

**STUDY ON PATIENT SATISFACTION AND CHALLENGES FACED BY
PATIENTS VISITING DR. AGARWAL'S EYE HOSPITAL, JAIPUR**

Dissertation Submitted to



for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)

In

Hospital and Health Management

By

Arpita Kapoor

Under the supervision and guidance of

Dr Deepti Sharma

2021

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled “Study on patient satisfaction and challenges faced by patients visiting Dr Agarwal’s Eye Hospital, Jaipur” is the bonafide record of my original research

work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Name of Student: Arpita Kapoor

Date: 1/07/2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Arpita Kapoor, Reg No: 1045, M.B.A — Hospital Management, from IIHMR University, Jaipur has successfully undergoing her Internship in our Operations Department from 22-03-2021.

During the period of internship, she is found punctual and hardworking.

We wish her all the best for her future endeavors.

With best wishes from

Dr. Agarwal's

Hospital Ltd.,



John Taylor

Connor Manager Human Resources.

CERTIFICATE

This is to certify that dissertation titled “Study on patient satisfaction and challenges faced by patients visiting Dr Agarwal’s Eye Hospital, Jaipur” is a record of the research work undertaken by Arpita Kapoor in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date :1/07/2021

School Dean

IIHMR University, Jaipur

Date: 1/07/2021

ABSTRACT

Dr Agarwal's Eye Hospital is a renowned hospital in the delivery of best eye care services. It is known to provide best eye care services and patient satisfaction. The study is conducted to analyze patient satisfaction level and to understand their complaints if any at Dr Agarwal's Eye Hospital, Jaipur. To assess patient satisfaction, a self-administered questionnaire and a feedback form was used. The survey was conducted from 1st May to 25th May. The sample size of the survey is 50 due to less OPD in the month of May.

Data analyses is done in excel sheet and through pie charts. Majorly 3 criteria were given to participants to mark their experience: excellent, good and poor. All the departments were marked as excellent and good by majority of the patients. Departments included reception and registration, doctor's service, optometrist, counselling, optical and pharmacy. Participants were also asked about their number of visits and waiting time. Participants were also asked about their reasons for visit which included proximity, affordability, clinical efficiency and branch referral.

Key words:

Efficient, satisfaction, challenges, feedback

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I am very grateful to my organisation Dr Agarwal's Eye Hospital, Jaipur and my mentors Mr Ganesh Subramaniam, Dr Chandresh Baid, Mr Vakeel Singh for their fruitful guidance and support.

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INTRODUCTION

About Dr Agarwal's Eye Hospital, Jaipur

Dr Agarwal's Eye Hospital was founded by Late Dr. Jaiveer Agarwal and his wife Dr Tahira Agarwal in Chennai, India in 1957. The group has been recognized as largest network of eye care centers in India and Africa over the last six decades. It is known for clinical innovations and unparalleled customer experience. In India, Dr Agarwal's Eye Hospitals are present in Tamil Nadu, West Bengal, Maharashtra, Madhya Pradesh and Rajasthan.

Various Eye Diseases:

Some of the eye conditions which require treatment are:

- Cataract
- Glaucoma
- Diabetic Retinopathy
- Corneal Ulcer
- Macular Hole
- Retinal Detachment

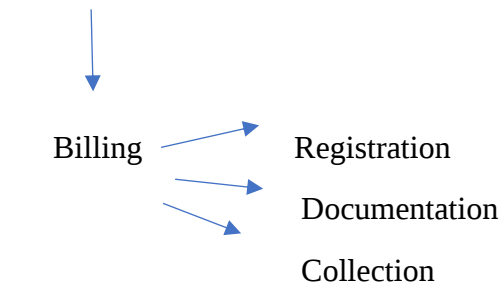
Services offered:

Services offered at Dr Agarwal's Eye Hospital, Jaipur are as follows:

- PDEK
- Glued IOL
- Cataract surgery
- Photorefractive Keratectomy
- Refractive surgery
- Anti VEGF Agents
- Dry Eyes

Process Flow at Dr Agarwal's Eye Hospital, Jaipur

Arrival of patient



Refer to Optum

AR
NCT
Refraction
Investigations

Doctor

Advice
Optical
Pharmacy
Surgery

Background:

Patient satisfaction refers to a measure which determines whether a patient is happy with the health facilities that they have received from the healthcare provider. It is considered important as it can be used for measuring the quality in healthcare. It helps in giving timely, efficient, and patient- centered delivery of quality healthcare.

This study involves measuring the level of satisfaction among patients visiting Dr Agarwal's Eye Hospital based on facilities given to them and to study about the challenges faced by patients while receiving patient care.

Objectives of the study:

This study has been conducted to know about the following objectives:

- To know about the level of satisfaction in patients visiting Dr Agarwal's Eye Hospital.
- To gain knowledge about the functioning of the eye hospital.
- To find out the challenges faced by patients visiting Dr Agarwal's Eye Hospital.

The purpose of the research is to analyze the challenges faced by patients and to find out the ways to overcome these challenges so that patient satisfaction can be increased as patient satisfaction is an important determinant for the success of any hospital.

REVIEW OF LITERATURE:

A literature review is a survey of books, articles, and other sources which are considered relevant to a particular issue, area of research, or theory which gives a description, summary and analysis of these articles related to the problem being investigated.

In this context, articles related to patient satisfaction in an eye hospital and challenges faced by them are reviewed and their findings are noted.

Previous articles have been reviewed and following learnings have been concluded which are as follows:

Table 1: Literature review

Name	Author (Year)	Study location	Sample size	Sampling techniques	Salient features
Patient satisfaction regarding eye care services at Tertiary hospital at Central India.	Anand Sudhan, Rajiv Khandekar, Subramanyam Deveragonda, Sheela Devi, B. K. Jain, Ramendra Sachan, and Vijay Singh 2011	Madhya Pradesh	320 patients	Close ended questionnaire	• Out of 320 patients, 77 opd patients (48%) and 156 ipd patients (78%) experienced satisfaction of excellent grade. • On the other hand, participants were dissatisfied about long waiting periods in clinic, poor cleanliness, and poor toilet facilities. • Participants were also dissatisfied about the food facilities in the hospital.

					• However, children related facilities received high satisfaction scores.
Patient satisfaction with eye care services in Nigeria Teaching Hospital.	IR Ezegwui, OI Okoye, and AE Aghaji. (2014)	Nigeria	307 patients	Interviewer administered questionnaire	• The participants were satisfied with the doctors, nurses and staff as compared to revenue and medical records staff. . • Approx 290 patients were satisfied with the overall cleanliness of the hospital. • 93% of the participants were dissatisfied with the cost of services and expenses. • 140 patients were found to recommend the hospital to others strongly. • Almost all of the patients were found to be satisfied with the services received at the hospital. • The major point of dissatisfaction was inadequate toilet facilities

Predictors of patient satisfaction	Iftikhar Ahmed, Shahdiullah Khan, Habibullah Khan (2011)	Pakistan	176 patients	Survey approach and systematic random sampling	- Survey was conducted on 55 males and 121 females. - It was found that satisfaction of patients is analyzed by the following predicates: satisfaction level from staff and management and patient awareness. - It was also found that satisfaction from treatment process and environment were the important factors which needed to be addressed.
Determinants of patient satisfaction and attendance at eye clinic in South western Uganda	J Whiteworth, H Pickering , F Mulwany 1999	South-west Uganda		Interview	- It was found that people who were referred did not come to the clinic because either they were very busy or not willing to buy glasses. - A very less proportion of patients were satisfied because there was no perceived clinical improvement. - Only 13% of those referred attended the

					clinic because of high transport cost and fear of clinic
Dynamics of patient satisfaction from health care services	Iftikhar Ahmed, Allah Nawaz, Siraj ud Din	Pakistan	176 patients	Survey approach and systematic random sampling	• Out of the total participants, 55 were males and 121 were females. • Participants from lower, mid, and upper classes were 16,155 and 5 respectively. • It was found that patients of suburb area were happy with the management system of the hospitals and patients of middle class background were happy with the environment of the hospital.. • This study also helped to identify the different variables of demography affecting the perception towards service delivery system of hospitals of public sector.

					Boys from socio-economical class and rural background were less satisfied. More focus was needed on planning and managing the healthcare system.
Improving patient satisfaction through information provision system	Henry Newland and Dinesh Selva	Australia		Survey approach	- Positive relation was found between patient-estimated and actual waiting time, booking efficiency, and high rating of the total quality of service and satisfaction level. - Negative and qualitative comments correlated with less ratings of satisfaction and quality of services. - The participants showed good rating about the waiting time and overall quality of the service. - Satisfaction rating of the clinic staff was also found high by the participants.

Determinants of patient satisfaction after cataract surgery in 3 settings.	Marjan DNijkamp, Rudy M.M.ANuijtsMD, Carroll A.BWebers, FredHendrikseMD	Netherlands	150 patients	Written questionnaire	- In this study, the following factors were analyzed: medical outcome, post-operative functions, satisfaction of patients with healthcare outcomes and hospital care. - Patients were found to be very satisfied (mean score approx. 9 on a 10pointer scale). Patient satisfaction in hospital care had a strong correlation with the overall satisfaction level as compared to patient satisfaction with only the medical outcome.
Patient satisfaction with cataract surgery.	Ehab I Wasfi, P Pai and Alaa A Abd Elsayed 2008	UK	150 patients	Postal questionnaires	- The response rate of this study was approx 72% (108 patients). - It was found that approx 86% (93 patients) were satisfied with the time period between seeing their general practitioner to eye clinics.

					• Higher patient satisfaction could be seen in the following factors: 1. Doctor made patient reasonably relaxed. 2. Patients were given enough time to discuss everything. 3. Doctor gave printed information. • In the study, it was found that patient satisfaction significantly increased when meeting with the doctor and getting more information about the surgery.
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METHODOLOGY

For the purpose of study, a self-administered questionnaire was used to access the satisfaction levels of patients and to get information about the complaints of the patients regarding any services, if any. The questionnaire also helped to know about the suggestions that the patients would like to give to the branch. Primary data was used for the purpose of research.

A feedback form used by the branch was also referred for the purpose of attainment of patient satisfaction.

Patients were also asked verbally about their experience at the branch and their suggestions.

The survey was conducted for 50 Patients. The age group of participants was not taken into consideration as patients visiting the branch were of different age groups.

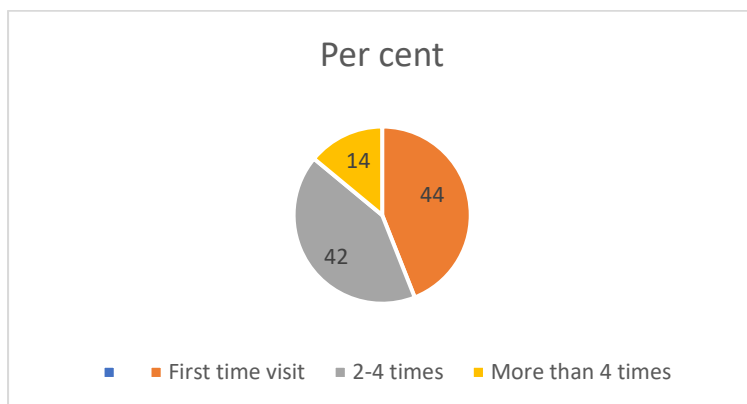
An informed consent was taken from the patients before filling the feedback form.

The data was analyzed in the form of excel sheet and pie charts. Data was also expressed in terms of percentages to get a better understanding.

RESULTS

Table 2: Percentage distribution of patients on the basis of the number of visits at the branch:

Number of visits	Per cent
First time visit	44
2-4 times	42
More than 4 times	14



It was found that 44% of the patients (22 patients) visited the branch for the first time. 42% of the patients had their visits between 2-4 times and 14% of the patients visited the branch more than 4 times.

Table 3: Percentage distribution of patients on the basis of their experience at different departments:

On the basis of the survey, it was found that patients found different services as excellent and good. They were satisfied with all the services and did not consider any service as poor.

29 patients found services of reception and registration as excellent while 20 patients marked this service as good. Doctor's service was found excellent by 77.1% patients(37 patients) and good by 22.9%(11 patients).

Services of optometrist was found excellent by 66% patients and good by 34% patients.

Counselling services were taken by 33 patients. Out of 33, 19 patients marked this service as excellent and 14 as good.

People were also satisfied with the optical services. 60.9% marked it as excellent while 39.1% marked it as good.

Pharmacy services were found as excellent and good by 50% patients, respectively.

Name of department	Excellent	Good	Poor
Reception and registration	59.2	40.8	0
Doctor's service	77.1	22.9	0
Optometrist	66	34	0
Counselling	57.6	42.4	0
Optical	60.9	39.1	0
Pharmacy	50	50	0

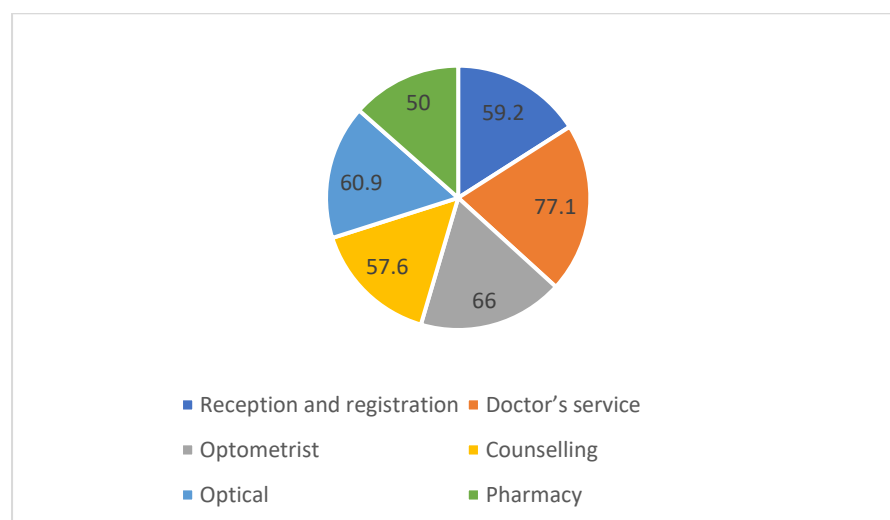
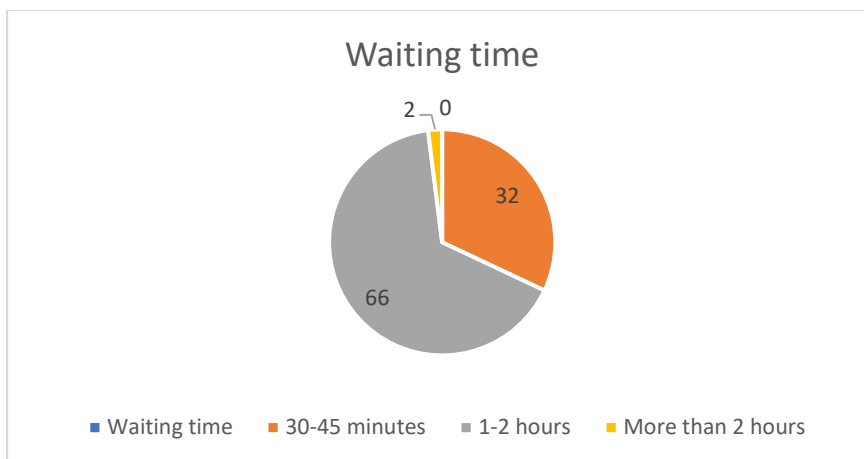


Table 4: Percentage distribution of patients based on their waiting time:

Waiting time is considered as an important factor in determining patient satisfaction. It was found that majority of the patients had the waiting time of 1-2 hours. 32% of the patients had short waiting time of 30-45 minutes. Only 2% patients had waiting time of more than 2 hours.

Waiting time	Percentage of patients
30-45 minutes	32
1-2 hours	66
More than 2 hours	2



Patients were asked whether they would recommend Dr Agarwal's Eye Hospital. All the patients (50 patients) were of the opinion that they would recommend the hospital to other people.

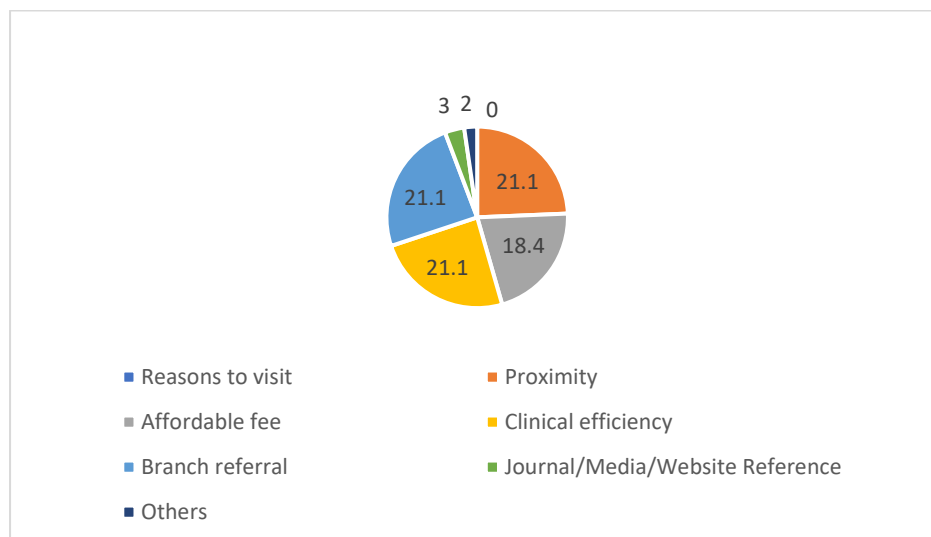
Patients were also asked if they wanted to give any remarks for the hospital. It was found that they were satisfied with the staff and the doctor. They were of the opinion that they received great service at the branch.

Table 5: Percentage distribution of patients based on their reasons to visit the branch:

Participants were also asked about the reasons of visiting the branch. It was found that majority of the patients visited the branch because of proximity, clinical efficiency, and branch referral. Affordable fee was also a reason for patient visit. Other reasons included reference from journal, media, and websites.

Reasons to visit	Percentage of patients
Proximity	21.1
Affordable fee	18.4
Clinical efficiency	21.1

Branch referral	21.1
Journal/Media/Website Reference	3
Others	2



DISCUSSION

From the survey conducted, it is found that majorly all the patients are satisfied with all the services provided by Dr Agarwal's Eye Hospital, Jaipur. The services of reception and registration, doctor's consultation, optometrist, counselling, optical and pharmacy have been considered as excellent by majority of the participants. It was observed that 50% of the participants found pharmacy services as good which can be improved. It was also observed that majority of the participants had waiting time of 1-2 hours which can be reduced. The main reasons for visiting the branch were proximity, clinical efficiency, and branch referral. The sample size of survey was small because the survey was conducted in the month of May during second wave of covid due to which the OPD at the branch was less. The purpose of the study was to determine whether the patients coming to the branch are satisfied with the services or not so that necessary improvements can be made.

CONCLUSION

It can be concluded that satisfaction of patients is considered a necessary indicator to measure the level of quality in healthcare. It is also important for timely, efficient, and patient-centered delivery of services. A happy and satisfied patient is considered as an asset for the hospital. In eye care hospital, it is important to have good services of optometrist, pharmacy

and optical for high patient satisfaction. From this study it can be concluded that patients were very satisfied with the services offered at Dr Agarwal's Eye Hospital, Jaipur. All the services are considered excellent by majority of the patients. Some of the recommendations are to reduce the waiting time for patients and to improve the services at pharmacy department to avoid queues of patients while buying medicines. Taking timely reviews and feedback from the patients will also help to understand problems of patients and ways to improve them. It is important to have good patient satisfaction as a satisfied patient will recommend the hospital to other people which will be beneficial for the branch.

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ANNEXURES

This section contains the questionnaire that was used to assess patient satisfaction at Dr Agarwal's Eye Hospital, Jaipur.

Dr Agarwals Eye Hospital Feedback form

Name

Age

Your answer

Number of visits

First time

2-4 times

More than 4 times

Please mark your experience at: reception and registration

excellent

good

poor

Doctor's service:

excellent

good

poor.

Optometrist:

excellent

good

poor

Counselling

excellent

good

poor

Optical

excellent

good

poor

Pharmacy

excellent

good

poor

Please share your waiting time

30-45 minutes

1-2 hours

More than 1 hour

Will you recommend Dr Agarwal's Eye Hospital?

Yes

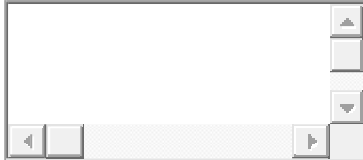
No

Staff who made a difference

Your answer

Remarks

Your answer

A large rectangular text input area with a vertical scroll bar on the right side. At the bottom, there is a horizontal status bar with a left arrow, a right arrow, and a small square icon.

Why visit us

Proximity

Affordable fee

Clinical efficiency

Branch referral

Others

Journal/ Media/ Website Reference

