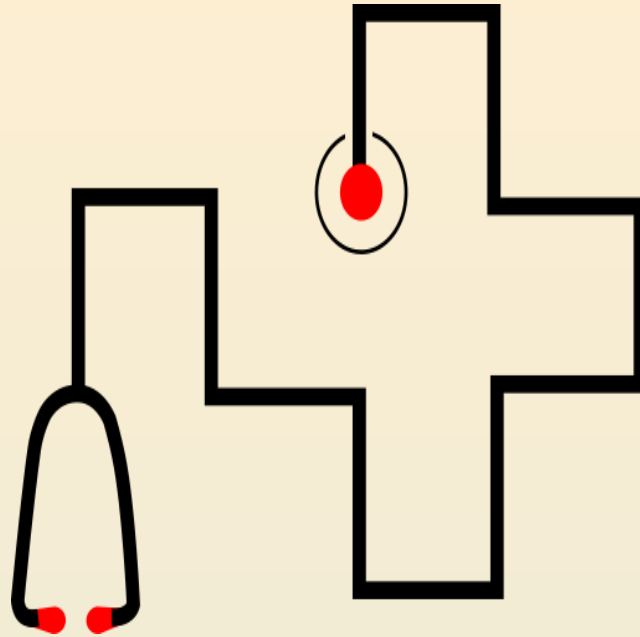


DISSERTATION PROJECT

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**A STUDY ON SATISFACTION LEVEL OF
PATIENTS VISITING SANKARA EYE
HOSPITAL, COIMBATORE**



INTRODUCTION

- Patient satisfaction is a very challenging outcome. Patient satisfaction or dissatisfaction is a complicated phenomenon that is linked to patient expectations and their experience with the services.
- Patient satisfaction surveys are one of the established yardsticks to measure success of the service delivery system functional at hospitals



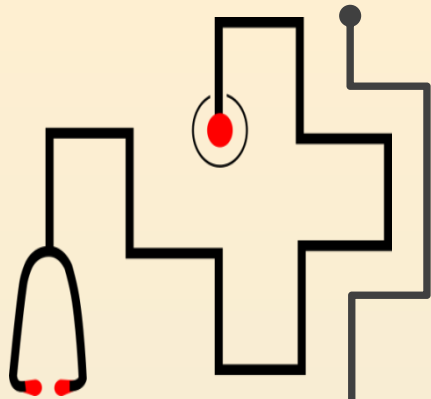


Also, measuring patient satisfaction is important because it not only provides an opportunity to improve care but also enhances **strategic decision making, effectively managing and monitoring health care performances and document benchmarks** for health care organizations



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?



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 satisfaction level of patients' is to be measured in terms of:-

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

METHODOLOGY

- **STUDY DESIGN-** Descriptive cross sectional study
- **STUDY SETTING-** Sankara Eye Hospital, Coimbatore
- **STUDY POPULATION-** All OPD and IPD patients of Sankara Eye Hospital
- **INCLUSION CRITERIA –**
 - OPD and IPD patients
 - Respondents who can read or write English or Tamil
- **EXCLUSION CRITERIA -**
 - Respondents not willing to participate in the survey
 - Respondents who cannot read or write English or Tamil

- **SAMPLE SIZE** – 250 patients
- **SAMPLING TECHNIQUE** - Non probability Convenience sampling
- **DURATION OF STUDY** – Three months
- **DATA COLLECTION METHOD** - Face to face interviews
- **TOOL**- Pretested structured Questionnaire in English and Tamil
- The respondents questionnaire consists of 9 questions related to hospital services.
- **DATA ANALYSIS PLAN** –Data was entered in MS Excel and analysis was done. The satisfaction level of patients was calculated on a Likert scale (rating of 4) And mean of attributes in the scale was calculated.

The questionnaire was divided into four parts:-

A. SOCIO-DEMOGRAPHIC ATTRIBUTES (Independent variables)-

- Age
- Gender
- Address
- Educational qualification

B. DETERMINANTS OF HOSPITAL CHOICE

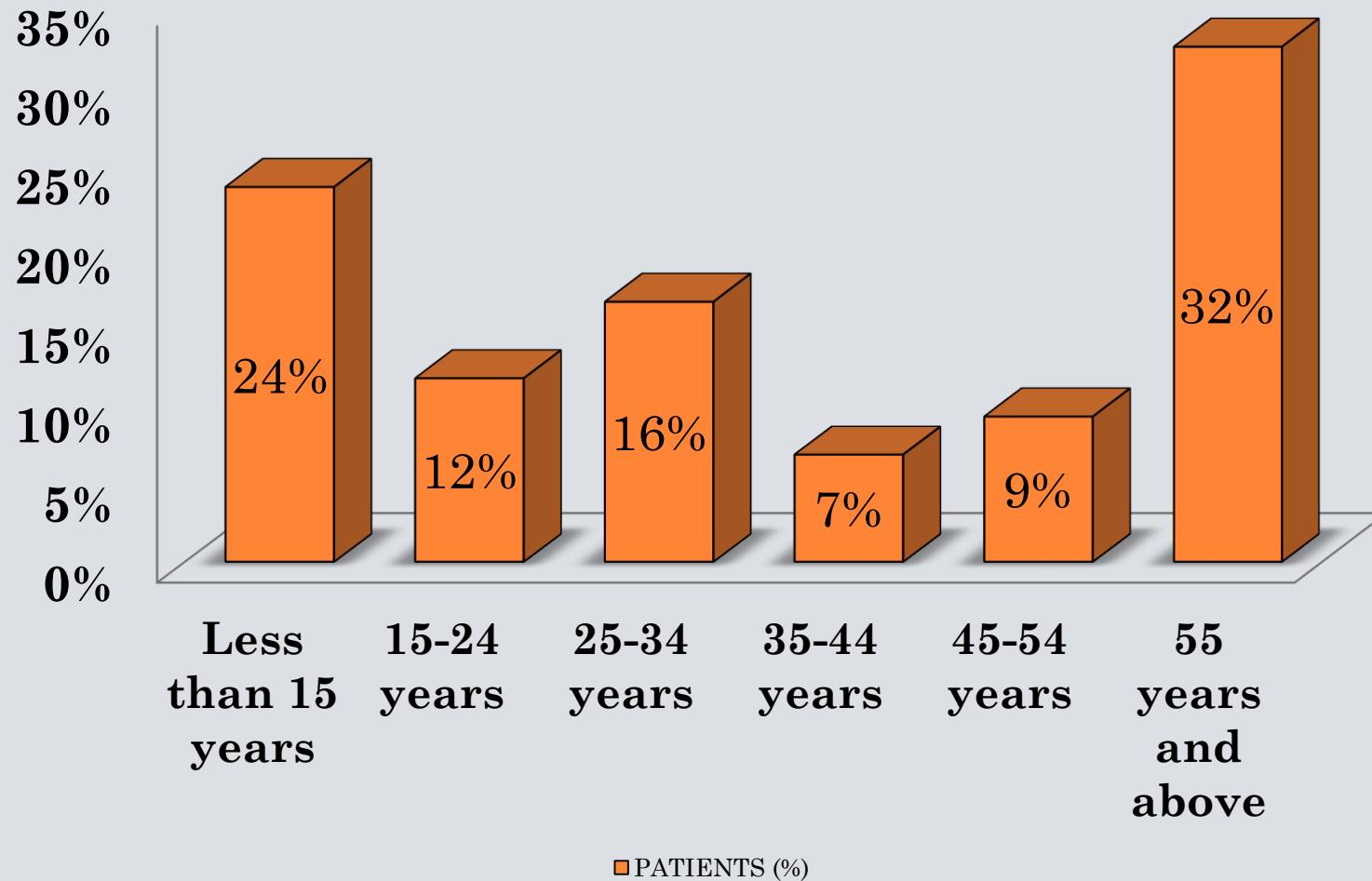
C. SUB-SPECIALITY SERVICES AVAILABLE

D. PATIENT'S EXPERIENCE OF SERVICES AT HOSPITAL

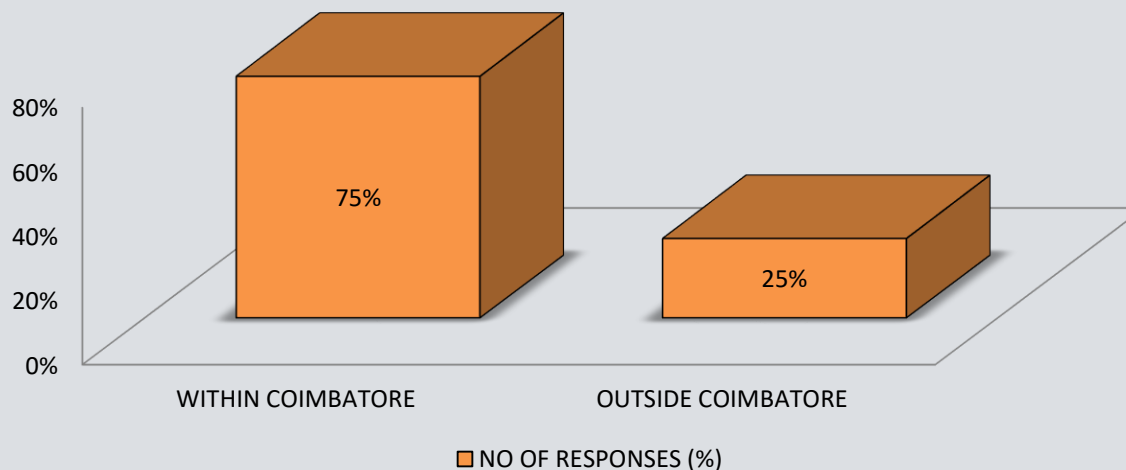
RESULTS

DEPARTMENT	% OF PATIENTS (Sample size -250)
OPD	45%
IPD	55%

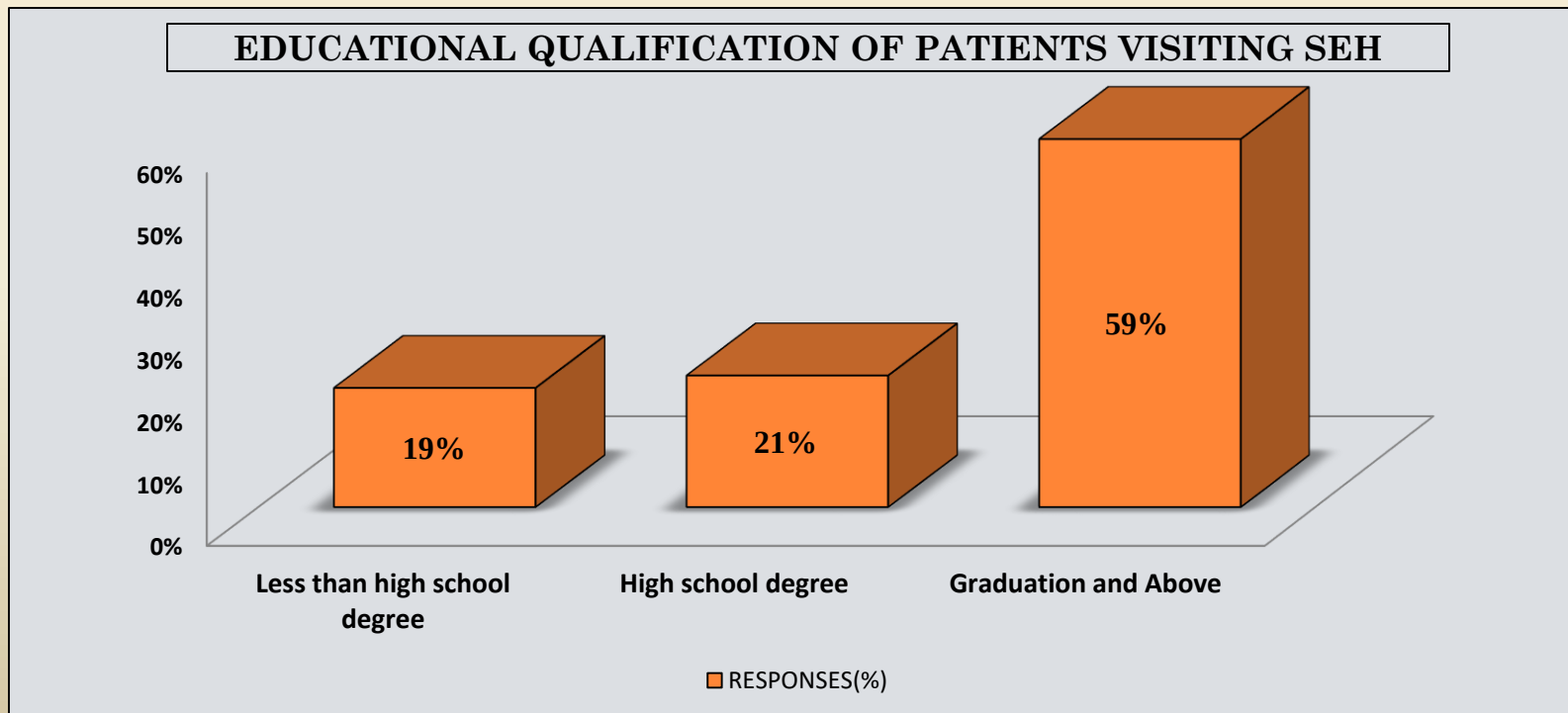
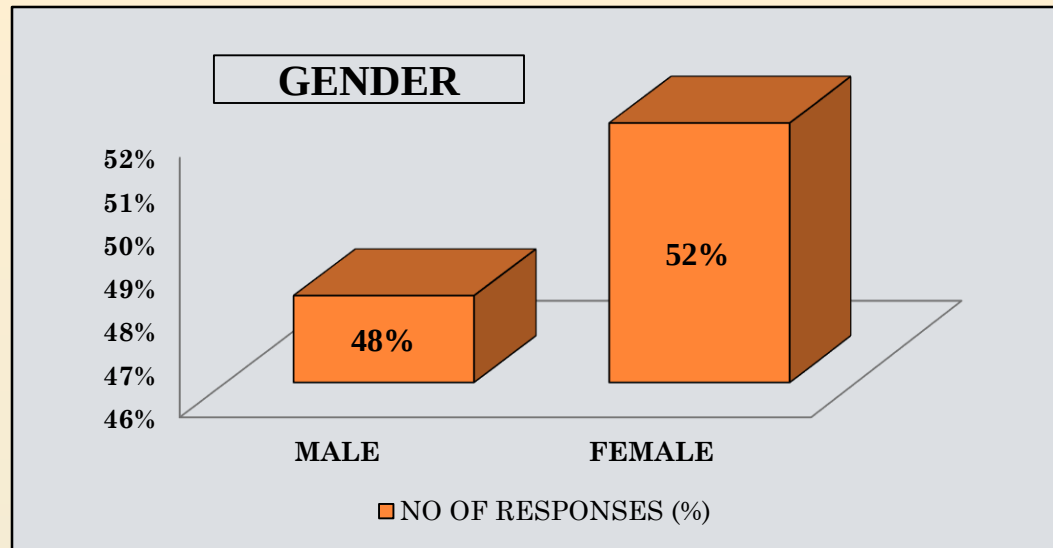
AGE GROUP OF PATIENTS VISITING HOSPITAL



TOTAL PATIENTS FROM COIMBATORE AND OUTSIDE COIMBATORE



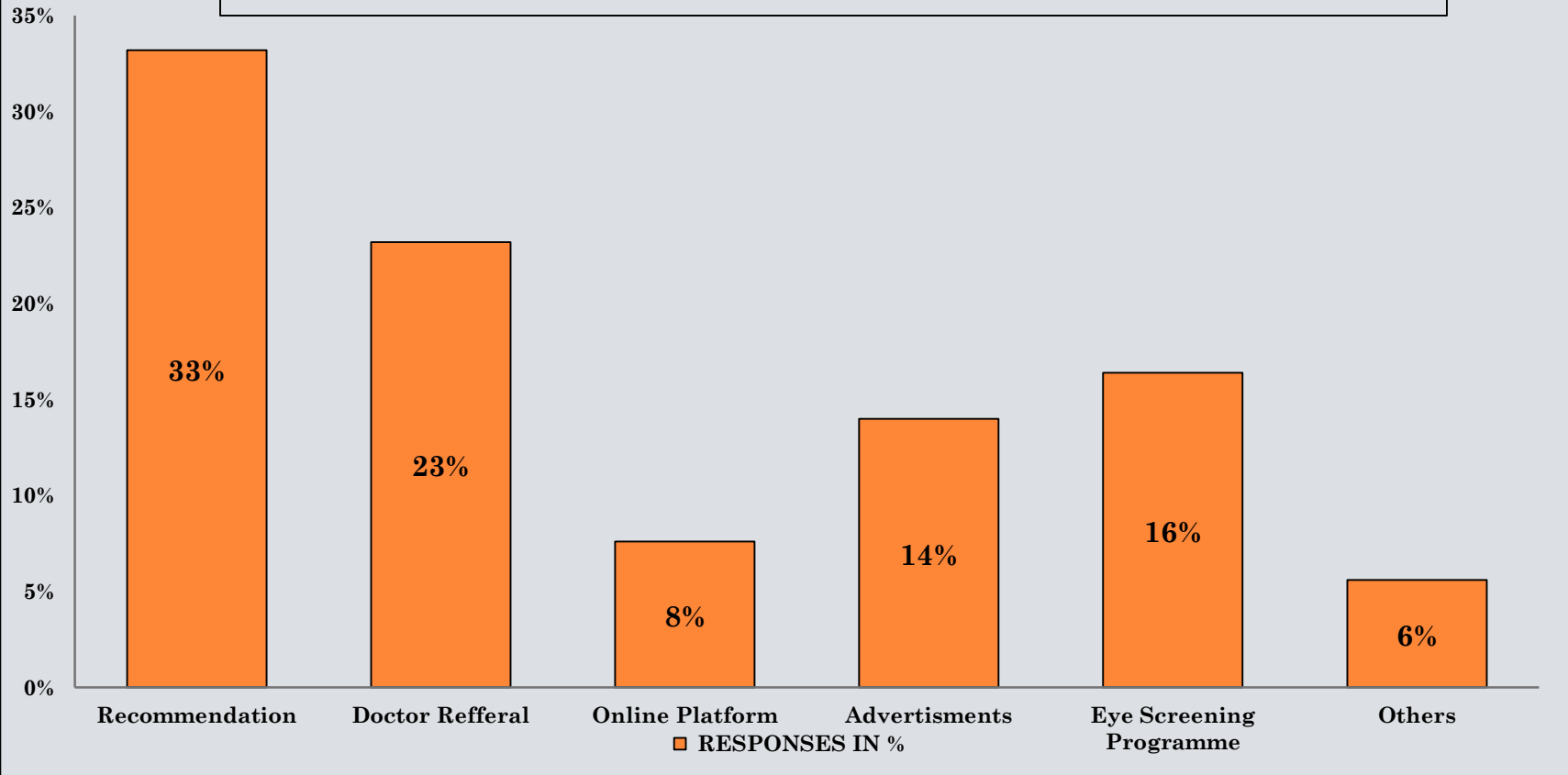
AREAS WITHIN COIMBATORE	AREAS OUTSIDE COIMBATORE	OTHER STATES
• <u>Sarvanampatti</u> • <u>Vilankuruchi</u> • <u>Ganapathy</u> • Peelamedu • Vinayagapuram • Annur • Thudiyalur • Ondipudur	Tiruppur Trichy Tanjore Sirumugai Dharmapuri Pollachi Namakkal	Karnataka Kerala Andhra Pradesh



B. DETERMINANTS OF HOSPITAL CHOICE

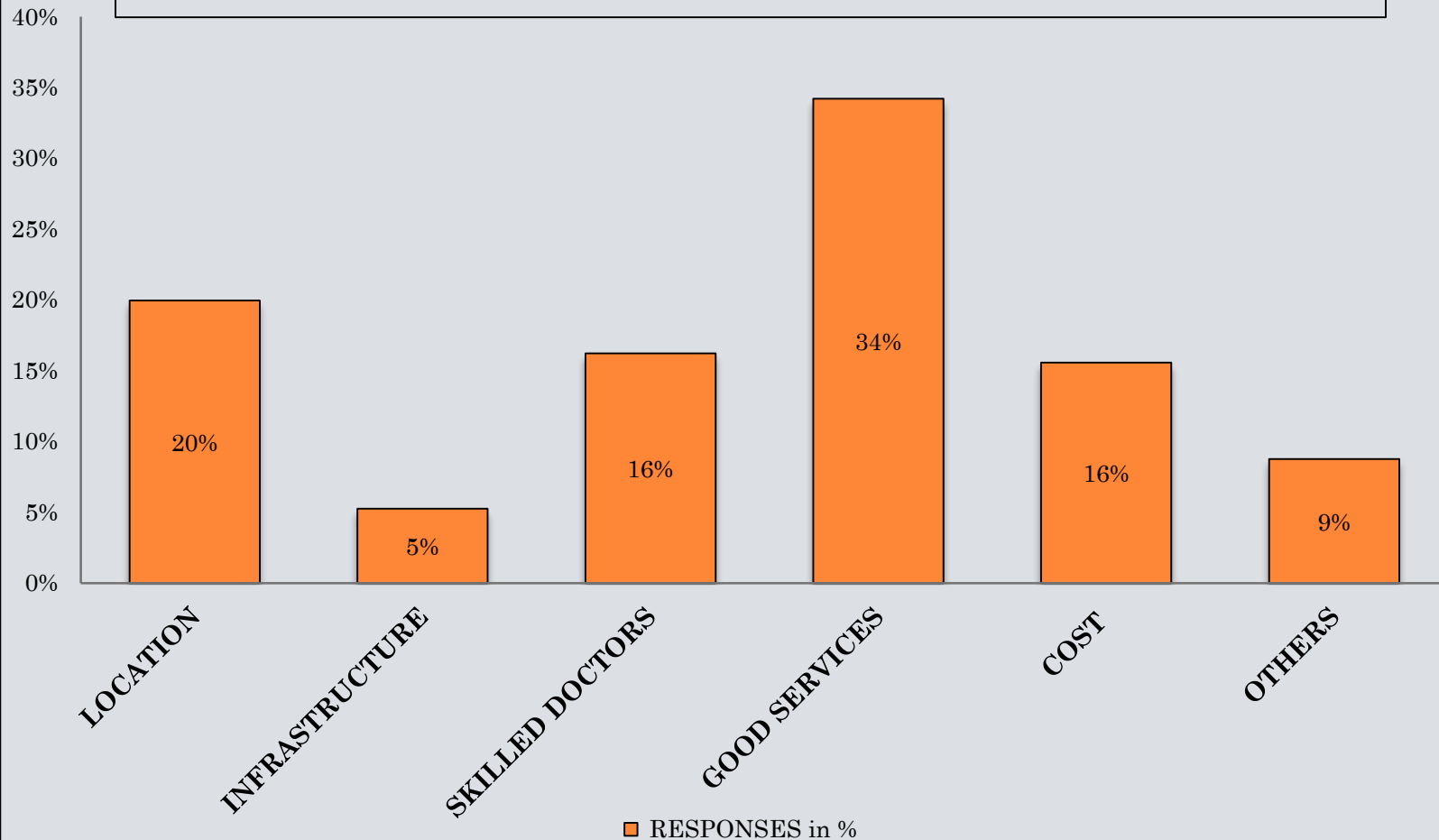
VISITS	PATIENTS(%) (Sample size -250)
First visit	54%
More than one visit	45%

SOURCES OF INFORMATION THAT DRIVE PATIENTS TO SEH



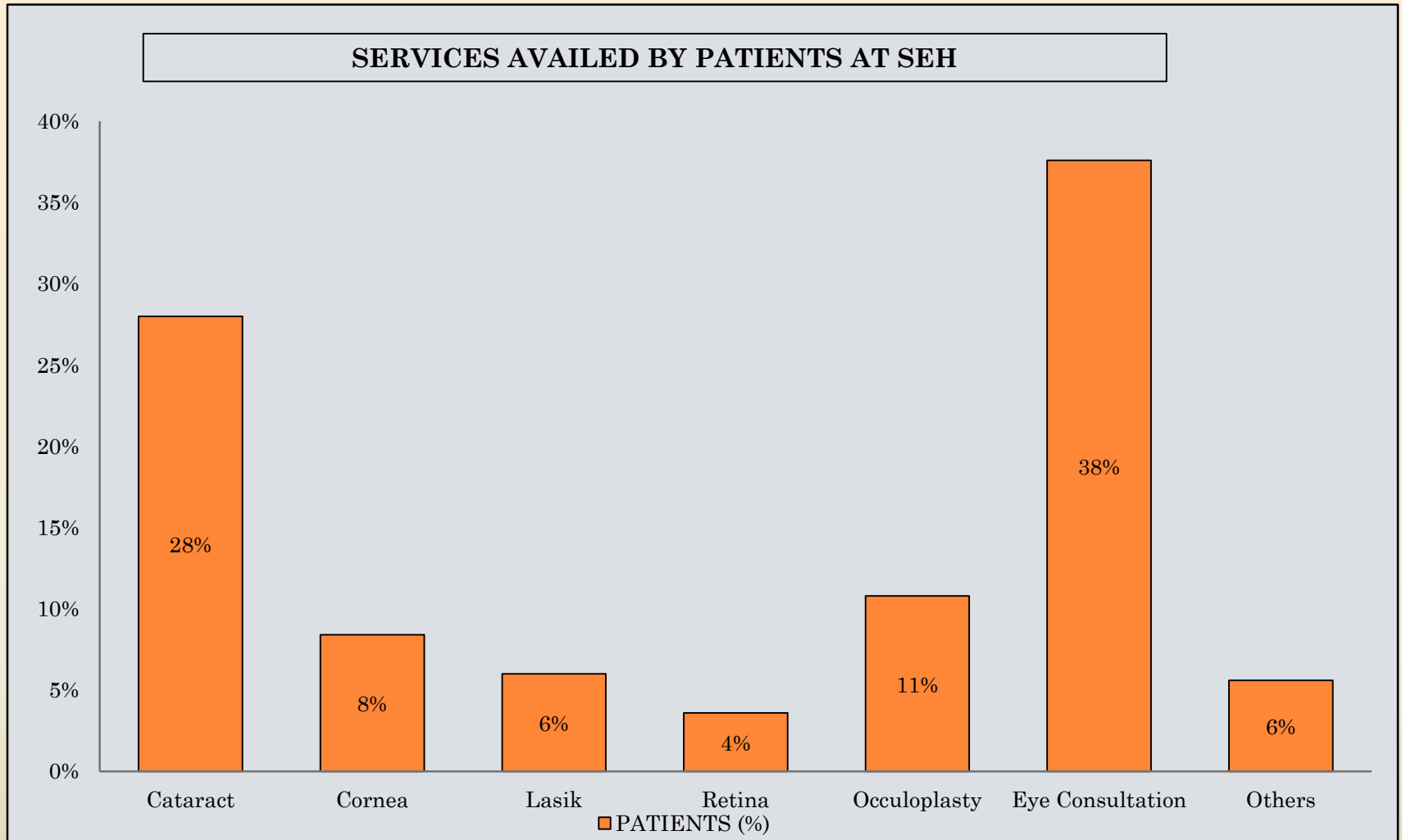
- **RECOMMENDATION** by patients , staffs or relatives
- **ONLINE PLATFORMS** like Google search , reviews and website
- **OTHERS** –Sankaracharya devotees, Sri Sathya Sai Seva organization

REASONS FOR OPTING SEH



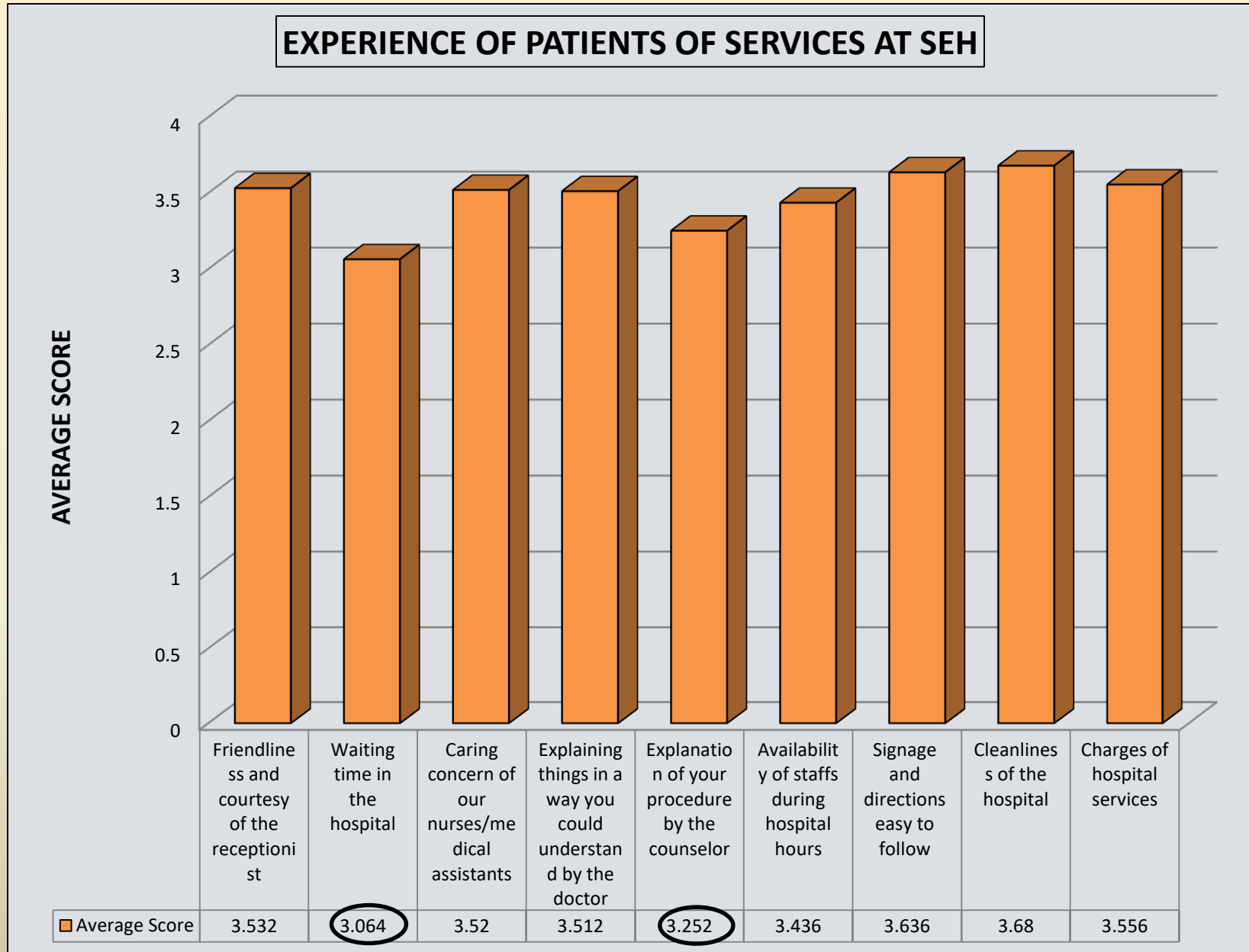
OTHERS – Recommendations by patients, staff and relatives

C. SUB-SPECIALITY SERVICES AVAILED

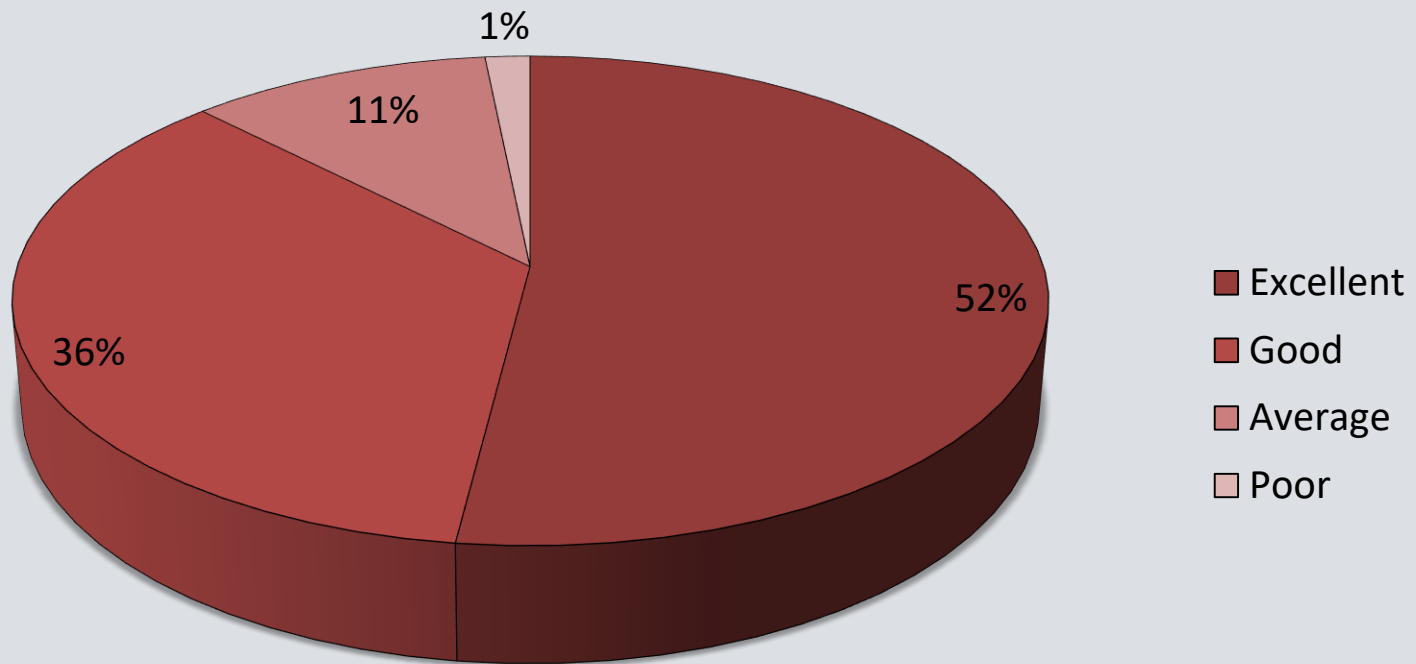


OTHER SERVICES – Squint, Foreign body removal , Glaucoma and Post operative review patients

D. PATIENT'S EXPERIENCE OF SERVICES AT SEH



OVERALL PATIENT SATISFACTION LEVEL OF PATIENTS

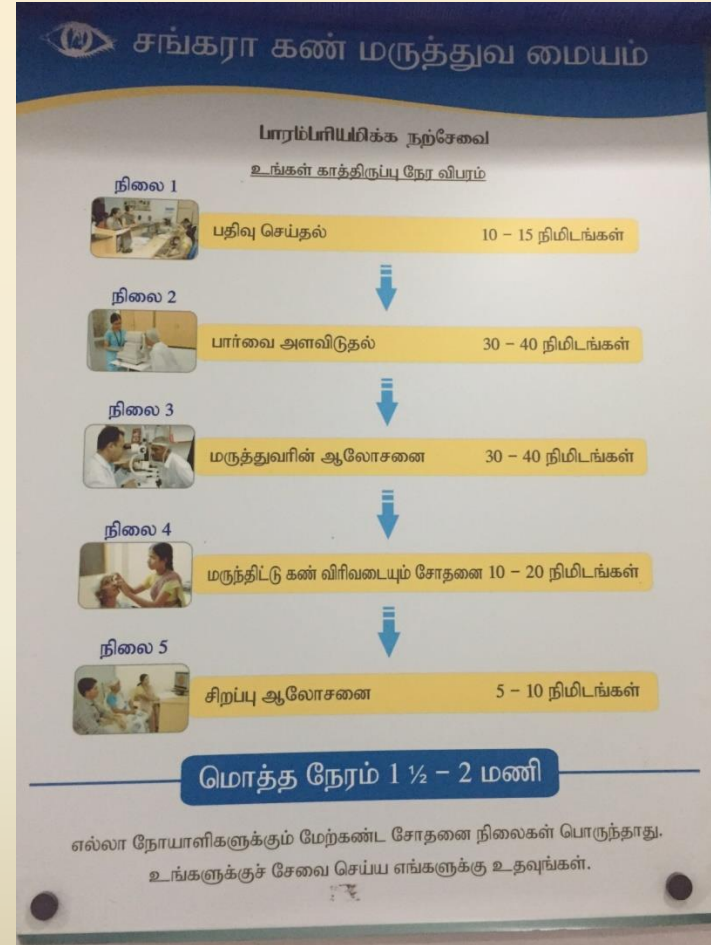


CONCLUSION

- The study reveals that 52% patients rated the overall satisfaction level at the hospital as excellent due to its services, 36% patients rated good , 11 % patients rated average and around 1% patients as poor mainly due to long waiting time.
- The main factor influencing patients' choice for hospital was recommendation by old patients , relatives or staffs.

SUGGESTIONS

- Waiting time complaints at the hospital can be managed by displaying boards having proper information of process flow and turn around 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.
- More precise information to be given about the package details by the counselor before the surgery
- Filling of registration forms at the registration area by the patients for patient engagement and reduction in error

