

**PATIENT SATISFACTION TOWARDS HEALTHCARE SERVICES AT THE OUT-PATIENT
DEPARTMENT OF MEITRA HOSPITAL, KERALA**

GUIDED BY
DR. ALOK MATHUR
(ASSOCIATE PROFESSOR, IIMR UNIVERSITY)

SUBMITTED BY,
B.SAI SRAVANI,
0900.

Introduction

The hospital's outpatient department (OPD) can be thought of as its public face. People frequently draw judgements about hospital services based only on the OPD's procedure and process. The large number of patients attending the OPD, as well as the relatives and attendants that accompany patients to the OPD area, are likely causes and reasons for the congestion. A hospital is commonly thought of as a tense environment. People frequently feel scared or uneasy when they visit the hospital's OPD for OPD.

Patient satisfaction can be considered as a measure of the "process" of care, and it might simply explain health care services from the patient's perspective. Problem areas can be identified, and solutions ideas can be produced. Many people believe that evaluating health care is the most essential purpose of patient satisfaction research. The function of patient satisfaction work was entirely focused on assessment. In the context of health care, at least four fields of evaluation must be considered.

Methodology

Research question:

What was the satisfaction level among the patients of the Outpatient department of Meitra Hospital, Calicut?

Objectives:

The objective of this study is to

- Assess patient satisfaction in the emergency department
- Identify areas of poor satisfaction

.Study design:

The research was done in the form of a descriptive study. A patient feedback questionnaire was used to obtain data from individuals who had received outpatient clinical treatments at Meitra Hospital.

Study setting:

The research takes place in a private tertiary care facility in South India. Patients come from all across the city, as well as adjacent areas and neighbouring states, because of the hospital's strategic location.

Study population:

Patients and their attendants or relatives who visited the hospital's Out Patient Department were considered for the study.

Study duration: 2 months

Sample size: 200 samples of patients attending OPD from March 5th, 2021 to May 5th, 2021 are taken for the study

Research design: - cross-sectional descriptive study.

Data collection type:

A structured questionnaire will be used as a data collection tool.

The questionnaire will be framed to extract the following information from the patients'/respondents':

- Socio-demographic factors
- Patient satisfaction towards health services provided by the hospital.
- Suggestions and comments from the respondent regarding the services of Meitra Hospital.

Data Analysis:

The frequencies were multiplied with the scoring index for the type of response to obtain a numerical value for the same. The scoring of the same to obtain the percentage satisfaction score was calculated by this formula:

$$\text{Percentage Score} = \frac{\text{Total achieved score}}{\text{Total number of responses} * \text{Maximum score}}$$

The data were analyzed using Microsoft EXCEL

Simple tabulation of data

Results

Data Analytics was done and calculations were done as follows

1. PATIENTS SATISFACTION TOWARDS HEALTH SERVICE AT THE OPD OF MEITRA HOSPITAL:

PARAMETER	%AVERAGE SATISFACTION
Registration process	79
The behavior of billing/Reception staff	80
Experience with Doctors	84
Courtesy of Nursing staff	86
Timely availability of Investigation report	83
Courtesy of Staff in ECG/ECHO/TMT	82
The efficiency of Radiology services	78
Cleanliness of Toilets	81
Cafeteria/F&B services in hospital	75
Courtesy of Security	80
Pharmacy services	80
Call center services	81

	Score Index	4	3	2	1	0	
	Parameter	Excellent	V Good	Good	Fair	Poor	Total
1	Please rate your experience in the registration process	68	113	10	7	2	200
2	Promptness and courteous behavior of the Billing/Reception staff	82	90	22	5	1	200
3	Please rate your experience with doctors	99	85	10	5	1	200
4	Courtesy of the Nursing staff	113	74	10	3	0	200
5	Timely availability of the Investigation report	102	76	16	6	0	200
6	Promptness and efficiency on Radiology services	95	83	15	6	1	200
7	Promptness and courteous behavior of the staffs in ECG/ECHO/TMT	91	71	28	10	0	200
8	Cleanliness of the toilets	91	75	29	4	0	200
9	Cafeteria/F&B services in the hospital	76	78	32	11	3	200
10	Courtesy of the Security staff	85	80	32	3	0	200
11	Please rate us on our Pharmacy	84	68	37	5	6	200
12	How satisfied are you with our call centre services	85	82	27	4	2	200

Frequency of distribution of scores

	Score Index	4	3	2	1		
	Parameter	Excellent	V Good	Good	Fair	%score	%AVG
1	Please rate your experience in the registration process	272	339	20	7	624	79
2	Promptness and courteous behavior of the Billing/Reception staff	328	270	44	5	637	80
3	Please rate your experience with doctors	396	255	20	5	666	84
4	Courtesy of the Nursing staff	452	222	20	3	691	86
5	Timely availability of the Investigation report	408	228	36	6	666	83
6	Promptness and efficiency on Radiology services	380	249	30	6	653	82
7	Promptness and courteous behavior of the staffs in ECG/ECHO/TMT	364	213	56	10	623	78
8	Cleanliness of the toilets	368	225	58	4	647	81
9	Cafeteria/F&B services in the hospital	304	234	64	11	591	75
10	Courtesy of the Security staff	340	240	64	3	641	80
11	Please rate us on our Pharmacy	336	204	74	5	609	78
12	How satisfied are you with our call centre services	340	246	54	4	636	81

Scoring Table for Customer care

SATISFACTION LEVEL

PARAMETER		LEVEL OF SATISFACTION	AVERAGE SATISFACTION
	%SATISFACTION		
Please rate your experience in registration process	79%	MEDIUM	80%
Promptness and courteous behaviour of the Billing/Reception staff	80%	HIGH	
Please rate your experience with the Doctor	84%	HIGH	
Courtesy of the Nursing staff	86%	HIGH	
Timely availability of the Investigation report	83%	HIGH	
Promptness and efficiency on Radiology services	82%	HIGH	
Promptness and courteous behavior of the staffs in ECG/ECHO/TMT	78%	MEDIUM	
Cleanliness of the toilets	81%	HIGH	
Cafeteria/F&B services in the hospital	75%	MEDIUM	
Courtesy of the Security staff	80%	HIGH	
Please rate us on our Pharmacy	80%	MEDIUM	
How satisfied are you with our call center services	81%	HIGH	

Discussion

In numerous evaluations conducted at different times and places across the Meitra Group of hospitals, there was a substantial range in the amount of satisfaction experienced by patients (Quality Assurance Department Patient satisfaction Quality indicator data 2013, 2014) From those research, the aforementioned determination of satisfaction differed.

GRADING	%	SATISFACTION LEVEL
OUTSTANDING	90-100	Very high satisfaction
EXCELLENT	80-89	High satisfaction
GOOD	70-79	Medium satisfaction
POOR	60-69	Low Satisfaction

This study revealed that patients showed medium levels of satisfaction

- When compared to other components, courtesy of F&B/Cafeteria services and Pharmacy services received moderate satisfaction scores of 75 percent and 78 percent, respectively. However, quality of nursing care and timely availability of investigation reports received high satisfaction scores of 86 percent and medium satisfaction scores, respectively.

- These results could indicate that people were more worried about medical costs, quality of service, waiting time, and the physical environment than the other factors. This metric yielded varied results when it came to access to health services at the OPD clinic (waiting time for receiving healthcare services).
- Patients expressed high levels of satisfaction with customer service, radiology, laboratory, and nursing care, but low levels of satisfaction with politeness of food and beverage services and pharmacy services. In terms of the quality of care component, 84 percent of patients expressed high levels of satisfaction with nursing care; however, satisfaction with medication was lower.
- These findings could indicate that patients were satisfied with the quality of care component of Meitra Hospital's satisfaction survey at a high to moderate level.

Suggestions

The findings of this study lead to the following recommendations for improving the quality of health care at Meitra Hospital's OPD clinic:

Waiting area:

Patients' main concern has been access to health services at the OPD clinic. As a result, the researcher strongly supports patients' comments that the hospital should consider waiting time for seeing doctors as a priority issue that needs to be addressed as soon as possible to meet the patients' satisfaction.

Department wise Waiting:

The hospital should pay more attention to Provide separate waiting areas for the patients according to the departments they need to visit instead of the common waiting area so that the patient can easily access the actual process flow of OPD.

Access of Investigation report

This study also found that prompt access of investigation data will significantly reduce OPD wait times, and that the ECHO/ECG system in cardiology should be automated to improve patient satisfaction.

➤ **Provision of Medical Services:**

During the provision of medical care services to patients, two modes of communication with civility and friendliness should be used. As soon as possible, training programmes for OPD clinic staff should be implemented to address this issue in order to improve patient satisfaction levels.

➤ **Pharmacy services**

Furthermore, we can see from the data that there is a Moderate satisfaction rate in Pharmacy services since there is more waiting time, therefore designing for a Fast track system might primarily assist to reduce the waiting time in the pharmacy, allowing the OPD clinic to please its patients.

➤ **F&B/cafeteria services**

They are observed to be moderate due to its More pricing and less quality of food so to increase patient satisfaction the key area to be concentrated is increasing the Quality of food provided in the hospital and adjusting the Price of food according to Patient need.

➤ Further studies on patient satisfaction with health services should be conducted concurrently with studies on health service provider job satisfaction, as this will help to understand the concerns that cause patients to be dissatisfied with health services provided by health facilities and to solve problems accordingly.



THANK YOU