

Study on Satisfaction Level of Patients Visiting Sankara Eye Hospital, Coimbatore

By

Reha Sethi

*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 Dr. Reha Sethi, student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Sankara Eye Hospital, Coimbatore from 6th February to 5th May 2019.

The candidate has successfully carried out the study assigned to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur

16 May 19



Dr. Sameer Phadnis
Professor
The IIHMR University, Jaipur



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INTERNSHIP COMPLETION CERTIFICATE

The certificate is awarded to

Dr. Reha Sethi

In recognition of having successfully completed her
 Internship in the department of

Quality and Operations

And has successfully completed her Project on

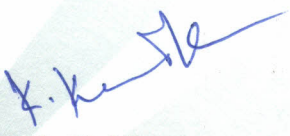
“Patients’ Experience of Services and Ascertaining the Factors Influencing Hospital Selection”

Date: Feb 6th to May 5th, 2019

Organization: Sankara Eye Hospital, Coimbatore

She comes across as a committed, sincere & diligent person who has a strong drive and zeal for learning.

We wish her all the best for future endeavors.


Kowsik Krishnamoorthy
Manager
(Operations and Partner Relations)




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CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **A study on Satisfaction level of patients visiting Sankara Eye Hospital, Coimbatore** and submitted by Dr. Reha Sethi Enrolment No 0645 under the supervision of **Dr. Sameer Phadnis** for award of MBA in Hospital and Health Management in Health and Hospitals of the University carried out during the period from 6/02/2019 to 5/05/2019 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 of Student

ABSTRACT

Background-Healthcare professionals worldwide are increasingly broadening their focus to include the experiences of patients as a means of assessing patient centered quality care. Also, measuring patient experience is important because it not only provides an opportunity to improve care but also enhances strategic decision making, effectively managing and monitoring health care performances and document benchmarks for health care organizations. Hospitals are complex organizations both providing health services and educating services. The fact that many services are given together negatively affects patient satisfaction and adversely affects the preference of the hospital. Because of increase in competitive conditions, hospitals have to provide better health service for their preference in health sector.

The aim of the study is to assess the level of satisfaction of patients at the hospital and also to ascertaining the factors influencing the hospital choice.

For this purpose, a Descriptive cross sectional study was carried out over a period of three months at Sankara Eye Hospital (SEH), Coimbatore. The data collection tool used was a pretested structured questionnaire and face to face interviews with the patients were carried out to know the overall satisfaction level of the patients visiting SEH.

Result-Almost 52% patients rated the overall experience at SEH to be excellent due to its services, 36% patients rated good, 11 % patients rated average and around 1% patients rated poor mainly due to long waiting time. A large number of patients visited the hospital due to recommendation by old patients, relatives or staffs.

Keywords- Patient's experience, satisfaction level of patients, hospital selection

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This report is the result of twelve weeks whereby I have been accompanied and guided by many people. It is a pleasant opportunity to express my gratitude to all of them.

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The list would be incomplete without saying a special thanks to my friends for their support and help in the completion of this report.

Reha Sethi

(MBA-HM 22, 0654)

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INTRODUCTION

Selecting the healthcare and measuring its quality is very complex and has remained elusive despite the fact that the tools of its measurement have increasingly improved. Many factors including poor systems and stress of the caregivers effects the quality along with satisfaction of patients. Patient satisfaction denotes the extent to which general health care needs of the clients are met to their requirements. Patients carry certain expectations before their visit and the resultant satisfaction or dissatisfaction is the outcome of their actual experience.

Human services quality is a worldwide issue. The human services industry is experiencing a fast change to meet the expanding necessities and requests of its patient populace. Regard for patient's needs and wishes, is integral to any empathetic healthcare framework. Nature of wellbeing administrations was generally in light of expert practice principles, however in the course of the most recent decade; patient's discernment about services has been dominantly acknowledged as a vital pointer for measuring nature of human services and a basic segment of execution change and clinical adequacy.

Healthcare professionals worldwide are increasingly broadening their focus to include the experiences of patients and their family members, as a means of assessing patient centered quality care. Patient satisfaction surveys are one of the established yardsticks to measure success of the service delivery system functional at hospitals. Also , awareness about patient satisfaction is relevant in the sense that satisfied patients are more likely to abide by the treatment advised, to continue using medical services and to promote referrals, thereby increasing the service volumes. Health professionals are also benefited and guided by the outcome of these surveys.

The globalization of the World has affected health care. Nowadays it is possible to receive health services from different countries of the world according to the patient budgets. Patient satisfaction plays a significant role in the health care process. Also, hospitals nowadays are complex organizations that serve people of all ages and cultures. For this reason it is a difficult process to be preferred by people from all walks of life. Despite the fact that the desired levels of health services cannot be reached, there are significant increases in hospital numbers. As the number of health institutions increases, both competition conditions and patient preference criteria have increased. For this reason, healthcare organizations are more emphasis on patient demands in order to be preferred by patients. There are many factors that affect the patient's hospital preferences. Some of these are health care quality, physical facilities, prices, consideration, word of mouth, demographic factors, etc.

1.1 Aim of the study

The aim of the study is to know the satisfaction level of patients' with the experience of the services at the hospital and also to know the determinants of choice of the hospital over other hospitals/competitors. The study also reveals whether the patients are receiving the services when they choose the hospital, and thus inform the hospitals of the issues they should pay attention to when making a service presentation. Healthcare with time has become more patient centered. To provide patient centered quality care, patients' experience with the services becomes an important factor that helps designing the hospital services. The experiences of patients are measured by patient satisfaction surveys with attributes of the services that patient has experienced during his hospital stay.

The attributes considered in the study are-

- Promptness in service
- Staff behavior
- Cleanliness of the hospital
- Affordability of services

There exists a link between patient experience and hospital reputation. According to a study by the National Research Corporation Market Insights Survey, the largest healthcare consumer survey in the U.S., 8% of patients said their hospital experience was poor enough to not recommend the healthcare facility to family or friends. In addition, 9% of patients rated their overall hospital care and services poorly. When patients have a highly engaged, positive experience with their hospital, it's a win-win situation. Hospital reputation is everything. It is the satisfaction of the patients' that also affects the choice of hospital and also gives an idea about the factors that help patient remain loyal to the selected healthcare facility.

1.2 Objectives of the study

The study has tried to address the following research objectives:-

- To assess the level of satisfaction of patients of OPD and IPD patients at Sankara Eye Hospital
- To ascertain the factors influencing patients' choice for Sankara Eye Hospital

1.3 Implications of the study

The study would help us reveal:-

- Demographics, Gender, Geographical area, Educational Qualification of patients visiting the hospital (Independent variables)
- Subspecialty services availed by the patients at the hospital
- Determinants' of choice of hospital (Referred by patient, staff or a doctor, Word of mouth, Advertisements, eye screening camps , location feasibility , Affordability , etc.)
- Overall satisfaction level of the patients with the services at the hospital

1.4 Outline of the study

The study consists of a set of questions that have been circulated to respondents between the various age groups and face to face interview was carried out. The questions probe various attributes of patients' experience of services in the hospital. Ethics had been taken into consideration by taking an informed consent from the respondents before answering the questionnaire. The respondents were assured that the participation in the study was completely voluntary and they were free to withdraw. The respondents were also informed that the data collected would be shared with the guide allotted for the study and that the study was being conducted for academic purposes only.

1.5 Limitations of the study

The study was for a limited time period of about three months and the study could only cover patients who could read and write in English and Tamil.

2. REVIEW OF LITERATURE

Measuring patient satisfaction: A cross sectional study to improve quality of care at a tertiary care hospital

Andrabi Syed Arshad, Hamid Shamila, Rohul, Jabeen and Anjum Fazli (2012, June)

Selecting the health care and measuring its quality is very complex and has remained elusive yet the tools of its measurement have increasingly improved. Many factors including poor systems and stress of the caregivers effects the quality along with satisfaction of patients. Patient satisfaction denotes the extent to which general health care needs of the clients are met to their requirements. Patients carry certain expectations before their visit and the resultant satisfaction or dissatisfaction is the outcome of their actual experience. Patients' perceptions about healthcare systems seem to have been largely ignored by health care managers in developing countries. The study is based on a cross-sectional study conducted at tertiary care hospital SKIMS in the state of J&K to measure patient satisfaction who have availed services in OPD.

Quality care is one of the central dimensions of public health. Good quality care needs to be delivered at the earliest and at the proper time which is a basic right of consumers. In recent years it has become clear that quality care can be measured easily. Quality care can be divided by measurement into Structure, Process and Outcome. It was seen that the hospital was recognized as a social institute and patient is the only reason for its existence, the hospital must strive for patient oriented services.

Determinants of patient choice of healthcare providers: a scoping review

Aafke Victoor, Diana MJ Delnoij, Roland D Friele and Jany JDJM Rademakers (2012)

Patient choice has only recently gained importance in a number of northwest European countries, such as the Netherlands and the UK. Important reasons for promoting patient choice were to reduce waiting times and to encourage competition between providers. Competition was expected to make care more responsive to patients and, among other things, improve efficiency (including cost decreases), quality and (in the UK) equity of healthcare. In the Netherlands in 2006 for example, a demand-driven healthcare system was implemented to enhance competition between providers as a means of helping to achieve these goals. Another goal of emphasizing patient choice was to protect and promote the position of patients in healthcare

The methodology used was scoping review and the search was conducted on 17 August 2011 by one of the authors. The databases used were Embase, Medline and PubMed. The keywords (i.e. patient, consumer, choice, provider, hospital, physician, doctor and their plurals) were determined after an initial broad search of the literature. The research reveals that people actively choose their healthcare providers through different sources like relying on their GP to choose for them and based on their previous healthcare experiences when deciding where to receive care. However, certain patient groups (such as more highly educated and younger patients, patients with higher incomes and patients without an existing (satisfactory) relationship with a provider) make an active choice more often.

Evaluate patient experience to determine patient satisfaction

Price, Elliott, Cleary, Zaslavsky, and Hays (2014)

An interesting examination of common criticisms of patient experience measures by Price et al. questioned whether healthcare providers should be held accountable for a patient's experience with his or her care. The list of criticisms included such ideas as:

- Consumers do not have experience evaluating care quality;
- The term patient satisfaction is subjective and not valid;
- Emphasis on improving patient experience may focus providers on fulfilling patient desires and lead to ineffective care;
- Ultimately this emphasis may lead to a trade-off between the provision of a good experience and the provision of quality clinical care;
- Patient scores are beyond a provider's control;
- Response rates to patient experience surveys are low; and
- Customized ways to survey patients about their experiences exist and may contribute to bias.

Price et al. (2014) argued that it is highly important to capture the view of the patients in terms of their experience with care and that use of the Consumer Assessment of Healthcare Providers and Systems (CAHPS) as a set of measures that may mediate some of these criticisms.

Patient satisfaction contributing to patient experience

Kupfer and Bond's study (2012)

Discussed the two terms in research and measurement and how patient satisfaction is related to how a service meets the expectation of the individual. They described the situation of patients weighing the service received against their expectation. If the service exceeds expectations, they

judge quality to be high; the reverse is true if the care is below expectations. The researchers agreed that satisfaction with a service is correlated with the quality of the service, but they stressed that the dynamics behind patients' perception of quality is also a function of their relationship with multiple providers, the environment, cultural influences, recovery, pain, and numerous other factors. All of these dynamics impact how satisfied patients are with their experience of what they encounter in healthcare. Their satisfaction may or may not actually be related to whether they received quality care or whether they had good clinical outcomes.

Factor affecting hospital choice of hospital

Mustafa Kemal Kordeve (2017, September)

Patient satisfaction plays a significant role in the health care process. This situation also has affected the patients' hospital preferences. There are many factors that affect the patient's hospital preferences. Some of these are the environment in which the service is offered, modern machinery and equipment, hospital image. Factors such as the hospital's accessibility, environment, working hours, parking, cleanliness, quality of food services are considered as environmental and institutional factors affecting patient satisfaction. Health organization have to providing needs of target market for continuous success and own existence.

The study was done on patients of in a private hospital in Istanbul city using survey method. The study is also a quantitative research which evaluates the preference criteria of patients receiving services from private hospitals. The questions of survey consist from two sections. In the first section there are nine questions to show demographic factors that belong to participants. On the other hand in the second section eighteen questions were asked factors affecting of hospital selection using five point Likert scale.

Factors affecting hospital preference in the study were found to be staff interest, environmental factors (recommendation) and institutional factors.

The Patient Experience and Patient Satisfaction: Measurement of a Complex Dynamic

Berkowitz, B. (2016, January)

The concept of patient experience is surprisingly complex and generally linked with patient satisfaction. This article discusses challenges for measurement of the patient experience, such as lack of consistent terminology and multiple contributing factors, by reviewing a brief selection of selected literature to help readers appreciate the complexity of measurement. It is essential that we continue to explore this dynamic in greater detail. There is much to appreciate from this brief glimpse at some of the knowledge generated about the dynamic of patient experience and patient

satisfaction. We know that the concept of patient satisfaction is related to a patient's direct and indirect experiences with the healthcare system and interaction with healthcare providers, particularly communication. As patients, families, and providers collectively and collaboratively experience a healthcare encounter, we want to better understand the dynamic that brings together such factors as the expertise of the nurse, the support of the environment, organizational leadership, and the vast environmental, social, and cultural influences that contribute to patient satisfaction.

The influence of service quality and patients' emotions on satisfaction

Vinagre, M. H. and Neves, J. (2008)

Worldwide Journal of Health Care Quality Assurance 21(1): 87-103. Reason: The motivation behind this examination is to create and exactly test a model to look at the central point influencing patients' fulfillment that portray and gauge the connections between administration quality, patient's feelings, desires and association. Plan/METHODOLOGY/APPROACH: The approach was tried utilizing auxiliary condition displaying, with an example of 317 patients from six Portuguese open human services focuses, utilizing an amended SERVQUAL scale for administration quality assessment and an adjusted DESII scale for evaluating persistent feelings. Discoveries: The scales used to assess benefit quality and enthusiastic experience seems substantial. The outcomes bolster prepare many-sided quality that prompts wellbeing administration fulfillment, which includes differing wonders inside the subjective and enthusiastic area, uncovering that every one of the indicators significantly affect fulfillment. Inquire about LIMITATIONS/IMPLICATIONS: The feelings stock, in spite of the fact that indicating great inside consistency, may be expanded to different typologies in further research—expected to affirm these discoveries. Viable IMPLICATIONS: Patient's fulfillment components are essential for enhancing administration quality. Creativity/VALUE: The exploration indicates observational confirmation about the impact of both patient's feelings and administration quality on fulfillment with social insurance administrations. Discoveries likewise give a model that incorporates legitimate and solid measures

A systems approach to gathering and analyzing patient and family complaints and suggestions

Watrous, J. and Hobson, A. (1994).

Most medicinal offices' pioneers are worried with fulfilling the patients who utilize their social insurance association. While numerous offices have recognized particular people whose employment it is to hear tolerant grumbings, the creators advance the view that all staff

individuals assume vital parts in patient backing. Administration's part is to decide how to gather and examine the grievances and recommendations voiced by patients all through their human services involvement. This article presents one technique.

Research on patients' views in the evaluation and improvement of quality of care.

Wensing, M. and Elwyn, G. (2002).

The distinguishing proof of techniques for evaluating the perspectives of patients on medicinal services has just created throughout the most recent decade or somewhere in the vicinity. The utilization of patients' perspectives to enhance medicinal services conveyance requires substantial and solid estimation strategies. Four methodologies are perceived: consideration of patients' perspectives in the data to those looking for social insurance, distinguishing proof of patient inclinations in scenes of care, patient input on conveyance of human services, and patients' perspectives in basic leadership on medicinal services frameworks. Result measures for the assessment of the utilization of patients' perspectives ought to mirror the points as far as procedures or results of care, including conceivable negative outcomes. Thorough procedures for the assessment of techniques still can't seem to be executed.

Customer satisfaction: a practical approach for hospitals.

J Health QualVander Veen, L. and Ritz, M. (1996).

A California doctor's facility built up a program to better serve and fulfil its clients. This article points of interest the healing centre's arrangement to actualize the program with the gathering and utilization of information to quantify achievement, advance staff responsibility, and, eventually, show enhanced consumer loyalty as measured by less objections. The different exercises started to advance staff training and perceive representatives additionally are quickly tended to.

A study on out patient satisfaction at a super specialty hospital in India

Dr. S. K.Jawahar MHA (AIIMS). DNB (Health Administrator)

The review was led among 200 patients going to OPD of Sree Chitra Tirunal establish for medicinal sciences and innovation, Thiruvananthapuram, Kerala. The review was done to know the fulfillment level of patients and furthermore get an input about the administrations given in the outpatient division. The patients were arbitrarily chosen from different claims to fame. With a specific end goal to get the points of interest from patients, a survey was intended to

incorporate question inspiring familiarity with patients about the outpatient division administrations, calculated game plans, holding up time, offices, conduct of staff and bolster administrations. It was found that lion's share of the patients are happy with the clinical administrations gave. It was noticed that there is a degree for development of the outpatient division administrations. It was inferred that OPD administrations shape a critical part of healing facility administrations and input of patients are fundamental in quality change.

Patient satisfaction: a review of issues and concepts

Sitzia J. (1999 Aug)

Did this review to evaluate the properties of legitimacy and dependability of instruments used to survey fulfillment in a wide example of wellbeing administration client fulfillment ponders, and to evaluate the level of familiarity with these issues among study creators. With couple of special cases, the review instruments in this example showed little confirmation of unwavering quality or legitimacy. In addition, contemplate creators displayed a poor comprehension of the significance of these properties in the appraisal of fulfillment. Scientists must know this is poor researches rehearse, and that absence of a solid and substantial evaluation instrument gives occasion to feel qualms about the believability of fulfillment discoveries.

Patient Satisfaction Surveys as a Market-Research Tool for General Practices

Khayat K, Salter B. (1994 May)

A review was attempted to examine the utilization of a patient satisfaction study and whether parts of patient satisfaction differed by socio statistic attributes, for example, age, sex, social class, lodging residency and period of time in training. Studies and examinations of this kind, if led for a solitary practice, can frame the premise of a promoting procedure gone for improving rundown estimate, list structure, and administration quality. Fulfillment studies can be promptly consolidated into medicinal review and monetary administration.

3. METHODOLOGY

Research Question

- 1) What is the level of satisfaction of OPD and IPD patients at Sankara Eye Hospital, Coimbatore?
2. What are the factors influencing patients choice for Sankara Eye Hospital, Coimbatore?

Study Area

Out-Patient and In-Patient Department of Sankara Eye Hospital, Coimbatore

Study Design

Descriptive Cross sectional

Inclusion Criteria

- OPD and IPD patients
- Respondents who can read English or Tamil

Exclusion Criteria

Respondents not willing to participate in the survey

Study Period

6th February- 5th May, 2019 (three months)

Sample

250 patients

Size

Sampling Method

Non-probability convenience sampling

Data Collection Method

Face to face interviews

Data Collection Tool

Pretested structured Questionnaire in English and Tamil

Data Analysis

Done using Microsoft Excel

The questionnaire consists of nine questions including both closed ended and open ended questions. The questionnaire was divided into four parts:-

- A) Socio-Demographic Factors
- B) Determinants Of Choice Of Hospital
- C) Sub Specialty Services Availed
- D) Patient's Experience Of Services

4. RESULTS

The study was aimed at addressing the following objectives:-

- To assess the level of satisfaction of patients of OPD and IPD patients at Sankara Eye Hospital
- To ascertain the factors influencing patients' choice for Sankara Eye Hospital

The questionnaire comprises of four main sections as mentioned above. Each section has their key parameters like age, gender, educational qualification, number of visits in the hospital, sources of information about the hospital, reasons for hospital selection, subspecialty services availed at the hospital, experiences of services at the hospital, overall experience of services at the hospital and suggestions to provide quality care.

Out of 250 respondents 113 (45%) were from Out-patient department and 137 (55%) were from In-patient department

The graphical representation of the result of the survey is given below:

A. SOCIO-DEMOGRAPHIC ATTRIBUTES

1) Age of the patient

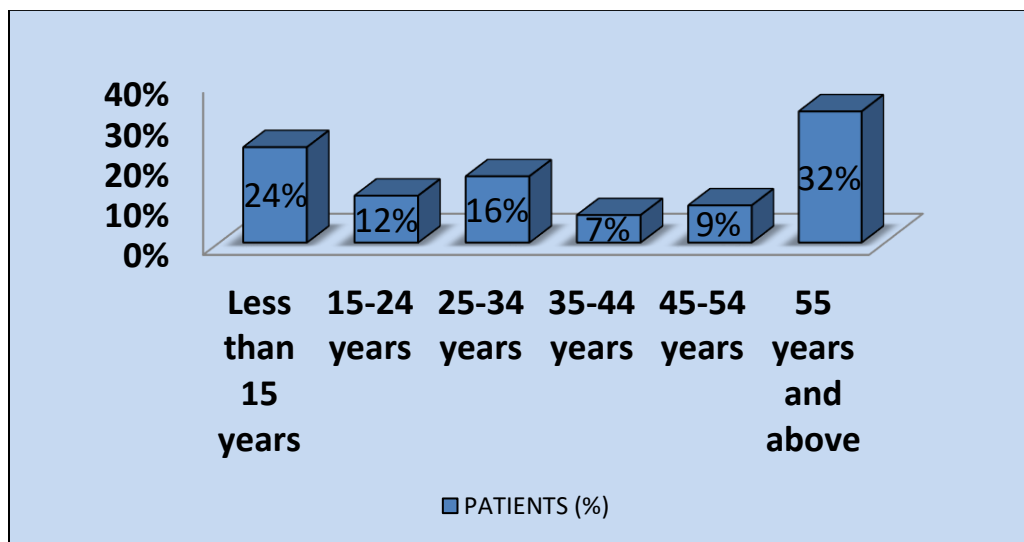


Fig.1: Age of the patient

2) Patients from within and outside Coimbatore

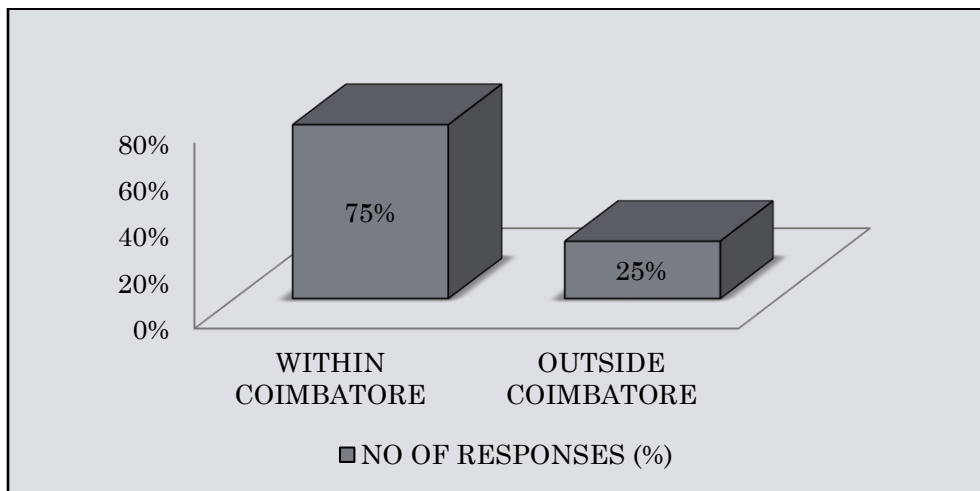


Fig.2: % of patients from within Coimbatore and outside Coimbatore

3) Gender of the patient

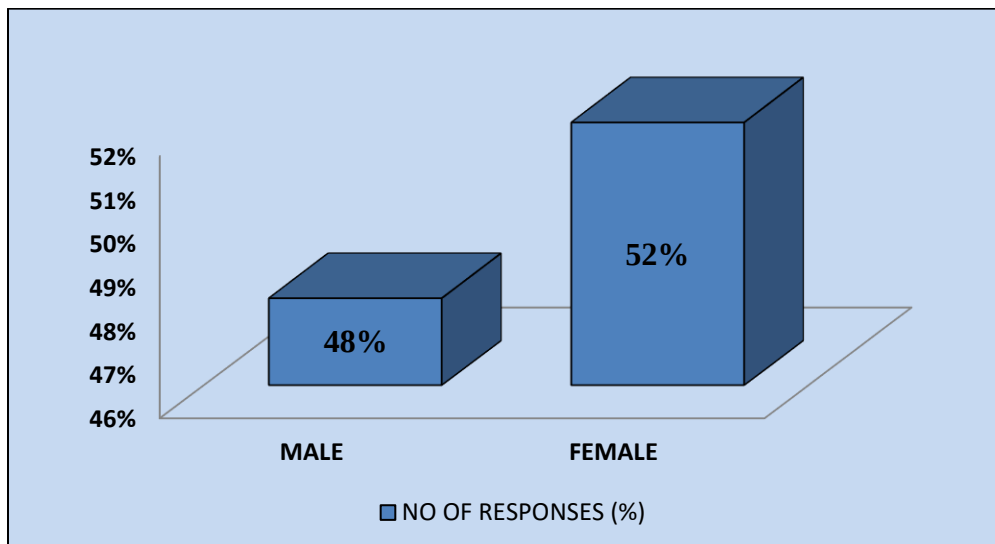


Fig.3: Gender of the patient

4) Educational qualification of the respondent

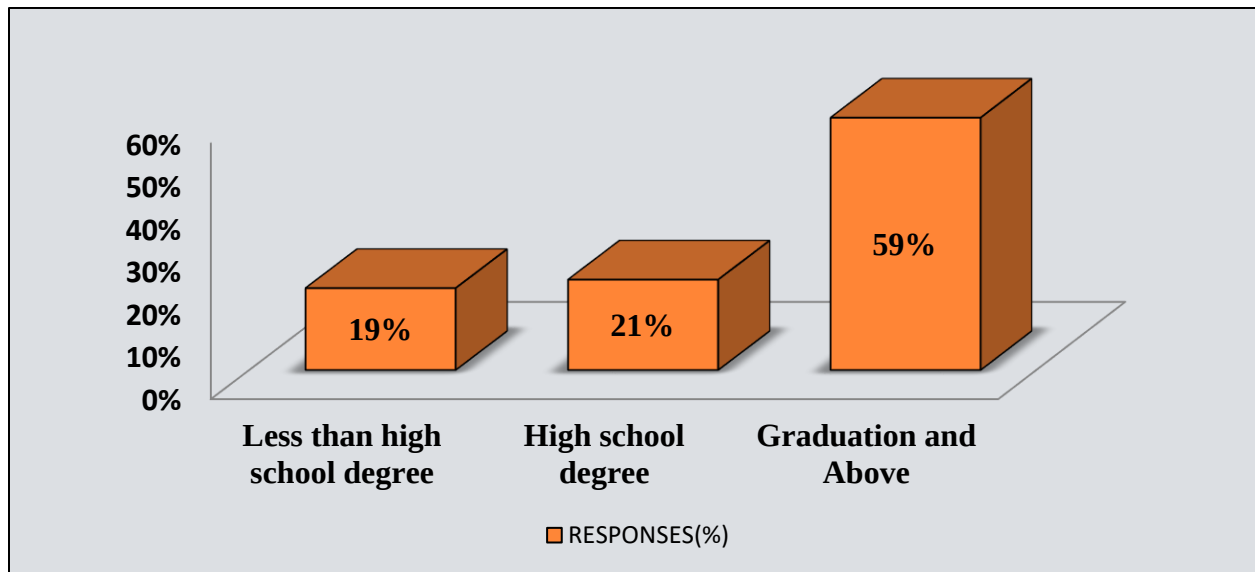


Fig.4: Educational qualification of the respondent

B. DETERMINANTS OF HOSPITAL SELECTION

Out of 250 patients, 136 (54%) patients visited the hospital for the first time and 113 (45%) patients visited more than once

5) How did you hear about Sankara?

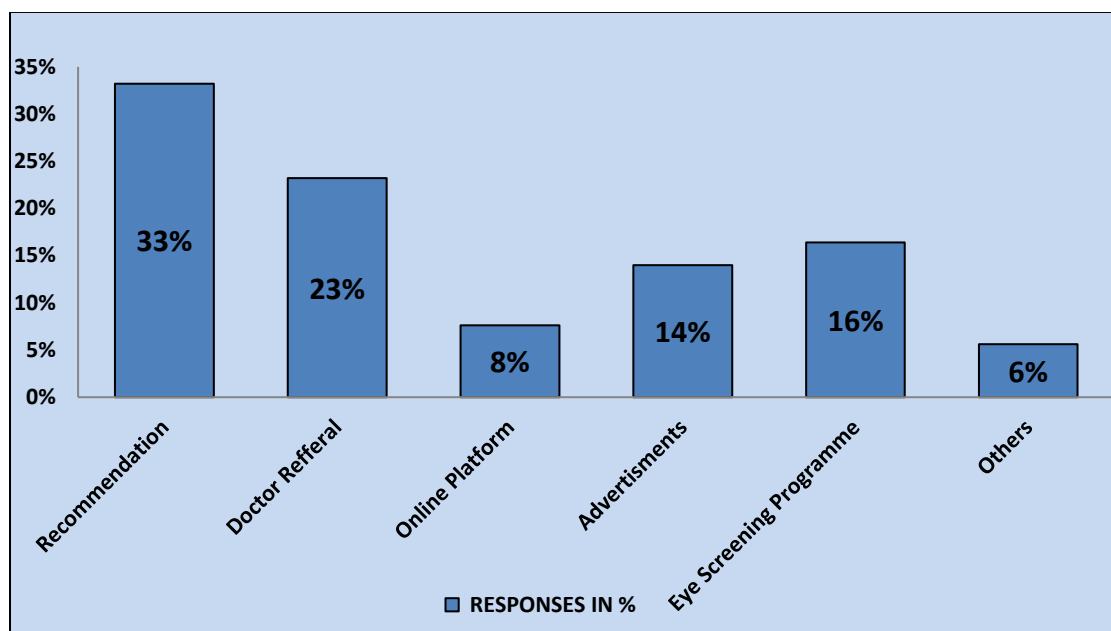


Fig.5: Sources that drive the patient to the hospital

6) Reasons for selecting Sankara

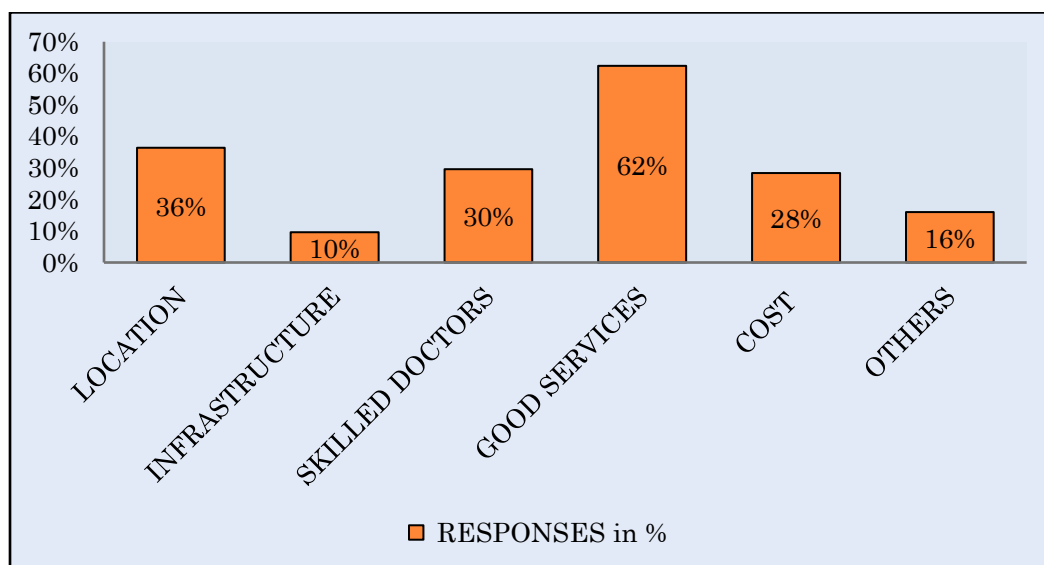


Fig.6: Reasons for selecting Sankara Eye Hospital

C. SUBSPECIALITY SERVICES AVAILED

7) Subspecialty Services availed by the patient at the hospital

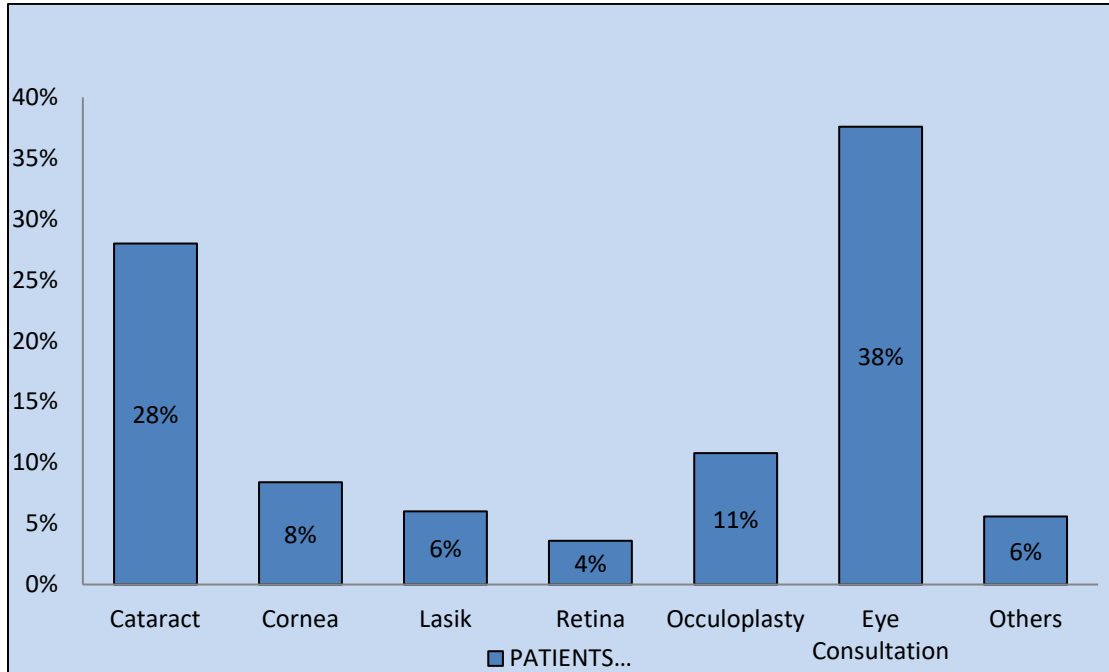


Fig.7: services availed by patients at the hospital

D. PATIENT'S EXPERIENCE OF SERVICES

8) Experience of services of patients at the hospital

ATTRIBUTES	SCALE & NO. OF RESPONSES						
	Excellent (4)	Very good (3)	Fair (2)	Poor(1)	No response(0)	Total	Average
1.The friendliness and courtesy of the receptionist	155	75	18	2	0	250	3.532
2.Waiting time in the hospital	107	66	63	14	0	250	3.064
3.The caring concern of our nurses/medical assistants	147	86	17	0	0	250	3.52
4.Explaining things in a way you could understand by the doctor	146	89	12	3	0	250	3.512
5.Explanation of your procedure by the counselor	148	63	15	2	22	250	3.252
6.Availability of staffs when needed during hospital hours	145	81	18	0	6	250	3.436
7.Signage and directions easy to follow	174	65	7	4	0	250	3.636
8.Cleanliness of the hospital	191	42	13	4	0	250	3.68
9.Charges of hospital services	164	66	15	5	0	250	3.556

Table.1: Experience of services of the patients at Sankara Eye Hospital

9) Overall satisfaction level of patients visiting the hospital

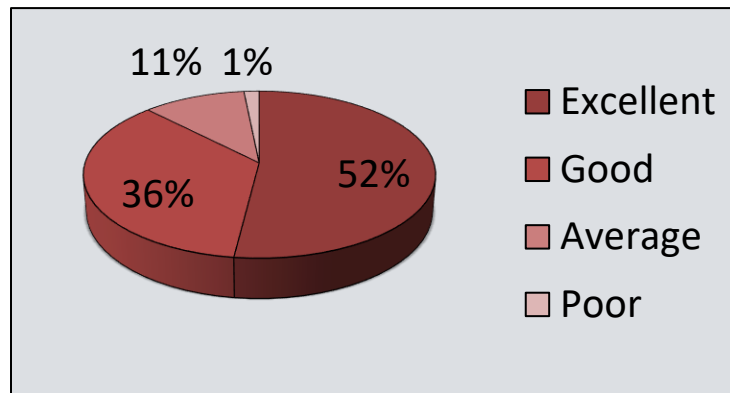


Fig.8: Overall patient satisfaction of patients

5. DISCUSSION

Based on the questionnaire filled by the respondents, the following inferences were made:-

- Out of 250 patients 45% patients were from Out-patient department and 55% patients were from In-patient department
- The age group varied from less than 15 years to 55 years and above with highest patients of age 55 years and above i.e. 32%. A large number of patients at this age require eye care services. Also 24% patients were of 15 years of age, signifying that the parents are keen towards the children eye problems of children at this age.
- 75% patients were from Coimbatore and the rest 25% were from outside Coimbatore. Also, maximum numbers of patients from Coimbatore were from nearby areas and those patients that were from outside Coimbatore were mainly due to doctor referrals. The 25% patients visiting the hospital were not only from outside Coimbatore but also outside Tamil Nadu state.
- 45% patients visiting the hospital for their eye care problems were males and 55% patients were females. According to UNITE FOR SIGHT, “women account for 67% of all individuals with visual problems, adjusted for age, and irrespective of biological attributes. Additionally, women were found to utilize eye care services 40% less than men.”
- Most of the respondents were graduated and above i.e. 59% and rest were of high school degree and below. Patient engagement is more and patient education becomes easier with qualified respondents as they are keener to know about the treatment and services. Communicating eye care measures were much easier with patients who have higher educational qualification.
- It was seen that around 54% patients visited the hospital for the first time and 45% patients have visited the hospital more than once. The sources that drive the patients to the hospital were mainly recommendations by relatives, patients or staffs, doctor referrals, online platforms like Google reviews, Google search engine or hospital website, advertisements of hospital, various eye screening programmes carried out by the hospital or others. The others mainly included the Sankaracharya devotees, or organizations that are donors to the hospital. Most of the patients visited the hospital through recommendations i.e. 33%.

- On asking the reasons for hospital selection, 34% patients responded that they selected the hospital due to provision of good services, 20% patients due to location, 16% patients due to skilled doctors and cost, 5% patients due to infrastructure and 9% patients responded others. The others were mainly because of recommendations. Also, all patients have different perception for good services.
- Among 250 patients, 38% of the patients visited the hospital for Eye consultation, 28% for Cataract, 11% for Oculoplasty, 8% for Cornea services, 6% for Lasik surgery, 4% for Retinal services and 6% for other services like Squint correction, Glaucoma services, Lazy eye surgery and foreign body removal.
- Patients rated their experience of services on a scale of 4, 4 being the excellent, 3-very good, 2-fair, 1-poor. 0 was also included if any attribute stands not applicable for patients. The nine attributes on which the patients rated their experience were:-
 1. The friendliness and courtesy of the receptionist
 2. Waiting time in the hospital
 3. The caring concern of our nurses/medical assistants
 4. Explaining things in a way you could understand by the doctor
 5. Explanation of your procedure by the counselor
 6. Availability of staffs when needed during hospital hours
 7. Signage and directions easy to follow
 8. Cleanliness of the hospital
 9. Charges of hospital services
- Patients gave a high score for cleanliness of hospital of 3.68 and scoring of 3.63 for ease of signage and directions in the hospital.
- Patients' experience with the waiting time in the hospital and with the counselors explaining the procedure was not satisfactory with the lowest scores of 3.064 and 3.252 respectively.
- The overall satisfaction levels of patients with the experience of services were recorded as excellent, good, satisfactory and unsatisfactory. 52% patients rated their experience as excellent, 36% as good, 11% average and 1% poor.

6. CONCLUSION

The study reveals the patients experience of services in the hospital and also the factors that influence the patient for the hospital selection.

- The patients were satisfied with the attributes like staff behavior, cleanliness of the hospital and affordability of the services at the hospital.
- The patients gave a good scoring for the staff behavior which includes - the friendliness and courtesy of the receptionist, the caring concern of our nurses/medical assistants and explaining the medical condition properly by the doctor.
- The patients gave a low score for the waiting time at the hospital and were mostly unsatisfied.
- Few patients were also not satisfied with the explanation of procedure and packages by the counselor
- Patients visiting the hospital were mainly due to recommendation of old patients, relatives or staffs. A large no of patients selected the hospital due to good services. Perception of good services was different among all patients. Some said that it is due to the quality of services, communication of staffs and doctors or better treatment.
- Eye screening programmes for children were successful as maximum patients below the age of 15 were through school screening programmes conducted by the hospital.
- Doctors play a major role in motivating the patients as there are patients due to doctor referrals and also visiting the hospital to get treated by skilled doctors.

From the study it can be concluded that the Sankara Eye Hospital has succeeded in creating a culture where rendering quality care and services to its patients' is its main strategic goal. It can be said that the hospital has a good patient loyalty as maximum patients are through recommendations and also patients visiting the hospital for more than once are themselves the source of recommendation.

7. RECOMMENDATIONS

- Waiting time complaints at the hospital can be managed by displaying boards having proper information of process flow and turnaround time of each department in the hospital. The boards should be displayed at all waiting areas in both English and Tamil language
- Proper information to be conveyed to the patients in dilatation area for the wait time
- Proper surgery timings to be communicated to the IPD patients to reduce the waiting time.
- Proper checklist to be maintained by the counselors after explaining of the procedure and packages
- Establishing benchmarks for the services like waiting time for better monitoring of service delivery
- Filling of registration forms at the registration area by the patients for patient engagement and reduction in error

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ANNEXURE

QUESTIONNAIRE

A. SOCIO-DEMOGRAPHIC FACTORS

Patient's ID _____

Address _____

Gender:

☐ Male

☐ Female

1. Age:

☐ Less than 15

☐ 15-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 and above

2. Respondents' Educational Qualification

☐ Less than high school degree

☐ High school degree

☐ Graduation and Above

B. DETERMINANTS OF CHOICE OF HOSPITAL

3. Is this your first visit to the hospital?

☐ Yes

☐ NO

4. How did you hear about Sankara?

☐ Recommendation	☐ Doctor referral
☐ Online website	☐ Advertisements
☐ Eye screening programme	☐ others _____

5. Reasons for selecting the facility:-

☐ Location	☐ Good services
☐ Infrastructure	☐ Cost of treatment
☐ Skilled doctors	☐ Others _____

C. SUB- SPECIALITY SERVICES AVAILABLE

6. Please mark the service availed by you:-

☐ Cataract	☐ Cornea
☐ Glaucoma	☐ Lasik
☐ Retina	☐ Occuloplasty
☐ Eye Consultation	☐ Others _____

D. PATIENT'S EXPERIENCE OF SERVICES AT SEH

7. Please rate the following:

Attributes	Excellent (4)	Very Good (3)	Fair (2)	Poor (1)	N/A (0)
1. The friendliness and courtesy of the receptionist					
2. Waiting time in the hospital					
3. The caring concern of our nurses/medical assistants					
4. Explaining things in a way you could understand by the doctor					
5. Explanation of your procedure by the counselor					
6. Availability of staffs when needed during hospital hours					
7. Signage and directions easy to follow					
8. Cleanliness of the hospital					
9. Charges of hospital services					

8. Your overall satisfaction with the services provided by the hospital

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor

9. Please give your suggestion so that we can make best tomorrow better than today

Thank you for taking the time to complete this survey. As always, we will do our best to provide you with quality care for the whole family