

A STUDY ON PATIENT SATISFACTION AND MANAGERIAL ISSUES

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MBA in Hospital and Health Management
(2015-2017)

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ORGANIZATION PROFILE

- 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 Sriganaganagar.
- 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
- At Periwal Nursing Home in Sriganaganagar, the various modes of payment accepted are Cash, Cheques.
- A team of well-trained medical staff, non-medical staff and experienced clinical technicians work round-the-clock to offer various services .
- 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

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

- Ownership
- Teamwork
- Integrity
- Service Excellence

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BACKGROUND

INTRODUCTION

- Patient satisfaction can be defined as fulfillment or meeting of expectation of person from service or product
- 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.
- Patient satisfaction is determined by expectations and perceptions. Expectations are before being inside hospital and perceptions are after coming out of the hospital

RATIONALE

- This study measure service quality from the patients' point of view and identify service performance that patients find satisfactory
- Customer being the king, the hospital will have to have its focus on customer satisfaction for its survival.
- Quality function deployment can translate customer requirements (the gaps identified) into corresponding solutions, improve the communication of patients' wants throughout the organization.

RESEARCH QUESTIONS

- What are the causes for dissatisfaction of patients in hospital?
- What are the expectations of patients from hospital?

OBJECTIVES

- 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 Periwai 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.

METHODOLOGY: DATA COLLECTION

TECHNIQUES & TOOLS

Tools:-

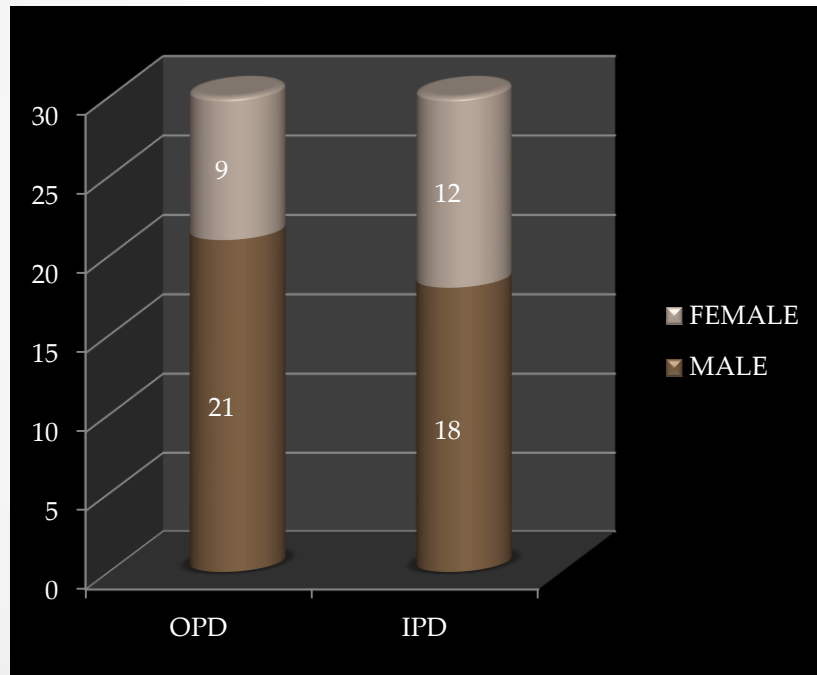
- Structured questionnaire survey
- Questionnaires were administered to each patient in front of their attendants and gathered necessary information.
- Interviews were conducted
- Observation techniques were used.

Techniques:

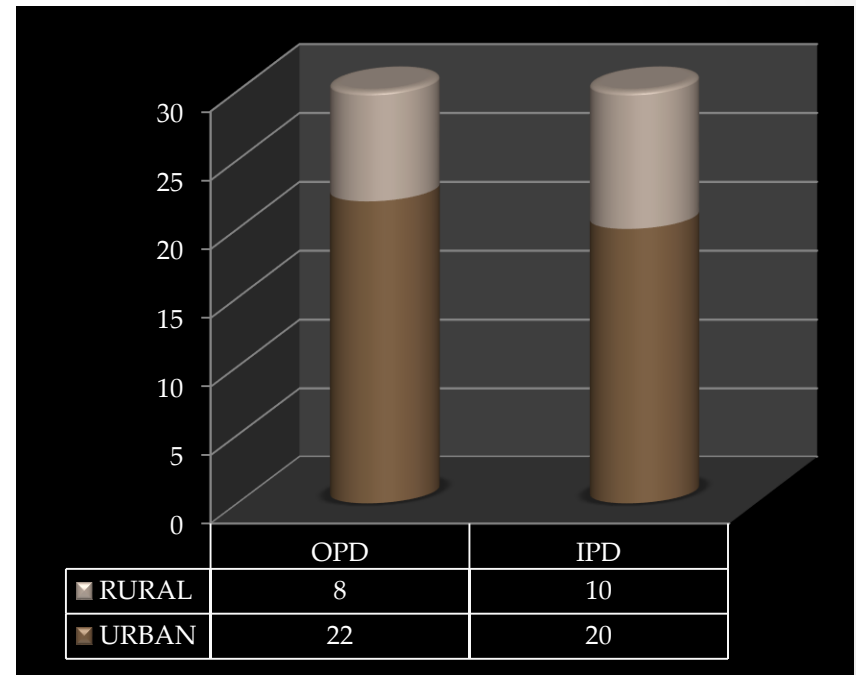
- The analysis was done manually.

Demographic profile

SEXWISE DISTRIBUTION

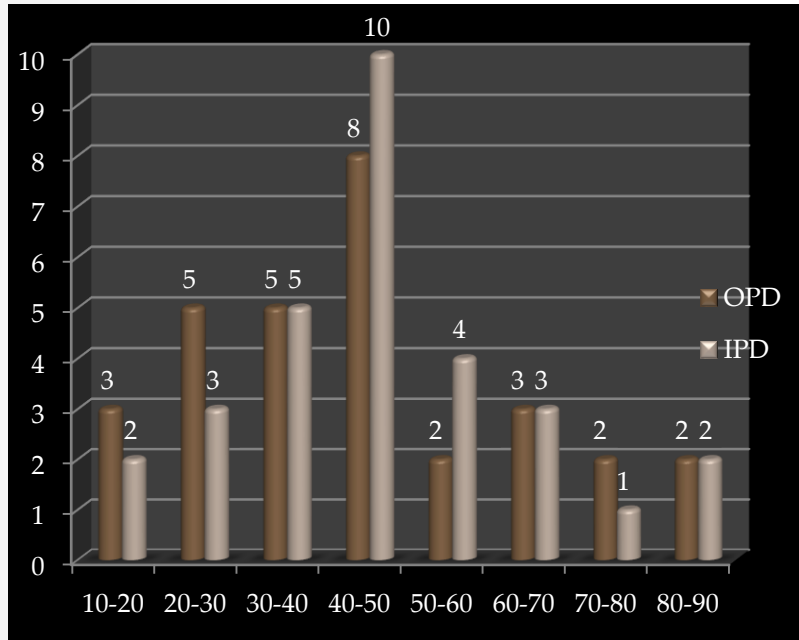


BACKGROUND OF INTERVIEWED PATIENTS



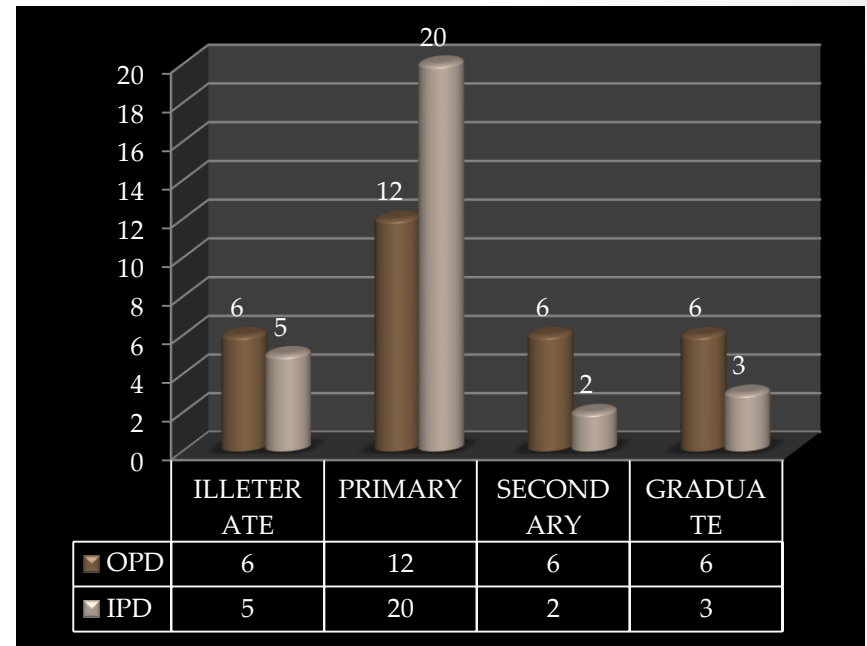
Demographic Profile

Age Group of Patients



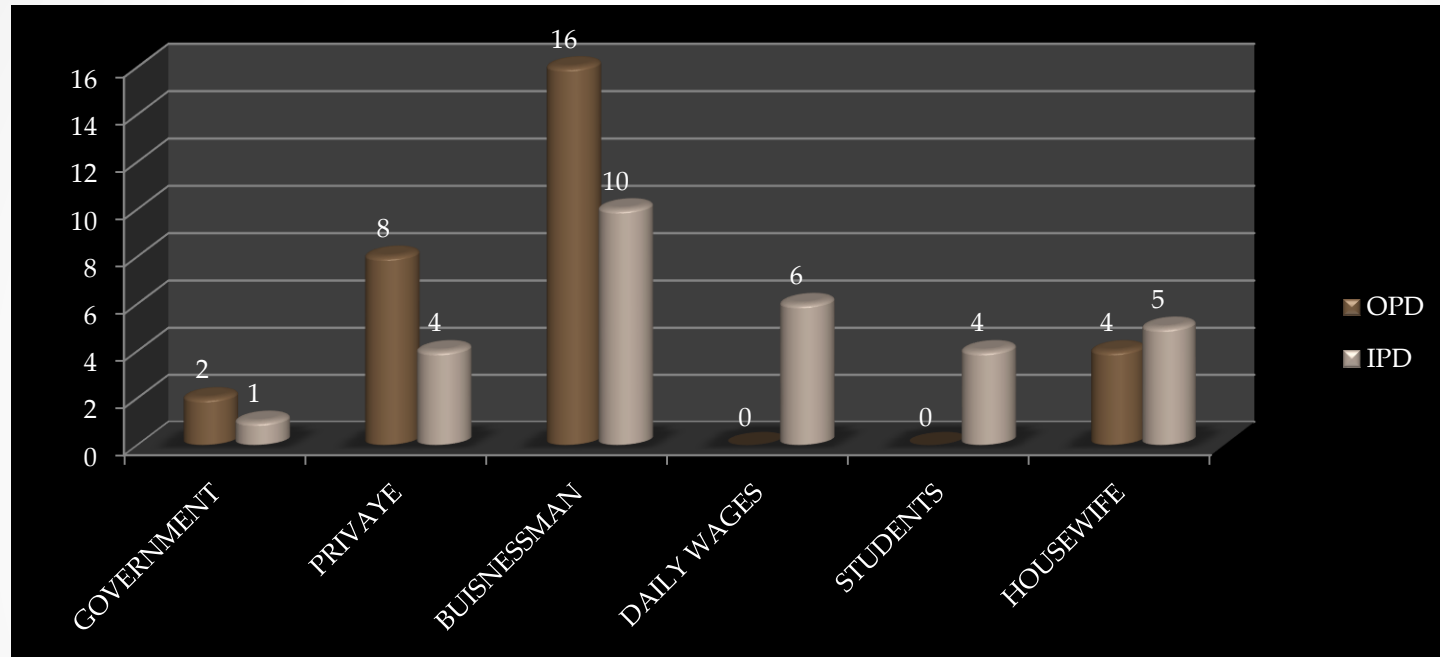
The patients have been distributed into the age groups of 0-90. There are maximum patients in the age group 40-50 & minimum in the age group 80-90.

Education level of patients



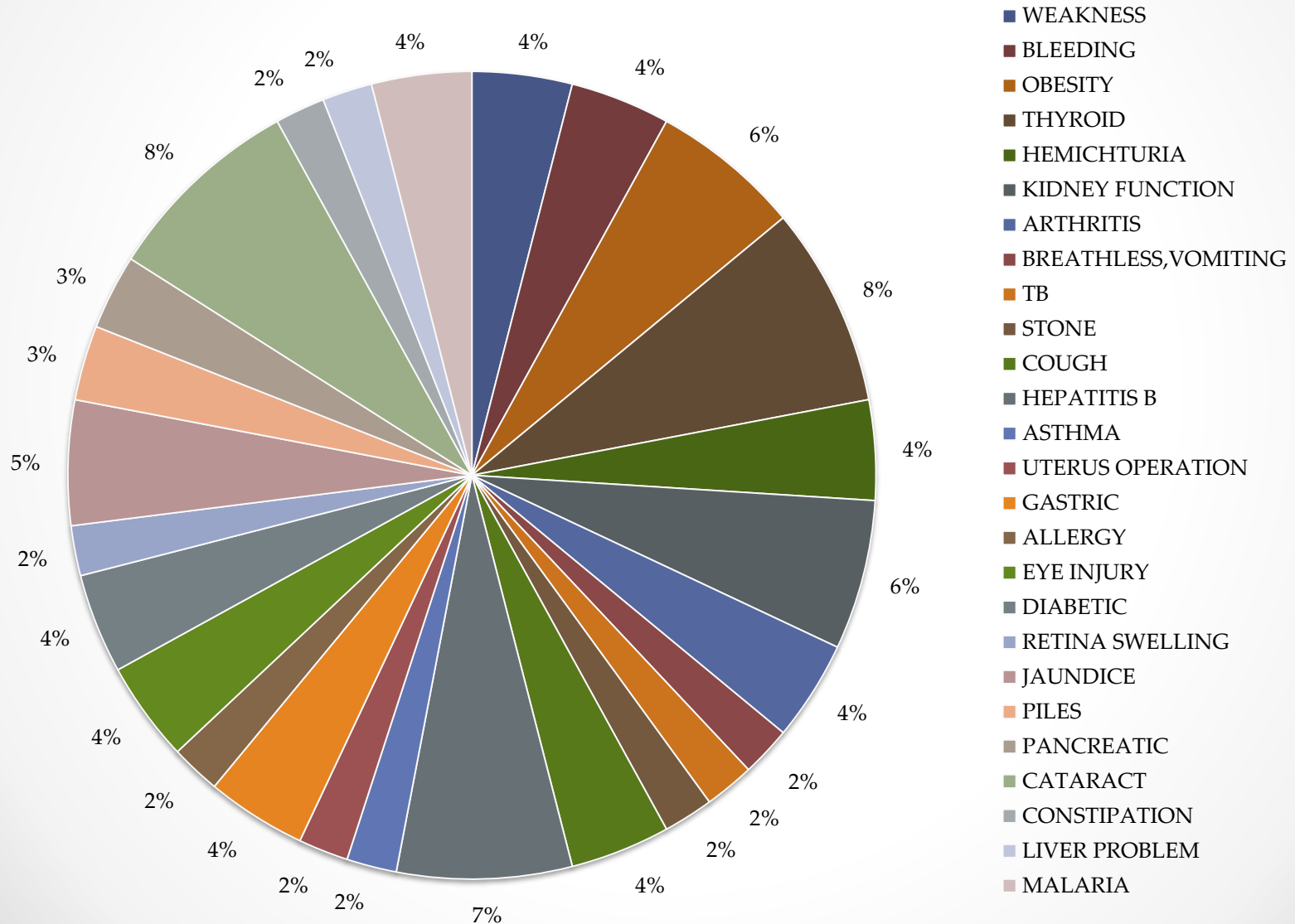
As per the study, maximum patients were educated at primary level and minimum patients were educated at graduate level.

Occupation Of Patients Interviewed



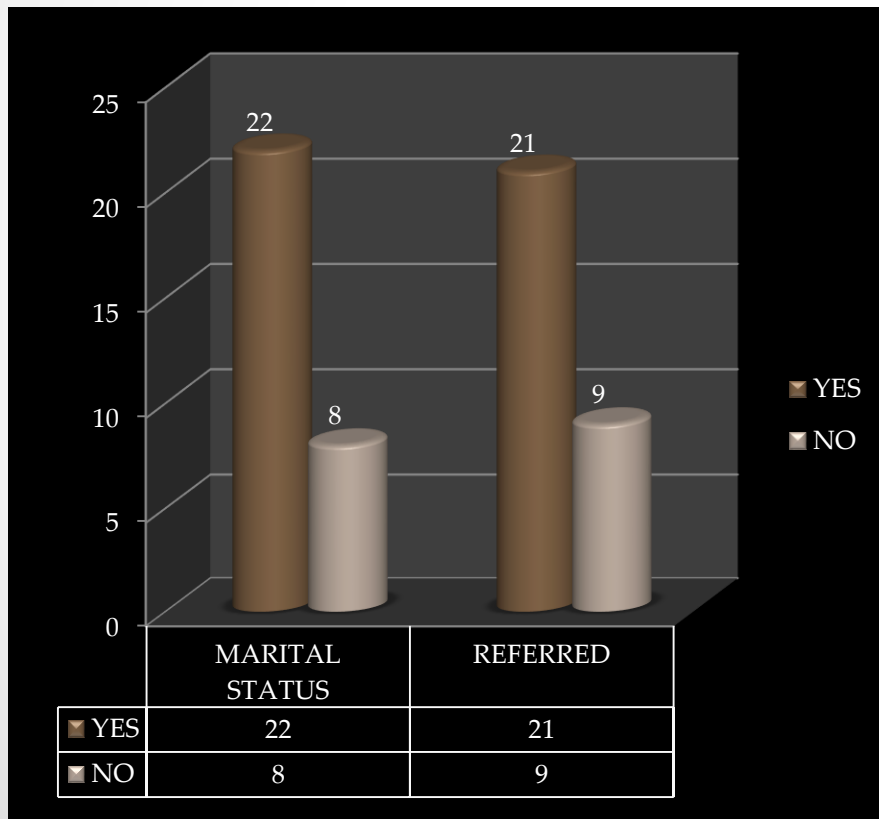
- As per the occupation status in OPD Govt employees 2, from private jobs-8, business person-16, daily wage worker- 0, students- 0, housewives-4
- In IPD the occupation status is Govt employees-1, from private jobs-4, businessman-10, Daily wage worker-6, Students-4, housewives-5
- Therefore in OPD we 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

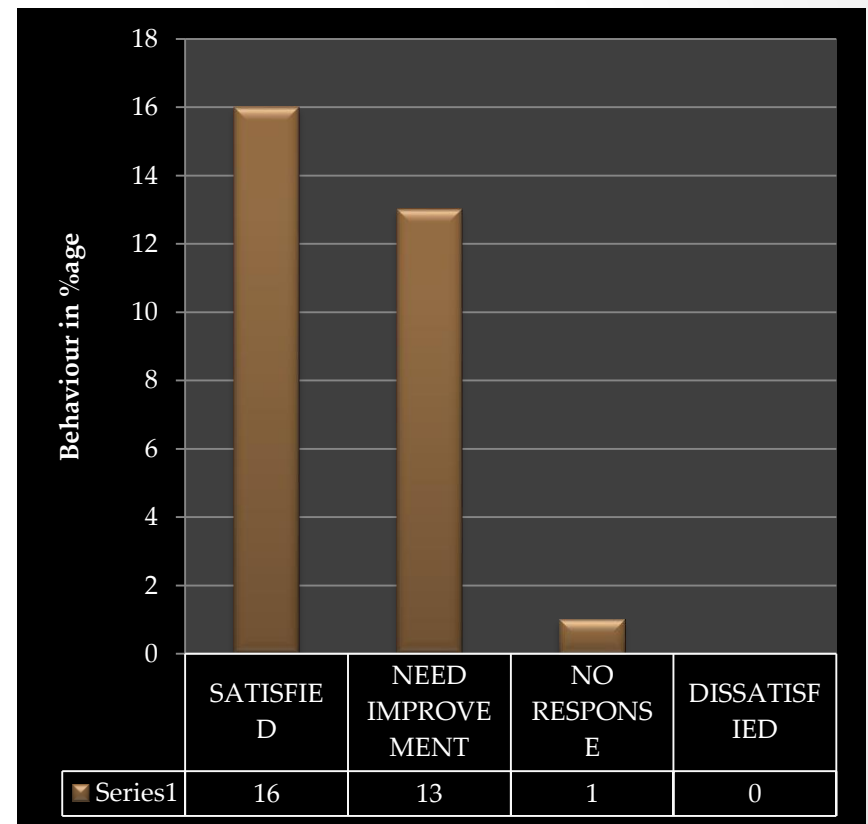


OPD

Marital status and referral mode of patients

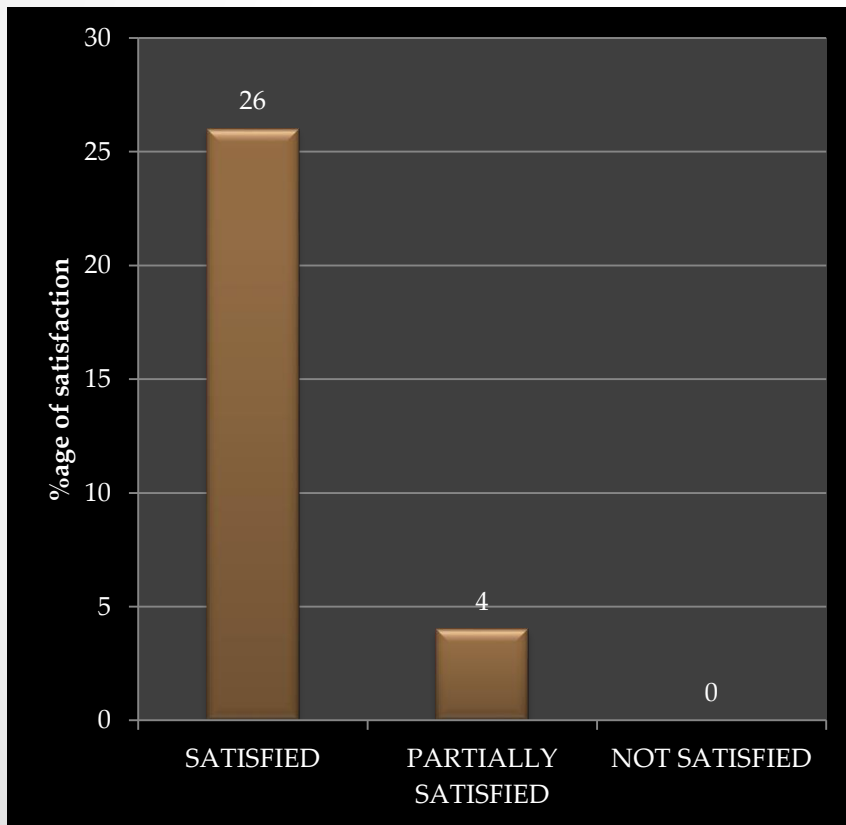


Behavior at front office

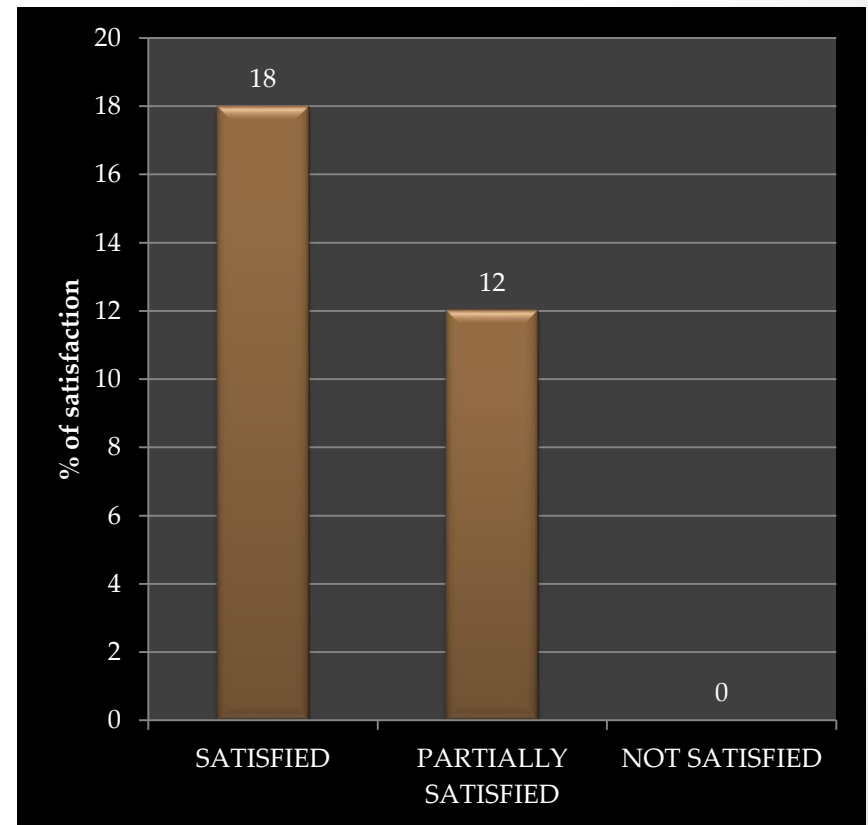


OPD

Time given by Doctors

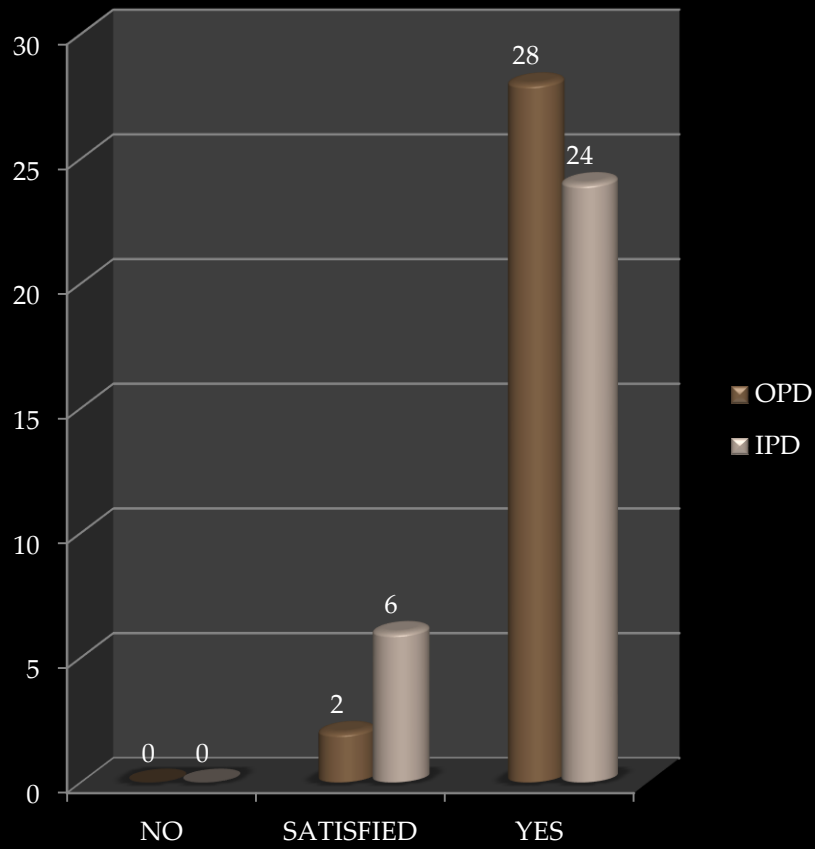


Privacy given to patients

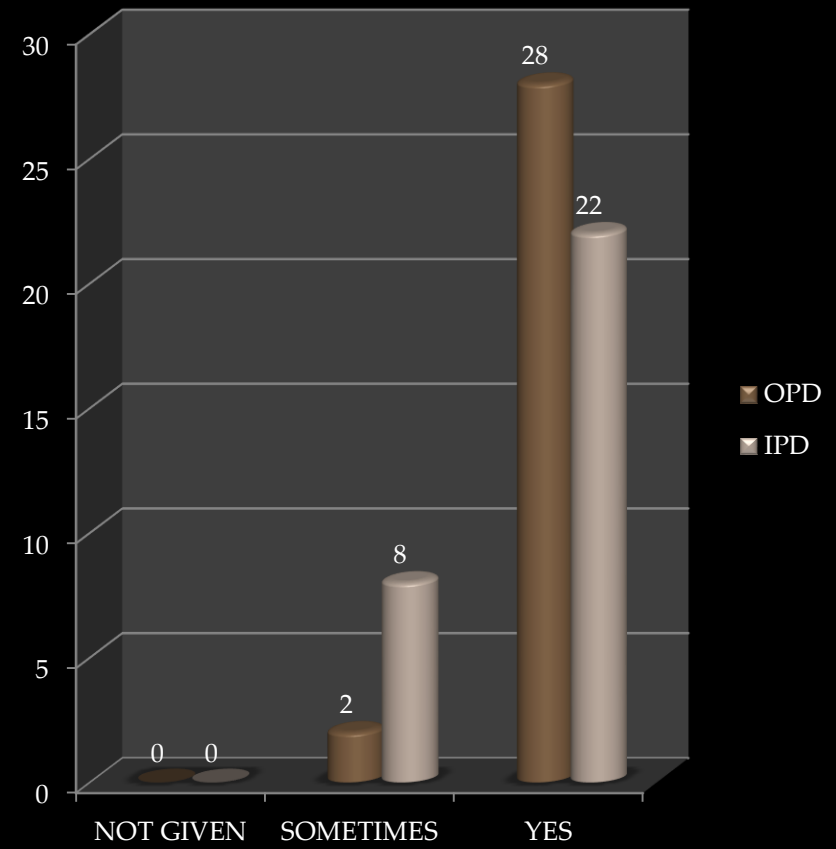


OPD

Opinion about communication with doctor
by patients interviewed

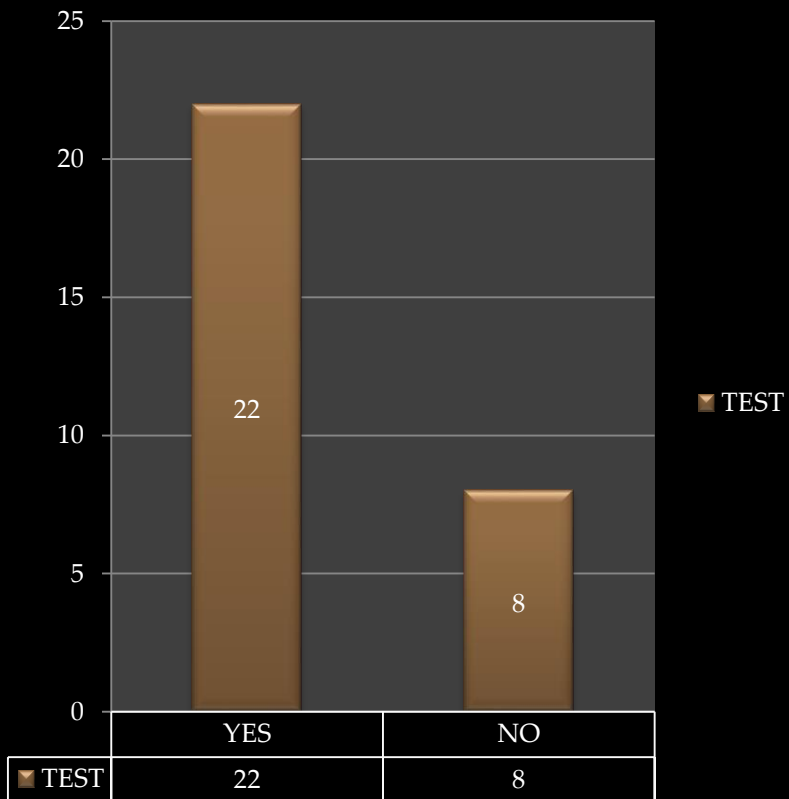


Information given by the doctor concerning
diagnosis

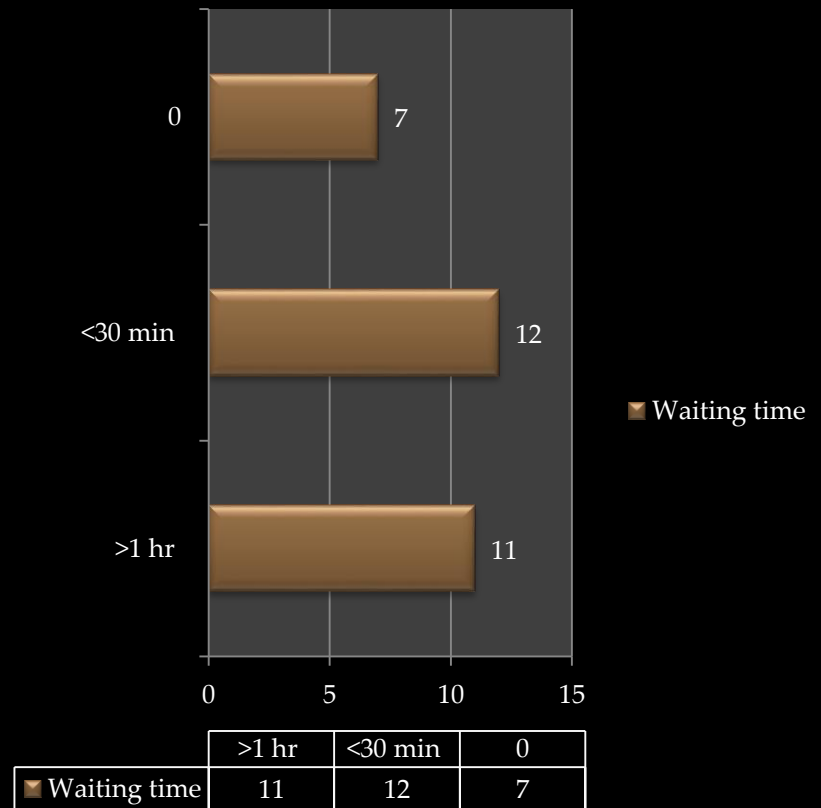


OPD

Patient interviewed recommended for investing

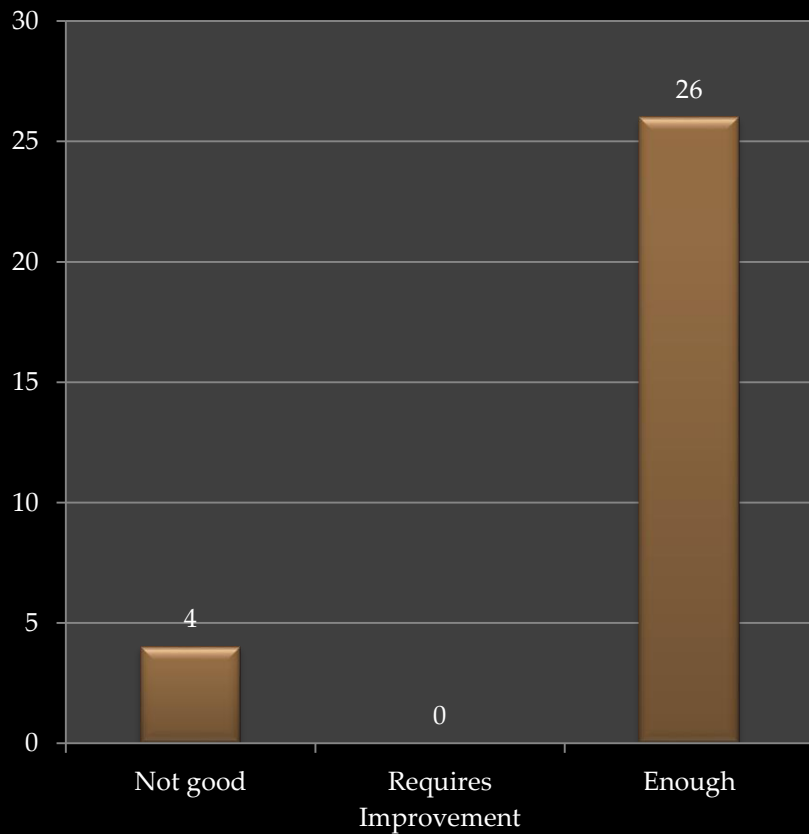


Opinion about Waiting time

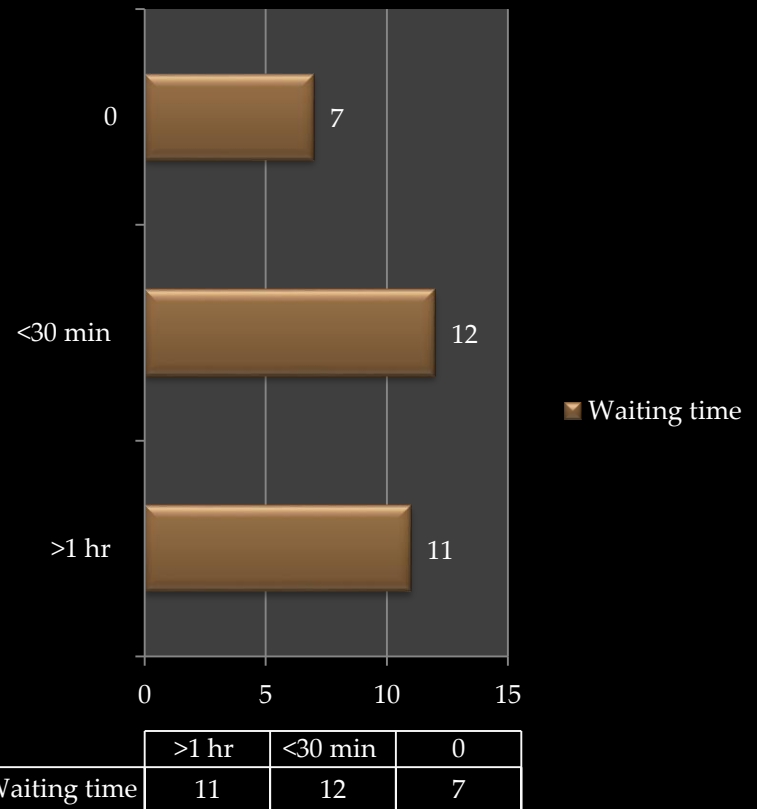


OPD

Seating Arrangement

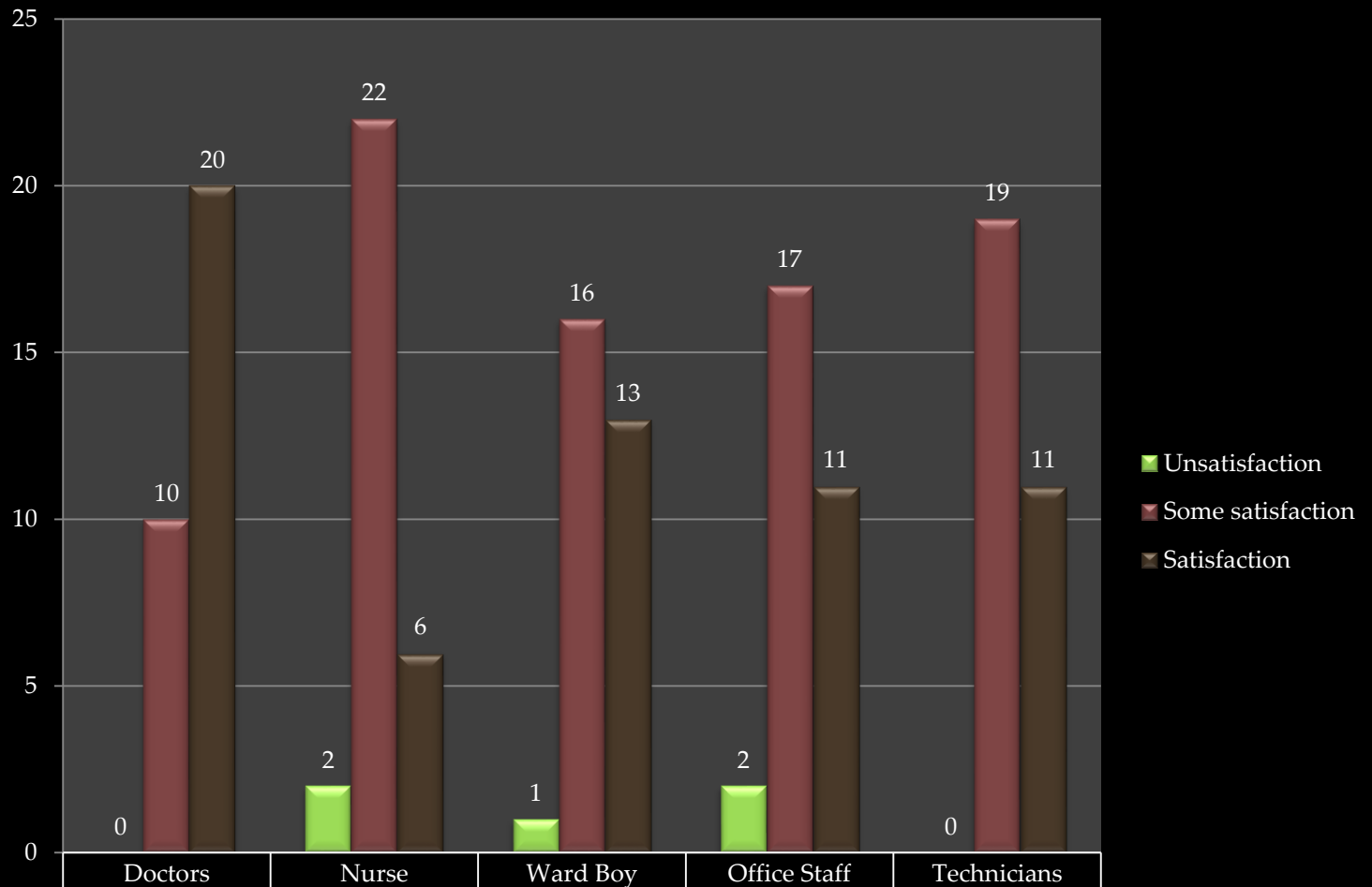


Opinion about Waiting time



	>1 hr	<30 min	0
Waiting time	11	12	7

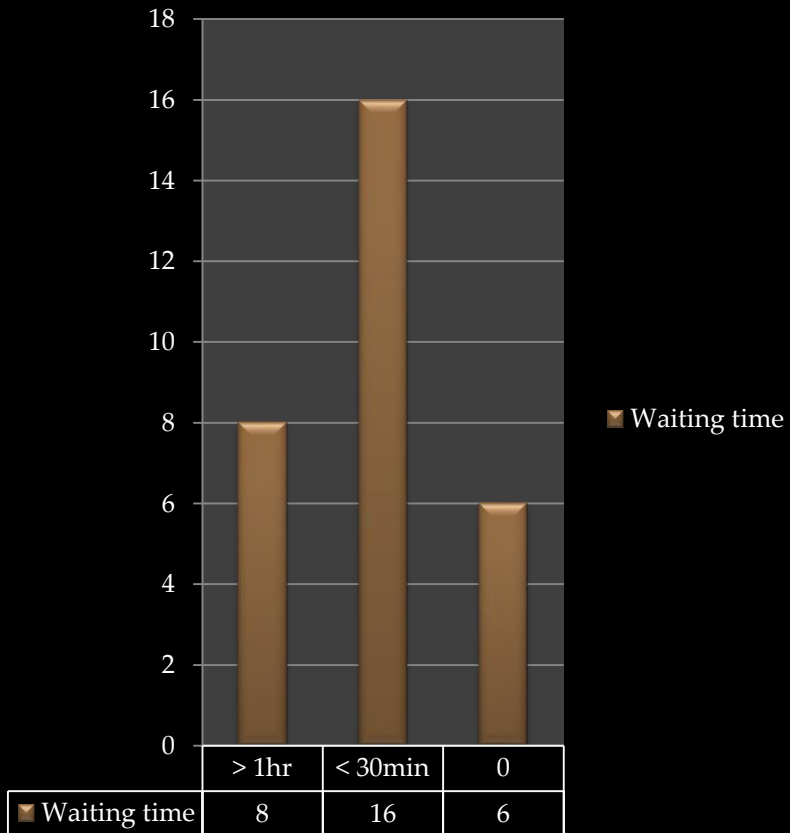
IPD



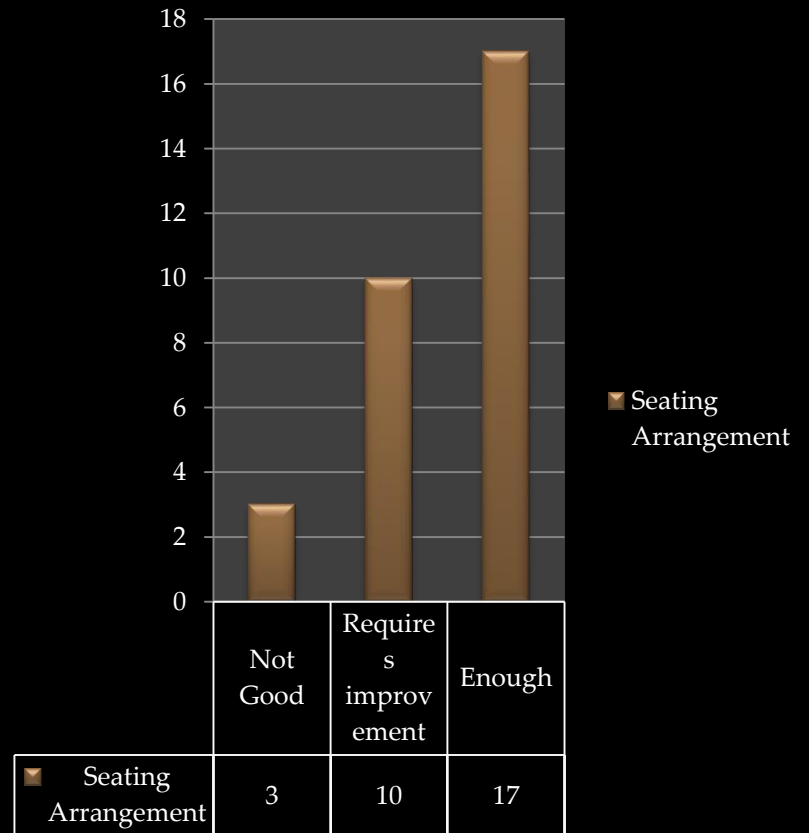
■ Unsatisfaction	0	2	1	2	0
■ Some satisfaction	10	22	16	17	19
■ Satisfaction	20	6	13	11	11

IPD

Opinion about Waiting time

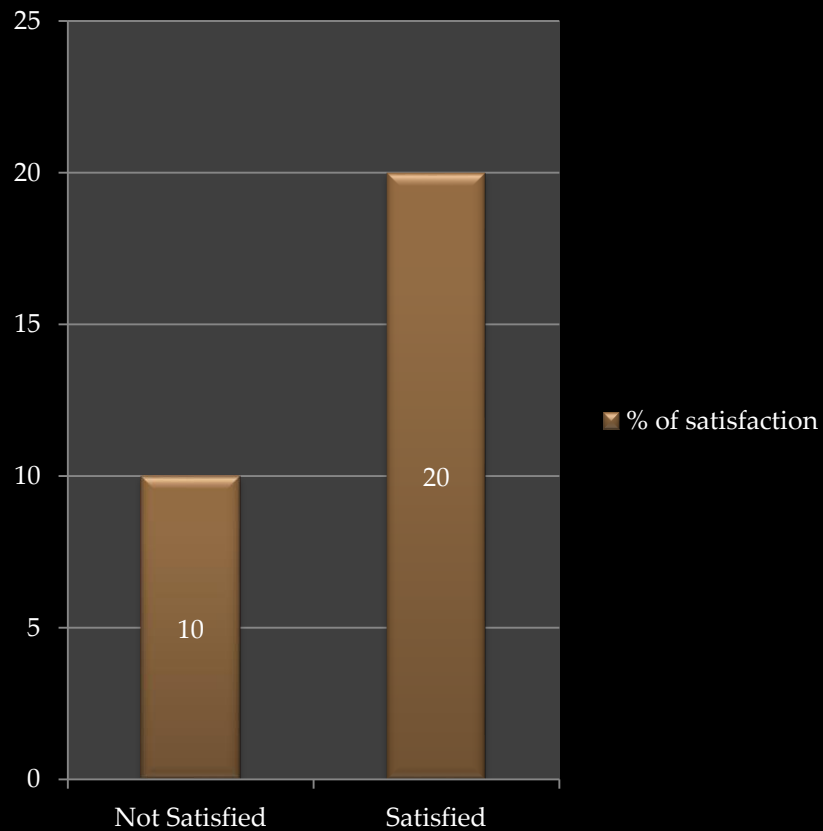


Seating Arrangement

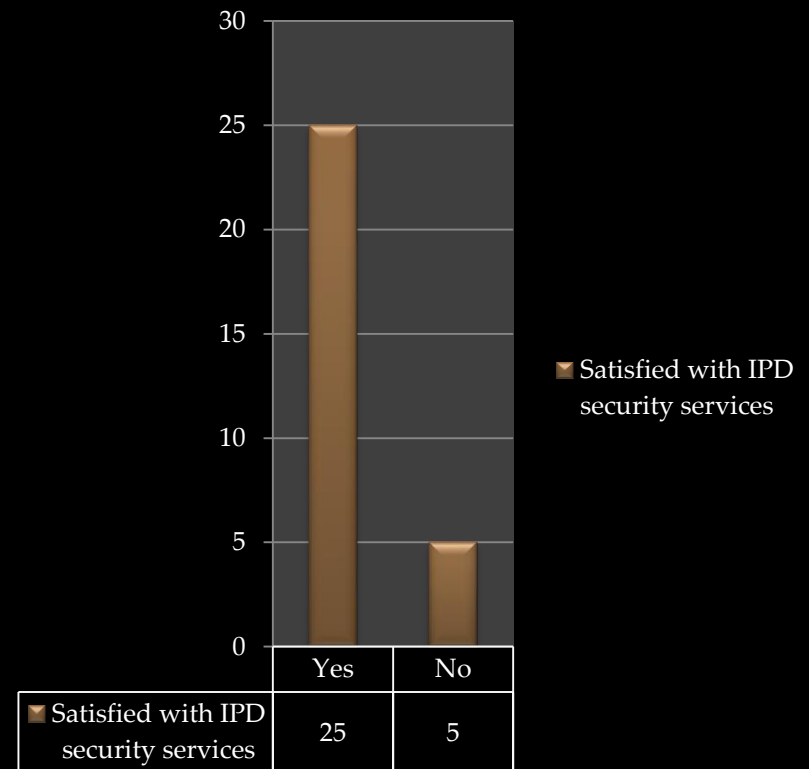


IPD

% of satisfaction

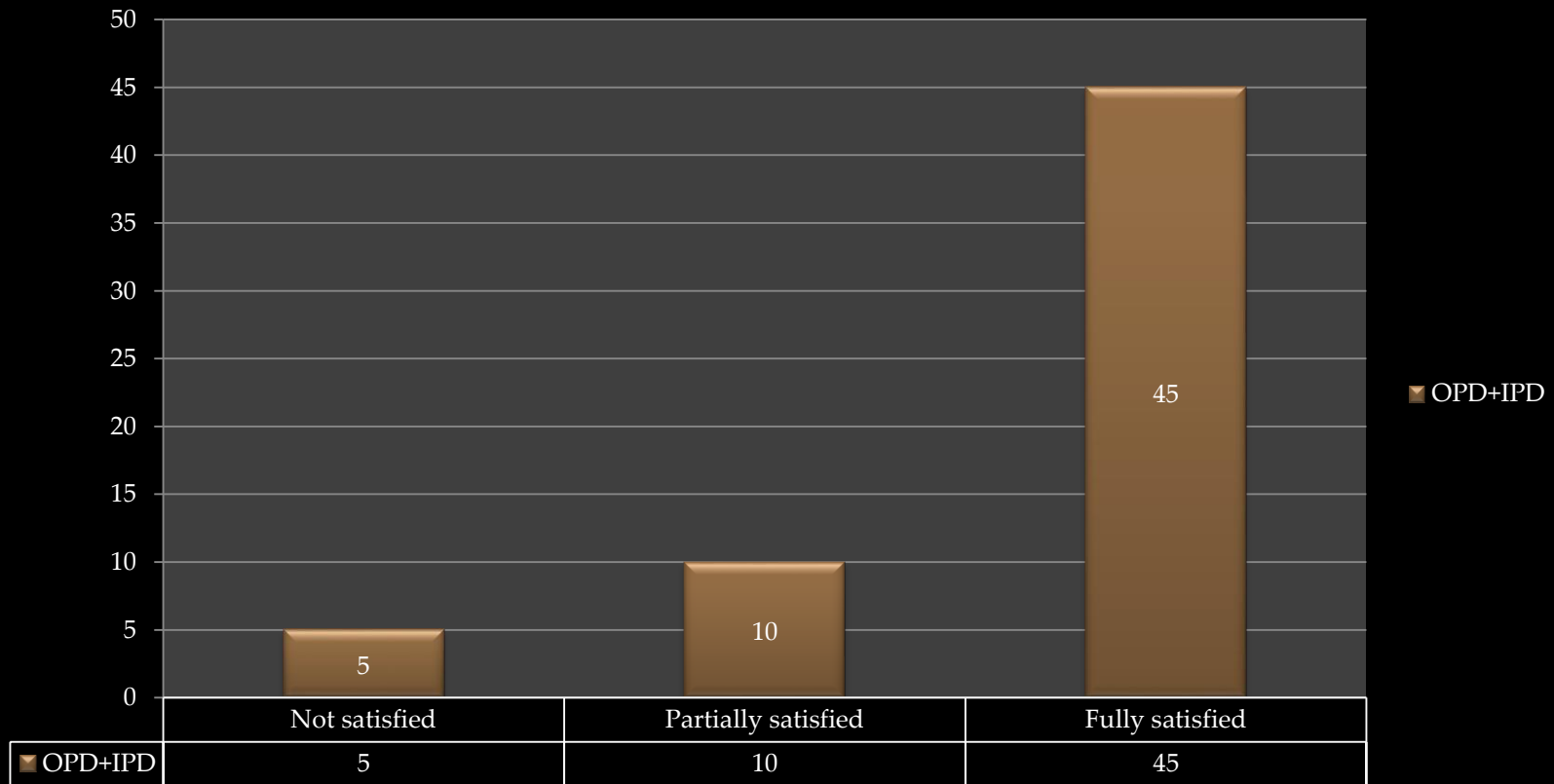


Satisfied with IPD security services



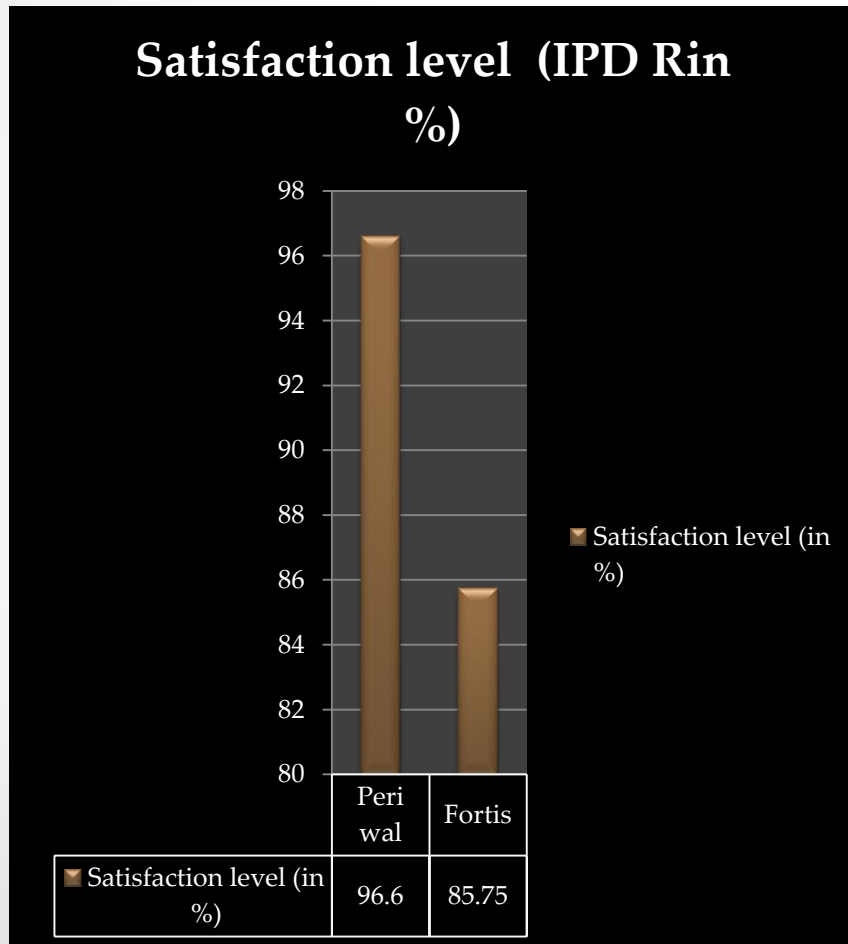
OPD+IPD

Satisfaction Level

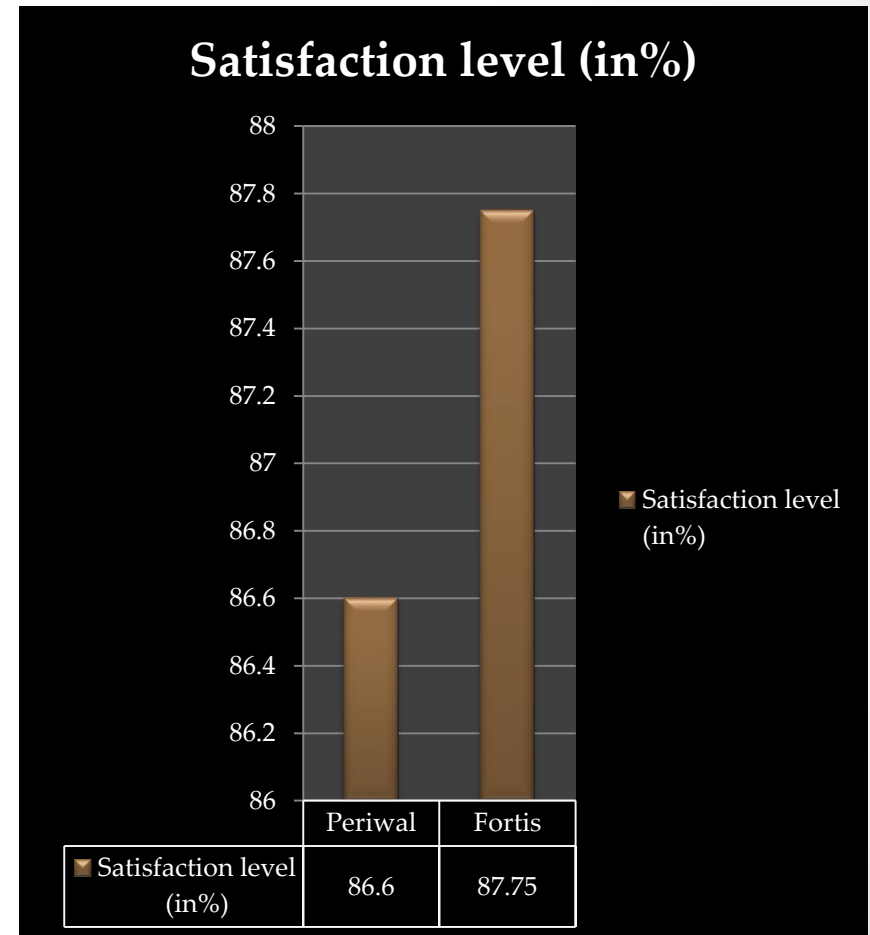


COMPARATIVE ANALYSIS OF PERIWAL AND FORTIS HOSPITAL

Behavior of IPD team



Behavior of OPD team

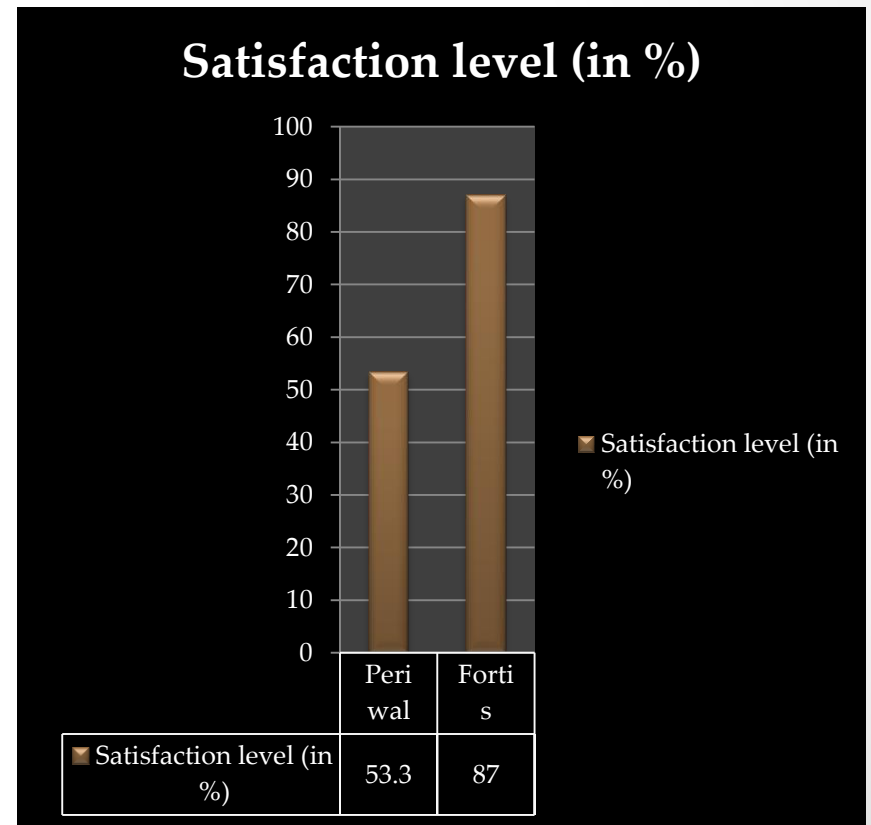


COMPARATIVE ANALYSIS OF PERIWAL AND FORTIS HOSPITAL

Facilities for Attendants

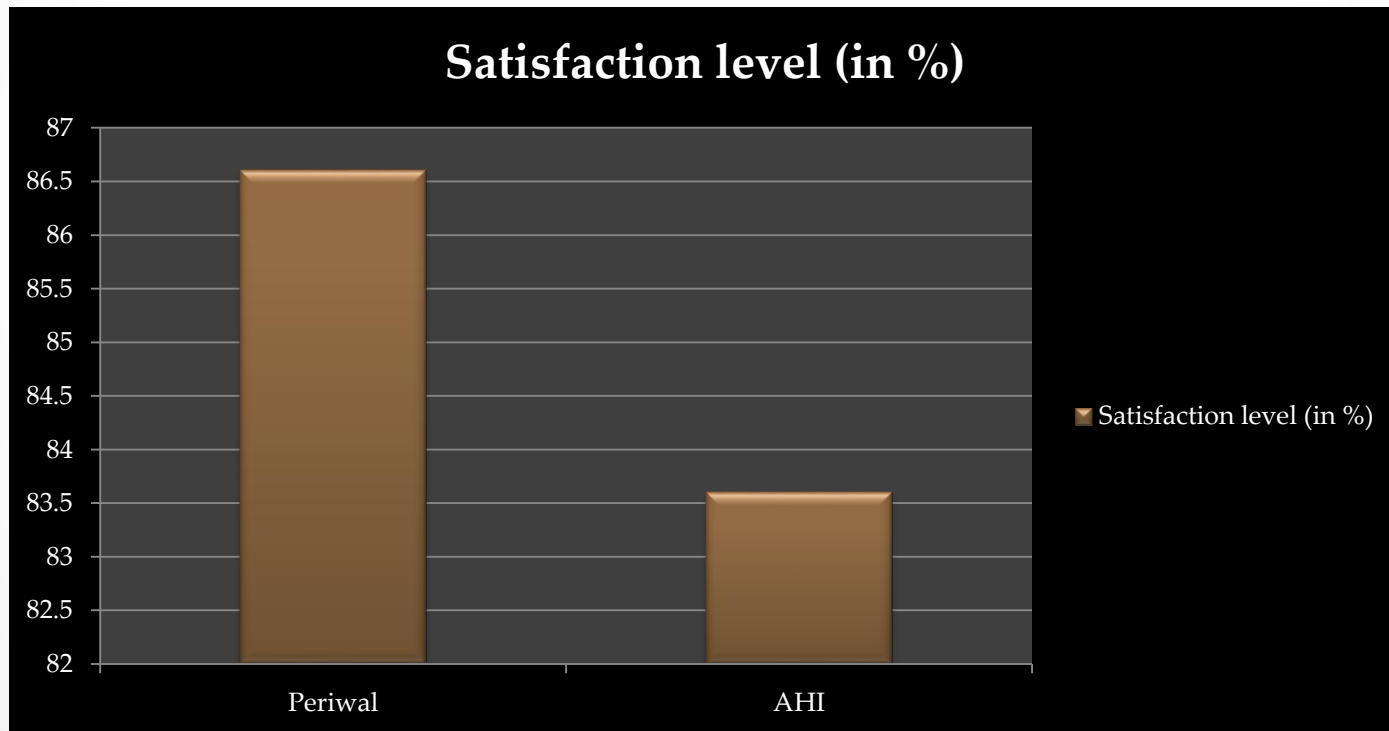


Facilities at Front Office



Comparison between Periwal and Asian Heart Hospital

Comparative analysis for overall OPD satisfaction



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 reduces 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.

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 $>1\text{hr}=11\text{min}$, $<30\text{min}=12\text{min}$.
- 25 are satisfied with IPD security services and 5 are dissatisfied.
- 20 are satisfied by IPD charges and 10 are dissatisfied.

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Thank

you

