

Study to Access Level of Satisfaction Amongst the Patients Visiting Outpatient Department of Manipal Hospital, Jaipur

By

Richa Pareek

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2015-2017



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To whomsoever it may concern

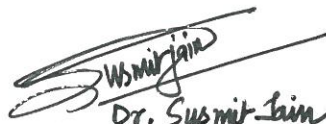
This is to certify that Dr. Richa Pareek student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Manipal Hospital, Jaipur from 6th February 2017 to 5th May 2017.

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 all her future endeavors.


COL. (DR.) ASHOK KAUSHIK
Dean, Academics and Student Affairs
The IIHMR University, Jaipur


Dr. Susmit Jain
Assistant Professor
The IIHMR University, Jaipur



SMH/HR/2017/ECR00231

Date: 15th May 2017

TO WHOMSOEVER IT MAY CONCERN

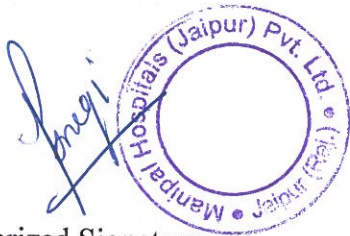
This is to certify that, Dr. Richa Pareek, a student of IIHMR has undergone her internship project with us from 6th Feb 2017 to 5th May 2017.

During this period, he/she was involved in projects pertaining to "A Study to Access Level of Satisfaction Amongst the Patients Visiting Outpatient Department of Manipal Hospital, Jaipur" At "Manipal Hospital (Jaipur) Pvt. Ltd.

Her performance on the projects assigned and her conduct was found to be good.

We wish her success in her future endeavors.

For Manipal Hospital (Jaipur) Pvt. Ltd.



Authorized Signatory

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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled A Study to Access Level of Patient Satisfaction amongst the patients visiting Out Patient Department and submitted by **Dr Richa Pareek** Enrollment No **IIHMR-U/01/2015-17/0333** under the supervision of **Dr Susmit Jain** for award of **MBA in Hospital Management** of the University carried out during the period from **February 06, 2017 to May 05, 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 other similar institution of higher learning.


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THE IIMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that all ethical issues have been considered while collecting data for my dissertation titled: **A Study to access level of satisfaction amongst patients visiting Out Patient Department**



Signature of student

ABSTRACT

Title: A Study to access level of satisfaction amongst the Patients visiting Outpatient Department of Manipal Hospital, Jaipur

Author: Dr. Richa Pareek

Advisor: Dr. Susmit Jain

Background: Hospitals have been changed from being isolated infirmary to a facility with five star amenities. The patients and their relatives who are coming to the hospital not only expect world-class treatment, but also other facilities to make their visit comfortable and worth visiting again in the hospital. This change in attitude, perception and expectation has evolved because of tremendous growth of media and its exposure, as well as commercialization and improvement in the facilities and upcoming health models and technology emerging at the fast pace .

Determinants of patient satisfaction have been reported extensively. According to previous studies, patient characteristics such as age and education may influence a patient's assessment of hospital performance. A patient's health status and the severity of illness are also important predictors of the patient's overall satisfaction level.

Research Question: To access the level of patient (OPD) satisfaction at Manipal Hospital, Jaipur?

Objectives: To access the satisfaction of patients

To identify the areas with low satisfaction levels

To provide the recommendations for enhancing patient satisfaction

Materials and Methods:

The study was conducted by:

- 1) Review of available national and international literature on the subject
- 2) A survey was conducted amongst 100 samples, by using structured questionnaire and the data was analyzed using appropriate statistical methods

Study Area: Outpatient department Manipal Hospital, Jaipur

Study Tools: Structured questionnaire Comprised 42 questions on a five point likert scale was used

Study Design: Descriptive cross sectional study

Study Population: Patients at the OPD of hospital

Sample Design: Non Probability convenient sampling

Sample Size: 100 OPD patients

Duration of Study: Feb 2017 – May 2017.

Sampling Selection: Inclusion Criteria: Patients at the OPD of Hospital

Exclusion Criteria: Patients in IPD and Emergency Department

Data Collection Procedure: Primary data was collected from direct observation, interview with patients & attendants

Data Analysis Procedure: Data collected was analyzed using Microsoft Excel

Ethical Consideration: Informed consent of the patients and attendants was taken. Data security, confidentiality and privacy were ensured.

Results:

A. The Five Major Dissatisfies

1. Radiology Report Dispatch
2. Laboratory Report Dispatching
3. Unavailability Of Certain Medicines in OPD Pharmacy
4. Waiting time prior to doctor consultation
5. Long standing queues at registration counter

B. 13 responses were very satisfied from appointment system, registration, consultation etc

C. 272 responses were satisfied from appointment system, registration, consultation etc

D. 331 responses were neutral from appointment system, registration, consultation etc

E. 20 responses were dissatisfied from appointment system, registration, consultation etc

F. 2 responses were very dissatisfied from appointment system, registration, consultation etc

Keywords: Hospital, expectation, patient's satisfaction, satisfiers, dissatisfiers

Recommendations:

1. Strict and timely TAT should be followed

2. Proper analysis of feedback form and continuous monitoring and auditing of feedback results
3. Departments which have been getting low scores continuously forming a committee of relevant team members and then doing root cause analysis
4. Proper formation of SOP's and hospital policies pertaining to patient satisfaction

Regular follow up with patients, for their feedback towards continuous quality improvement

Acknowledgement

The dissertation at Manipal Hospital, Jaipur has helped me enormously both in terms of learning as well as enriching my knowledge by getting an insight of day to day managerial activities, functioning of hospitals and issues and problem solving capacity a manager must imbibe. I was fortunate enough to interact with esteemed authorities and staff of the Hospital, who have guided me directly or indirectly for the successful completion of this study.

First of all, I would like to thank Mr. Karthikaivelan G Unit Head for providing me an opportunity to carry out my dissertation at Manipal Hospital, Jaipur

I want to express my heartfelt gratitude and sincere thanks to Mr. Naveen Malik, Head Human Resource, for timely guidance and constant support.

I would also like to extend my thanks and gratitude to my organizational mentor Ms. Kavita Shekhawat, Head Customer Care.

I would also like to express my gratitude and vote of thanks to Dr. S.D Gupta Chairman IIHMR Jaipur for cultivating right attitude for learning and Col. (Dr.) Ashok Kaushik Dean Academic And students Affairs, IIHMR Jaipur for helping me achieve my goal.

Finally I acknowledge my indebtedness to my respected Mentor Dr. Susmit Jain Professor IIHMR, Jaipur for his constant guidance and patience support throughout my dissertation and without whom I would not have been able to complete the study.

Lastly I would like to thank all those who have helped me or have come across as good source of information and taught me directly or indirectly

Sincerely

Dr. Richa Pareek

MBA (Hospital)

2015-2017

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**Title: A Study to Access level of satisfaction amongst the Patients visiting Outpatient
Department of Manipal Hospital, Jaipur**

1. Introduction

Patient satisfaction can be summarized as accomplishment or congregation of expectation of a person from a service or product. When a patient comes to hospital, he has a pre set notion of various aspects of hospital according to the market trend, image of the hospital, cost he has paid for a particular visit.

Although the main motto of visiting hospital is to get relevant medical services and thereby getting cured but there are other aspects which consists of clinical and non clinical services which if taken care off can enhance the patient satisfaction and likewise if these go wrong can do patient satisfaction would reduce enormously, at times patient/ attendants might rate a hospital very low based on the information which they have received from others but this can be enhanced by they themselves receiving good services.

Likewise if the patient/attendant has high set of expectation they would not be satisfied easily resultantly decreasing the patient satisfaction.

Thus patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care. Patient satisfaction is thus a proxy but a very effective indicator to measure the success of doctors and hospitals.

They may forget your name, but they will never forget how you made them feel.
Maya Angelou

Importance of Patient Satisfaction

- Satisfied patients will distribute their positive experience with five others, on average, and dissatisfied patients complain to nine (or more) other people. The Internet promotes rapid and wide propagation of these opinions. This word-of mouth marketing is powerful, especially as consumers grow better informed about their health care choices
- The cost of obtaining a patient is high; losing patient is a substantial loss of investment. Hospital might have attracted a patient through advertising or an empanelment contract. Every interaction with the patient represents a portion of your investment in that patient
- There is evidence of a reciprocal relationship between patient satisfaction and continuity of care (which is associated with better patient outcomes). Conversely, dissatisfaction and complaints can mean not only loss of business/investment, but also increased risk of malpractice lawsuits Conducting patient satisfaction

Objectives:

- To assess the satisfaction of patients
- To identify the areas with low satisfaction levels
- To provide the recommendations for enhancing patient satisfaction

2. Literature Review

Currently accessible national and international literature was reviewed to understand the concept of patient satisfaction.

International Studies Codmans' 'estimation of the outcomes of care' investigated four aspects of care for each case received: 1) The physicians' or surgeons' input; 2) The hospital's contribution; 3) The patients' disease or condition' and 4) The factors which deterred patient's co-operation. Pathology reports helped determine whether surgery was indicated in a case of appendectomy or not. They have had a wide application in the evaluation of quality of care. Because many of these outcome measures do not assess the overall performance of the organization

Indian Studies: Khosla et al found in their study, emphasis by the patients of two Delhi hospitals on varying needs according to their income groups: Â Low Income Group-improved physical facilities, improved diet and relaxation of visiting hours, better service by Class IV staff, human and sympathetic behavior and transport facilities after discharge. Â Middle and High Income group- personal and prompt attention of doctors, better behavior by Class IV staff, improved physical facilities, relaxation of visiting hours.

Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention and medical practice claims. It affects the timely, efficient and patient centered delivery of quality health care. Patient satisfaction is thus a proxy but a very effective indicator to measure the success of doctors and hospitals. (1)

For service providers to meaningfully ascertain the experience and perceptions of patients and the community research must first be conducted to identify the ways and terms in which those patients perceive and evaluate the service. (2)

The patient satisfaction perspective of hospital care had gained more attention in recent years and studies have shown that patients are most satisfied with interpersonal interactions, such as staff patient relationships(3) a study done in South Africa concluded that patient satisfaction is a fundamental indicator of equitable quality of care.

Patient satisfaction is as important as other clinical health measures and is primary means of measuring the effectiveness of health care delivery. The current competitive environment has forced health care delivery. The current competitive environment has

forced health care organizations to focus on patient satisfaction as a way to gain and maintain market share. If you don't know your strengths and weakness, you can't compete effectively. The data gathered through measuring patient satisfaction reflects care delivered by staff and physicians and can serve as a tool in decision making. (4)

A Study was done on four aspects of care for each case received: A) The physicians or Consultant/Surgeon's input. B) The hospital's contribution. C) The patient's disease or condition and D) The factors which deterred patient's co-operation(5)

Patient's perceptions are significantly influenced by hospital support functions. Further, these perceptions determine hospital reputation, influence future demands, and are integral to the understanding of patients as consumers of health care systems rather than consumers of medical procedures. (7)

3. Methodology

3.1 Research Design

- A research design will be Descriptive (cross sectional) research – Phase I
- A research design will be Analytical - Phase II

3.2 Study Setting

- Out Patient Department of Manipal Hospital, Jaipur

3.3 Research Duration

- February 6, 2017 – May 5, 2017

3.4 Sampling Size

- 100 patients were interviewed for measuring patients and attendants satisfaction level of based on their experience by appointment, registration, fee, consultation, laboratory, radiology, pharmacy and subsequent waiting time in respective areas.

3.5 Sampling Technique

- Convenience sampling (non-probability sampling)

3.6 Data Collection

- Primary Data: collected in form of patient feedback form, market-survey and observation.
- Secondary data: through observing patient's and attendant's

3.7 Tools

- Structured questionnaires, one to one interviews were used

- Interviews of associated staff members for an instance few problem areas were identified based on low scores and than feedback from staff was taken in order to find out lacunae's

3.8 Technique

Quantitative Technique was used for the study

3.9 Inclusion Criteria

1. Patient who has taken a prior appointment
2. First visit for the patient as well as the attendant accompanying him
3. Availing OPD consultation, laboratory, radiology and on leaving buying medicines from OPD pharmacy

4. Results & Discussions

Analysis of Patient Feedback

100 patients were interviewed for feedback using a structure questionnaire. One-to-one interviews were conducted for patients/ attendants across registration areas, OPD's of eminent consultants, Laboratory, Radiology waiting area and pharmacy queues

4.1 Patient Feedback Index Patients were asked to rate their experience/ satisfaction on the scale of 1-5.

Scale	Ratings
VERY DISSATISFIED	1
DISSATISFIED	2
NEUTRAL	3
SATISFIED	4
VERY SATISFIED	5

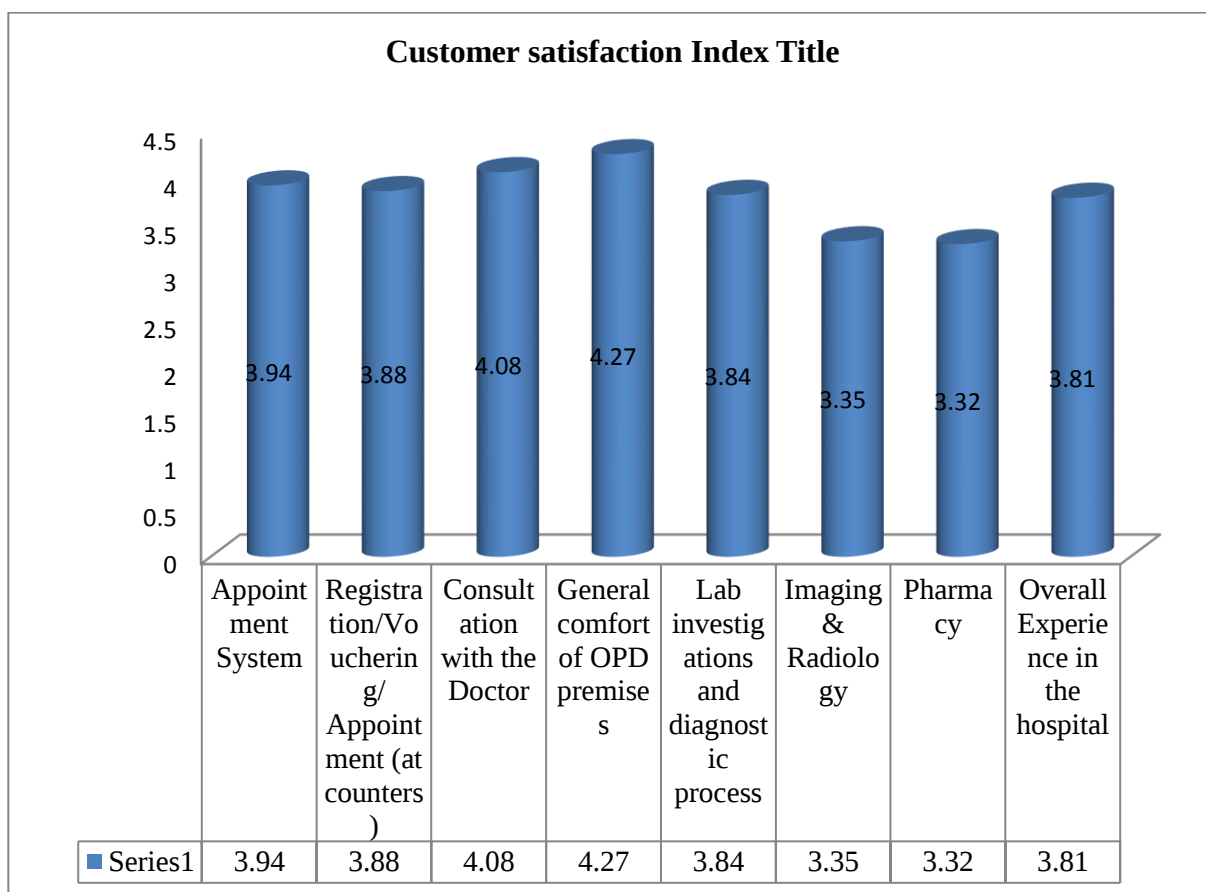
Patient satisfaction was recorded in the following areas as per their experience:

- Appointment System
- Registration/Vouchering/ Appointment (at counters)
- Consultation with the Doctor
- General comfort of OPD premises

- Lab investigations and diagnostic process:
- Imaging and Radiology
- Pharmacy
- Miscellaneous question (why did you choose Manipal Hospital, Jaipur as OPD patient?)

Table 1 . Patient Feedback Response

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Appointment System	0	61	36	3	0
Registration/Vouchering/ Appointment (at counters)	1	35	64	0	0
Consultation with the Doctor	5	63	31	0	0
General comfort of OPD premises	7	83	10	0	0
Lab investigations and diagnostic process:	0	43	54	3	0
Imaging and Radiology	0	14	73	11	2
Pharmacy	0	23	53	3	0



Customer satisfaction index 1

Figure 1

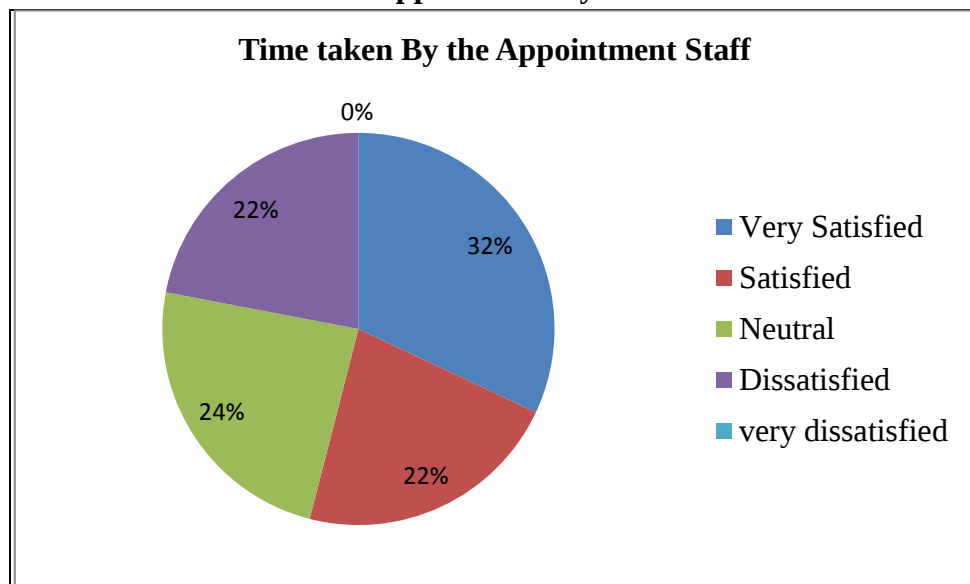
- The graph depicts overall customer satisfaction index based on averaging of the originally captured data
- This shows general comfort of the OPD has maximum index score of 4.27
- Whereas pharmacy has lowest score of 3.32
- Consultation with doctor is been ranked second, because patient comes to hospital with a motto of being cured hence it's a good indicator
- Radiology and laboratory have low scores

3%	Very Satisfied
56%	Satisfied
7%	Neutral
21%	Dissatisfied
3%	Very Dissatisfied

FINDINGS:

- Hospital must work out on reducing the dissatisfied proportion in order to have more number of satisfied patients.
- As stated by AAHC satisfied patient tells about his experience to 5 others while dissatisfied would tell to 10 others
- Subsequent loss of hospital revenue if the number of dissatisfied increases
- Malpractice claims increases if dissatisfied patients increase
- Quality of care is questioned if dissatisfied patients increase

1: Appointment System



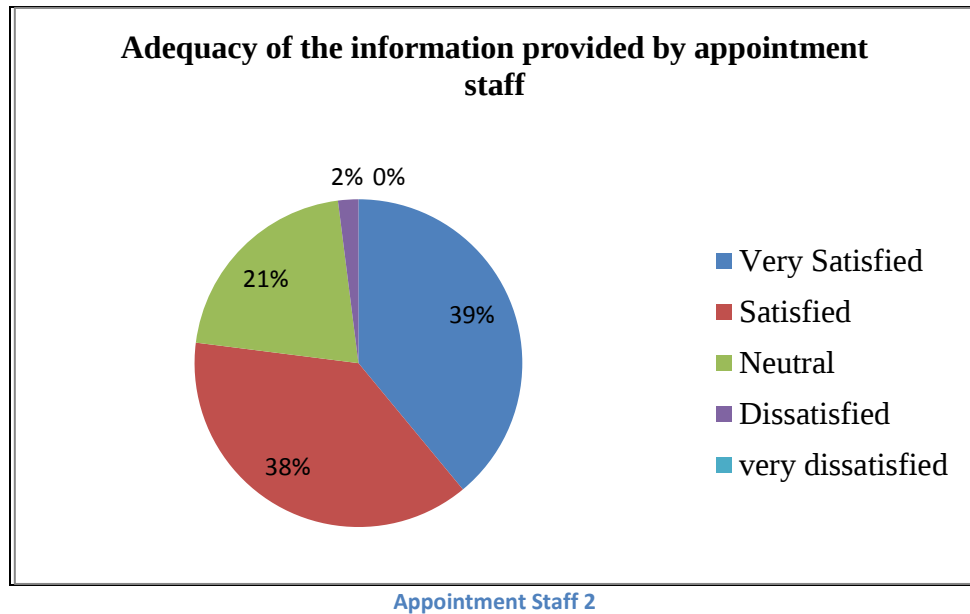
Appointment Staff 1

Patient	Scores	Inference
32	5	Very Satisfied
22	4	Satisfied
24	3	Neutral
22	2	Dissatisfied
0	1	Very Dissatisfied

FINDINGS:

- The common reason stated by patients/attendant for giving low scores to appointment system is the presence of centralized number which then later connects to Manipal Jaipur, which often takes time

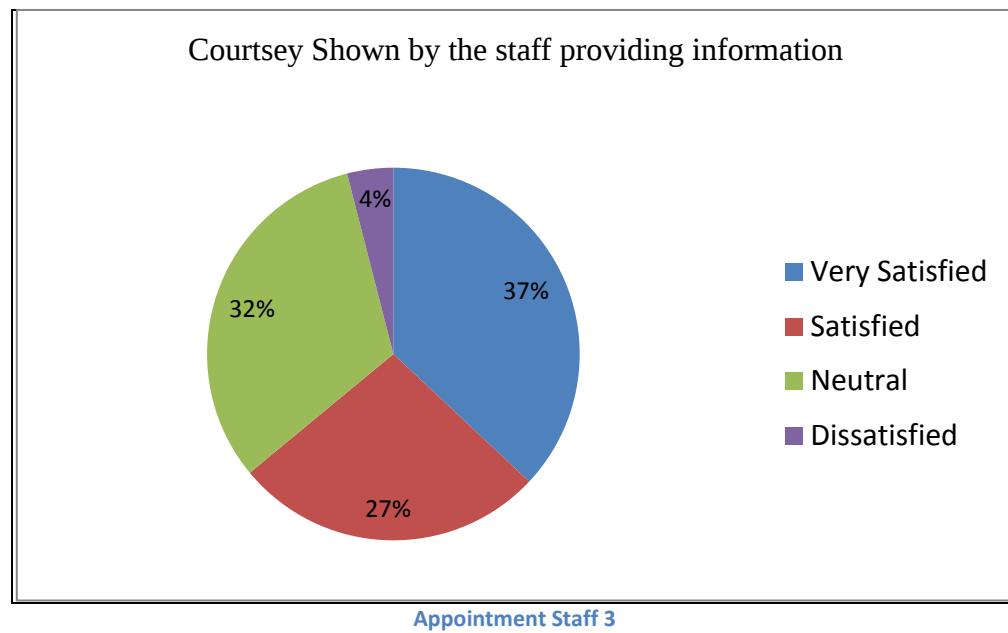
- Telephone lines often busy



Number of Patients	Respective Scores
39	5
38	4
21	3
2	2
0	1

FINIDINGS

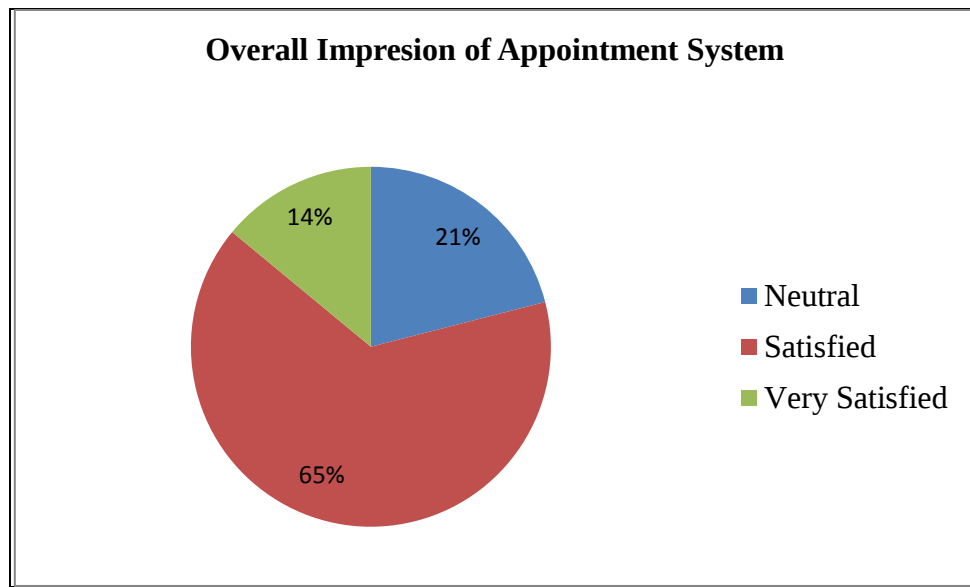
- Training should be provided to the staff responsible for training so that 21% of neutral patients/ attendants can be converted to satisfied
- Inculcating the basic greeting system with a kind gesture
- Confirming the information adequately before transmitting it to the inquirer 2% Dissatisfied people gave the reason of being so was that appointment was scheduled while doctor was on leave.



Number of patients	Respective Scores
37	5
27	4
32	3
4	2
0	1

FINDINGS:

- 64% patients/ attendants are coming under the category of Satisfied and very satisfied
- 32% neutral can be converted further by staff training and continuous feedback



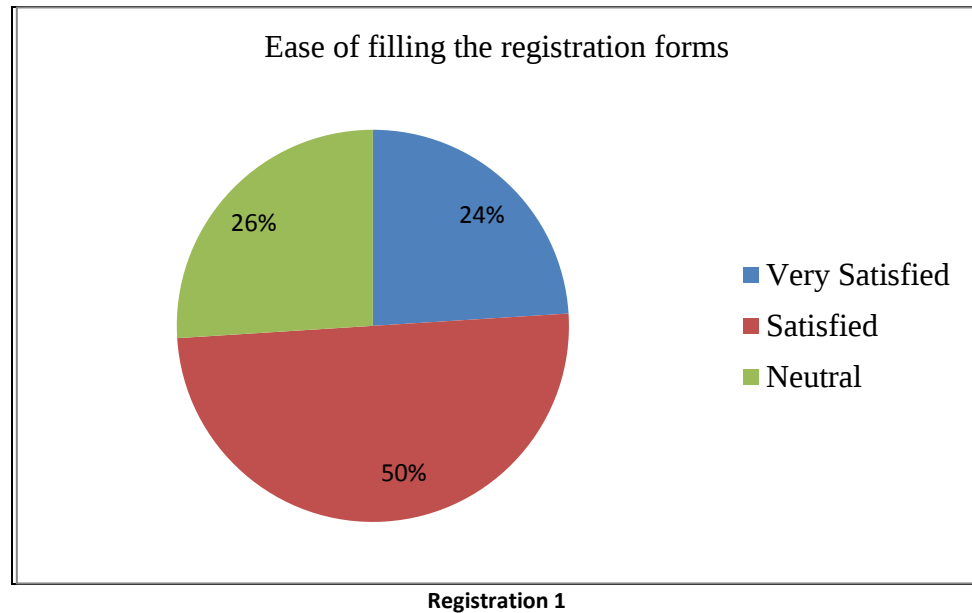
Appointment Staff 4

Patients	Range of Score	Result
14	4.5-5	Very Satisfied
65	3.5-4.5	Satisfied
21	2.5-3.5	Neutral

FINDINGS:

- Appointment system is the first contact point of patient and attendant which might turn into prospective patient needs to be strengthened so as patient satisfaction score can be increased by strengthening the system contious monitoring patient feedback and auditing.

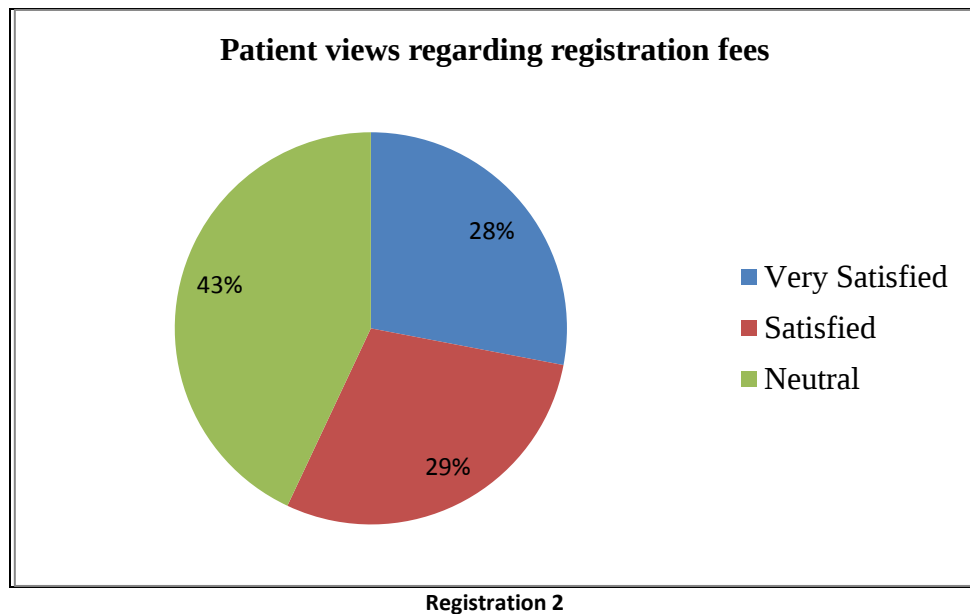
2: Registration/Vouchering/ Appointment (at counters)



Patients	Scores	Inference
24	5	Very Satisfied
50	4	Satisfied
26	3	Neutral

FINDINGS:

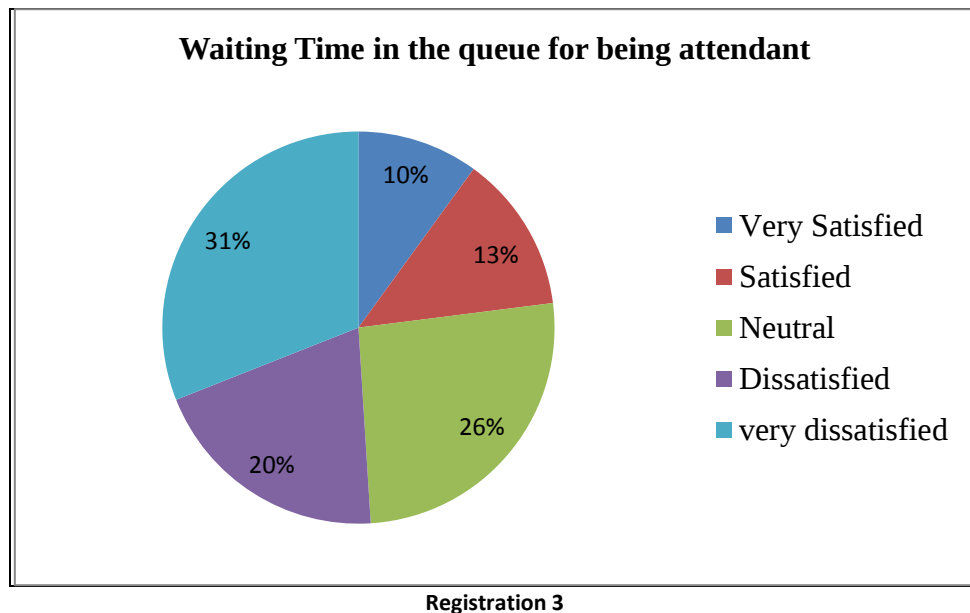
- Major portion of patients were satisfied and 26% were neutral reason stated was that registration forms were available in English and most patients are coming from rural areas becomes difficult for them to fill the form without any assistance to resolve this issue staff at registration counter helps them in filling the form so that's how their work gets done.
- Though those patients after waiting at registration counter get their work done but as staff engages in other work increases the queue at registration counter thereby increasing the crowd and subsequently the waiting time



Patient	Score	Inference
28	5	Very Satisfied
29	4	Satisfied
43	3	Dissatisfied

Findings:

- Majority here also comprises of satisfied patients but 42% here are neutral reason stated they come from rural areas and they state that as the waiting time is high here so they have to stay in same city for a day or 2 increases their cost even if those patients are credit patients they have to bear other costs als

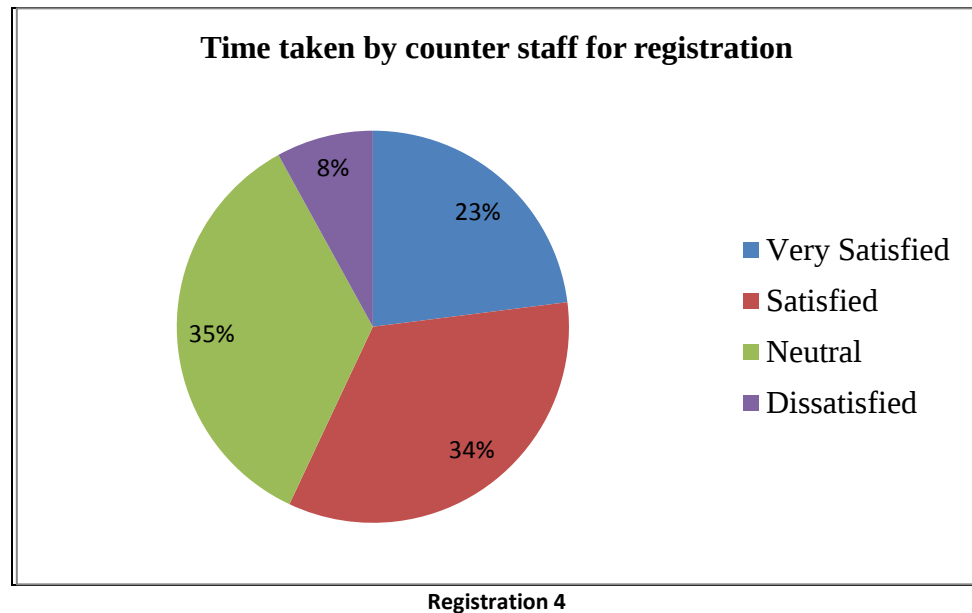


Patient	Score	Inference
10	5	Very Satisfied
13	4	Satisfied
26	3	Neutral
20	2	Dissatisfied
31	1	Very Dissatisfied

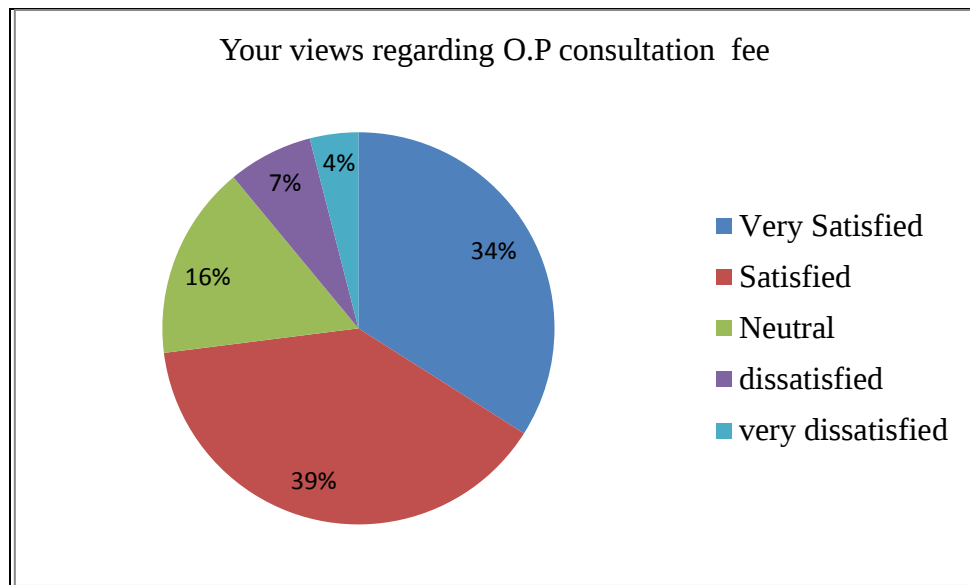
- 31% stated that they were very dissatisfied because of the high waiting time in the queue

Reasons Stated were:

- Lack of registration counters
- Registration form only available in English so subsequently same staff has to help them fill and understand the form
- Patients/ attendants if unable to find consultant in cabin would enquire at registration counter thereby crowding of registration counter



Patient	Score	Inference
23	5	Very Satisfied
34	4	Satisfied
35	3	Neutral
8	2	Dissatisfied



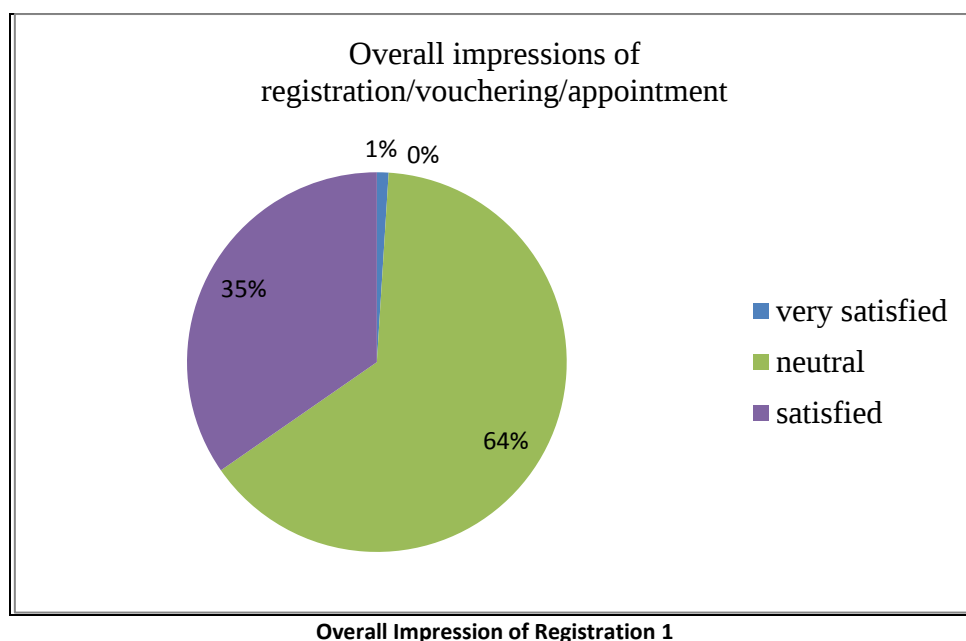
OPD Consultation fee 1

Patients	Score	Inference
34	5	Very Satisfied
39	4	Satisfied
16	3	Neutral
7	2	Dissatisfied
4	1	very dissatisfied

FINDINGS:

- Optimum consultation fee is being charged from cash patients
- Marginal presence of dissatisfied patients

Overall impressions of registration/vouchering/appointment

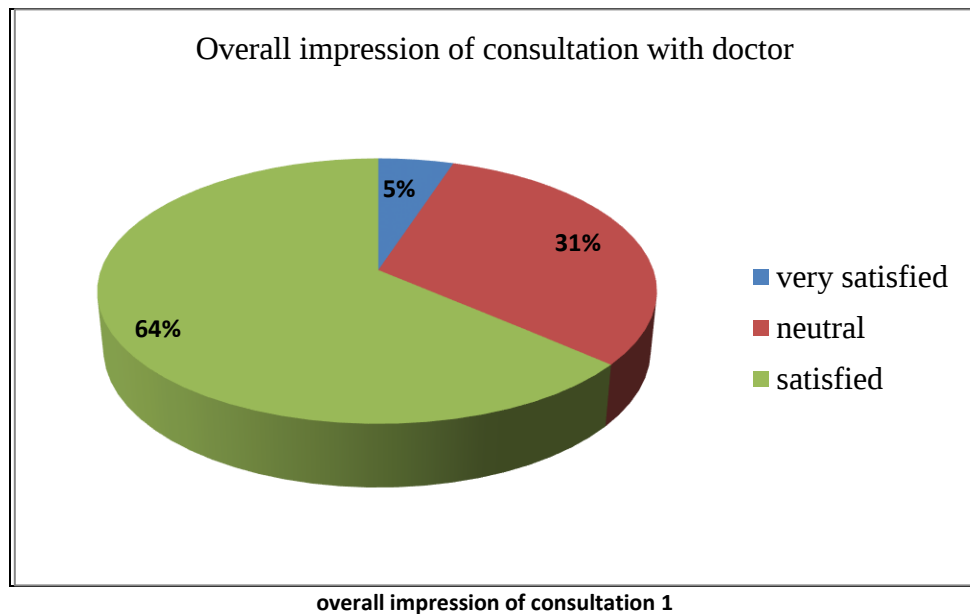


Patient	Score	Inference
1	5	Very Satisfied
35	4	Satisfied
64	3	Neutral

FINDINGS:

- Overall satisfaction pertaining to registration system is very high
- Patients and attendants had no major issues which needed immediate involvement from the staff
- Appointment staff was trained
- Only issue was the centralized contact number, so sometimes transferring a line might take time

3: Consultation with the Doctor

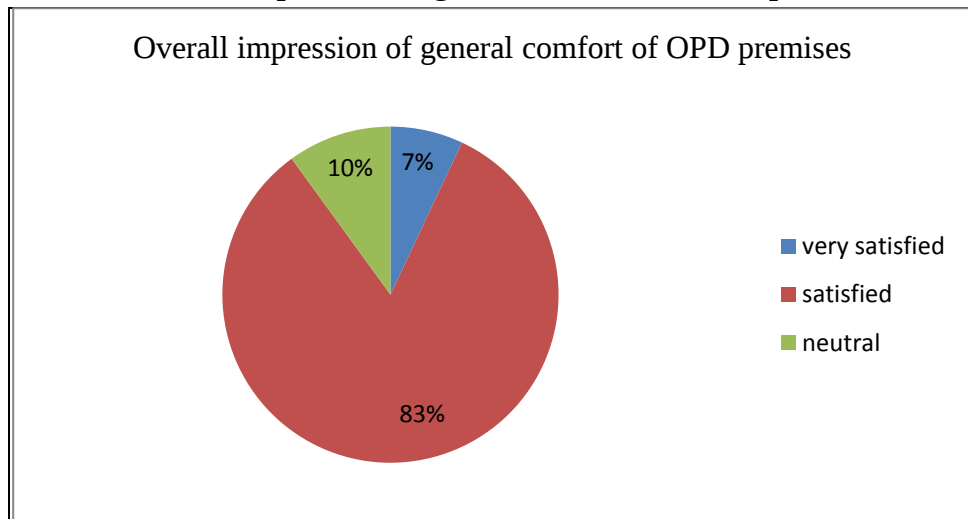


Patients	Score	Inference
5	5	Very Satisfied
64	4	Satisfied
31	3	Neutral

FINDINGS:

- Doctors are the major stake holders in hospital from provider side and here 69% patients are very satisfied & satisfied respectively whereas 31 % are neutral
- Reasons stated were:
 - Waiting time for consultation was high
 - At times doctor was not present in hospital but their appointment was scheduled
 - Patient care unaware about doctor's OPD
 - Few were unhappy with consultant asking them to get tests done prior to consultation
 - Patients coming from outside Jaipur have to stay back because of high waiting time

4: Overall impression of general comfort of OPD premises



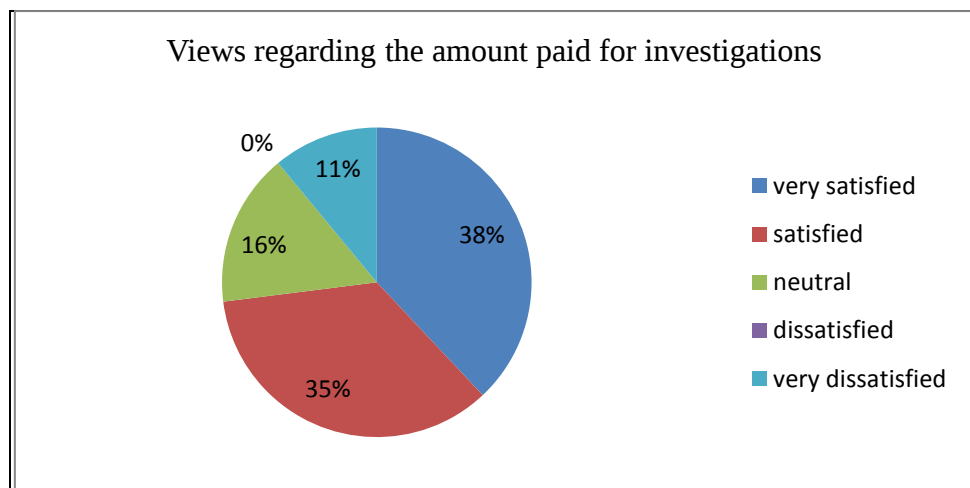
overall impression of OPD 1

Patients	Score	Inference
7	5	Very Satisfied
83	4	Satisfied
10	3	Neutral

FINDINGS:

- Hospital maintains perfect clean and safe environment for everyone visiting the premise with adequate space for them to sit with comfortable ambience

5: Lab investigations and diagnostic process:



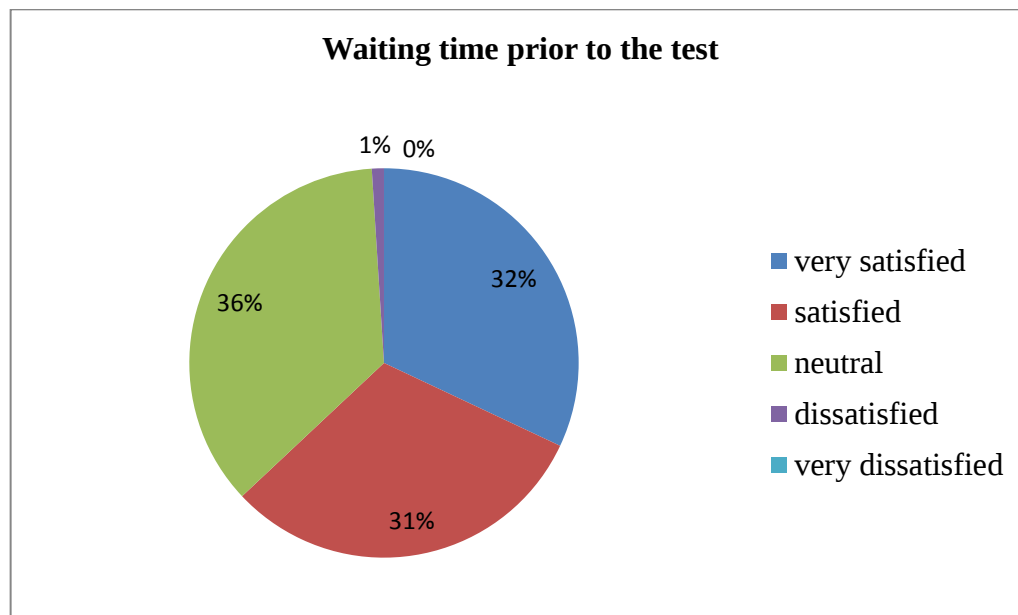
Laboratory 1

Patients	Score	Inference
38	5	Very Satisfied
35	4	Satisfied
16	3	Neutral
0	0	Dissatisfied
11	1	Very Dissatisfied

FINDINGS:

- Though the hospital charges optimum fee and has introduced packages for different diagnostic tests but as the market dynamics are changing and many other competitors are emerging customer should be made aware of the offerings.
- Patients who were neutral stated that they were not told about packages available in hospital which would have costed them slightly more with a lot more diagnostic tests
- Though the board was placed on registration counter regarding the tests but the staff should also tell patient/ attendant regarding them thereby increasing the patient satisfaction and subsequently increasing the revenue for hospit

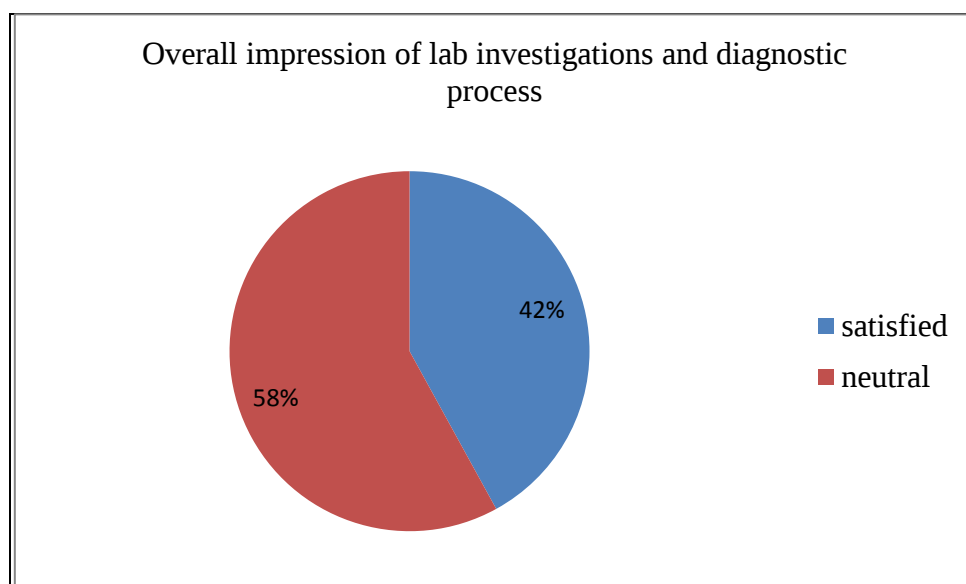
Waiting time prior to the test



Patients	Score	Inference
32	5	Very Satisfied
31	4	Satisfied
36	3	Neutral
1	0	Dissatisfied
0	1	Very Dissatisfied

FINDINGS:

- 37% comprises of neutral & dissatisfied
- Reason stated was comparatively high waiting time because there was no staff to attend them, this can be cured by appointing extra staff (planning rooster) in such a way that identifying the peak hours and appointing few extra personnel to reduce the waiting time

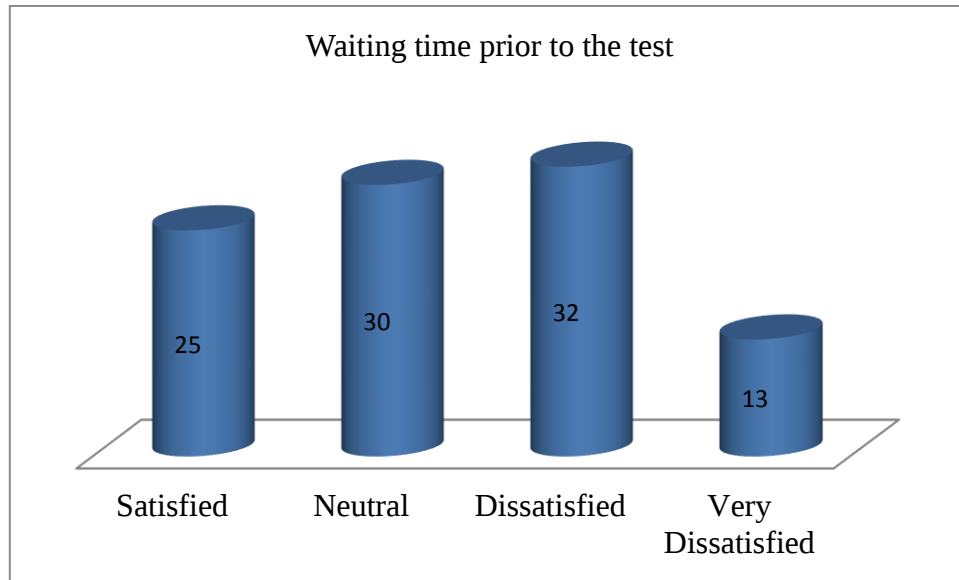


Patients	Score	Inference
42	4	Satisfied
58	3	Neutral

FINDINGS:

- Staff should work on following the strict TAT
- Dispatch of the reports and validation should be done promptly
- Planning of rooster to combat inadequacy of the staff

6: Imaging and Radiology



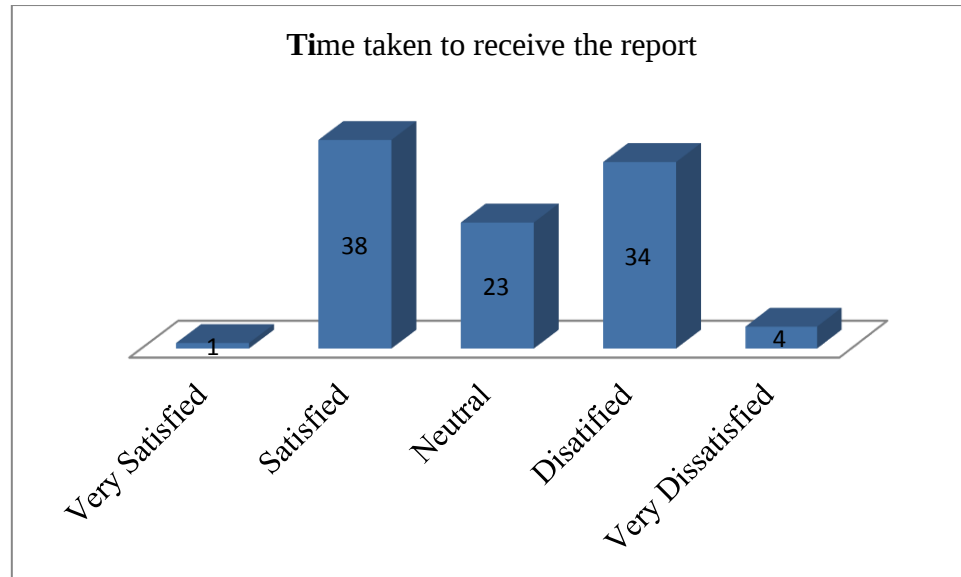
Radiology 1

Patients	Score	Inference
25	4	Satisfied
30	3	Neutral
32	2	Dissatisfied
13	1	Very Dissatisfied

FINDINGS:

- 32% and 13% respectively scored dissatisfied and very dissatisfied
- Reason stated were appointments were made without conforming the presence of radiologist in the department
- Less number of equipments
- According to hospital SOP If there is a requirement of emergency or IPD patients for any radiology imaging procedure that patient should be given priority which further increases the waiting time for OPD patient

Time taken to receive the report

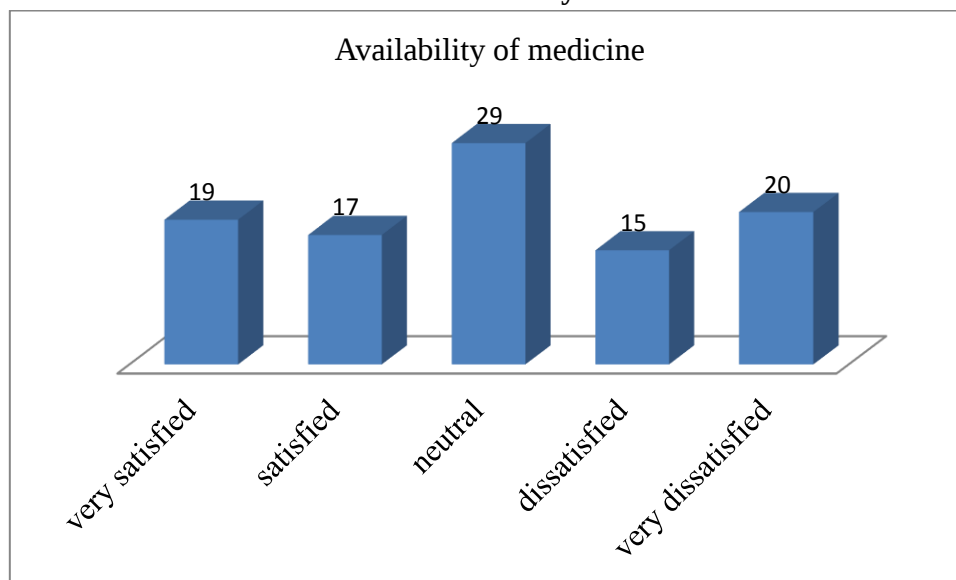


Patients	Score	Inference
1	5	Very Satisfied
38	4	Satisfied
23	3	Neutral
34	0	Dissatisfied
4	1	Very Dissatisfied

FINDINGS

- Another gap in radiology department is the waiting time for report.
- 23% neutral 34 % Dissatisfied 4% very dissatisfied
- No defined TAT for radiology department, junior staff

7: Pharmacy



Pharmacy 1

Patients	Score	Inference
19	5	Very Satisfied
17	4	Satisfied
29	3	Neutral
15	0	Dissatisfied
20	1	Very Dissatisfied

FINDINGS:

- 19% patients were satisfied with the availability of the medicine
- 17% were satisfied reason stated were the presence of medicines for both cash and credit patients
- 29% were neutral reason for them being neutral were amalgamation of both i.e long queue but then the medicines were available
- 15% were dissatisfied long queue and unavailability of medicine
- 20% were very dissatisfied based on previous experience and subsequent unavailability of medicines.

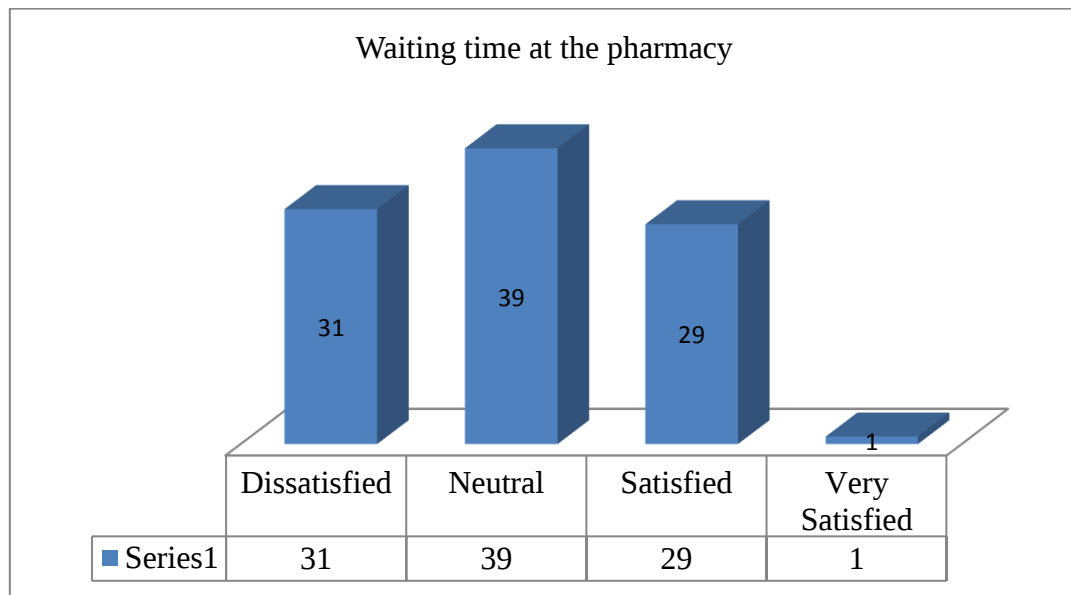


Figure 2

FINDINGS:

- 31% Patients/ attendants were dissatisfied because of high waiting time.
- Few of them had reasonably satisfied experience till pharmacy but eventually after standing in queues the dissatisfaction score raised and complained of less number of counters for medicine dispatch and billing
- 39% patients/attendants were neutral about waiting time as most of them were sensitized of such sights in hospitals have experienced this earlier as well.
- 29% were satisfied reasons stated were less time spent as compared to other OPD areas apart from that reasons stated were fast dispatch of medicine and early hours

4. Why did they choose Manipal Hospital, Jaipur OPD as a Patient?

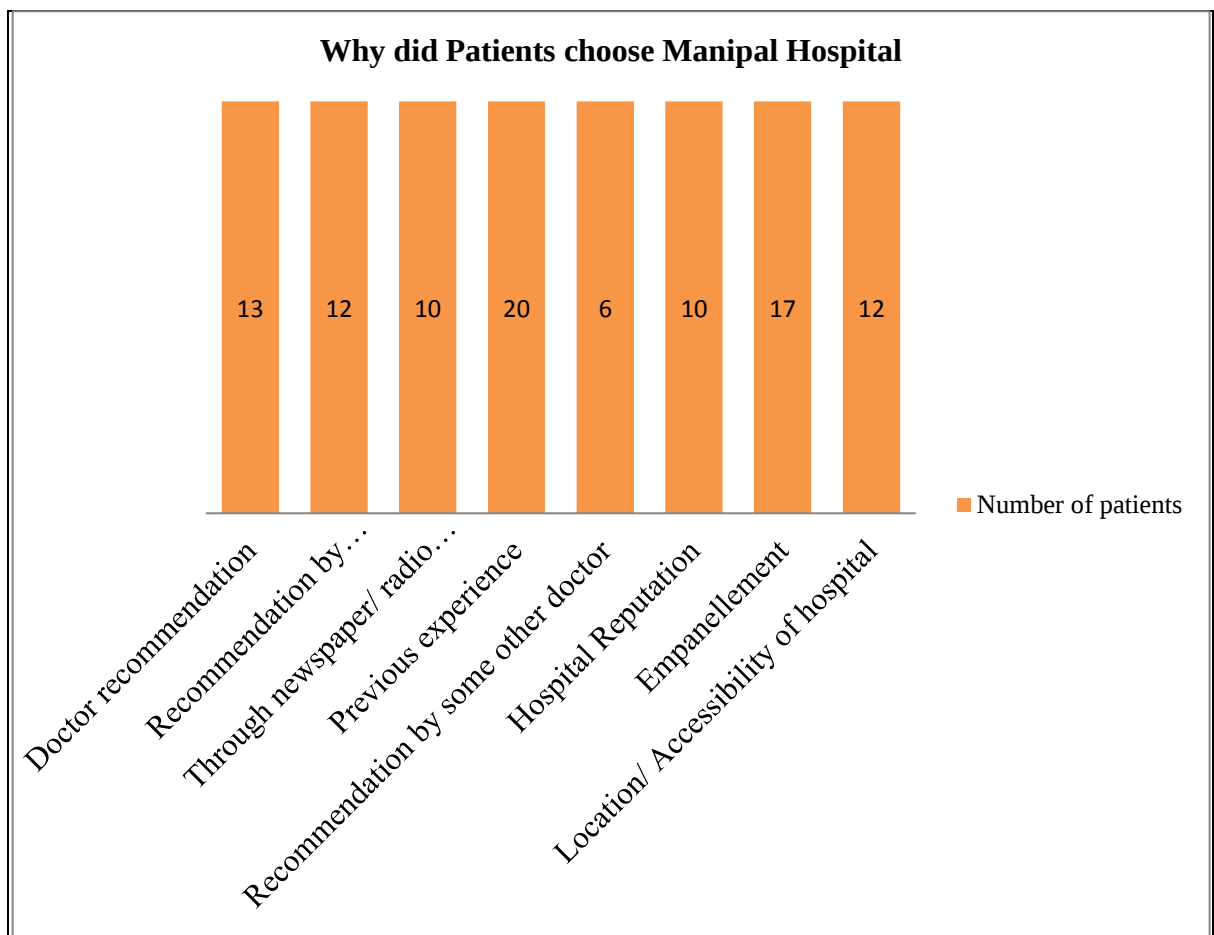
Patients were then asked how they came to know about Manipal Hospital, Jaipur OPD as a Patient. They were given choices like:

- Doctor recommendation
- Recommendation by family/friends/colleagues
- Through newspaper/ radio /internet/website, newspaper, flyers/posters signboards/hoardings/banners
- Previous experience
- Recommendation by some other doctor
- Hospital Reputation
- Empanelment

- Their answers were recorded as shown in table 5.1.1 and analysis was done as shown in fig 5.1.2

Doctor recommendation	13
Recommendation by family/friends/colleagues	12
Through newspaper/ radio /internet/website, newspaper, flyers/posters signboards/hoardings/banners	10
Previous experience	20
Recommendation by some other doctor	6
Hospital Reputation	10
Empanelment	17
Location/ Accessibility of hospital	12

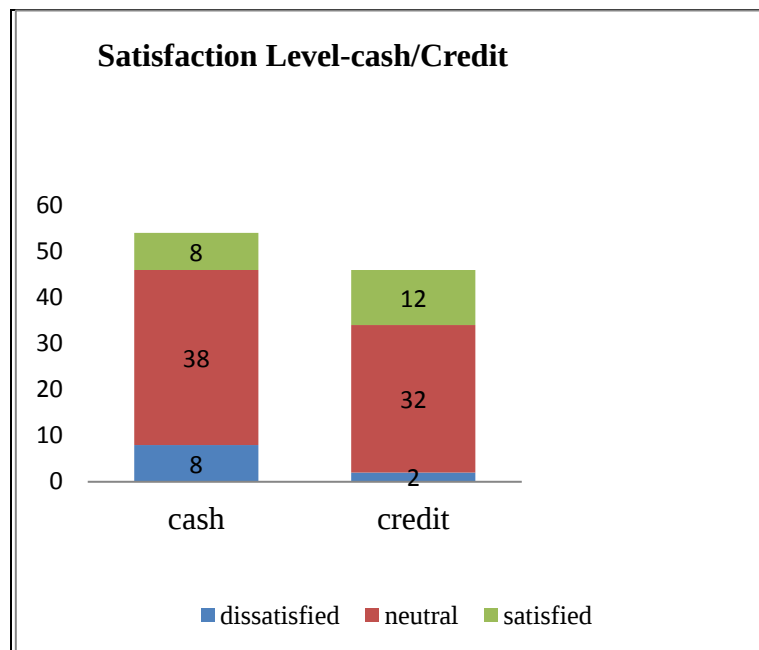
Source of Information



FINDINGS

- Respondents have give maximum score to previous experience so this shows if a patient goes dissatisfied on this visit would not return back or recommend to others

- Secondly it is very important to create satisfied patients in order to attract good number of new patients as stated this is the second most common reason of visiting the hospital



FINDINGS:

- As the hospital is empanelled with various boards, a lot of credit patients were seen and the satisfaction level amongst credit patients was more as compared to cash patients.
- But as 38% patients are coming from rural areas it because the waiting time is high patient has to bear indirect cost of treatment.
- Patient has to experience delay in care as the consultants doe not stick to the given OPD schedule

5. Limitations and Problems faced:

- As stated I have kept a sample size small i.e 100, because of the inclusion criteria so the results cannot be generalized.
- The responses were based on their personality, perceptions, those whose last experience of visiting any health facility was good rated their current experience based on previous exposure and similarly vice versa
- Getting even this sample size was difficult because respondents had lack of interest in giving feedback.
- Most patients had filled Manipal Hospital's feedback form, so they had relatively no interest in giving feedback
- Many patient in this hospital come from, rural background and they don't find it relevant to share their views
- Many responses were biased as respondents thought giving actual feedback might alter or cause hindrance to their care
- In few areas, example pharmacy, radiology and laboratory , hospital management was not comfortable in allowing researcher to take feedback in order to have apprehension not to disclose low scores to external body

6. Recommendations and Conclusions:

After conducting the research the recommendations are as stated below:

- The hospital needs to formulate a committee which will analyze the feedback thoroughly
- The low score areas viz. radiology, laboratory, pharmacy and waiting time for consultants needs immediate attention, root cause analysis with proper closure
- Hospital must follow the TAT , any gap from the given TAT is a serious quality issue in the hospital
- Proper training of the staff
- Feedback must allow the respondents to mention name of the staff member in order to be satisfied to very dissatisfied
- Scheduled auditing for TAT and patient satisfaction
- SOP and manuals describing the patient satisfaction should be in place
- Responsiveness : all the staff members should have responsiveness towards patients as well as their concerns and issues
- Recruit the staff who have comparatively better empathy towards the one visiting health facility
- Improve the communication channel

- Hospital staff should be easily approachable and accessible to hospital staff

For encouraging staff towards building a better satisfaction with patients:

- Recognizing and rewarding the staff member/ group who has worked and achieved better scores from patients, recognition inspires other staff members for working same as them.
- Involving each and every staff member, giving ownership to every stakeholder that a patient should not return dissatisfied at least from hospitals side because a hospital can not alter his perception but can definitely give him a better experience
- Coordination of both clinical and non clinical departments is a must in achieving good scores and thereby good patient footfall

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8. Questionnaire

Questionnaire to Access the Level of Patient Satisfaction at Manipal Hospital Jaipur									
Date		Name of the Doctor/Consultant:							
Patient's Name:		Respondent Number				Type of Patient Cash/Credit:			
Who is filling out this feedback form? (Kindly ✓)		Patient	Friend	Parent	Spouse	Family	Others		
Email ID:		Telephone Number Optional:							
Patient's Monthly Income (if dependent mention spouse/ guardian's income)									
Patient's Address:									
Instructions: To rate the following services that you receive kindly circle the number that best represents your opinions?									
Scale		Ratings							
VERY DISSATISFIED		1							
DISSATISFIED		2							
NEUTRAL		3							
SATISFIED		4							
VERY SATISFIED		5							
A	Appointment System				Ratings				
1	Walk in Patient								
2	Telephonic Appointment								
3	Time taken by appointment staff to give an appointment for doctor/service								
4	Adequacy of the information provided								
5	Courtesy shown by the staff providing the Information								
6	Overall impression of Appointment								
B	Registration/Vouchering/ Appointment (at counters)				Ratings				
1	Ease of filling the registration forms								
2	Your views regarding registration fee								
3	Waiting time in the queue at counters for being attendant								
4	Time taken by the counter staff								
5	Information provided at counter								
6	Your views regarding O.P consultation fee								
7	Courtesy of staff providing information at the counter								
8	Overall impressions of registration/vouchering/appointment								

H pharmacy:

1. Courtesy shown by the staff
2. Availability of medicine
3. Waiting time at the pharmacy.

7 Overall impression of radiology and imaging process

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H Overall satisfaction level on availing OPD services

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General Questions

Why did you choose Manipal Hospital, Jaipur OPD as a patient? Tick all that apply ✓

Manipal Hospital Doctor Recommendation	Previous Experience
Recommendation by family member/friend/colleagues	Recommendation by some other doctor
Through Newspaper/Radio/other form of advertisements	Hospital Reputation
	Camps

C	Consultation with the Doctor								
1	Waiting time to see the doctor after completing registration	3							
2	Information shared by the doctor about your health and treatment								
3	Courtesy shown by the consultant								
4	Time spent by the doctor								
5	Overall impression of consultation with doctor								
D	Nursing Care								
1	Behavior and attitude of nurse								
2	Response to queries by the nurse								
3	Care offered during procedure/investigation by the nurses								
4	Overall impression of nursing care								
E	General comfort of OPD premises								
1	Cleanliness in the OPD area								
2	Comfort at the waiting area								
3	Cleanliness of toilets								
4	Overall impression of general comfort of OPD premises								
F	Lab investigations and diagnostic process:								
1	Your views regarding the amount paid for investigations								
2	Waiting time prior to the test								
3	Information provided by technician regarding availability of results								
4	Efficiency of technician performing the procedure								
5	Courtesy shown by the staff								
6	Overall impression of lab investigations and diagnostic process								
G	Imaging and Radiology								
1	Your views regarding the amount paid for investigation								
2	Waiting time prior to the test								
3	Information provided by technician regarding availability of results								
4	Efficiency of radiologist/radiographer performing the procedure								
5	Time taken to receive the report								
6	Courtesy shown by the staff								