



N. M. VIRANI WOCKHARDT HOSPITAL.

(RAJKOT)

DISSERTATION TOPIC – ASSESSING THE SATISFACTION LEVELS AMONG THE OPD PATIENTS OF N M VIRANI WOCKHARDT HOSPITAL, RAJKOT

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Introduction

- ▶ The outpatient clinic of a hospital, also called an outpatient department provides diagnosis and care for patients that do not need to stay overnight.
- ▶ The outpatient department is an important part of the overall running of the hospital.
- ▶ The outpatient department will usually be on the ground floor of the hospital with car-parking facilities nearby.
- ▶ Wheelchairs and stretchers are available for non-ambulatory patients. Patients will register at a reception desk and there is seating for them while they wait for their appointments.

- ▶ N M Virani Wockhardt Hospital, Rajkot, founded in 2006, is a renowned center for healthcare services – a super specialty hospital in the Saurashtra region.
- ▶ It offers services ranging across a variety of disciplines such as Cardiology, Cardiac surgery, Neurology, Neurosurgery, Orthopedics, Joint Replacement and Minimal Access Surgery.
- ▶ Also it offers specialties such as Urology, Nephrology, Medical and Surgical Oncology, Endocrinology, Gynecology, Pediatrics, Critical Care, Emergency Care and Preventive Healthcare.
- ▶ The Hospital also has a separate Dialysis unit with 5 Dialysis machines, Comprehensive Cardiac and Neuro diagnostics, fully fledged accredited Laboratory and Radiology unit.

Typical OPD Design



LITERATURE REVIEW

- ▶ In the present society, patients have a number of options to choose hospitals for health issues. Thus hospitals need to be aware of the patients' needs and comforts.
- ▶ Patient satisfaction surveys are thus useful for an understanding of user's needs and their perception of the service received. It is an important indicator in evaluating the quality of the patient care.
- ▶ Level of satisfaction is an important measurement according to World Health Organization (WHO), as far as patient care is concerned.
- ▶ Timely and convenient access to health services are key determinants of patient satisfaction. Thus the time gap between attending the center and getting proper medical treatment is essential. Long waiting time generates frustration and dissatisfaction among the patients.

BACKGROUND

- ▶ As part of the Induction Programme, the functioning of OPD of N M Virani Wockhardt Hospital, Rajkot was observed based on which a small presentation summarizing the understanding was prepared which gave direction to the study conducted.

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?

AIM & OBJECTIVES

- ▶ The study aims at improving the satisfaction levels among the patients of OPD at N M Virani Wockhardt Hospital, Rajkot.
- ▶ The objectives of the study are:
 - ✓ To assess the satisfaction levels among the patients through a self 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** - The degree to which the individual perceives health care service provided by doctors and other healthcare staff in selected departments as useful, effective or beneficial.
- ▶ **Quality of care** - It refers to meeting the health care needs of patients with regards to caring attitude of nurses, effective communications of doctors, proper explanations before procedures and treatment, adequate skill and competence, effective participation, organizational and management systems and involvement of patient and significant others in care.
- ▶ **OPD** – Outpatient Department is a hospital department designed to be a first contact point between the patient and the hospital staff.

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.
- ▶ **Source of Data** : Past & Present Customers of Wockhardt Hospital, Rajkot
- ▶ **Duration of Study** : 08th Feb, 2019 – 02nd May, 2019

► **Data Collection Methods :**

- ✓ **Primary Data** –Direct Conversation with the OPD patient
- ✓ 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

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

AGE & GENDER WISE DISTRIBUTION OF SAMPLE SIZE

Males	326
Females	284

0 – 20 years (Guardians in case of minor patients)	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

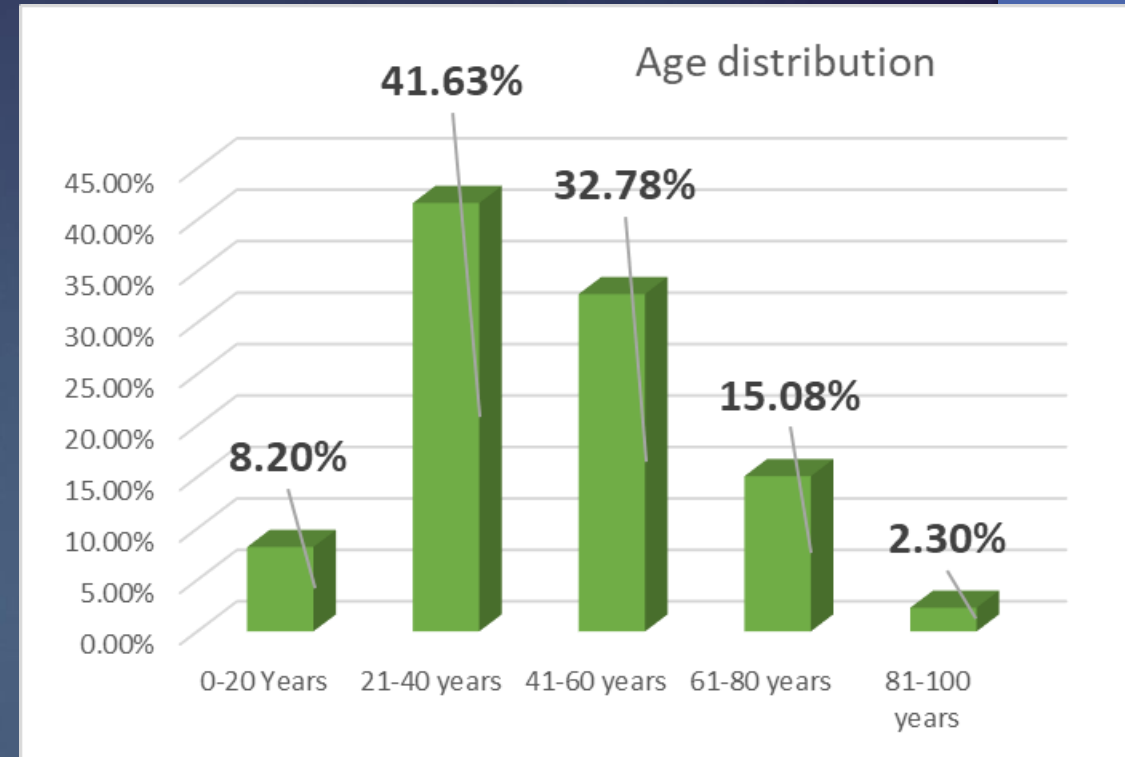
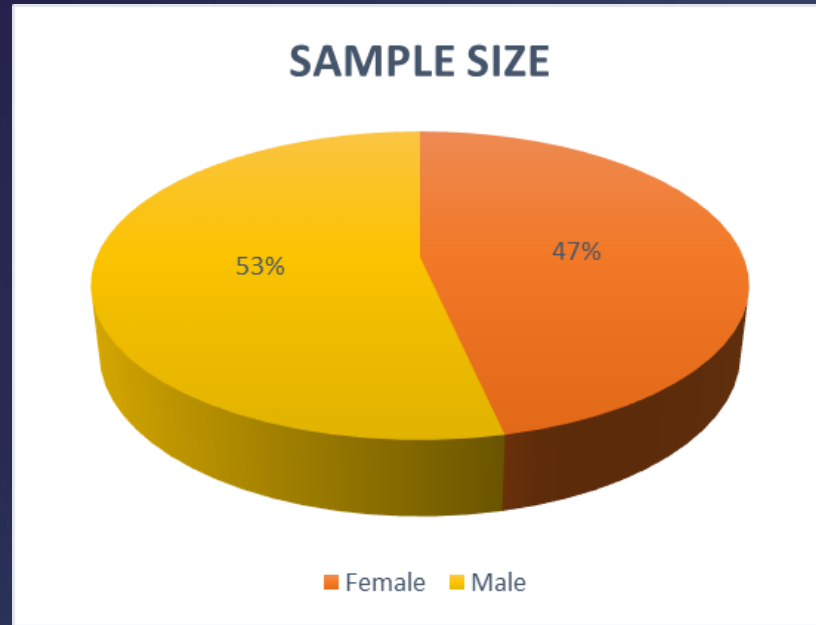
- ▶ The patients of the OPD Department of the selected specialities were made to fill out the self-made questionnaire.
- ▶ The data of the patients who visited the OPD in the last 3 months was retrieved from the IT Department and the survey was done through calling them.
- ▶ All the data was used for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

Data Collection Tools

- ▶ Self-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.

RESULTS

- ▶ 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 departments of the Hospital



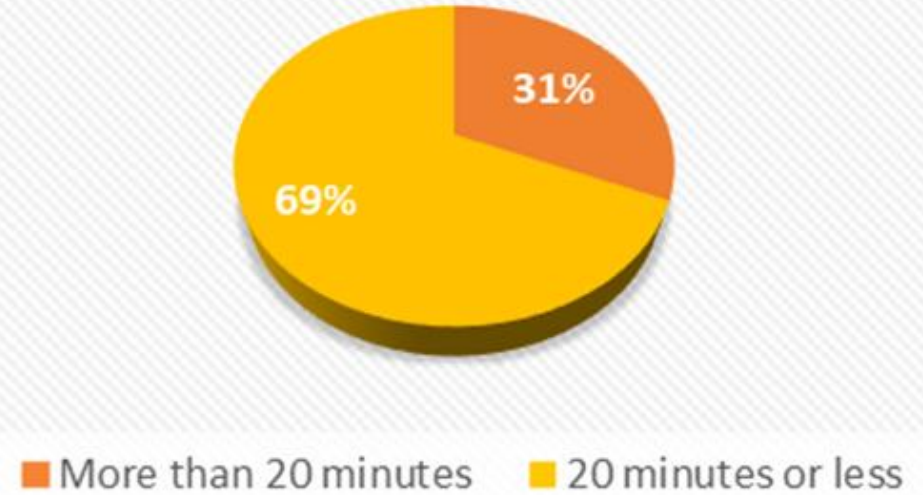
INTERPRETATION:

- Out of the total sample size, 326 patients are male and 284 are females.
- The major proportion of patients visiting the OPD consists of the 21 – 60 years of age group.

Overall experience



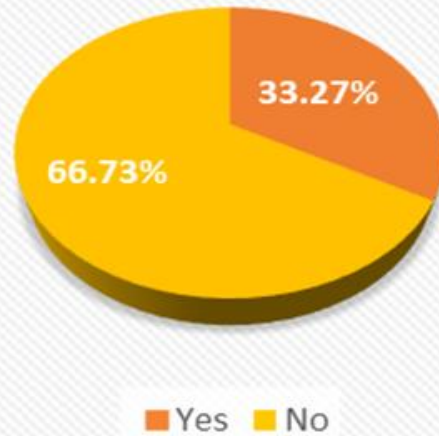
Waiting time



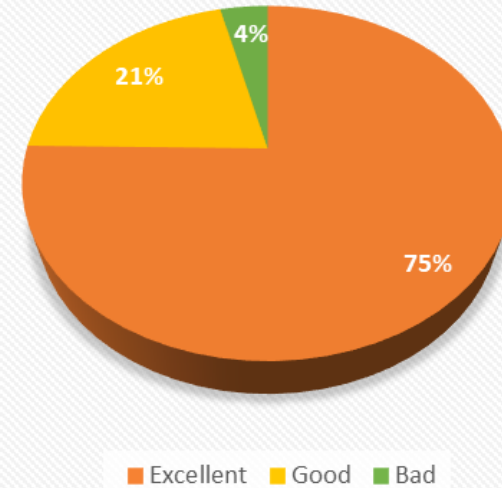
INTERPRETATION:

- 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.
- 421 patients waited for less than 20 minutes while rest 189 patients had to wait more than 20 minutes for the doctor's consultation.

Prior appointment



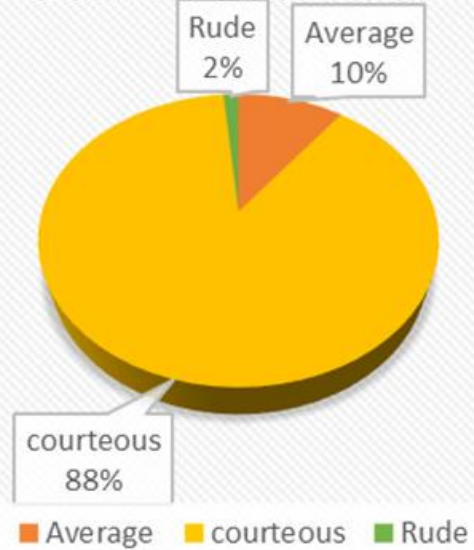
Quality of doctor's counselling



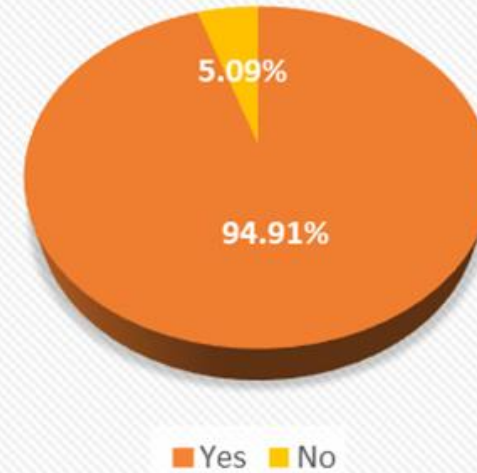
INTERPRETATION:

- 407 patients did not take prior appointment before coming to the hospital while the rest 203 took prior appointment before coming.
- 457 patients found the counselling to be excellent, 128 found it to be good and 25 patients found it to be bad.

Staff behaviour

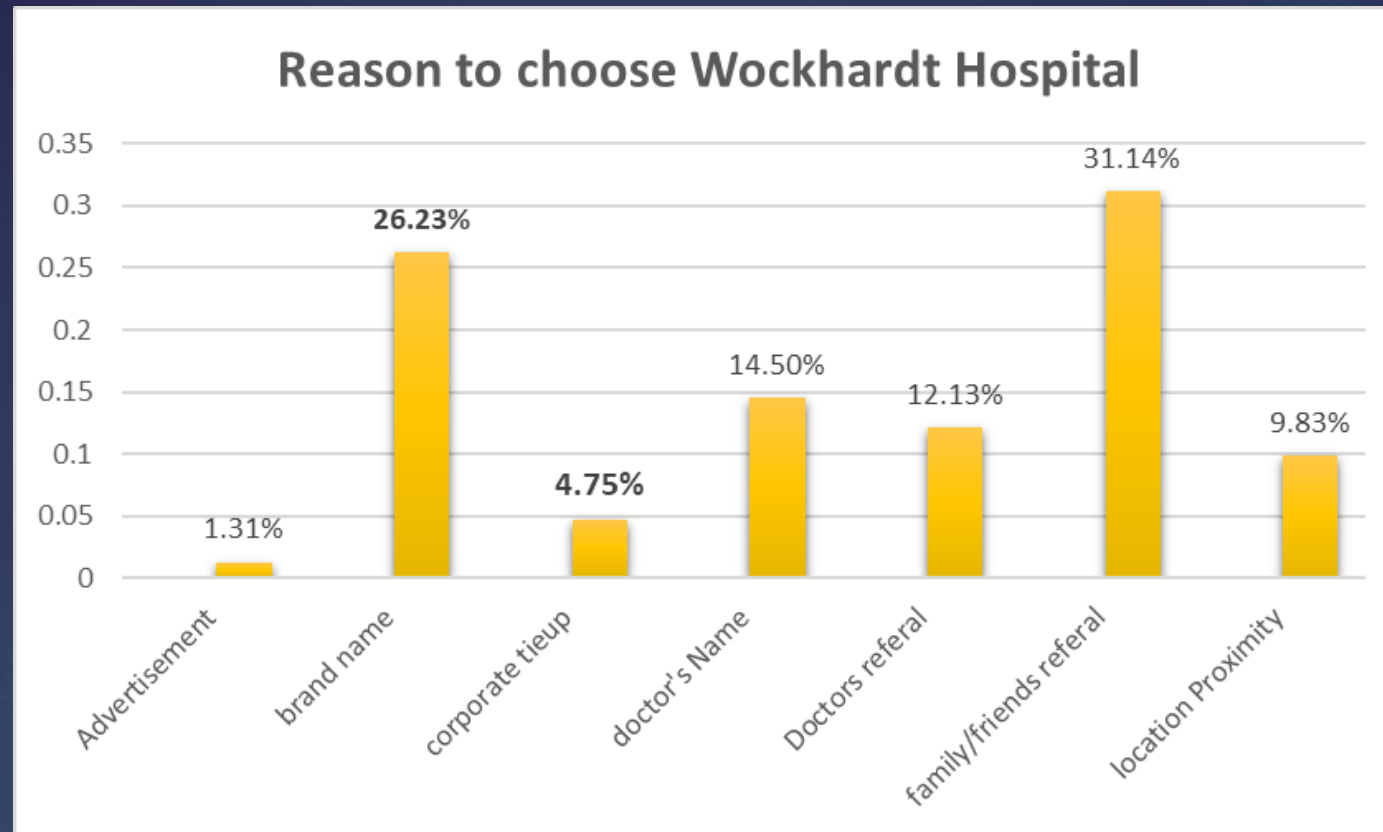


Recommendation



INTERPRETATION:

- 537 patients found the staff behaviour courteous, 61 patients found it to be average, and rest 12 patients found it to be rude.
- 579 patients will recommend Wockhardt Hospital to others while 31 of them will not recommend it.

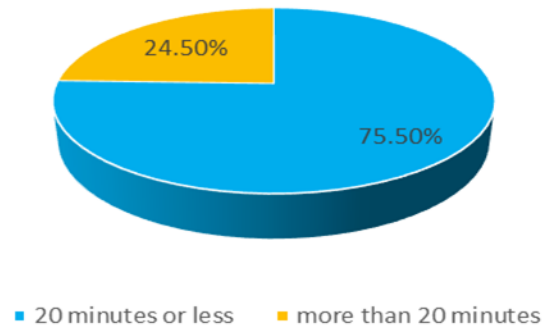


INTERPRETATION:

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

Waiting time and Satisfaction level according to the departments:

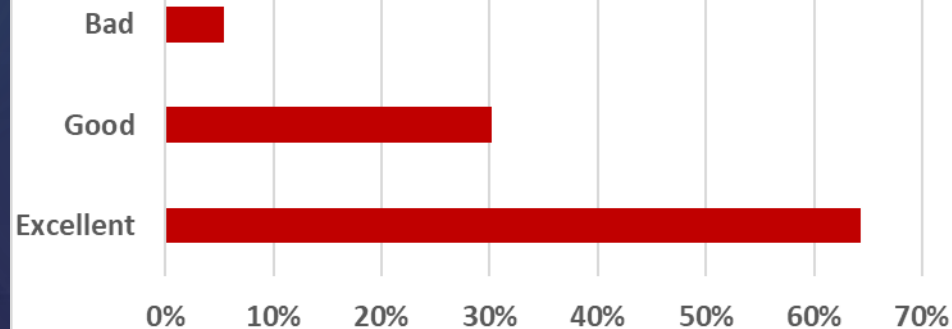
Critical Care Waiting Time



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.

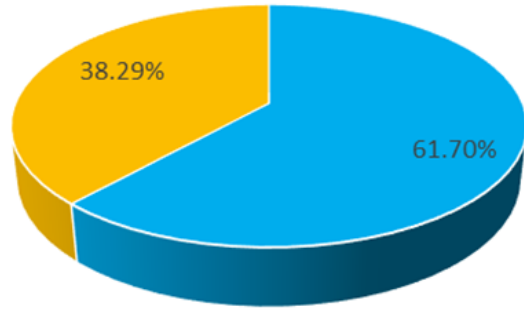
Satisfaction levels with doctors in critical care department



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

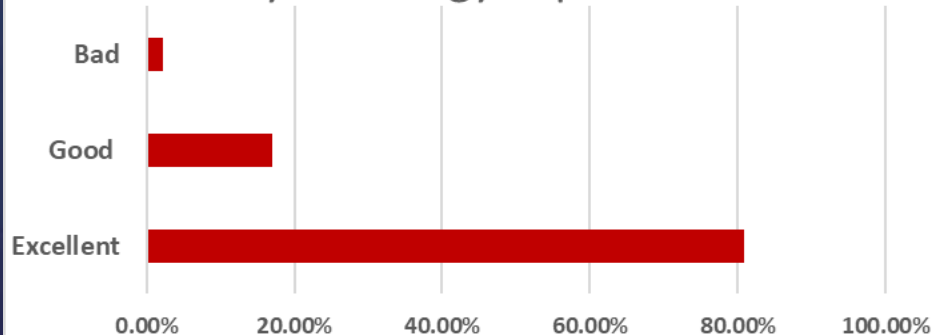
OBSTETRICS & GYNAECOLOGY DEPARTMENT

Waiting time for the Gynec Dept



■ 20 minutes or less ■ More than 20 minutes

Satisfaction levels with doctors in Gynaecology departement



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

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

GASTROENTEROLOGY DEPARTMENT

- **Out of the 96 patients, 49 patients had to wait more than 20 minutes while 47 patients had to wait less than 20 minutes.**
- **5% patients had an excellent experience, 20% had good experience while 5% patients had a bad experience in the Gastroenterology Department.**

ORTHOPEDICS 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.**
- **88% patients had an excellent experience, 10% had a good experience while 2% had a bad experience in the Orthopaedics Department.**

NEUROLOGY DEPARTMENT

- **Out of the 109 patients, 64 patients had to wait less than 20 minutes while 45 patients had to wait more than 20 minutes.**
- **74% patients had an excellent experience, 23% had a good experience while 3% had a bad experience in the Neurology Department.**

GENERAL SURGERY DEPARTMENT

► INTERPRETATION:

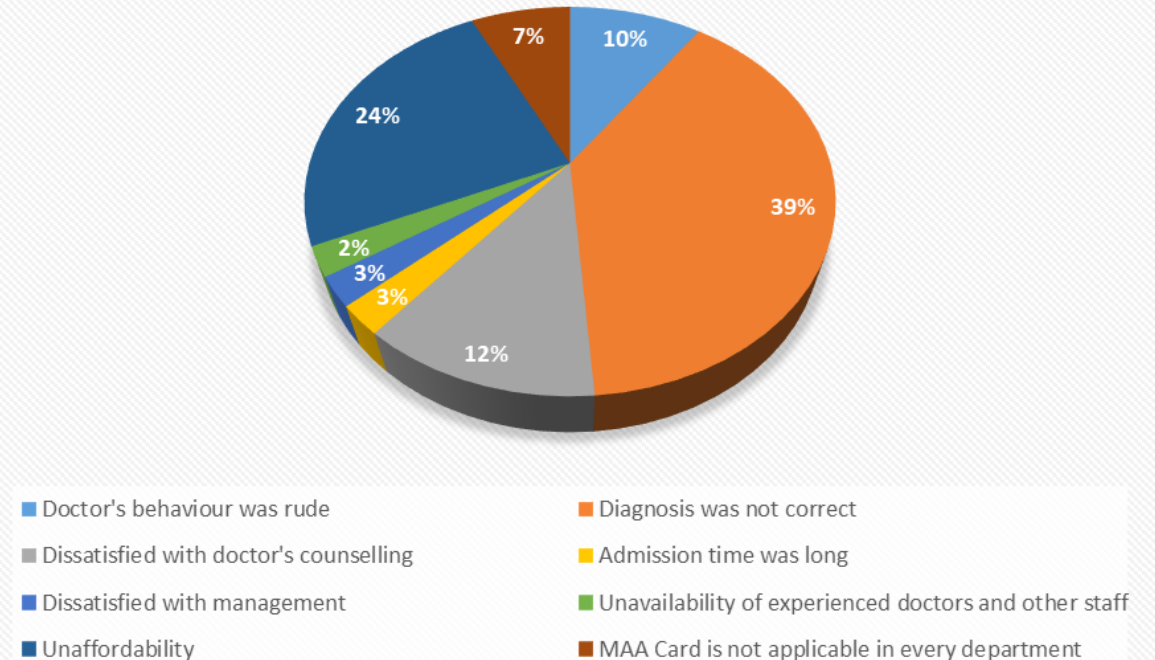
- Out of 44 patients, 32 patients had to wait less than 20 minutes whereas the rest 12 patients had to wait more than 20 minutes.
- 68% patients had an excellent experience, 23% patients had a good experience while 9% patients had a bad experience in the General Surgery Department.

REASON FOR DISSATISFACTION

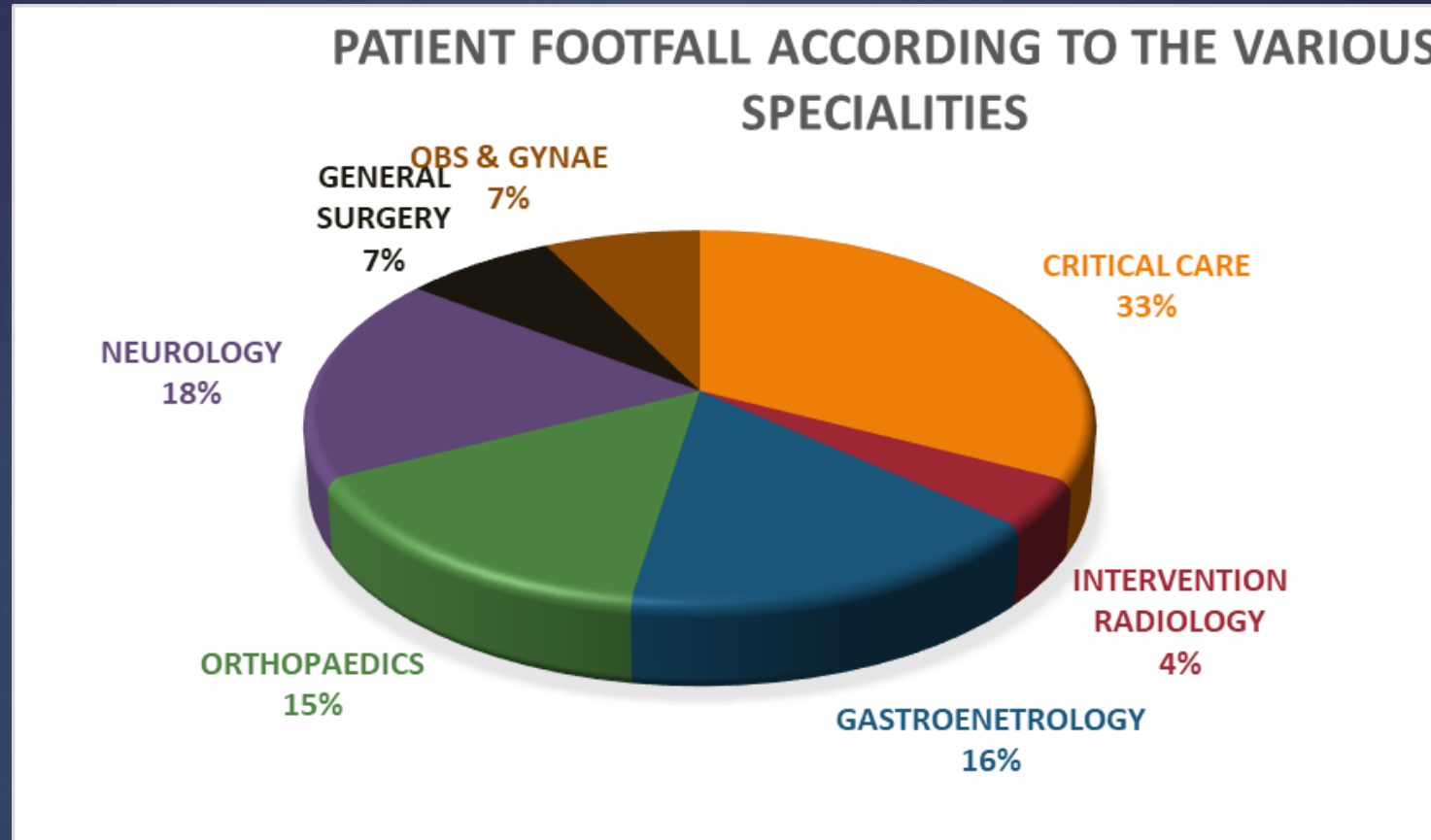
INTERPRETATION:

- **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.**

Reasons for dissatisfaction



FOOTFALL IN DIFFERENT SPECIALITIES OF THE HOSPITAL



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

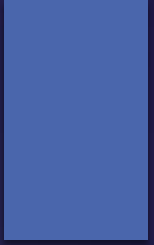
DISCUSSION

- ▶ 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.
- ▶ 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.
- ▶ 407 patients in the OPD came without an appointment whereas only 203 patients had come with a prior appointment.
- ▶ 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.

- ▶ 598 patients found the staff behaviour to be courteous whereas the rest 12 of them found the staff to be rude.
- ▶ 95% of the patients of the OPD will recommend Wockhardt Hospitals to others while only 5% will not recommend it to others.
- ▶ The reasons for choosing Wockhardt Hospitals were:
 - Advertisement
 - Brand Name
 - Family/Friends Referral
 - Corporate Tie up
 - Doctor's name
 - Doctor's referral
 - Location Proximity

CONCLUSION

- 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.
- The major reason for patient dissatisfaction with the hospital is that the diagnosis is not correct.
- The major reason for choosing the hospital is the Brand name and Word of mouth publicity.
- 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.

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

RECOMMENDATIONS

- ▶ To reduce the waiting time in OPD of Wockhardt Hospital, Rajkot, the appointment system should be made compulsory in all the departments.
 1. 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.
- ▶ Token system should be started for the patients who wait in lines for getting the registration.
- ▶ A “Kiosk Desk” should be made functional near the help desk in the OPD area for reducing the registration time.

- Doctors and other staff should be given prior, proper training for minimizing the dissatisfaction in patients.
- 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.
- Customer Care should identify doctor availability and then educate the patient on the waiting time beforehand. This will promote transparency from the hospitals' side and the patient will also be able to manage their time according to their work routine.
- More number of beds should be added in the Critical Care department as it has the highest patient footfall and high waiting time.

THANK YOU