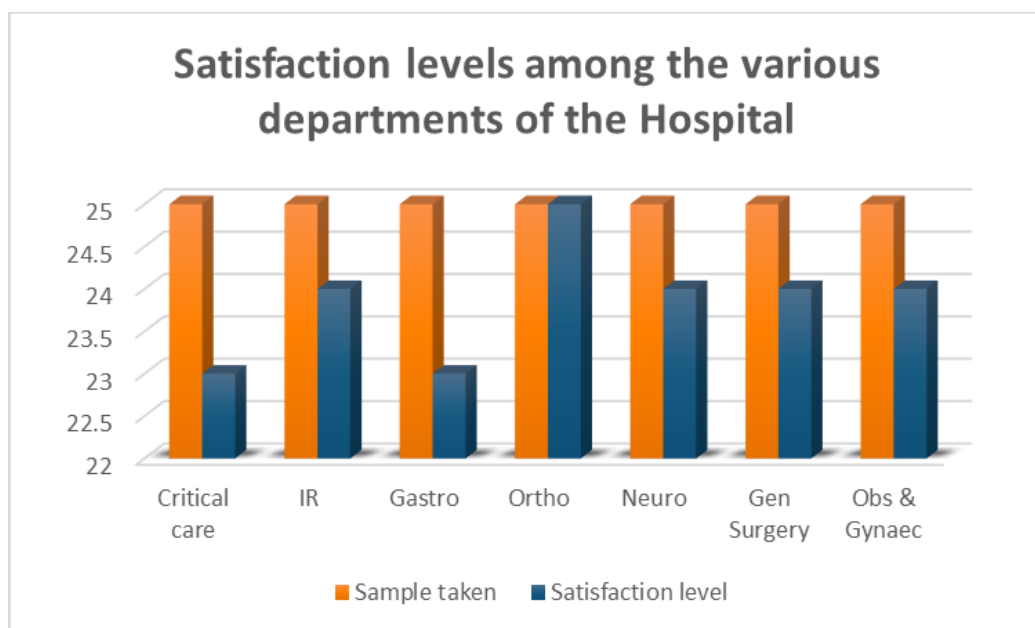


Fig: 25 Comparison of the satisfaction levels among various specialities

Interpretation: The highest level of satisfaction is in the Orthopaedics Department in the hospital whereas the lowest level of satisfaction is being experienced in the Critical Care Department and Gastro Department.

2) Waiting time for various specialities

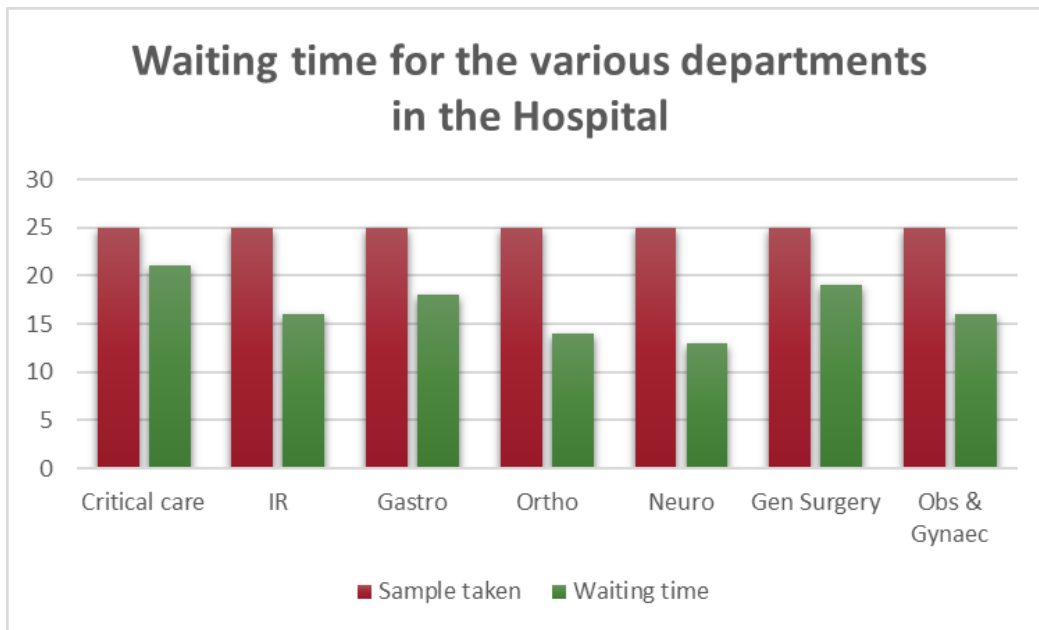


Fig: 26 Waiting time for various specialities in the Hospital

Interpretation: The comparison between the waiting time for the various specialities show that the highest waiting time is in the Critical Care Department while the lowest waiting time is in the Neurology Department.

➤ Footfall in different specialities of the Hospital

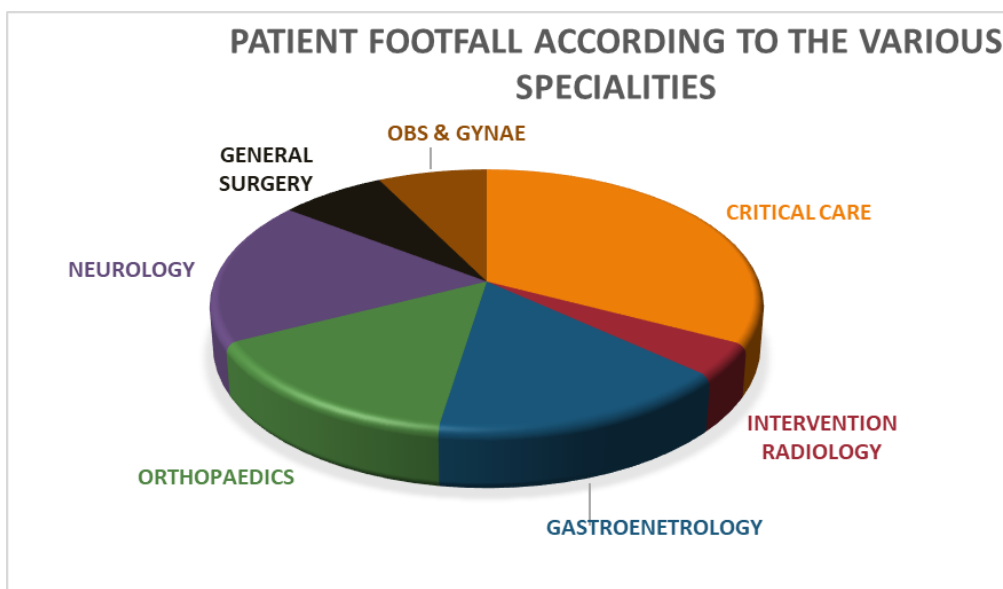


Fig: 27 Patient Footfall in the hospital for different specialities

Interpretation: Patient footfall is high in the critical care department whereas the footfall is low in the Intervention Radiology Department.

Discussion:

- 1) Out of the total sample of 610 patients, 588 found the overall experience in the OPD excellent and good whereas only 22 patients found the overall experience to be bad.
- 2) Out of the sample taken, 421 patients had to wait less than 20 minutes to consult the doctor in the OPD whereas 189 patients had to wait for more than 20 minutes.
- 3) 407 patients in the OPD came without an appointment whereas only 203 patients had come with a prior appointment.
- 4) 585 patients out of 610 were satisfied with the quality of doctor's counselling whereas only 25 of them were not satisfied with the quality.
- 5) 598 patients found the staff behaviour to be courteous whereas the rest 12 of them found the staff to be rude.
- 6) 95% of the patients of the OPD will recommend Wockhardt Hospitals to others while only 5% will not recommend it to others.
- 7) The reasons for choosing Wockhardt Hospitals were:
 - ✓ Advertisement
 - ✓ Brand Name
 - ✓ Family/Friends Referral
 - ✓ Corporate Tie up
 - ✓ Doctor's name
 - ✓ Doctor's referral
 - ✓ Location Proximity
- 8) The other analysis and observations were done according to the different departments selected for the study.

Conclusion:

- 1) The overall experience of the patients coming to the OPD of Wockhardt Hospital, Rajkot is good. They are satisfied with the quality of doctor's counselling. The staff is courteous and they will recommend the hospital to others.
- 2) The major reason for patient dissatisfaction with the hospital is that the **diagnosis is not correct.**
- 3) The major reason for choosing the hospital is the **Brand name** and **Word of mouth publicity.**
- 4) Marketing of the hospitals plays an important role in increasing the patient footfall.
- 5) While comparing different specialities on the basis of Satisfaction levels and the waiting time, it has been observed that the highest satisfaction levels are seen in the **Orthopaedics Department**, while the lowest satisfaction level is in **the Critical Care and Gastroenterology department** of the Hospital.

- 6) The least waiting time in the Hospital is in the **Neurology Department**.
- 7) The highest waiting time is in the Critical Care Department. It may be due to the following reasons:
 - High patient footfall in the department
 - Less number of beds in emergency
- 8) The main reason of Critical Care being the department which has the highest footfall can be many. Some of them can be:
 - Quality of doctors in the department
 - Quality of service provided
 - Compliance of protocol and quality standards
 - Location proximity for people in times of emergency
 - All time availability of doctors

Recommendations:

- 1) To reduce the waiting time in OPD of Wockhardt Hospital, Rajkot, the appointment system should be made compulsory in all the departments.
 - ✓ For Rajkot city patients: the appointment should be given for evening OPD as the time slot in the morning should be kept for the patients coming from the surrounding areas.
 - ✓ Maintaining track of waiting time for the patients with appointment in the HIS.
- 2) Token system should be started for the patients who wait in lines for getting the registration.
- 3) A “Kiosk Desk” should be made functional near the help desk in the OPD area for reducing the registration time.
- 4) Doctors and other staff should be given prior, proper training for minimizing the dissatisfaction in patients.
- 5) After service feedback should be taken on call from the patient so that the loopholes can be identified and the service quality rectification can be done.
- 6) Customer Care should identify doctor availability and then educate the patient on the waiting time beforehand so that the patients know for how much time they will have to wait for seeing the doctor. This will also promote transparency from the hospitals’ side and the patient will also be able to manage their time according to their work routine.
- 7) More number of beds should be added in the Critical Care department as it has the highest patient footfall and high waiting time.
- 8) Brand marketing should be done more for rest of the specialities which lag behind in the case of patient footfall.

SUPPLEMENTARY:

QUESTIONNAIRE

OPD Patient Satisfaction Survey

To assess the satisfaction levels among OPD patients visiting Wockhardt Hospital, Rajkot.

***Required**

Name:

Your answer

UHID No:

Your answer

Doctor's name

Your answer

How was your experience at Wockhardt Hospital? *

☐ Excellent

☐ Good

☐ Bad

☐ Other:

How much was your waiting time for the doctor's consultation?

☐ 20 minutes or less

☐ More than 20 minutes

☐ Other:

Did you take prior appointment before coming to the hospital?

☐ Yes

☐ No

How was the quality of doctor's counselling?

☐ Excellent

☐ Good

☐ Bad

☐ Other:

If dissatisfied, why?

☐ Doctor not giving proper time

☐ Doctor's behaviour was rude

☐ Diagnosis was not correct

☐ Other:

Why did you choose Wockhardt Hospital?

☐ Doctor's referral

☐ Family/Friends' reference

☐ Location proximity

☐ Advertisement

☐ Doctor's name

☐ Brand name

☐ Other:

How was the staff behavior?

☐ Courteous

☐ Average

☐ Rude

☐ Other:

Would you recommend Wockhardt Hospital to others?

☐ Yes

☐ No

Any other feedback/reviews

Your answer

SUBMIT

Never submit passwords through Google Forms.

APPENDIX:

DATA: For 150 patients

Name:	UHID No:	Doctor's name	Overall experience	Waiting time	Prior appointment	Doctor's counselling
Pratulaben	489391	Dr. Bhumi Dave	Good	20 minutes or less	No	Excellent
Neeraj Pathak	489338	Dr. Bhumi Dave	Good	20 minutes or less	No	Good
Vaishali Shah	489098	Dr. Bhumi Dave	Good	20 minutes or less	No	Excellent
Ravi Singhpvala	489282	Dr. Bhumi dave	Good	20 minutes or less	Yes	Good
mital pandit	489058	bhumi dave	Good	20 minutes or less	Yes	Excellent
vishad	488826	Bhumi Dave	Good	20 minutes or less	Yes	Excellent
parth sunil bhai pate	488614	Bhumi Dave	Good	20 minutes or less	w34	Excellent
krishnaben	488576	bhumi dave	Bad	20 minutes or less	No	Bad
malaben pandya	488433	Dr Bhumi Dave	Good	20 minutes or less	No	Good
Niranjan	488401	dr bhumi dave	Excellent	20 minutes or less	No	Excellent
kiransella	488369	bhumi dave	Excellent	20 minutes or less	No	Excellent
Mukesh bhai Sojitra	491839	Dr. Milan Bhandari	Good	More than 20 minutes	Yes	Good
Miraben Parmar	491740	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
prashant	488366	dr bhumi dave	Good	20 minutes or less	Yes	Good
Narshi Bhai	491693	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
DIPEN BHAI	488364	dr bhumi dave	Good	20 minutes or less	No	Good
Kanjibhai	491586	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Good
kajal bhupatani	488339	dr bhumi dave	Excellent	More than 20 minutes	No	Excellent
Deven h dhamecha	491583	Dr.Milan Bhandari	Good	20 minutes or less	No	Excellent
hamir bhai	491548	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Good
abdl	488161	dr Bhumi Dave	Good	20 minutes or less	No	Excellent
Sangita kumari	491492	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Good
Prashant Solanki	488128	dr bhumi dave	Good	20 minutes or less	No	Good
Shantaben	491399	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Excellent
Mihir Chandrani	491159	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Excellent
KAPILBHAI	489732	Dr. Vikas Jain	Excellent	20 minutes or less	No	Excellent
manjulaben	487798	bhumi dave	Good	20 minutes or less	Yes	Good
Hiren bhai	490525	Dr.Milan Bhandari	Good	More than 20 minutes	No	Excellent
manan hadvani	491274	Dr.Milan Bhandari	Good	20 minutes or less	No	Excellent
hemangbhai shah	487773	dr bhumi dave	Excellent	20 minutes or less	No	Excellent
anshuyabhesaniya	487734	bhumi dave	Good	More than 20 minutes	Yes	Good
rosan ben	490498	Dr.Milan Bhandari	Good	20 minutes or less	No	Excellent
Jayaben	490474	Dr.Milan Bhandari	Excellent	More than 20 minutes	Yes	Excellent
Kasi ben	490466	Dr.Milan Bhandari	Excellent	20 minutes or less	Yes	Excellent
amit sharma	490638	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
daman lutharra	487559	bhumi dave	Good	20 minutes or less	No	Good
yagnesh kachadiya	490440	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
hajuben	487553	bhumi dave	Good	20 minutes or less	No	Excellent
Mansukh bhai Ratan	490367	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
govind p senjaliya	487569	bhumi dave	Excellent	20 minutes or less	No	Good
amar das	491591	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
Ketan bhai gosai	490342	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
nilofar javed	487180	bhumi dave	Good	20 minutes or less	Yes	Excellent
susheel kumar	490150	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Good
ranjanben	487179	bhumi dave	Excellent	20 minutes or less	No	Excellent
raksha pateriya	490124	Dr.Milan Bhandari	Good	20 minutes or less	No	Excellent
chail hala	490044	Dr. Milan Bhandari	Excellent	20 minutes or less	No	Excellent

Participant Name	Registration No.	Dr. Milan Bhandari	Score	Time Taken (in min)	Yes/No	Remarks
shail bala	490044	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
sagar solanki	487178	bhumi dave	Good	20 minutes or less	Yes	Good
reenaben solanki	489911	Dr.Milan Bhandari	Excellent	20 minutes or less	Yes	Excellent
dhirubhai	487174	bhumi dave	Good	20 minutes or less	No	Excellent
tanmay thummar	489894	Dr.Milan Bhandari	Excellent	20 minutes or less	Yes	Excellent
nisha vishnu	487105	dr bhumi dave	Excellent	20 minutes or less	No	Excellent
mohan bhai	489857	Dr.Milan Bhandari	Bad	More than 20 minutes	No	Excellent
niraj k sangani	489841	Dr.Milan Bhandari	Good	More than 20 minutes	No	Good
shaktibhai	487027	bhumi dave	Excellent	20 minutes or less	Yes	Excellent
alpaben	489340	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
GN TIVARI	491779	BHUMI DAVE	Excellent	More than 20 minutes	No	Excellent
leela ben	489204	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
ABHIJIT	491652	BHUMI DAVE	Excellent	20 minutes or less	No	Excellent
bharti rajesh mehta	489088	Dr.Milan Bhandari	Good	20 minutes or less	No	Excellent
HARSHABEN	491650	BHUMI DAVE	Excellent	20 minutes or less	No	Excellent
aslam bhai	489081	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
NISHA AWASTHI	491551	BHUMI DAVE	Good	More than 20 minutes	No	Good
Jitendra bhai	488962	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
charul soni	488926	Dr.Milan Bhandari	Good	20 minutes or less	Yes	Good
BHARTIDAS	491467	BHUMI DAVE	Excellent	20 minutes or less	No	Good
Jaya ben	488923	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
ramesh bhai	488737	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
NAMRITA	491233	BHUMI DAVE	Good	More than 20 minutes	No	Good
hiya pambhar	488729	Dr.Milan Bhandari	Bad	20 minutes or less	No	Bad
SHREYA	490989	BHUMI DAVE	Good	More than 20 minutes	Yes	Excellent
kiran gandhi	488725	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
DHARA HAPANI	490908	BHUMI DAVE	Excellent	More than 20 minutes	Yes	Excellent
SANDHYABEN	490900	BHUMI DAVE	Excellent	20 minutes or less	No	Excellent
KISHAN RAM	490705	BHUMI DAVE	Good	20 minutes or less	Yes	Good
CHANDNI	490700	dr bhumi dave	Excellent	20 minutes or less	No	Good
vishal das	488396	Dr.Milan Bhandari	Excellent	20 minutes or less	Yes	Excellent
bankim tank	488481	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
neelam kukrecha	488346	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
poonnam	488134	Dr.Milan Bhandari	Excellent	20 minutes or less	No	Excellent
kusum ben	487925	Dr.Milan Bhandari	Good	20 minutes or less	No	Good
manorama ben	490464	bhumi dave	Good		No	Bad
jitendra bhai	490428	bhumi dave	Good	More than 20 minutes	No	Excellent

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