

A Study on Patient Satisfaction and Managerial Issues

By

Priyanka Maini

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management
Academic year, 2015-2017*



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer Airport

Jaipur-302029, Rajasthan

Ph: 0141 3924700, Fax: 3924738

Website: www.iihmr.edu.in

A Study on Patient Satisfaction and Managerial Issues

By

Priyanka Maini

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management
Academic year, 2015-2017*

Periwal Multispecialty Hospital, Sriganganagar, Rajasthan



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer Airport

Jaipur-302029, Rajasthan

Ph: 0141 3924700, Fax: 3924738

Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Priyanka Maini**, student of MBA in Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Periwal Nursing Home from 8th Feb 2017- 8th May 2017.

The candidate has successfully carried out the study designated 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 her future endeavors.



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



for - Dr. Goutam Sadhu
Professor and Incharge,
School of Rural Management



PERIWAL NURSING HOME

2-A-10, Sukhadia Nagar, Sri Ganganagar-335001 (Raj.)
Ph.: 2475569 (Clinic), 2485569 (Resi.)

Dr. Naresh Periwai
M.S., F.A.I.S.
CONSULTANT SURGEON
Laparoscopic Surgeon
Reg. No.: RMC/7950

Dr. Deepak Garg
Physician
& Diabetologist
Reg. No.: RMC/5940/17086

Dr. Richa Periwai
Dermatologist
& Cosmetologist
Reg. No.: RMC/27122

Dr. Aditya Periwai
Consultant Onco Surgeon
Fellowship GL & Hepatobiliary Onco Surgery
Tata Memorial Hospital
Ex. Resident Tata Memorial Hospital, Mumbai
Reg. No.: RMC/23727

Name Age Sex Date

Rx

TO WHOME IT MAY CONCERN

This is to certify that Dr. Priyanka Maini, a student of MBA in hospital and health management from Indian institute of health management and research (II HMR), Jaipur has successfully completed three months (from 8th Feb 2017 to 8th May 2017) long internship programme at this hospital. During the period of her internship programme with us, we found her punctual, sincere, hardworking and inquisitive. Her internship topic is as follow.

- Study on patient satisfaction at Periwai Nursing Home.

We wish her every success in future endeavors.

Unit Director

Naresh Periwai
Dr. Naresh Periwai



AN ISO 9001 :2008 CERTIFICATION COMPANY



दूरबीन द्वारा ऑपरेशन का एक मात्र स्थान



बेटी बचाओ - बेटी पढ़ाओ

THE IIHMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled A study on Patient Satisfaction and Managerial Issues submitted by Dr. Priyanka Maini Enrollment No. IIHMR-U/01/2015-17/0326 under the supervision of Dr. Goutam Sadhu for award of MBA in Hospital and Health Management of the University carried out during the period from 8th Feb,2017 to 8th May,2017 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 any other institute or similar institution of higher learning.


Signature

THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all the ethical issues have been considered while collecting data for my dissertation titled A study on Patient Satisfaction and Managerial Issues.



Signature

DECLARATION

I do hereby declare that I am a student of 2nd year, MBA in Hospital and Healthcare Management, IIHMR University, Jaipur, Rajasthan session 2015-2017.

I would like to state that I have made my projects under the guidance of DrNareshPeriwal at PeriwalMultispecialty Hospital, Sriganganagar(Raj) for the partial fulfillment for the degree of MBA in Hospital and Healthcare Administration.

This project work is my own and has not been submitted to any of the other Institute or University for the purpose of award of any degree or diploma.

Dr. Priyanka Maini

IIHMR University

(2015-2017)

ACKNOWLEDGMENT

No big thing in this world is achieved without the help and blessings of our well-wishers. I feel obliged to express my grateful thanks to all those people who rendered me all possible help in completion of the project.

My Institute- **Institute of Health Management Research (IIHMR)**, Jaipur deserves the foremost appreciation for providing me the opportunities to understand my capabilities. I would like to thank one and all in the IIHMR team for providing me a platform for my professional career as well as for helping me boosting up all my capabilities and making me confident enough to work for health care organization. I would like to thank **Dr. SD Gupta** (Director IIHMR, Jaipur) and **Dr. Ashok kaushik**(Dean IIHMR ,Jaipur) for their continuous support.

I acknowledge the tremendous contribution of my guide **Dr. Goutam Sadhu**(Associate Professor and Incharge, School of Rural Management) in completion of the project right from the word go.

I would like to render my sincere thanks to **PeriwalMultispeciality Hospital**, Sriganganagar for providing me the opportunity to complete my dissertation.

I convey my deep and sincere thanks to **Dr. NareshPeriwal** (Director of hospital) for devoting his valuable time for me at every point of my dissertation and guided me.

I would also whole heartedly thank the entire staff at Hospital for being so supportive and helpful and taking out some time from their hectic schedules and giving all the required information.

At the end, I am thankful to God and my heartfelt gratitude to my parents and friends who supported me throughout the course.

THANK YOU ALL

Dr. Priyanka Maini

IIHMR

(2015-2017)

ABSTRACT

A STUDY ON PATIENT SATISFACTION AND MANAGERIAL ISSUES

In Sri Ganganagar-rajasthan, Periwal Nursing Home is a recognized name in patient care. It was incepted in the year 1990. They are one of the well-known Hospitals in Sriganganagar. Backed with a vision to offer the best in patient care and equipped with technologically advanced healthcare facilities, they are one of the upcoming names in the healthcare industry. Located in , this hospital is easily accessible by various means of transport. A team of well-trained medical staff, non-medical staff and experienced clinical technicians work round-the-clock to offer various services . Their professional services make them a sought after Hospitals in Sri Ganganagar-rajasthan

OBJECTIVE

- **BROAD OBJECTIVE:** Determination of patient satisfaction level
- **SPECIFIC OBJECTIVE:**
 - To evaluate satisfaction level of patients
 - To ascertain the cause behind patient dissatisfaction
 - To make suggestions by asking patients and analyzing the data.

To make corrective recommendations for improving patient satisfaction

METHODOLOGY:

- **Study Design:** Comparative Observational
- **Study Area:** In Patient and outpatient Department of Periwal Hospital
- **Sample Size:** Total 60 patients from IPD & OPD i.e 30 from each unit have been taken. It was predetermined sample size that was used in similar kinds of study before.
- **Selection Process:** It was prospective and analytical study

Convenient random sampling was adopted to select the target group

DATA TOOLS AND TECHNIQUES:

Tools:-

- Structured questionnaire survey

- Questionnaires were administered to each patient in front of their attendants and gathered necessary information.
- Interviews were conducted
- Observation techniques were used.

Techniques:

- The analysis was done manually.

Data collection-

The data collected was primary data in which patients and their attendants were given the questionnaire which were supposed to be filled according to their experiences in the hospital.

Reasons for the study-

Whenever we think about the hospital as a system we have patient, as the most important value to the Hospital. As there are several studies carried out throughout the world about patient satisfaction, which fascinated me the most. So I got an opportunity to interact with patients directly through which I could understand their problems and know in which areas hospital needs to focus as to provide the best service to the patient.

Findings-

After doing the complete study it was found that the patient's expectation was quite aware of what they are expecting from the hospital staff. They knew very well that whatever that they are paying for they should get in the return in terms of services. In parameter, coordination parameters patient was highly dissatisfied.

Recommendation-

As seen from the study there was a gap in the expectation and the services regarding the coordination parameter, so we need to see that at which point problem is arising. Proper allocation of human resource is required.

Table of content:

S.no.	Topic	Page no
1	Organizational Profile	8
2	Introduction to the Project	17
3	Importance of study	19
4	Rationale	19
5	Problem statement	21
6	Literature review	21
7	Study design	24
8	Findings	27
9	Recommendation	54
10	Discussion and conclusion	55-56
11	Conclusion	57
12	Bibliography	58

ORGANIZATION PROFILE

INTRODUCTION

BACKGROUND

In Sri Ganganagar-rajasthan, Periwai Nursing Home is a recognized name in patient care. It was incepted in the year 1990. They are one of the well-known Hospitals in Sriganganagar. Backed with a vision to offer the best in patient care and equipped with technologically advanced healthcare facilities, they are one of the upcoming names in the healthcare industry. Located in , this hospital is easily accessible by various means of transport. A team of well-trained medical staff, non-medical staff and experienced clinical technicians work round-the-clock to offer various services . Their professional services make them a sought after Hospitals in Sri Ganganagar-rajasthan. A team of doctors on board, including specialists are equipped with the knowledge and expertise for handling various types of medical cases.

At Periwai Nursing Home in Sriganganagar, the various modes of payment accepted are Cash, Cheques. This establishment has been rated a 4.0 from a total of 0+ ratings. This listing is also listed in Hospitals, Dermatologists, General Physician Doctors. Periwai Nursing Home provide services to insured patients (who have health insurance) as well as those patients who are paying for their own treatment. The Hospital provides their 100% efforts to treat patients. They also monitor consumer satisfaction with regard to clinical care such as the approach of the doctor, examination, education on taking medication, availability of services, waiting time, and cost provided in the outpatient department. Periwai Nursing Home is a multispeciality hospital comprising of departments of general surgery, oncology, medicine, skin and cosmetology.

VISION- By putting quality, care, professionalism, teamwork and partnerships at the heart of everything, Periwai Nursing Home strive to be the most highly regarded nursing home and care provider.

MISSION- To provide ultramodern medical care to all kinds of patients at affordable cost.

Core Values(Source: Hospital Manual)

❖ Ownership

"We believe in doing whatever it takes for winning. Do it the best we can; do it the best it can be done. That is how we succeed at Periwai Nursing Home"

❖ Teamwork

Best "Outcomes" come from working together cohesively with our customers (both internal & external)

❖ Integrity

"Integrity for us means being ethically unyielding, fiercely honest and inspiring trust by saying what we mean, matching our behaviors to our words and taking responsibility for our actions."

❖ Service Excellence

"We keep the customer (internal and/or external) as the focal point of all our activities. We help customers (and business partners) achieve their needs and goals through intelligent application of our own skills, behaviors and knowledge. We deliver what we promise-and add value that goes beyond what is expected."

Hospital Profile-

LOCATION- It is located in Heart of the city, easily accessible to people from outreach areas.

AREA OF PREMISES- 40*90 sqft

AVERAGE BED OCCUPANCY- 60%

AVERAGE LENGTH OF STAY- 7 Days

REFFERAL MODE OF PATIENTS-

- Direct patients
- Consultants own patients
- Reffered by Consultant (other than the treating consultant)

Its famous because its Promoters run this hospital strictly on the lines of service industry.

Annual no. of inpatients- 6000 (2016-2017)

Daily inflow of patients- 15

No. of OT- 2

Average no. of surgeries- 4

No. of staff-

Visiting consultants	6
Total doctors in ward duties	17
Other supportive staff (clinical)	40
Other supportive staff (Non clinical)	30
Total staff- All (Inclusive of Clinical and Non clinical)	93

FACILITIES AVAILABLE AT HOSPITAL AT PRESENT ARE

- 24 Hours emergency and Casualty Department.
- Intensive care unit- with round the clock cardiac monitoring facilities connected to central nursing facility.
- Critical care unit- with facilities for Acute Respiratory care with ventilators and multi parameters monitoring connected to central nursing station with services to critical care specialty (Intensivists) round the clock.
- Dialysis Unit- For treatment of patients with chronic and acute renal failure.
- Operation Theatre- A set of two modern well equipped operation theatres with facilities for Laparoscopic surgery, Arthroscopic Surgery and image intensifier along with recovery room, Labor Room as well as well-equipped anesthesiology.
- Outpatient department- Specialized treatment in General Medicine, Diabetic Clinic, General Surgery, Obstetrics and Gynecology, Orthopedics, Cardiology, Nephrology, Surgical, Oncology etc. other super specialized services are being provided in the course.
- Nursing Unit- Qualified Professional Nurses take care of all kind of patients in General, Semi private, Private wards.
- Centralized piped gas supply for Oxygen, Compressed air and suction etc.
- Facilities of canteen, lift, ramp, Modernized communication system and medicine shop are provided in the hospital premises.

Investigation facilities-

- Radiology
- Ultrasound with colour Doppler and Echocardiography
- Pathology laboratory consisting of Clinical Pathology, Cytology, Microbiology, Biochemistry.

Periwal provides comprehensive services under one roof:

General

- ICU
- Hair Treatment
- Cosmetic Treatments
- Hair Transplant Surgery
- Laser Hair Removal=Face
- Laser Resurfacing
- Skin Disease Treatment
- Grommet Insertion
- Allergy Treatment
- Dengue Fever Treatment
- Specialty Diagnostics in Tuberculosis
- Viral Fever Treatment
- Breast Examination
- Diseases in Pregnancy
- Gall Bladder (Biliary) Stone Treatment
- Laparoscopic Surgery
- Liver Transplant
- Piles Surgery
- Piles Treatment (Non Surgical)
- Andrology
- Paediatric& Female Urology
- Uro=Oncology

- Dandruff Treatment
- Erectile Dysfunction Treatment
- Female Sexual Problems
- Hair Loss Treatment
- Diabetes Management
- Uncontrolled Diabetes
- Breast Cancer Treatment
- Cancer Screening (Preventive)
- Oncosurgeon
- Oral Cancer
- Throat Cancer
- Cardiac Sciences (Interventional Cardiology & Cardiac Surgery)
- Orthopedics (Joints Replacement, Spine & Trauma)
- Aesthetic & Reconstruction Surgery
- Gastroenterology
- Minimal Access Surgery & Bariatric Surgery
- General Surgery
- Nephrology with Dialysis
- Kidney Transplant

❖ *Other Specialties:*

- ENT & Cochlear Implant
- Obstetrics & Gynecology
- Internal Medicine
- Pain Management

- Audiology
- Dermatology
- Dental & Maxillo Facial Surgery
- Ophthalmology
- Psychiatry
- Preventive Health Checks

OBSERVATIONAL LEARNING-

- Clinical Services

✓ OPD Department

Periwal has one centralized OPD.

Functions-

Offers a complete facility of healthcare to the individual of all ages

Quality Indicators

- Patient's seen within scheduled appointment time
- Turnover time between two patients
- Patient's Satisfaction

Shortcomings Observed

- Poor maintenance of Flow of Patients
- High Waiting Time

✓ **OT DEPARTMENT**

Periwal hospital has two OT's namely OT complex one and OT complex two on the First floor of the Hospital.

Functions

OT is committed to provide the highest standards of surgical care to the patients

Scope and Complexity of Services

- Cardiac
- Neurology
- Ophthalmology
- ENT
- Gynecology
- Plastic surgery
- Orthopedics
- Micro disc
- Laproscopies
- Transplant
- Oncological and other general surgeries

Days and hours of operations:

The OT department is functional from 8:00 am to 5:00 pm, six days a week.

Quality Indicators

- Percentage modification of anesthesia plan
- Percentage of unplanned ventilation following anesthesia
- Percentage of unplanned returns to OT
- Percentage of rescheduling of surgeries
- Anesthesia related mortality rate

✓ **INTENSIVE CARE UNIT**

An intensive care unit is a specialty staffed, separately equipped and self-contained action of the hospital for the management of patients with life threatening or potentially life threatening clinical conditions.

Quality Indicators

- Return to ICU within 48 hrs.
- Re-intubation rate
- ICU utilization

✓ **RADIOLOGY DEPARTMENT**

Functions:

- Provides complete diagnostic and imaging services of high quality and minimum error.
- Has developed standard operating procedures(SOP)
- Has established goals, objectives and standards of performance that are consistent with both the hospital's philosophy of patient care and practice of professional service delivery and match international standards.

✓ **Services provided:**

1. Common X-rays
2. Fluoroscopy
3. Ultrasound
4. Colour Doppler
5. CT Unit
6. Ultrasound and CT guided invasive procedures
7. ECHO Cardiography

INTRODUCTION TO THE PROJECT

A STUDY ON PATIENT SATISFACTION AND MANAGERIAL ISSUES

BACKGROUND

Patient satisfaction can be defined as fulfillment or meeting of expectation of person from service or product. When a patient comes to a hospital he has a pre-set image of various aspects of the hospital as per the reputation and cost involved. Patient oriented service is the core value of healthcare business. Today hospitals not only provide medical care but also need to pay attention towards the issue of increasing patient satisfaction. It is very important for the hospitals to know how to measure service attributes from patient perspective in order to better understand their needs hence satisfy. Therefore managers should be able to think from patient's point of view i.e. to listen to the voice of customer (VOC) in order to remain competitive in business and hence to grow. So by continually and dynamically adopting methodologies corresponding to the patients' requirements, the organization will become capable to develop and maintain long term relationships.

In the competitive world of healthcare sector success depends on providing a great quality service to patients. The facilities that are available in hospitals play a decisive role in improving the quality of services. In the developing countries, the hospital service needs both qualitative and quantitative improvements. In India increasing number of hospitals, face extremely competitive environments and that created an importance in branding. Hospital brand image can increase patient loyalty directly and improve patient satisfaction through enhancing service quality, which in turn increases the revisit intention of patients. Many previous studies have developed and applied patient satisfaction as a quality improvement tool for healthcare providers. Following increased level of competition and the emphasis on consumerism, patient satisfaction has become an important measurement for monitoring healthcare performance of health plans. This measurement has developed along with a new feature: the patient perspective of quality of care.

Patient satisfaction is determined by expectations and perceptions. Expectations are before being inside hospital and perceptions are after coming out of the hospital. With regards to healthcare delivery system majority of customer awareness of hospital are constituted by perception of patients. It determines the patient's preferences and reputation of the hospital.

Various dimension of patient satisfaction have been identified, ranging from admission to discharge services, as well as from medical care to interpersonal communication. Well-recognized criteria include responsiveness, communication, attitude, clinical skill, confronting skill, amenities, food services, etc. it has also been reported that the interpersonal and technical skills of healthcare provider are two unique dimensions involved in patient measurement of hospital care.

Measurement of patient satisfaction with services provided by the concerned hospital is important from two angles. Firstly, patients constitute hospitals' direct clientele. Thus, overall satisfaction of the patient is an important aspect of the service itself, apart from other dimensions like technical quality of medical care, effectiveness of treatment etc. Secondly, patient satisfaction provides an indirect measure of the other dimensions as well.

Patient satisfaction is often defined as a measurement that obtains ratings from the patients about the services received from an organization, hospital or healthcare provider. Patient satisfaction emerges as a critical outcome of medical care due to increasing emphasis on patients as customers of the services in the healthcare market. The quality of patient care is essentially determined by the quality of infrastructure, quality of training, competence of personnel, and efficiency of the operational system.

Consequently measurement of the patient satisfaction and service quality has become very important for the provider.

Patient satisfaction at different interactive positions

Reception

Outdoor department

Emergency

Indoor patient department

Various parameters to judge IPD services

- Quietness
- Sense of privacy
- General cleanliness
- Housekeeping
- Safety and security
- Food services
- Promptness in giving treatment
- Routine consultation's visit
- Nursing care

IMPORTANCE OF STUDY

Improving the quality of patient care in hospitals is vital and necessary activity to provide assessable healthcare facilities to those patients who cannot afford to spend much on health. Patients report they receive less individual attention than ever before. They complain that doctors and nurses are too busy tending to the technical aspects of care to provide the much needed attention to patients' personal needs.

More recent development in the medical environment have prompted the healthcare perfusion to recognize patients as valuable customers and ultimate beneficiary.

Patient satisfaction is an important as other clinical health measures and is a primary means of measuring for effectiveness of health care delivery.

Most important reason to conduct patient satisfaction surveys:

- They provide the ability to identify and resolve potential problems before they become serious.
- They can also be used to assess and measure specific initiatives or changes in service delivery.
- They can identify those operations and procedures that require better explanation to patients.
- Most importantly, they can increase patient loyalty by demonstrating you care about their perceptions and are looking for ways to improve.

RATIONALE

Patient satisfaction should be done to overcome the gap between what is being expected and what is being delivered from healthcare. In this modern scenario of quality of health services dissatisfaction is being increasing in the many service areas of hospital inspite of all possible efforts done by doctors and staff.

This study measure service quality from the patients' point of view and identify service performance that patients find satisfactory. In addition, categorizing these service attributes enables us to gain profound insight into the relationship between service performance and identify service performance that patient find satisfactory.. Quality function deployment can translate customer requirements (the gaps identified) into corresponding solutions, improve the communication of patients' wants throughout the organization.

Customer being the king, the hospital will have to have its focus on customer satisfaction for its survival. Though it is among the few renowned hospital in the city but it will be on the verge of facing completion with other upcoming hospitals.

PROFILE OF THE STUDY

PROBLEM STATEMENT

1. What are the causes for dissatisfaction of patients in hospital?
2. What are the expectations of patients from hospital?

LITERATURE REVIEW

- Sharma and Chahal (1999) had done a study of patient satisfaction in outdoor services of private health care facilities. They had done a survey to understand the extent of patient satisfaction with diagnostic services. They have constructed a special instrument for measuring patient satisfaction. The instrument captures the behavior of doctors and medical assistants, quality of administration, and atmospherics. The role of graphic characters like gender, occupation, education and income is also considered. Based on their findings, they also suggested strategic actions for meeting the needs of the patients of private health care sector more effectively. In their study provided suggestions like becoming more friendly and understanding to the problems of patients, maintain cleanliness in the units, both internally and externally, providing regular report about the attitude of the patients with regard to the employees and adopting patient-oriented policies and procedures.
- 2003- Dr R gupta
Comparative evaluation of patient satisfaction of IPDs of two units of O & G dept. of GGH, Jamnagar.
The study was done at MeghjiPethraj shah Medical college JAMNAGAR to find the patient satisfaction level in the given two O & G units of GGH hospitals.
- 2002- Dr Karan singh Ola
A comparative sample study patient satisfaction of IPDs at BDK hospital junjhunn and saraswajanic Hospital Pilani,- Rajasthan
The study was done to find the patients satisfaction level in the given two hospitals.
- Sharma and Chahal (2003) stated that due to increased awareness among the people patient satisfaction had become very important for the hospitals. The author examined the factors related to patient satisfaction in government outpatient services in India. They said that there are four basic components which had impact on the patient satisfaction namely, behavior of doctors, behavior of medical assistants, quality of of atmosphere and quality of administration. They also provided strategic actions necessary for meeting the needs of patients of the government healthcare sector in developing countries.

- **T Sreenivas and Nethi Suresh Babu, AN APPRAISAL OF QUALITY OF SERVICES IN URBAN HOSPITALS**, A hospital is an institution of healthcare providing treatment with specialized staff and equipment, but not always providing for long term patient stay. Today hospitals are centers of professional healthcare provided by physicians and nurses. Hospitals are usually funded by the state, health organizations, health insurances or charities, including direct charitable donations. The important goals of hospitals are to deliver high quality health services and to respond to the needs of the patients. Patient satisfaction is one of the most sensitive indicators of the quality of their services. The concept of patient satisfaction has encouraged the adoption of marketing culture in service sector including health care services.

- 2002- Bhattacharya Sharmishtha

Ascertaining the patients perception of the most important quality parameters that will help excel quality of care provided by the organization. The actual gap between what is being expected and what is being delivered from the customers perspective was reflected clearly in the findings.

- According to a report by state institute of health and family welfare, Rajasthan, Jaipur, for a health care organization to be successful, monitoring customer's perceptions is a simple but important strategy to assess and improve their performance. Assessment of patient satisfaction is required to help improve health system performance and promote better governance of the hospital services. Although most patients are generally satisfied with their service experience, they may not be uniformly satisfied with all the aspects of care they receive.

Responses of In-patients:

Interview was taken from those in patients who were discharged after treatment or who had admitted for at least 24 hours. For Project Facilities easy accessibility (40.9%) and low expenses (44.8%) were the prime reasons cited by the in-patients. similar reasons were given for the Non Project Facilities also. Low expenses were the main reason given by respondents of Project Facilities across education, gender and income status (BPL- 51.9%) More patients were able to locate the registration counter in project facilities (96.7%). Availability of staff at the registration counter has been reported almost 100% across region and various demographic characteristics (age, gender, caste, education and income) in Project Facilities. 53.4% of the in-patients of the project facilities rated the behavior as 'good', 25.5% as 'fair' and 20.4% as 'excellent'.

- Thompson (2005) in his study had shown that consumers often misjudge their health risks owing to a number of well-documented cognitive biases. These studies assume that consumers have trust in the expert systems that culturally define safe and risky behaviors. Consequently, this research stream does not address choice situations where consumers have reflexive doubts toward prevailing expert risk assessments and gravitate toward alternative model of risk reductions. This study explores how health risk perceptions are culturally constructed in the natural child birth community, internalized by consumers as a compelling structure of feeling, and enacted through choices that intentionally run counter to orthodox medical risk management norms.
- Another study done by Raman Shrama, Meenakshi Sharma “The patient satisfaction study in a multispecialty tertiary level hospital, PGIMER, Chandigarh, India” A cross sectional study was conducted to assess the patient satisfaction level visiting the hospital with the objectives to know the behavior and clinical care by the clinicians and para medical staff and in terms of amenities available. It was found that average time spent by respondents for registration was 33.20 minutes. The overall satisfaction regarding the doctor-patient professional and behavioral communication was more than 80 percent at almost all the levels of health care facilities.in total 55% of respondents opined that doctors have shown little interest to listen to their problem while 2/3 opined that doctors used medical and technical terms to explain their illness and its consequences.
- A study done by Sharma, J.K Narang says Patients’ perception is significant as it impacts their ‘health seeking behavior’ including utilization of services, seeks involvement in issues directly related to them, enables the service provider to meet their expectation better, and provides relevant information to the policy makers to improve the quality.
- 1998-Agarwal Meenakshi

To study the level of patient satisfaction at SDMH hospital at selected IPDs and selected OPDs. The finding was that 81% visting medicine OPD favored to recommend the hospital in comparison to Gynaec OPD.

- **Pawankumar Sharma, ShaikAkhtar Ahmed, Manisha Bhatia, Health care services in Punjab:** A Findings of patient satisfaction survey

Both outdoor patients and indoor patients found the location of the hospitals. Accessible, diagnostic facilities in order and quality of medical care satisfactory. There were of course, some difficulties faced in respect of availability of medicines from within the hospitals, delay in obtaining the reports of diagnostic tests. Many of the identified areas for quality improvement are related to the time factor and non-availability of medicines at the hospitals. The escalating

costs involved in the purchase of medicines from the market emerged as a cause of worry for every patient.

AIM: To find out satisfaction level of patients and causes behind patient dissatisfaction

OBJECTIVE

- **BROAD OBJECTIVE:** Determination of patient satisfaction level
- **SPECIFIC OBJECTIVE:**
 - To evaluate satisfaction level of patients
 - To ascertain the cause behind patient dissatisfaction
 - To make suggestions by asking patients and analyzing the data.
 - To make corrective recommendations for improving patient satisfaction.

Data collected would be basis for the discussion and the recommendations made will form the basis of future planning.

METHODOLOGY:

- **Study Design:** Comparative Observational
- **Study Area:** In Patient and outpatient Department of Periwal Hospital
- **Sample Size:** Total 60 patients from IPD & OPD i.e 30 from each unit have been taken.
- **Selection Process:** It was prospective and analytical study
Convenient random sampling was adopted to select the target group.

DATA TOOLS AND TECHNIQUES:

Tools:-

- Structured questionnaire survey
 - Questionnaires were administered to each patient in front of their attendants and gathered necessary information.
- Interviews were conducted
- Observation techniques were used.

Techniques:

- The analysis was done manually.

LIMITATIONS:

- Time constraint.
- Filling up of the questionnaire is subjective as it depends on the patient mood and his willingness to fill up the questionnaire.

FINDINGS

Findings and Analysis

The study on patient satisfaction in Periwalhospital was conducted by circulation of pre-structured questionnaire among 100 patients and relatives of wards. The question asked were about the process of patient getting admitted, their reception in the ward, room preparation, behavior of doctors, nurses, food services, accessibility experience, diagnostic experience, support service, chemist and discharge experience etc.

The questions were given scale from satisfactory to not applicable for uniformity of comparison. For not applicable scale was 4, 3 for above satisfactory, 2 and 1 for satisfactory and below satisfactory respectively. There was one black column about their opinion of some additional problems and suggestions for improvement services.

The study was only confined to negative comments as there were chances of improving the service rendered to the patients. The positive comments were left behind as there was no problem with that. Of course, this implies that the expectations of the patient were met with.

FINDINGS

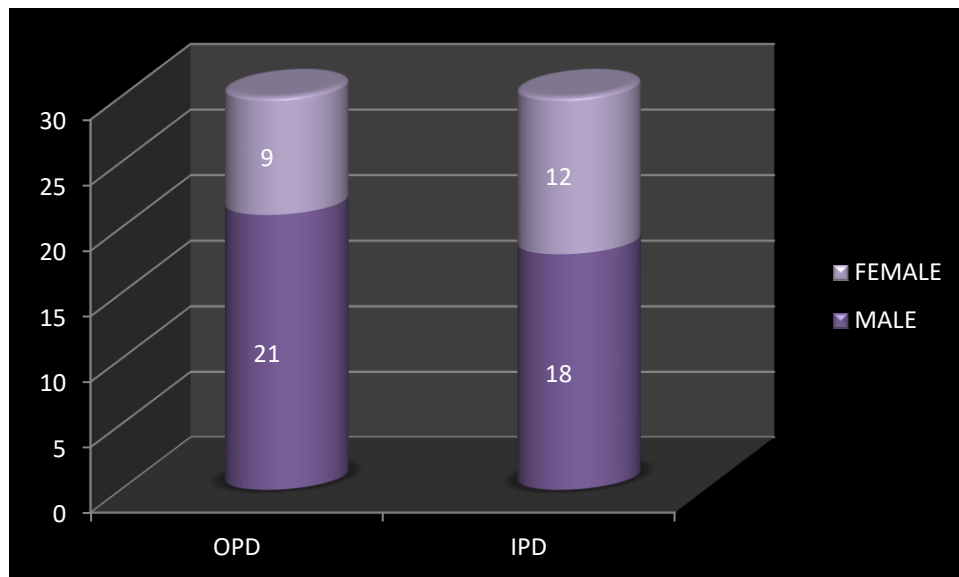
BOTH FOR IPD AND OPD

60 patients were interviewed from IPD & OPD i.e. 30 each from IPD & OPD.

These were the following responses for different set of questions-

Demographic Profile

Sex Wise Distribution For Male And Female Patient Interviewed



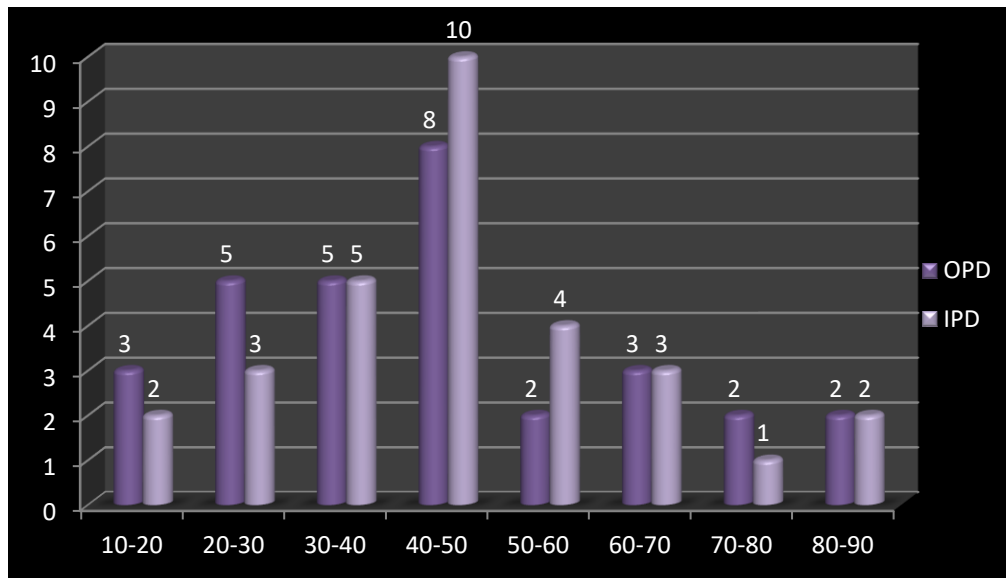
As per studies in OPD males 21 & females 9, in IPD males 18 & females 12.

Background Of The Patient Interviewed



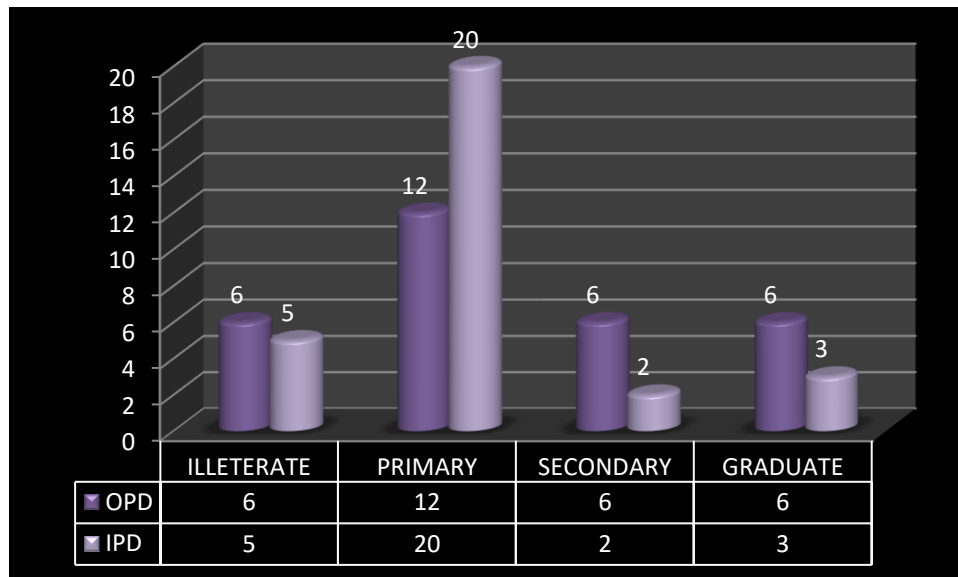
As per the study in OPD rural 8, Urban are 22 and in IPD rural 10, urban 20.

Age Group Of Patients Interviewed



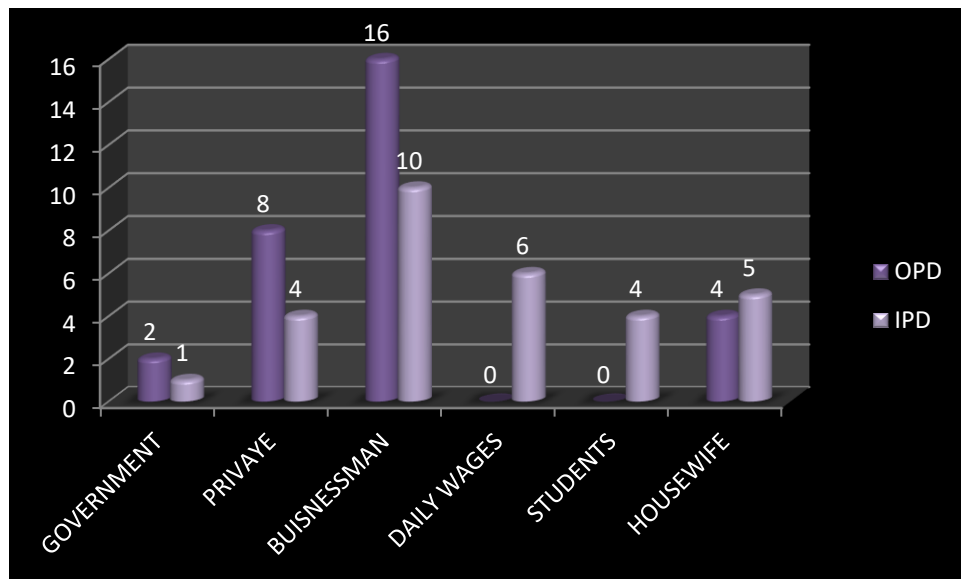
The patients have been distributed into the age groups of 0-90. There are maximum patients in the age group 40-50 & minimum in the age group 80-90.

Educational Level Of Patient Interviewed



As per the study, maximum patients were educated at primary level and minimum patients were educated at graduate level.

Occupation Of Patients Interviewed

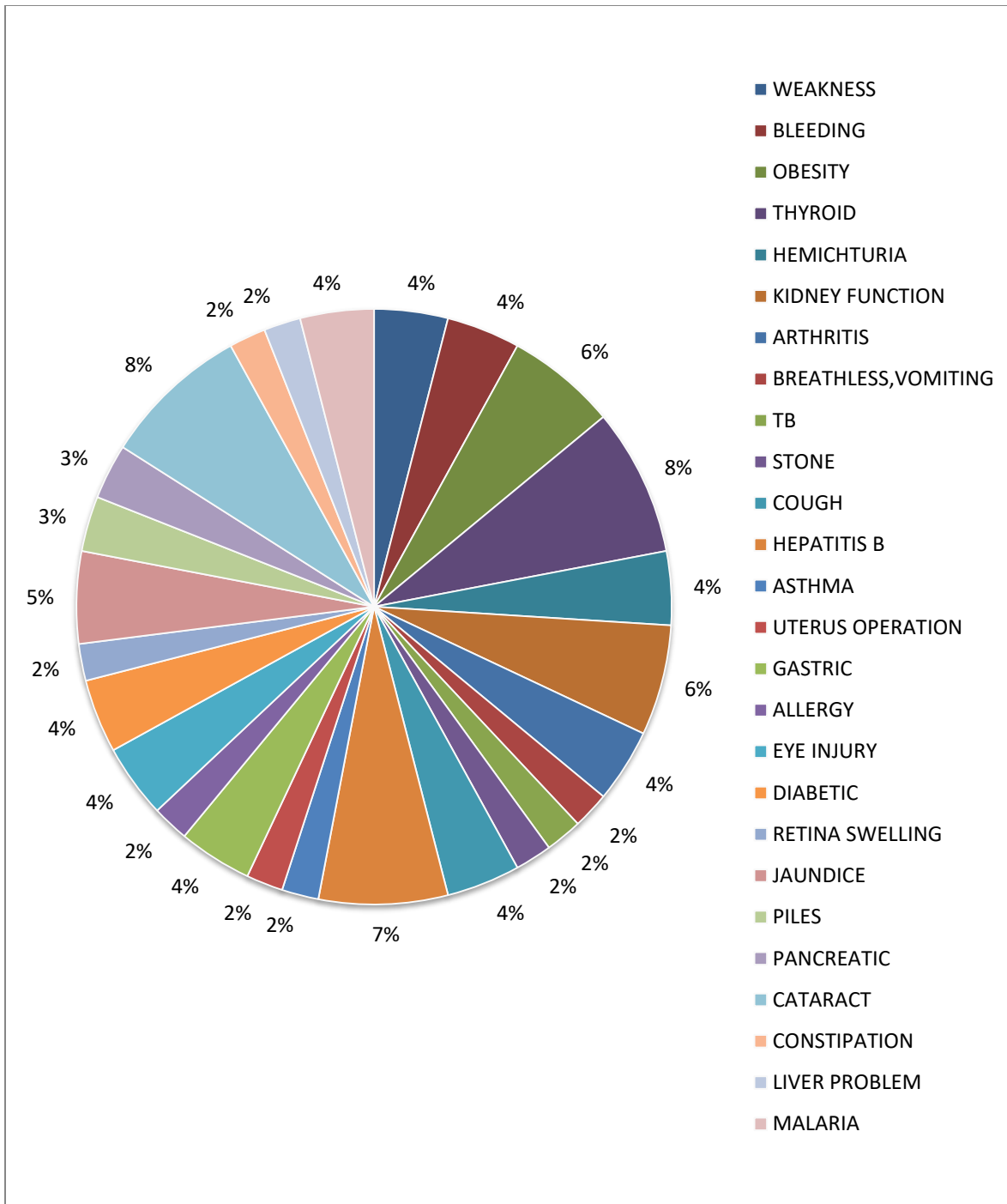


As per the occupation status in OPD Govt employees 2, from private jobs-8, business person-16, daily wage worker- 0, students- 0, housewives-4

In IPD the occupation status is Govt employees-1, from private jobs-4, businessman-10, Daily wage worker-6, Students-4, housewives-5

Therefore in OPD we see that maximum patients are from business class and minimum are daily wage workers and students. In IPD maximum are from business class and minimum are employees from Govt sector.

Diseases profile of patient interviewed

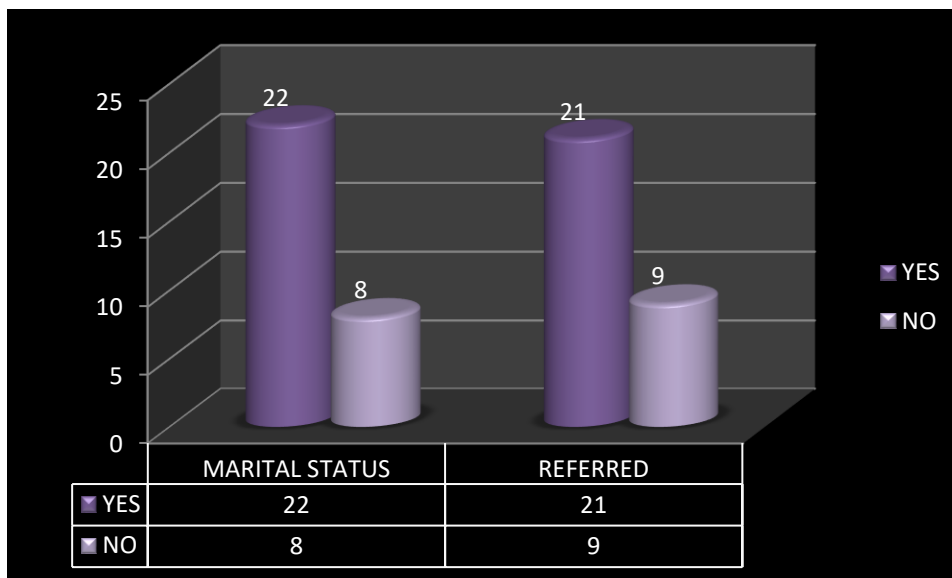


Diseases profile of patient interviewed

WEAKNESS	4%
BLEEDING	4%
OBESITY	6%
THYROID	8%
HEMICHTURIA	4%
KIDNEY FUNCTION	6%
ARTHRITIS	4%
BREATHLESS,VOMITING	2%
TB	2%
STONE	2%
COUGH	4%
HEPATITIS B	7%
ASTHMA	2%
UTERUS OPERATION	2%
GASTRIC	4%
ALLERGY	2%
EYE INJURY	4%
DIABETIC	4%
RETINA SWELLING	2%
JAUNDICE	5%
PILES	3%
PANCREATIC	3%
CATARACT	8%
CONSTIPATION	2%
LIVER PROBLEM	2%
MALARIA	4%
	100%

OPD

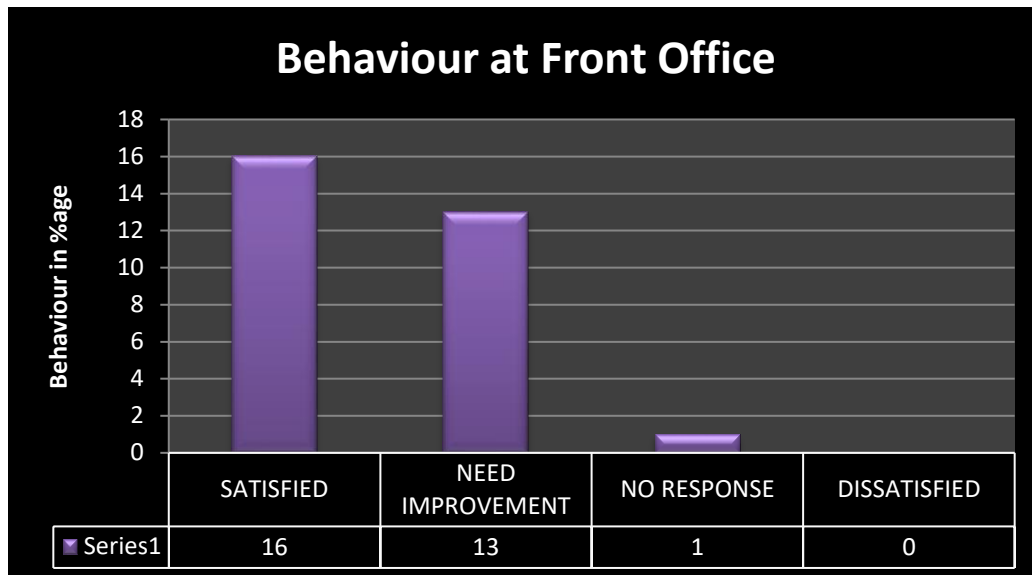
Information about marital status & Referral mode of interviewed patient



In OPD 22 patients are married & 8 patients are unmarried. 21 patients are referred and 9 patients are not referred.

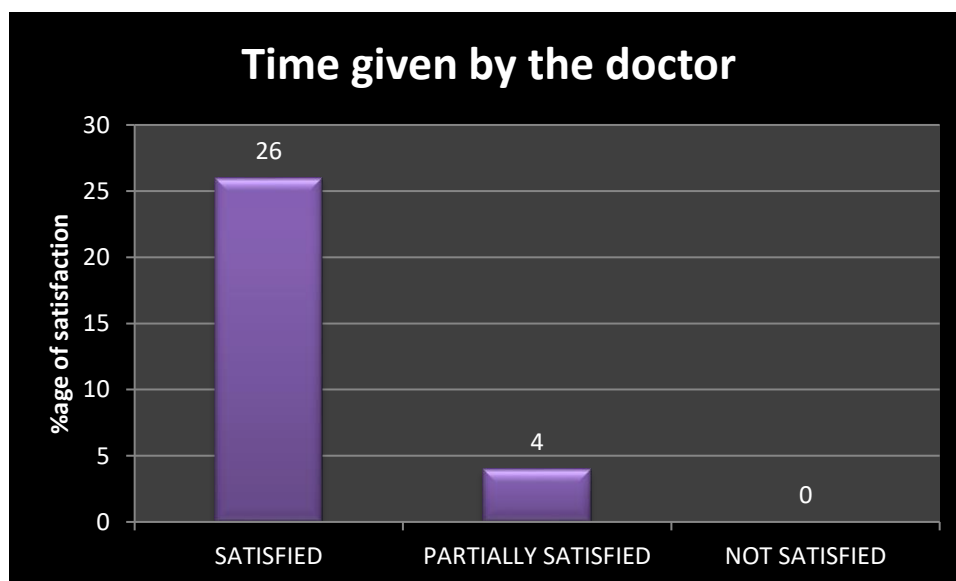
The following set of information was based on the basis of structured questionnaire given to patients of IPD & OPD both.

Questions based on OPD

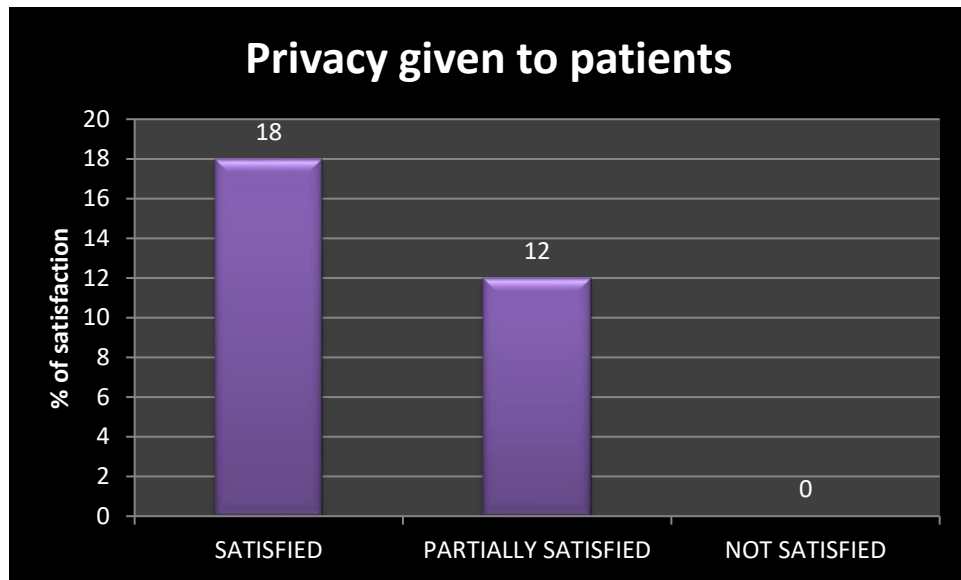


0 are satisfied with behavior at front office, 1 said it needs improvement, 13 did not give any response to the questions, 16 are dissatisfied.

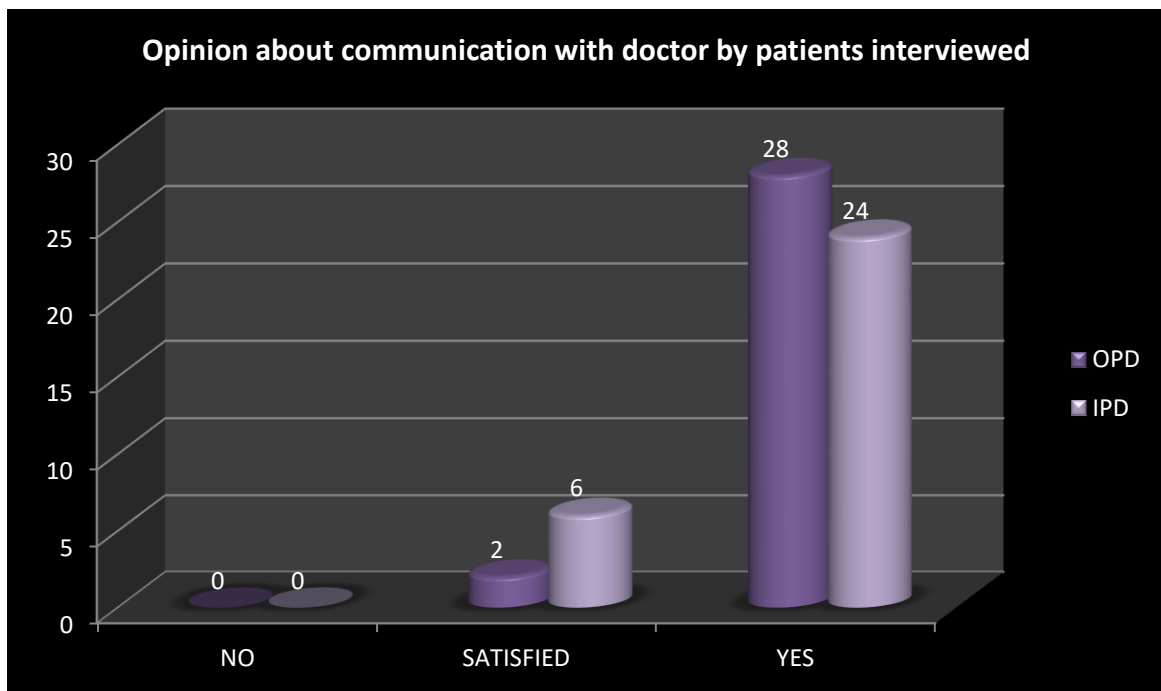
Opinion about doctor's behavior by patients interviewed



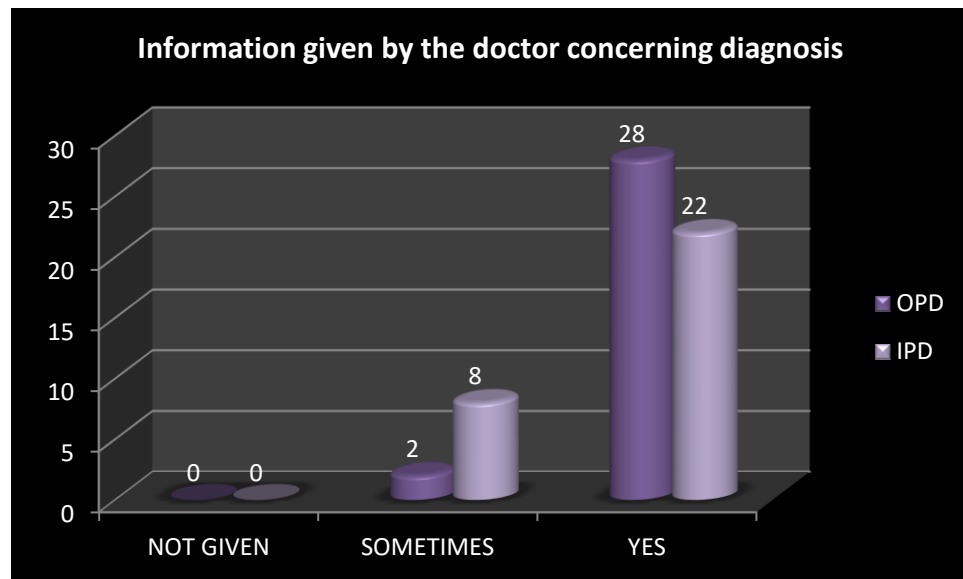
26 are satisfied by the time given by doctor for consulting, 4 are unsatisfied and 0 dissatisfied.



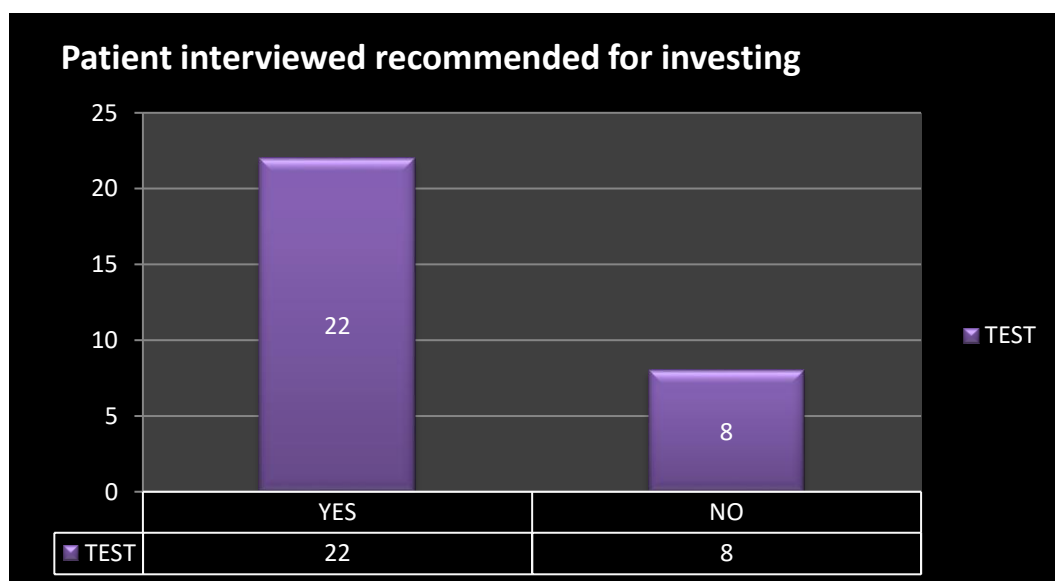
18 are satisfied with privacy maintained, 12 are partially satisfied and 0 dissatisfied.

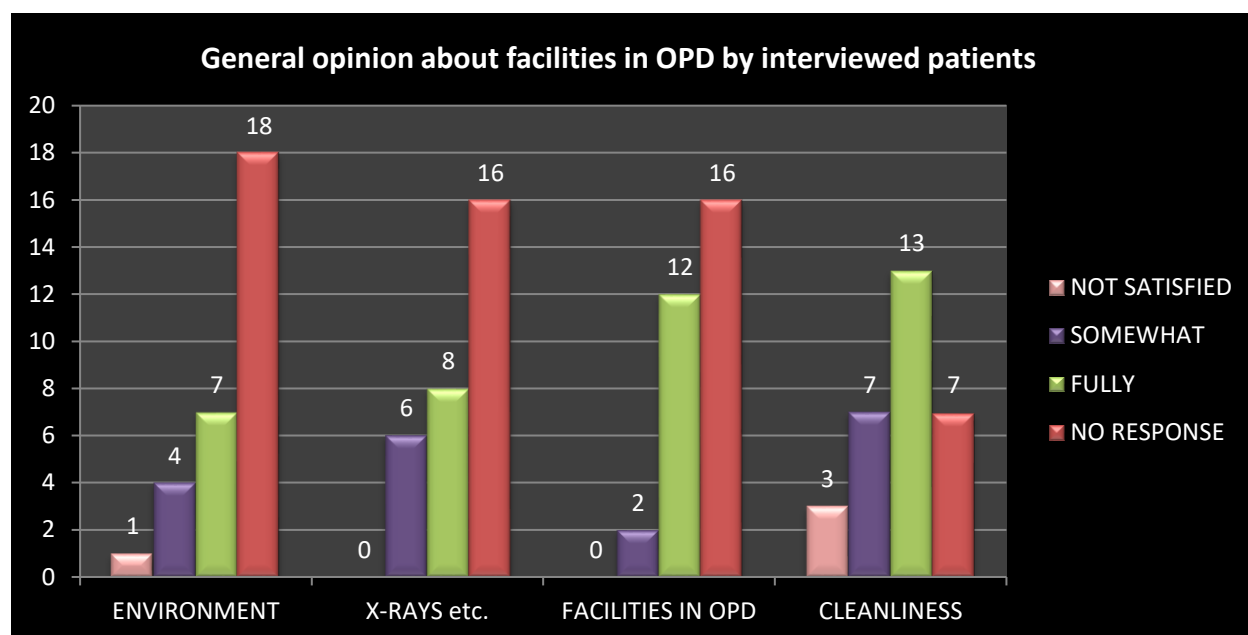


COMMUNICATION WITH DOCTOR	NO	SATISFIED	YES
OPD	0	2	28
IPD	0	6	24



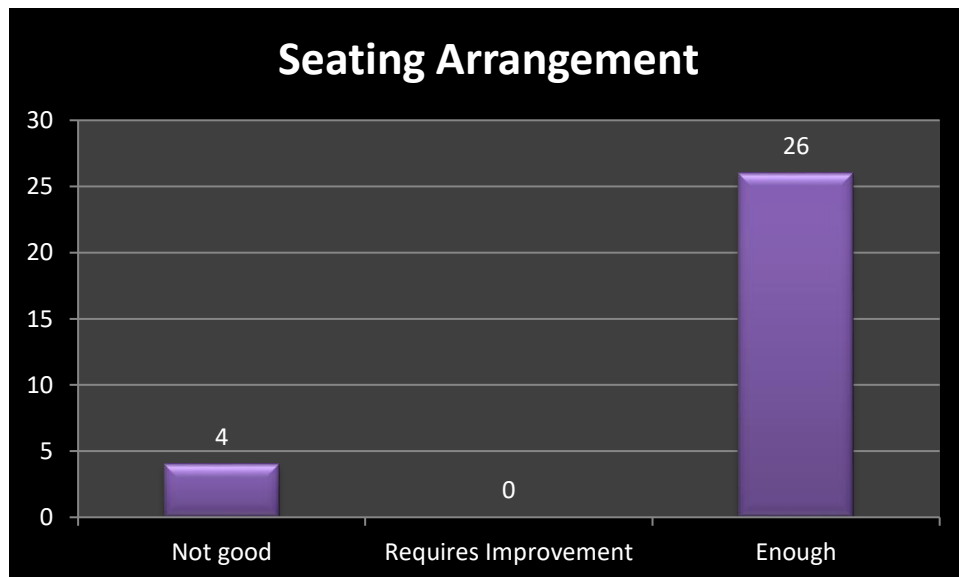
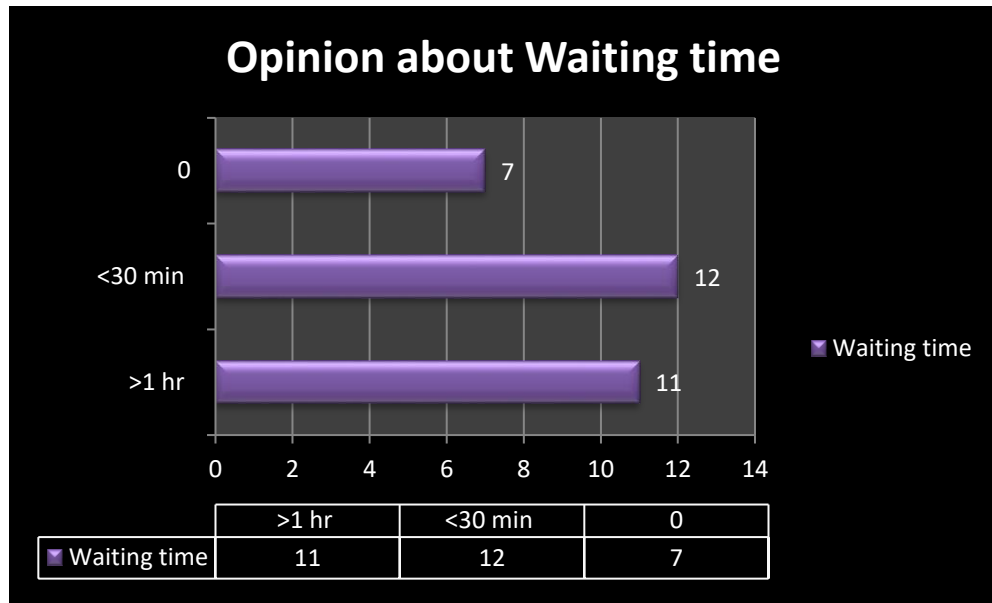
Information given by doctor	Not given	Sometimes	Yes
OPD	0	2	28
IPD	0	8	22





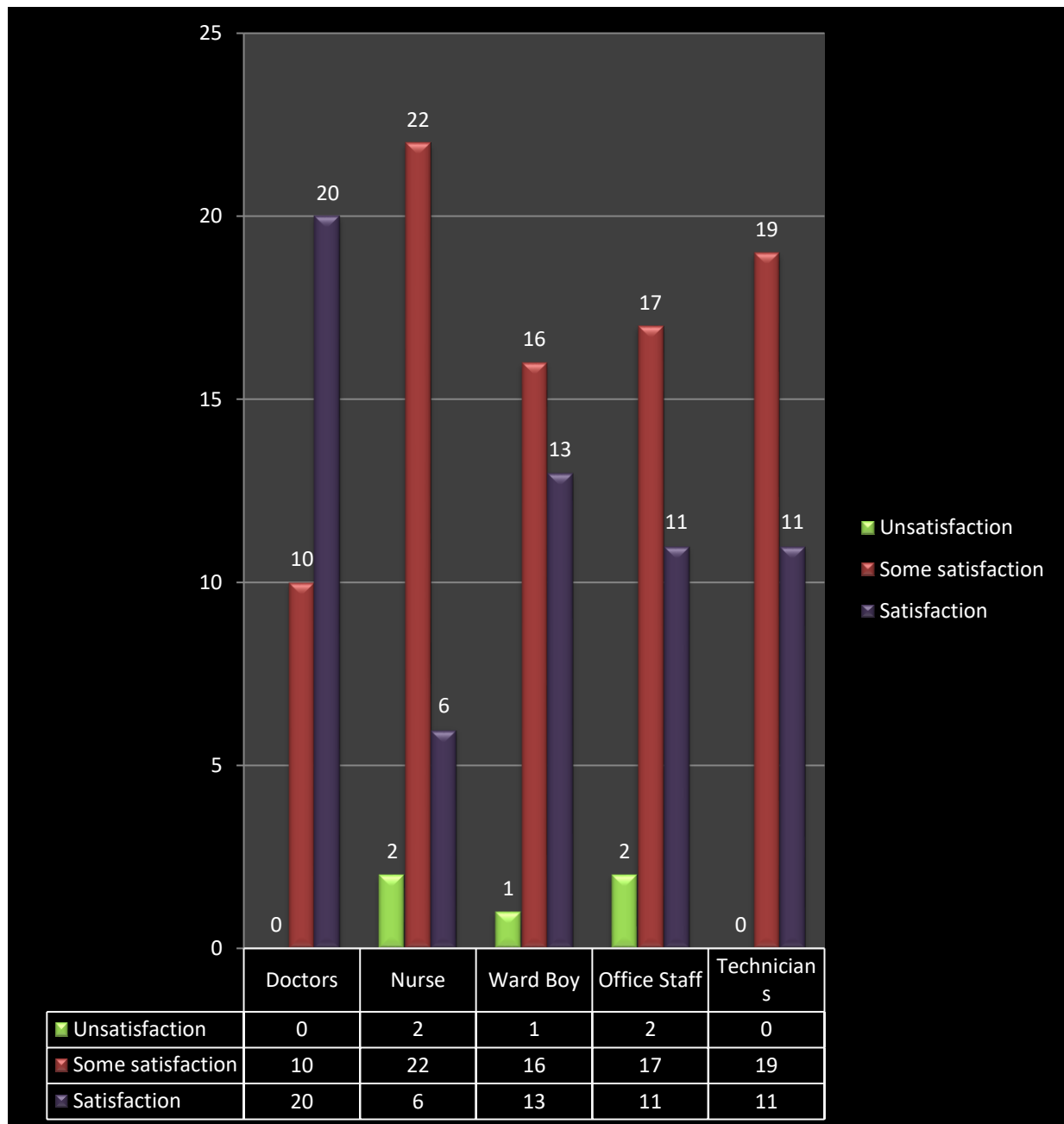
	ENVIRONMENT	X-RAYS etc	FACILITIES IN OPD	CLEANLINESS
NOT SATISFIED	1	0	0	3
SOMEWHAT	4	5	2	7
FULLY	7	7	12	13
NO RESPONSE	18	18	16	7

About OPD

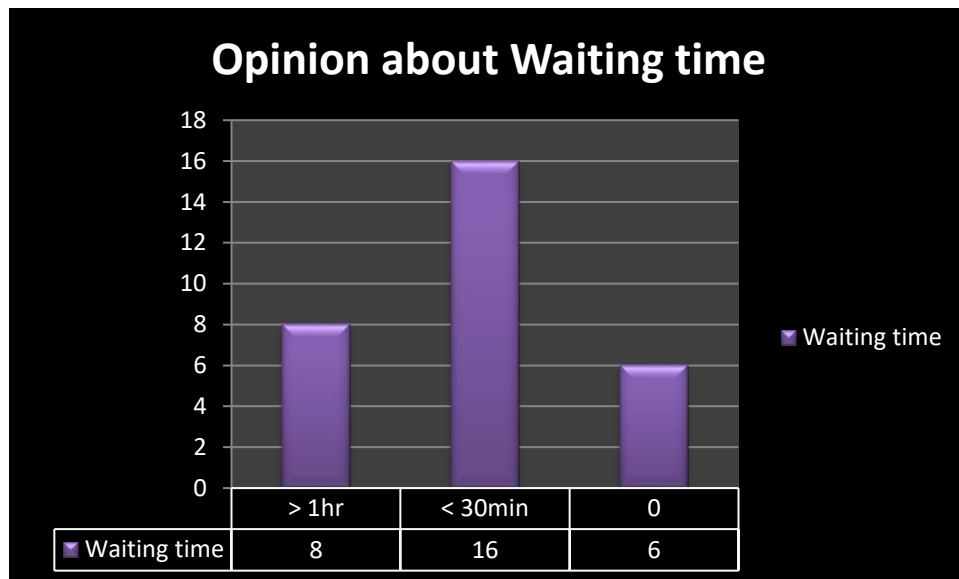


General Questions from Patient about Staff

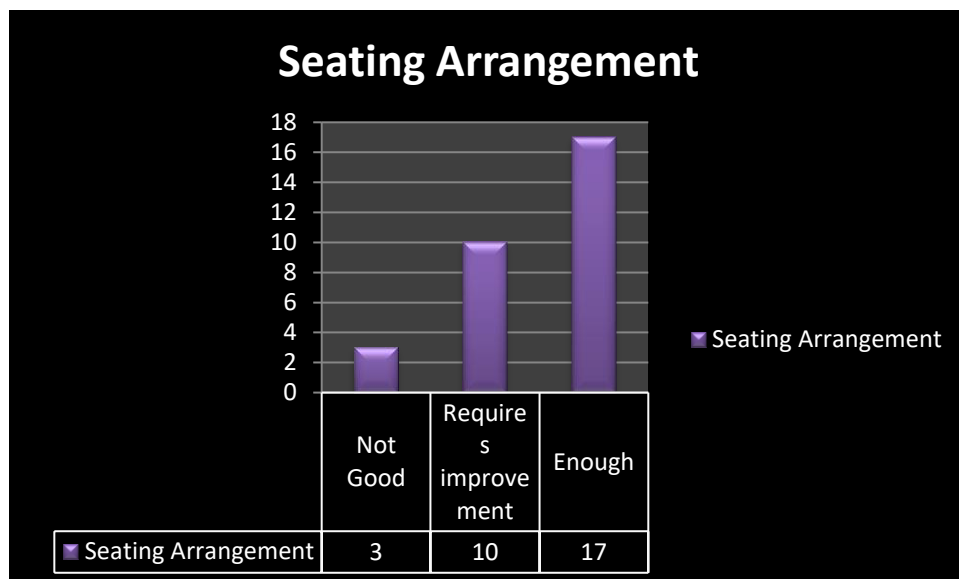
QUESTIONS RELATED TO IPD



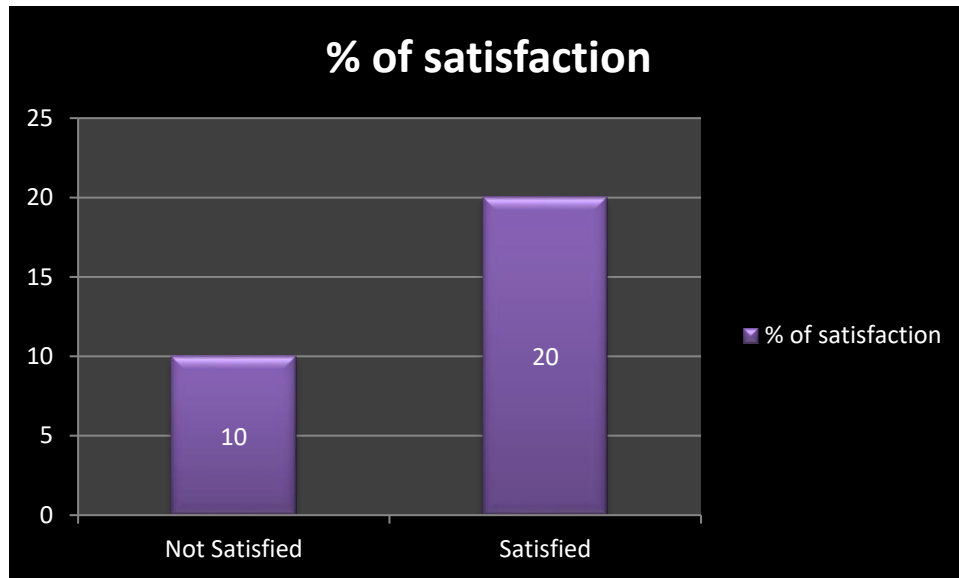
About IPD



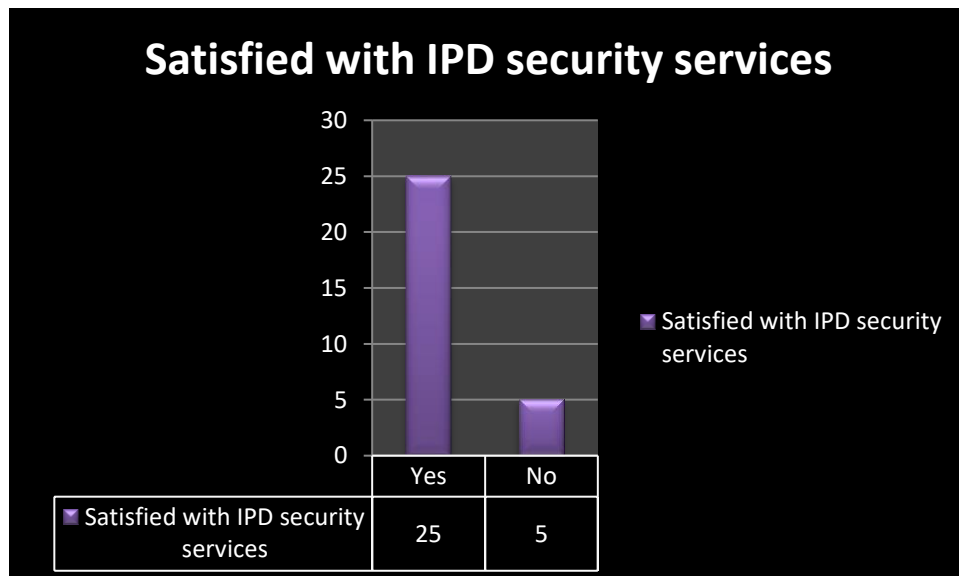
Seating Arrangement



Interviewed Patients satisfied by IPD charges

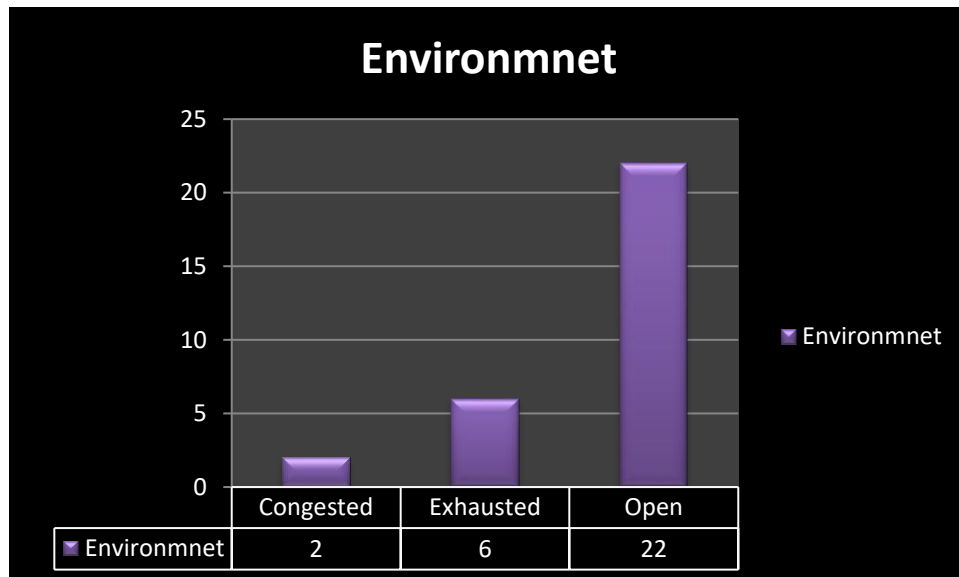


Satisfied with IPD security services



IPD

Opinion about environment of IPD



On the basis of interaction with Director, these were the following findings

AVERAGE LENGTH OF STAY- 7 daily

AVERAGE BED OCCUPANCY- 60%

LOCATION – It is located near city center which is accessible to people from outreach areas.

REFFERAL MODE OF PATIENTS-

- Direct patients
- Consultants own patients
- Referred by consultants (other than the treating consultants)

Its famous because its promoters run this hospital strictly on the lines of service industry.

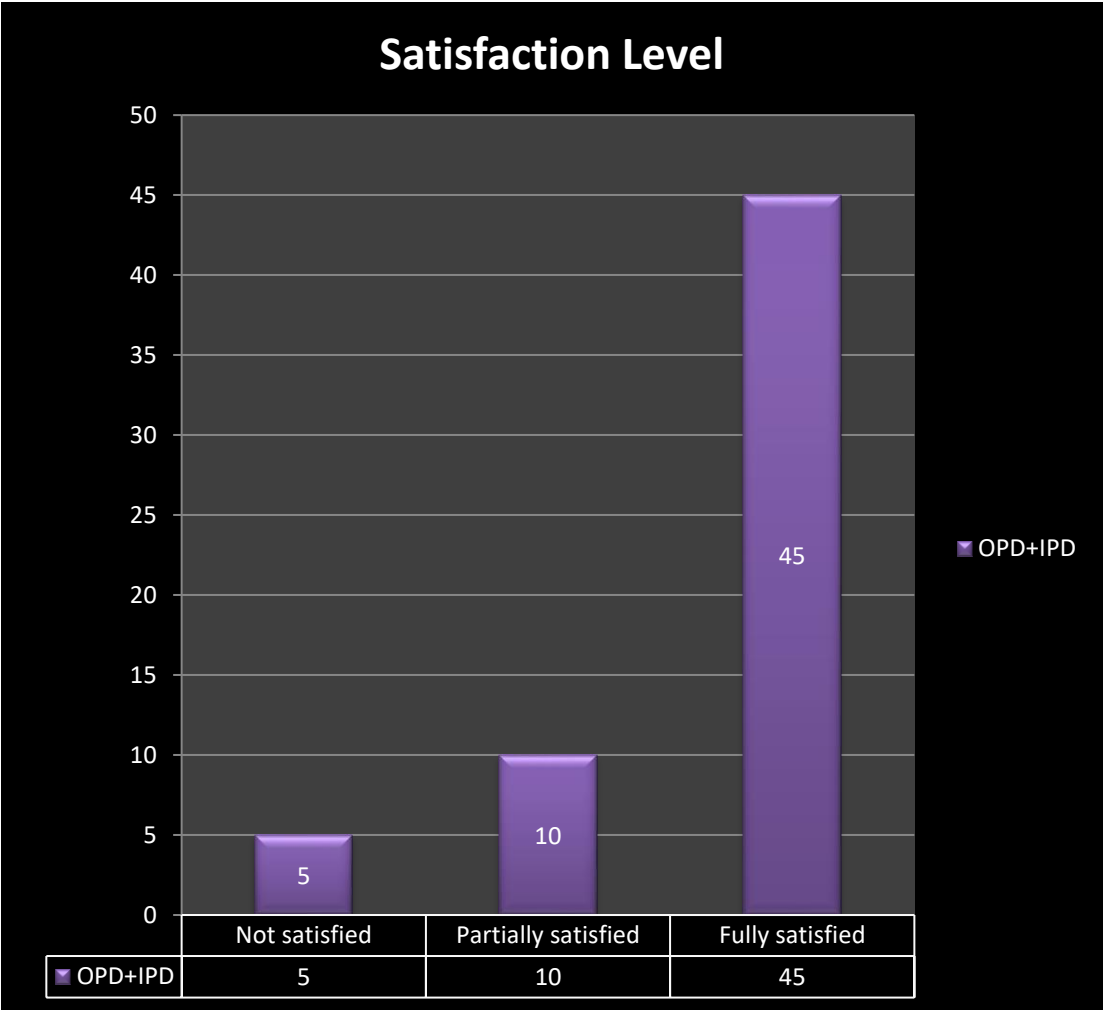
Daily average patients- 15

No. of OT -2

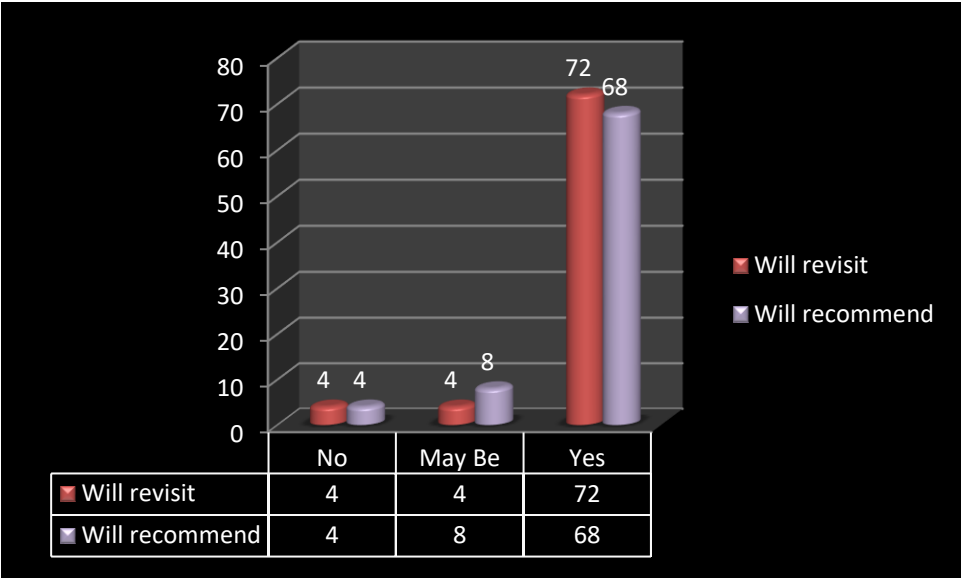
Average number of surgeries per day- 4

Satisfaction level of patient interviewed

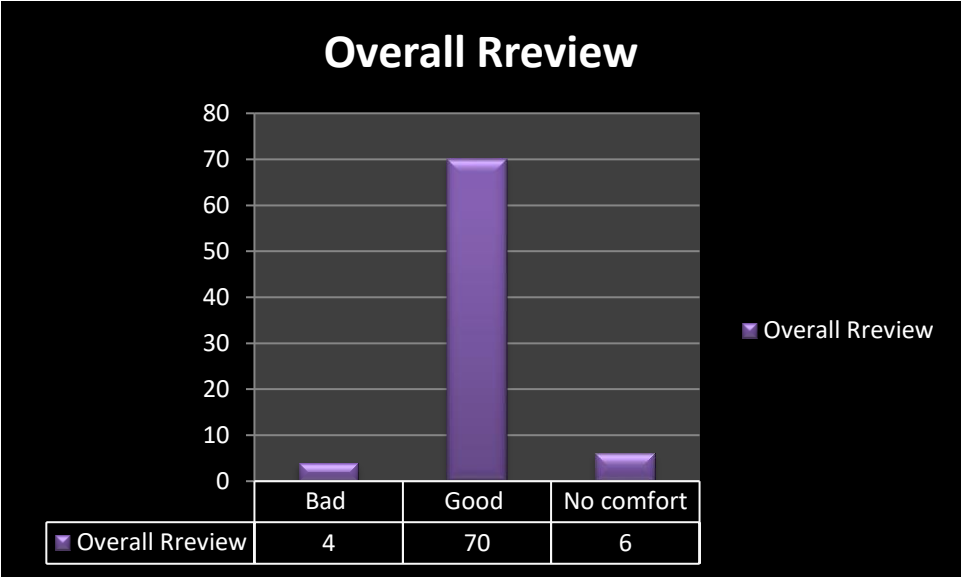
SATISFACTION LEVEL



Opinion of patients interviewed whether they will recommend the hospital and revisit



Overall review of the patient



Since it is Comparative Study, so I compared my survey with surveys of two other hospitals of India. My first comparison was with Fortis, Delhi

1. **TO STUDY PATIENT EXPERIENCE OF THE OUTDOOR AS WELL AS THE INDOOR PATIENTS AT FORTIS, DELHI**

- **STUDY AREA** – In-Patient Department and out-patient department of Fortis, Delhi.
- **STUDY PERIOD**- 15th February- 15th May, 2017.
- **STUDY POPULATION** – Patients admitted in the In-patient Department and in the out-patient department
- **SAMPLE SIZE – 400**
200patients in IPD + 200 patients in OPD
- **DATA COLLECTION** – Observation and Interview method
- **DATA ANALYSIS** – Using Microsoft Excel

SCALE OF RATING RESPONSES

- **4** = Very Good
- **3** = Good
- **2** = Average
- **1** = Poor
- **0** = No Response

S. NO.	BEHAVIOUR OF THE FORTIS TEAM (IPD)	SCALE & NO. OF RESPONSES						Average
		4	3	2	1	0	Total	
1	Overall level of service in IPD dept.	87	111	0	0	2	200	3.43

85.75% people were satisfied with the behavior of the Asian heart team. This represents that people are happy with the services provided in IPD.

S. NO.	BEHAVIOUR OF THE FORTIS TEAM (OPD)	SCALE & NO. OF RESPONSES						3.51
		4	3	2	1	0	Total	Average
2.	Overall level of service in OPD dept.	100	93	0	0	7	200	3.51

87.75% people were satisfied with the behavior of the Fortis team. This represents that people are happy with the services provided in OPD

3.	FACILITIES FOR ATTENDANT	SCALE & NO. OF RESPONSES						3.42
		4	3	2	1	0	Total	Average
	Quality of in room facilities	73	126	0	0	1	200	3.36
	Food options for attendants	81	83	0	0	36	200	3.49
	Guidance and information on patient movement during procedure.	81	115	0	0	4	200	3.41

Patients were extremely happy with the number of options present in the menu. 81 patients out of 200 rated it as 3 and 84 rated it as 4. 85.5% of attendants were satisfied with facilities for attendants.

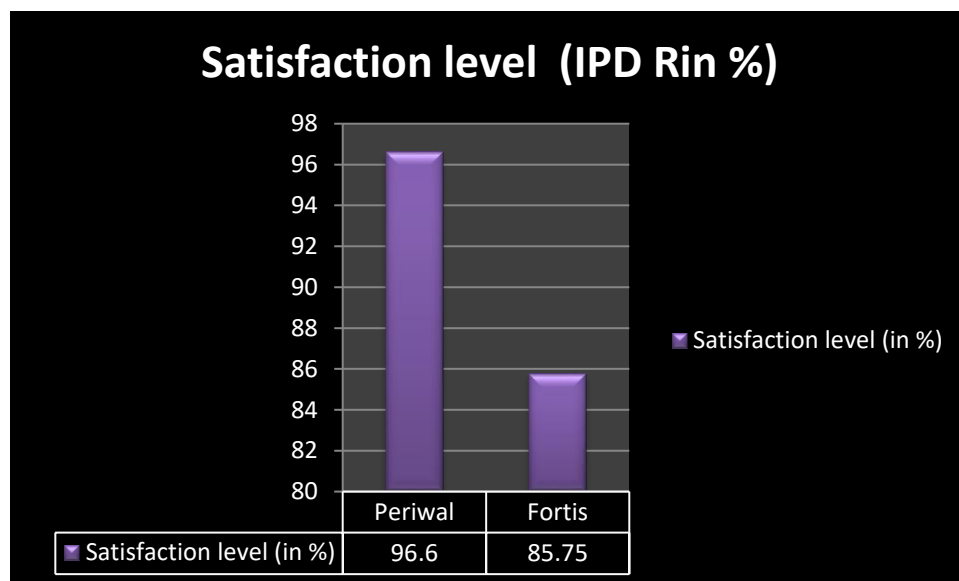
4.	FRONT OFFICE	SCALE & NO. OF RESPONSES						3.48
		4	3	2	1	0	Total	Average
	Please rate the ease with which you could contact the hospital	79	120	1	0	0	200	3.38
	How did we respond to your queries.	86	108	0	0	6	200	3.44

How did we explain the various expenses and packages available.	89	103	0	0	8	200	3.46
How was your admission process	84	112	0	0	4	200	3.42
Please rate the efficiency and warmth of front office team.	88	106	0	1	5	200	3.48

87% of people were satisfied were satisfied with services at front office.

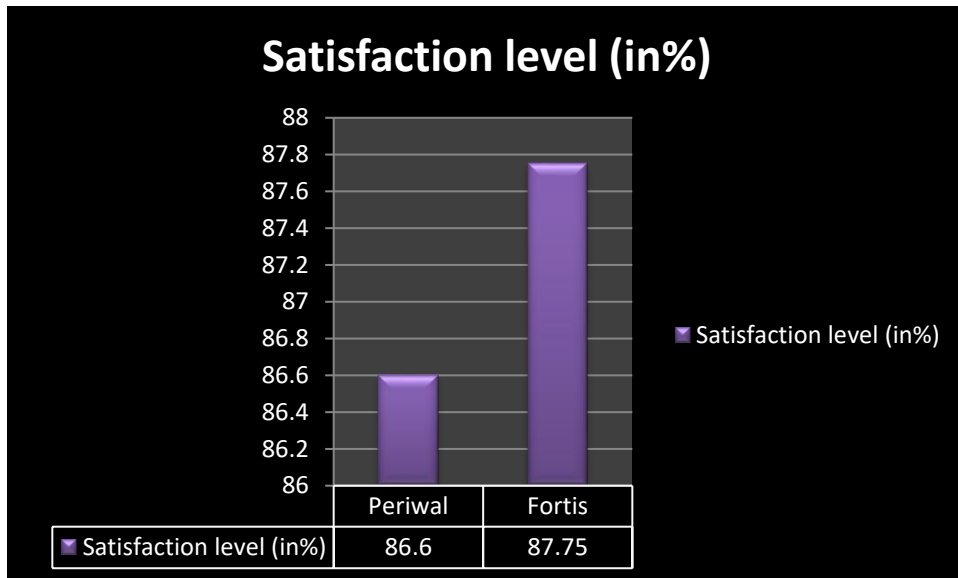
COMPARATIVE ANALYSIS OF PERIWAL AND FORTIS HOSPITAL

1. Behavior of IPD team



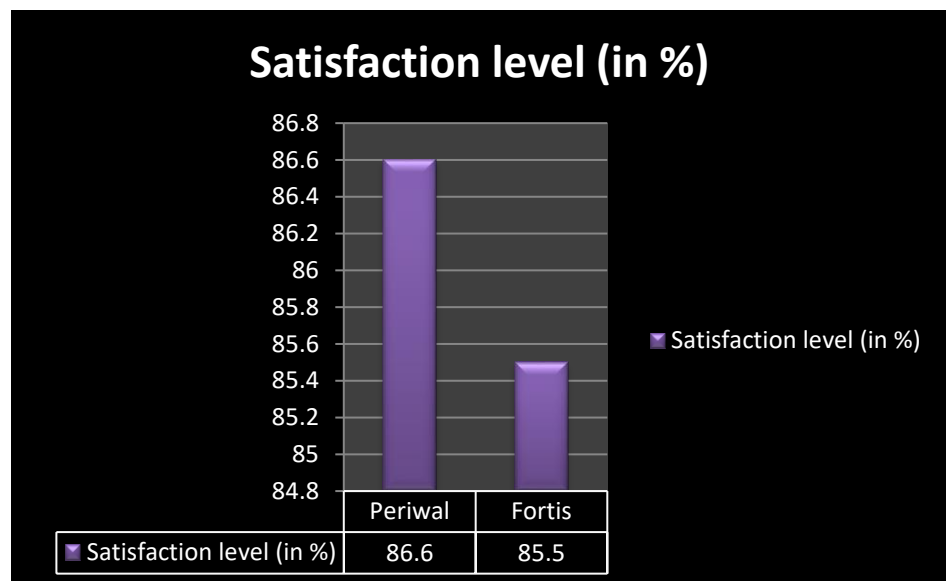
From graph above it is evident that satisfaction level of patients from IPD department in Periwale hospital is 96.6% and Fortis hospital is 85.75%.

2. Behavior of OPD team

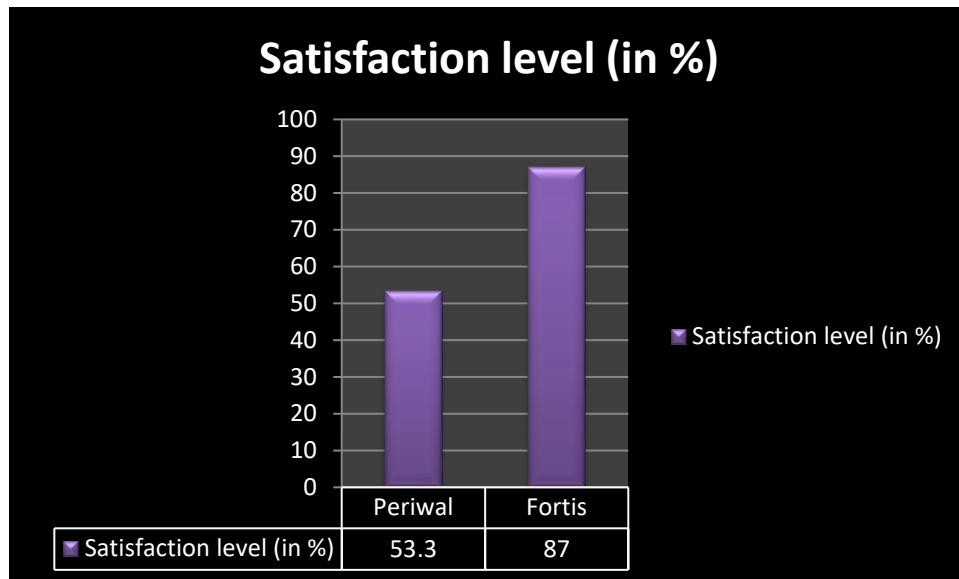


From graph above it is evident that satisfaction level of patients from OPD department in Periwal hospital is 86.6% and Fortis hospital is 87.75%.

3. Facilities for Attendants



4. Facilities at Front Office



2. My second comparison was with **ASIAN HEART HOSPITAL, Mumbai**

Study area: Outpatient department (OPD) at the Asian heart Hospital, Mumbai, Maharashtra

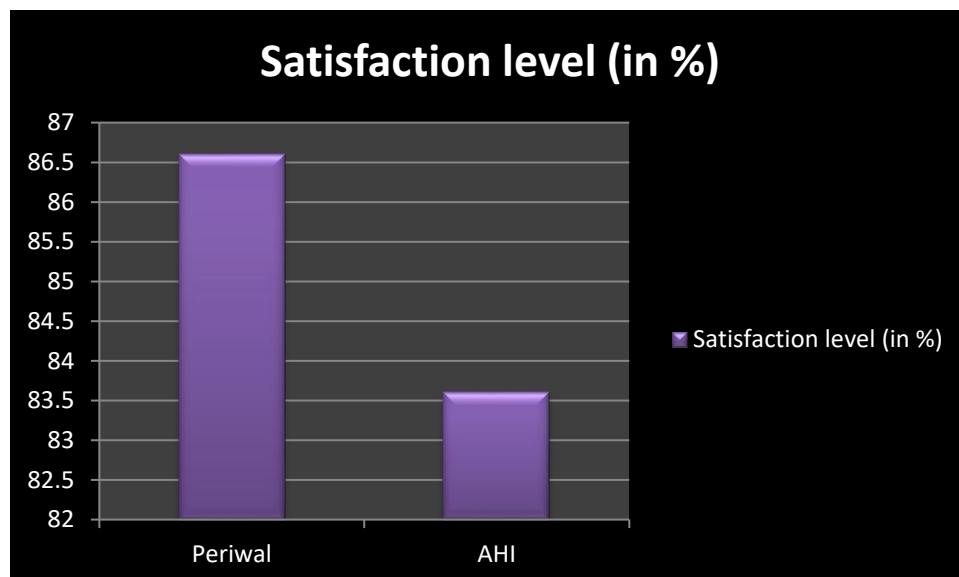
Study population: Patients attending OPD.

Sample size: 120 OPD patients.

FINDINGS

OPD	CSI
Appointment(Telephonic) procedure	4.0
Registration /Vouchering /Appointment(At counters)	4.1
Consultation doctor	4.0
Nursing care	4.3
General comfort of OPD Premises	4.2
Lab investigation and diagnostic process	4.2
Overall Experience	4.2
Overall OPD satisfaction %	83.6%

Comparative analysis for overall OPD satisfaction



From graph above it is evident that satisfaction level of patients from OPD department in Periwal hospital is 86.6% and AHI is 83.6%.

RECOMMENDATIONS (through observation technique)

- Behavior of the front office can be further improved by educating them towards a more polite attitude with patients and their attendants since they are the customers to the hospital and moreover front office is first point of contact the customers come into.
- More of privacy can be maintained at the time of examination by putting by curtailing unnecessary staff movement in and outside the chamber.
- Nursing staff should be educated through on the job training program.
- Waiting time in respect of OPD should be reduced by the availability of doctor on time.
- Facilities in IPD can be improved by improving the seating arrangement.
- Charges should be reduced since the hospital has been established for a service motive to cater to all lower as well as upper level of society.
- The enquiry counter and admission counter should be separate to avoid unnecessary workload and overcrowding.
- Personal attention should be given to patients.
- 'Charges should be reduced' was a very common opinion given by most.
- Hospital should have its own panel of specialist doctors.
- Proper signage system for the use of drinking water and toilets should be there.

DISCUSSION AND CONCLUSION

OPD

S.No	Description	No. of responses	Value	Value	Type of services
1	Sex	30	Male-21	Female-9	Information
2	Status	30	Urban-22	Rural-8	Information
3	Age group	30	40-50=8	80-90=2	Information
4	Occupation	30	Business=16 (Max)	Daily wage=0 (Min)	Information
5	Education	30	Primary=12 (Max)	Graduate and illete=12 (min)	Information
6	Marital status	30	Married=22	Unmarried=8	Information
7	Referred	30	Referred=21	Not referred=9	Information
8	Investigation	30	Referred=21	Not referred=9	Information
9	Time taken by doctor	30	Satisfied=26	Partially satisfied=4	Behavior
10	Privacy	30	Satisfied=18	Partially satisfied=12	Behavior

IPD (No of responses=30)

S.No	Description	No. of responses	Value	Value	Type of services
1	Sex	30	Male-18	Female-12	Information
2	Status	30	Urban-20	Rural-10	Information
3	Age group	30	40-50=10	80-90=1	Information
4	Occupation	30	Business=12 (Max)	Daily wage=0 (Min)	Information
5	Education	30	Primary=20 (Max)	Graduate and illete=8 (min)	Information
6	Waiting time	30	>1 hr=8	< 30 min=16	Information
7	Seating arrangement	30	Satisfied=17	Not satisfied=3	Information
8	Satisfied with charges	30	Satisfied=20	Not satisfied=10	Information
9	Security services	30	Satisfied=25	Dissatisfied=5	Behavior

CONCLUSION

Findings can be concluded on the basis of graphs on patient satisfaction

- 0 are satisfied with behavior at front office, 1 said it needs improvement, 13 did not give any response to the questions, 16 are dissatisfied.
- 26 are satisfied by the time given by doctor for consulting, 4 are unsatisfied and 0 dissatisfied.
- 18 are satisfied with privacy maintained, 12 are partially satisfied and 0 dissatisfied.
- Regarding stated opinion about waiting time >1hr=11min, <30 min=12min.
- 25 are satisfied with IPD security services and 5 are dissatisfied.
- 20 are satisfied by IPD charges and 10 are dissatisfied.

BIBLIOGRAPHY

1. Nelson We, Curry Hs, Taylor PW: Patient perception of medical care. Health care management review.
2. Patient satisfaction- Alan O' Rourke.
3. Fitzptric Ray: Surveys of Patient Satisfaction I& IIBMJ
4. Akao, Y. (2004). *Quality function deployment:integrating customer requirements into product design*: Productivity Pr.
5. Shohet, I. M. (2003) Key performance indicators for maintainance of healthcare facilities. *Facilities*, 21(1/2). 5-12.
6. Patient Satisfaction surveys for critical access hospitals (Linda Powell, MSIPT)
<https://www.ruralcenter.org/sites/default/files/Assesing%20Patient%20Satisfaction.pdf>
7. <http://phi.uhce.ox.ac.uk/phidb.html>
8. <http://www.ahcpr.gov/qual/mtg5902htm>
9. <http://www.nlm.nih.gov/medlineplus/newsbydate.html>
10. www.indomedica.com