

A Study to Access the Patient Satisfaction Level in Outpatient Department of Manipal Hospital



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Outline



- Introduction
- Purpose of the Study
- Objectives
- Study Design and Methodology
- Findings
- Suggestions

Introduction



- Patient satisfaction can be summed up as fulfillment or meeting of expectation of patient 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 as well as his past encounters with hospital or health care providers
- **Importance of Patient Satisfaction**
- Satisfied patients will distribute their positive experience with others
- 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).

Objectives



- To assess the satisfaction level of patients in the Out Patient Department of Manipal Hospital, Jaipur
- To identify the areas with low satisfaction levels
- To provide the recommendations for enhancing patient satisfaction

Study Design and Methodology



- **Study Setting:** Manipal Hospital, Jaipur
- **Study Type:** Descriptive and Analytical
- **Study Duration:** 6th February 2017 – 5th May 2017

Study Design and Methodology (cont'd)



- **Sampling Size:** 100 patients were interviewed for measuring patients and attendants satisfaction level
- Sampling Technique
- Convenience sampling (non-probability sampling)

Study Design and Methodology (cont'd)



Data Collection

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

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



- *Inclusion Criteria*
- 1. Patient who has taken a prior appointment
- 2. Availing OPD consultation, laboratory, radiology and on leaving buying medicines from OPD pharmacy

Aspects Of Measuring Patient Satisfaction



- 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?)

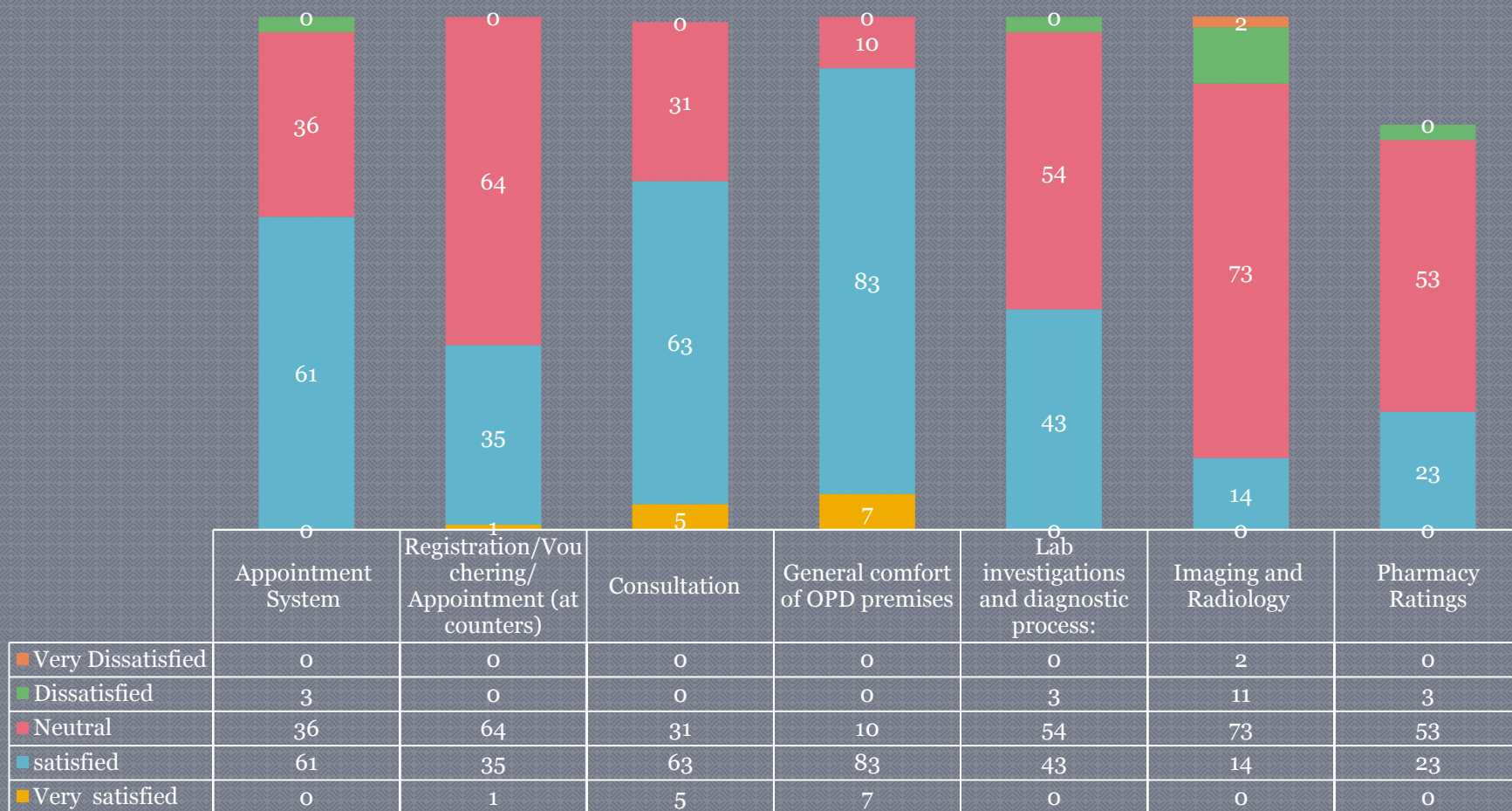
Evaluation of responses



- 5 point likert scale was used to measure the response of the patients, which is as follows:

5	Very Satisfied
4	Satisfied
3	Neutral
2	Dissatisfied
1	Very Dissatisfied

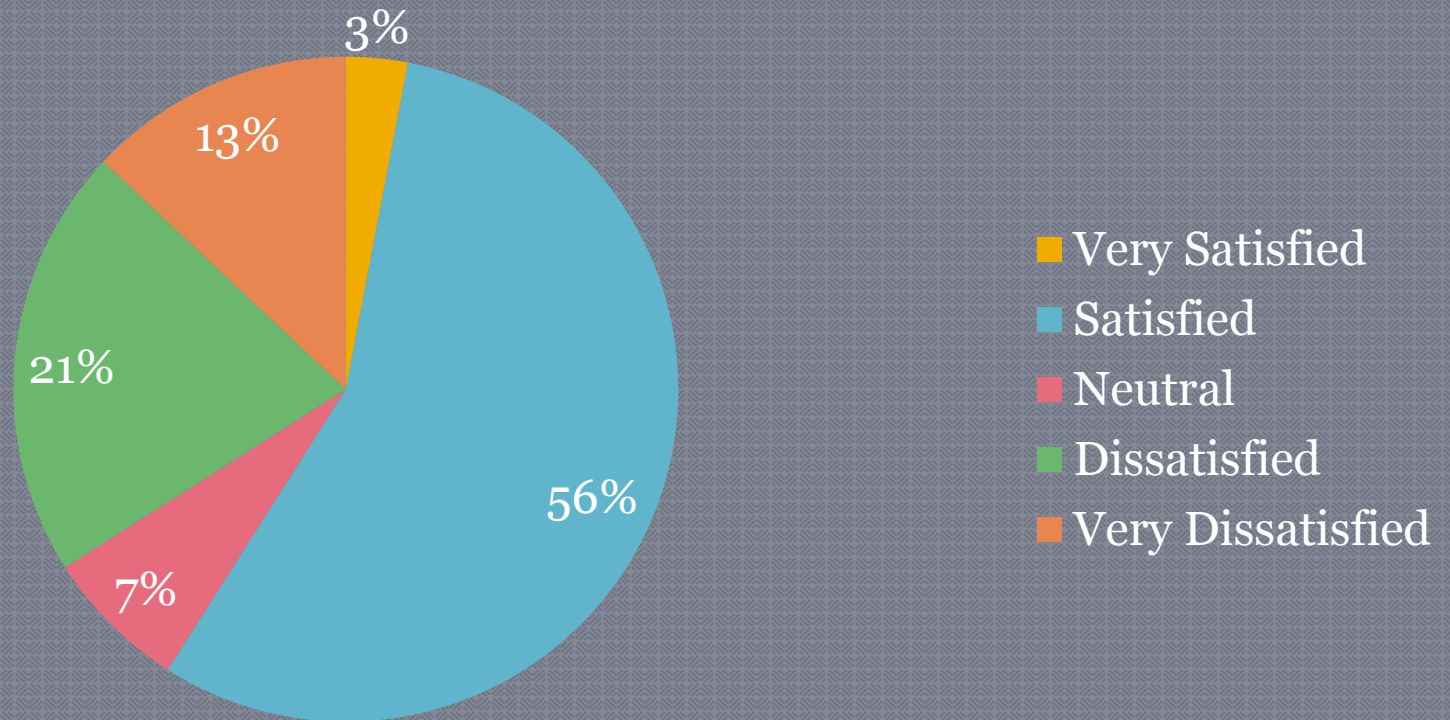
Findings: Patients Satisfaction Response



Overall OPD satisfaction level



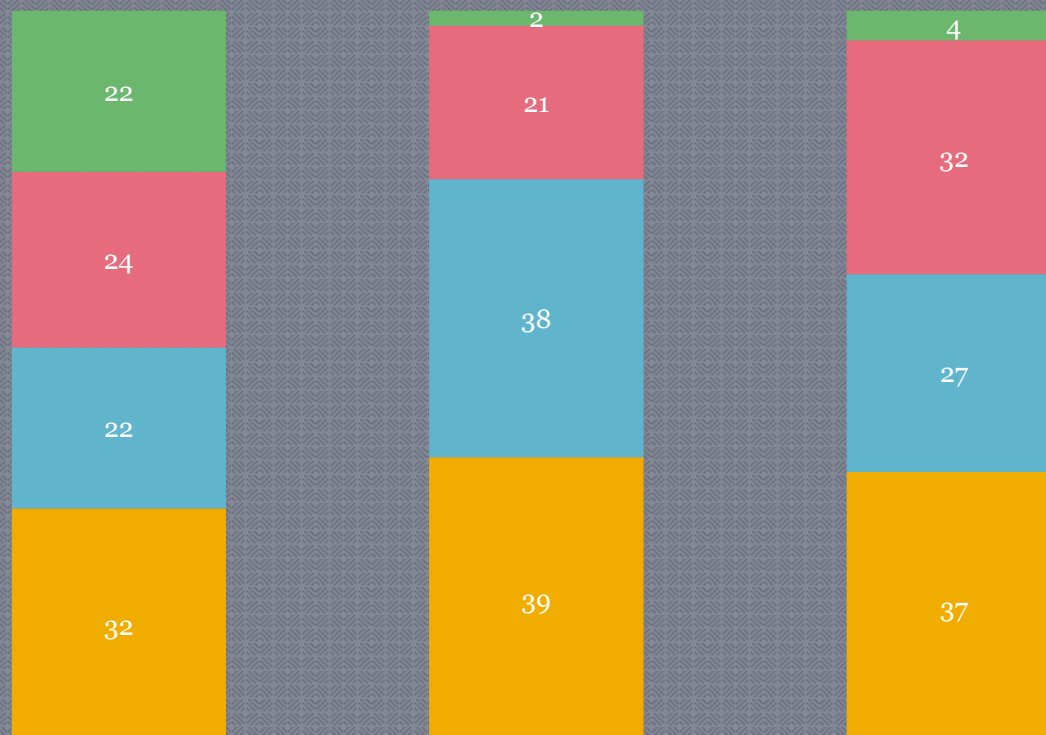
Overall OPD satisfaction level



Issues pertaining to Appointment System



Appointment System

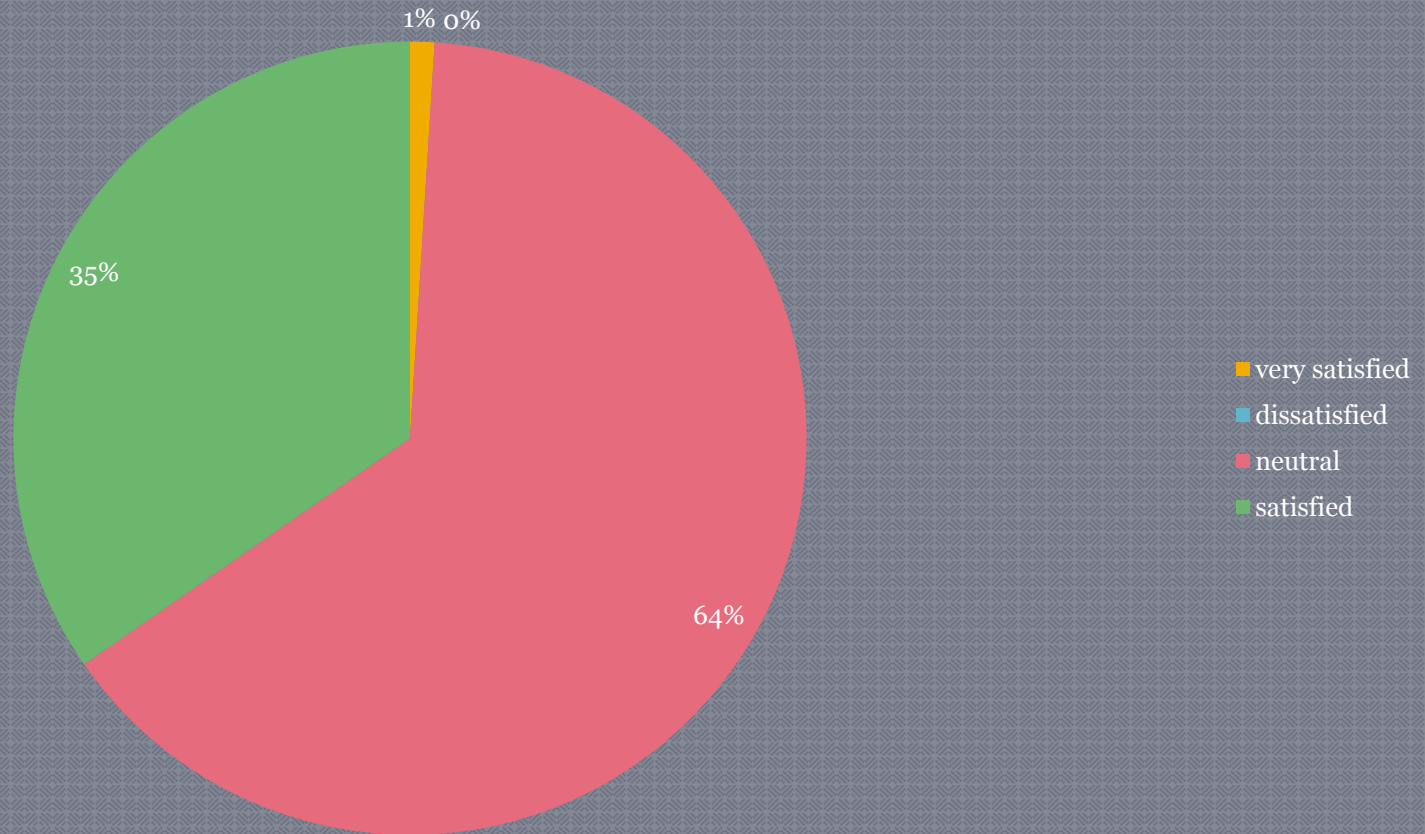


	Time taken by appointment staff	Adequacy of information provided	Courtesy by staff
very dissatisfied	0	0	0
Dissatisfied	22	2	4
Neutral	24	21	32
Satisfied	22	38	27
Very Satisfied	32	39	37

Registration



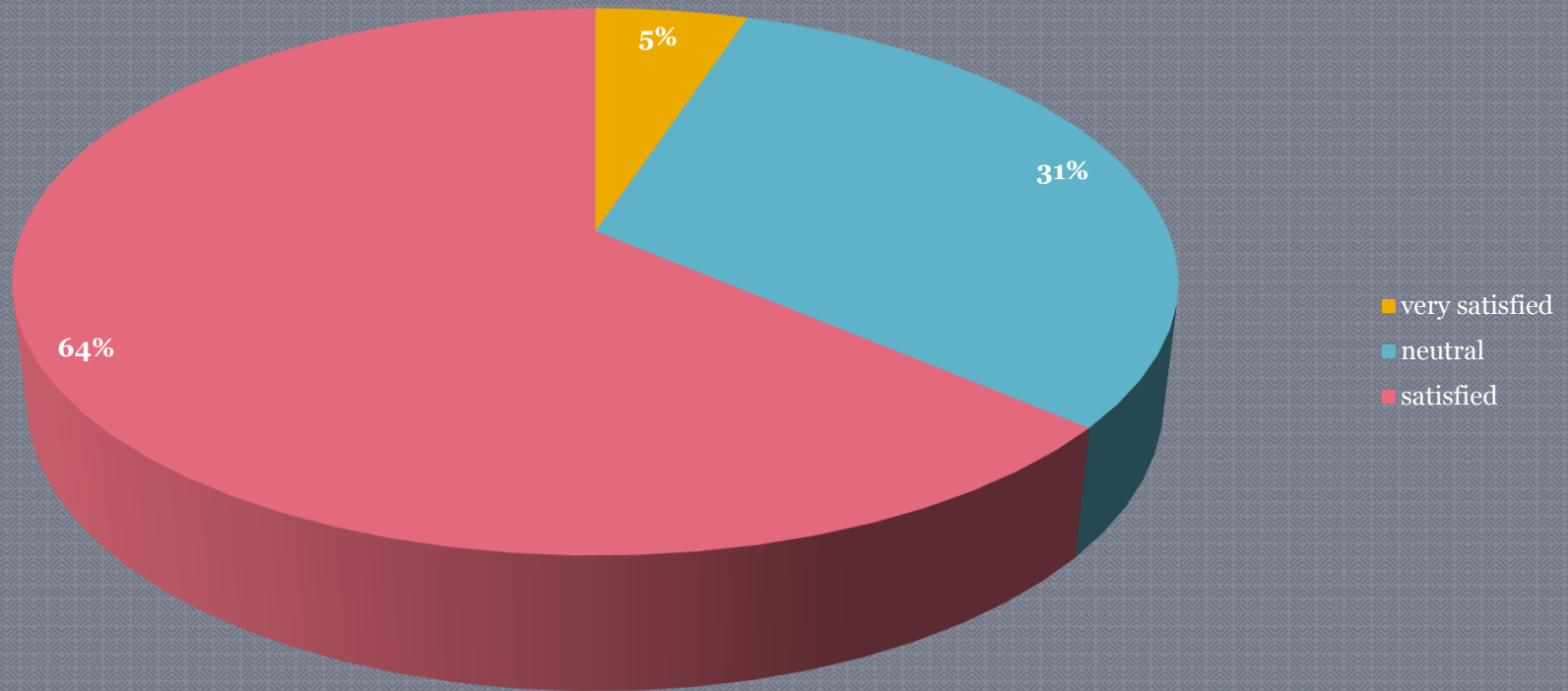
Overall impressions of registration/vouchering/appointment



Consultation With Doctor



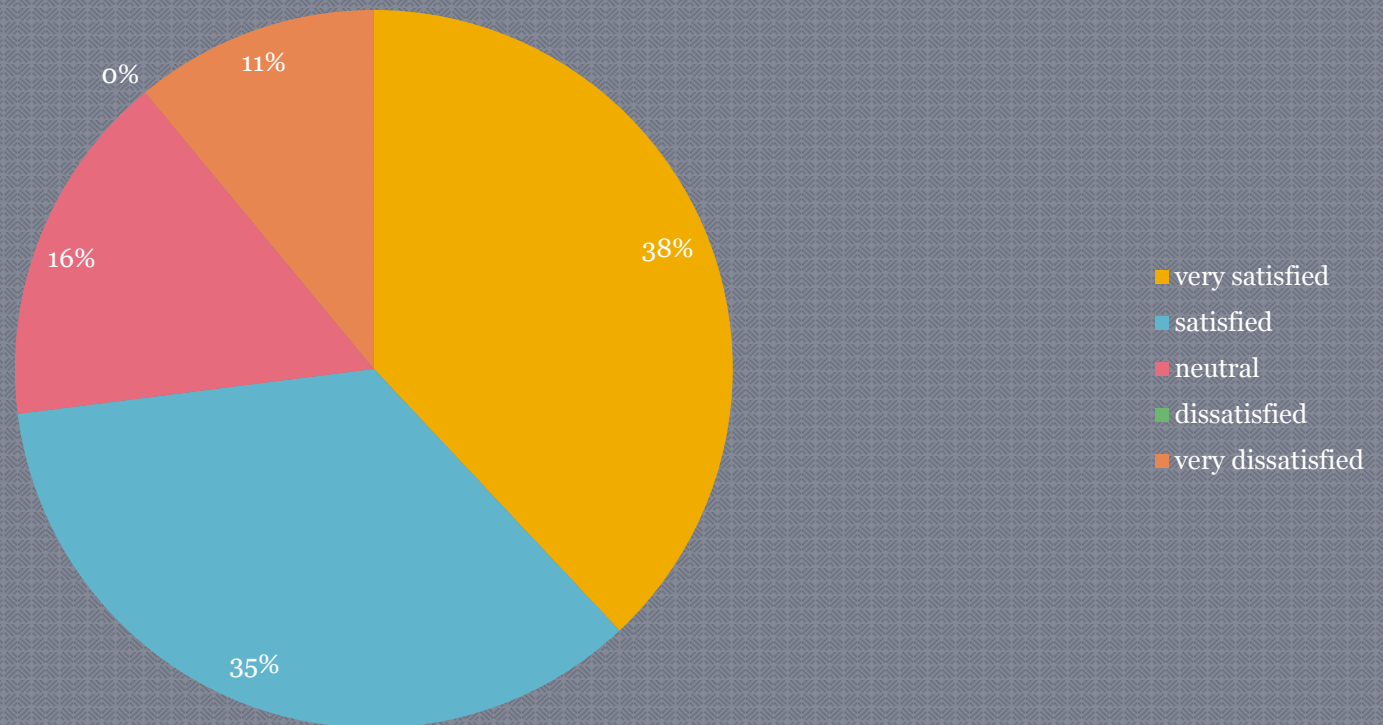
Overall impression of consultation with doctor



Laboratory



Views regarding the amount paid for investigations

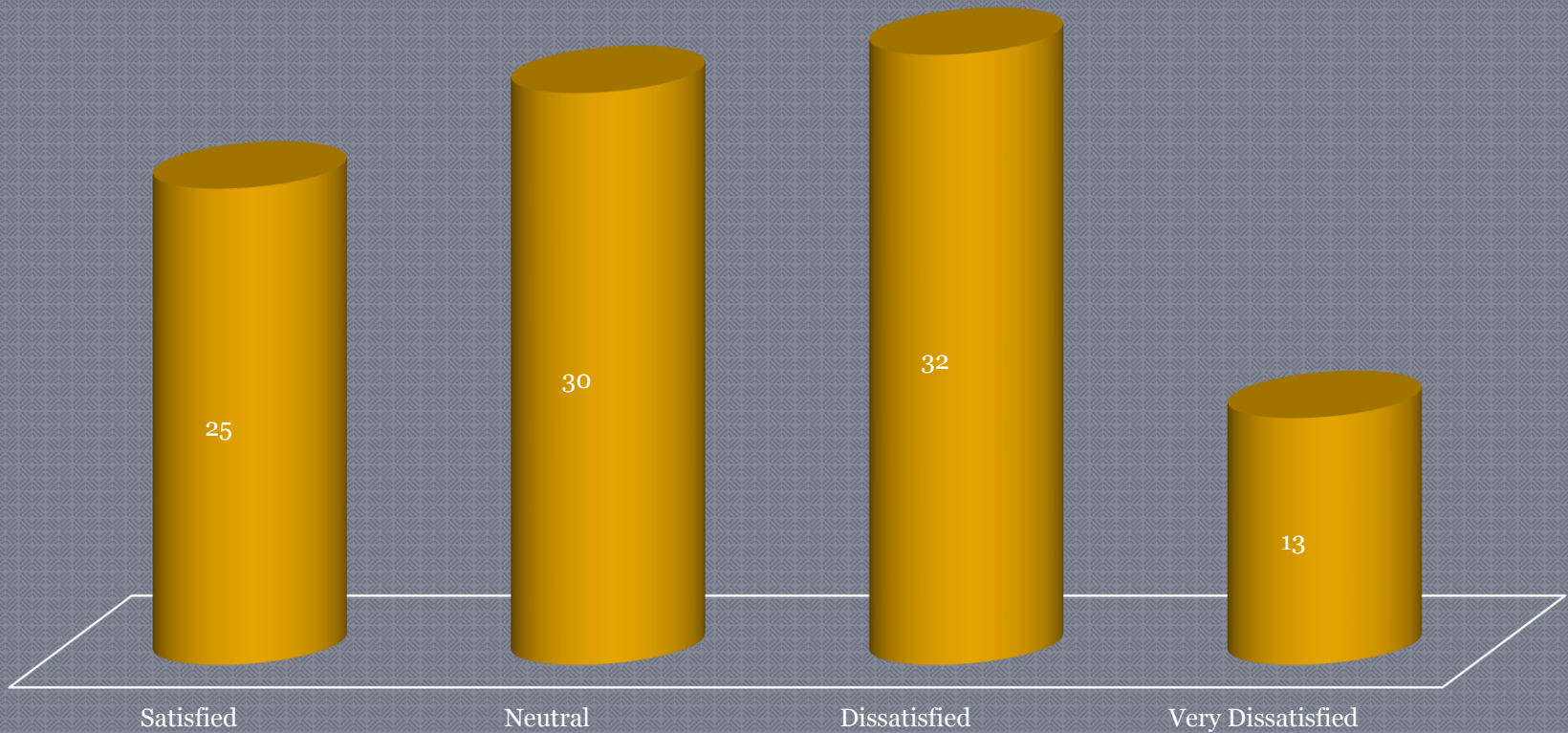


Radiology Waiting Time



waiting time for the test

Series1 Series2 Series3 Series4 Series5 Series6 Series7 Series8



Radiology



1. 32% and 13% respectively scored dissatisfied and very dissatisfied

Reason stated were appointments were made without conforming the presence of radiologist in the department

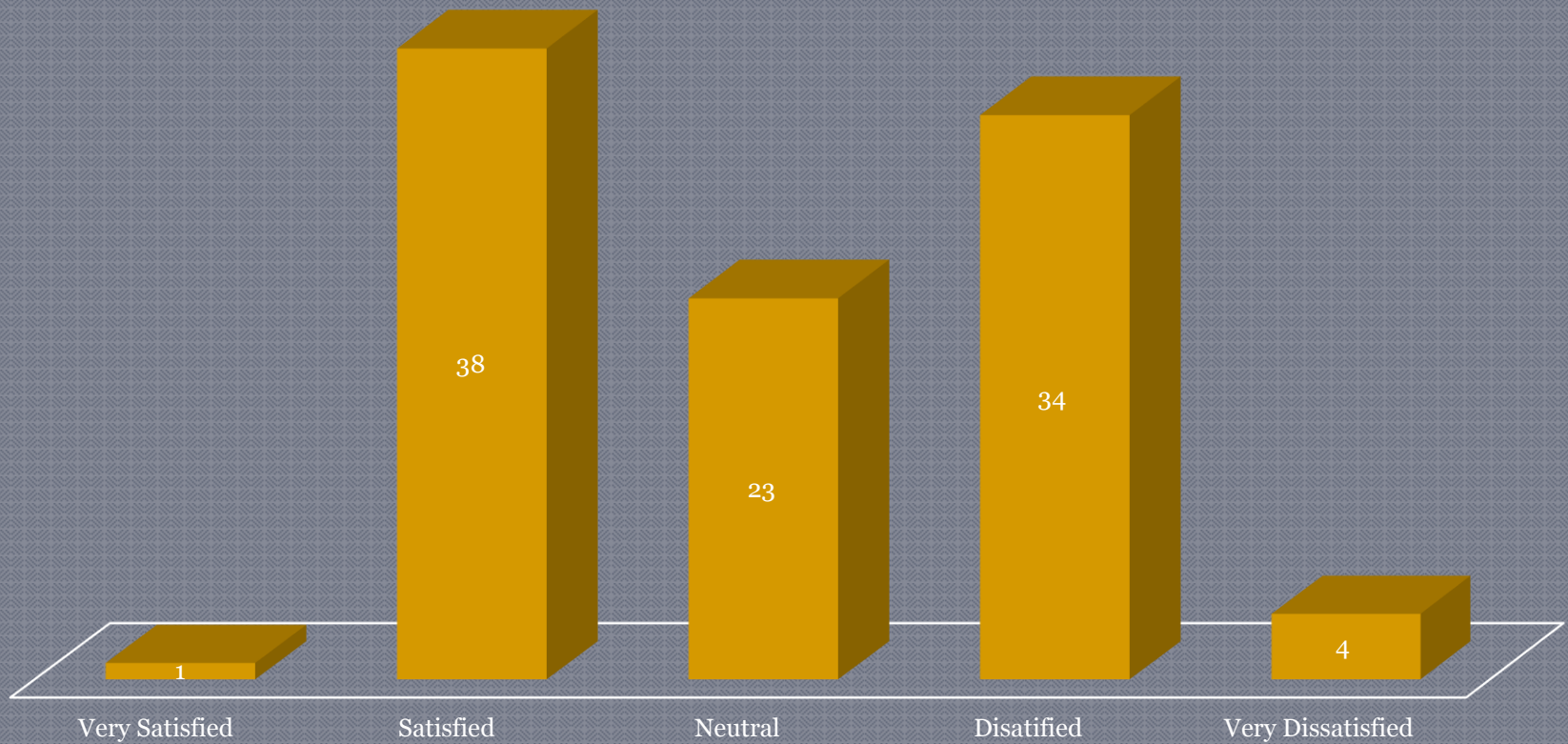
Less number of equipments

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

Radiology Report



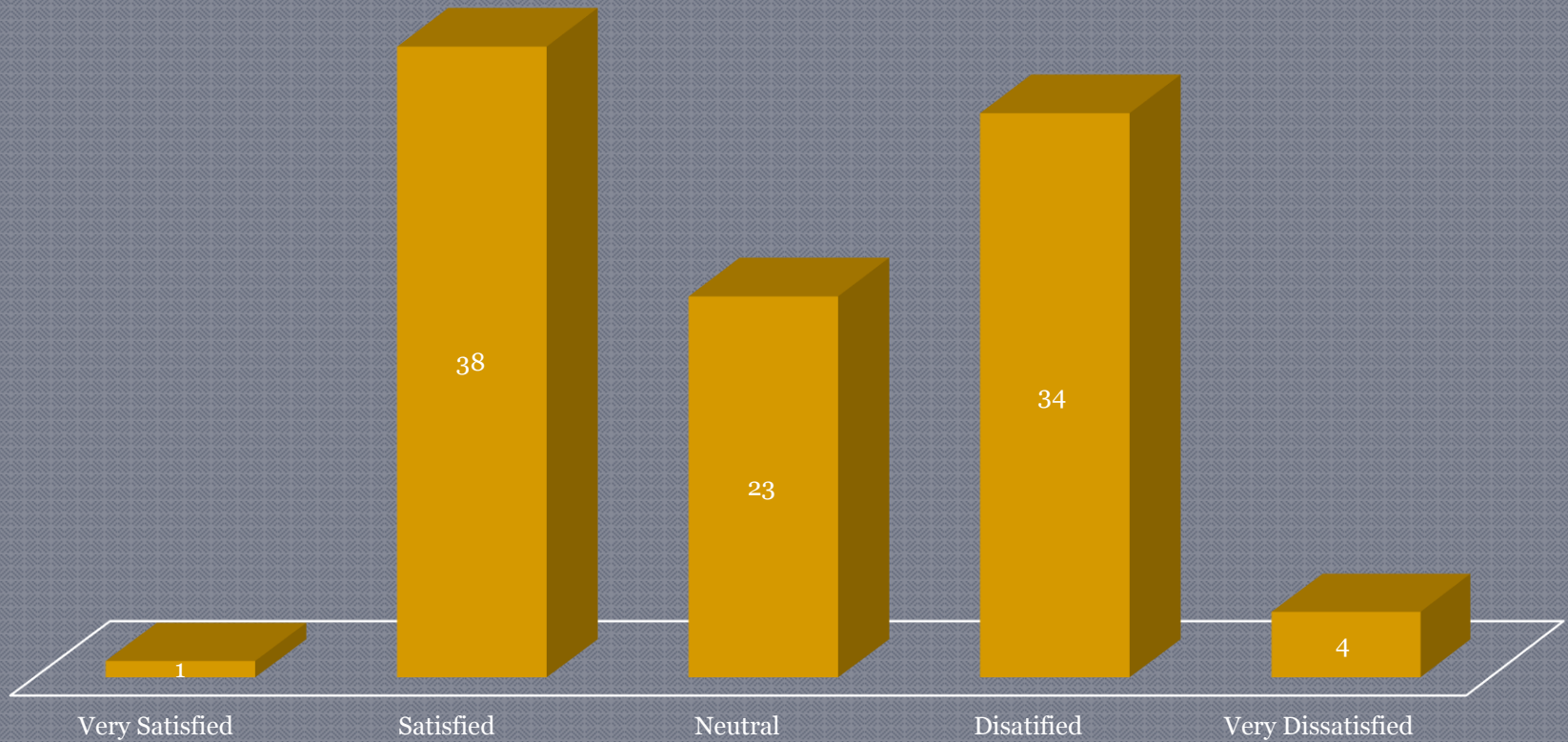
Time taken to receive the report



Pharmacy



Time taken to receive the report



Pharmacy

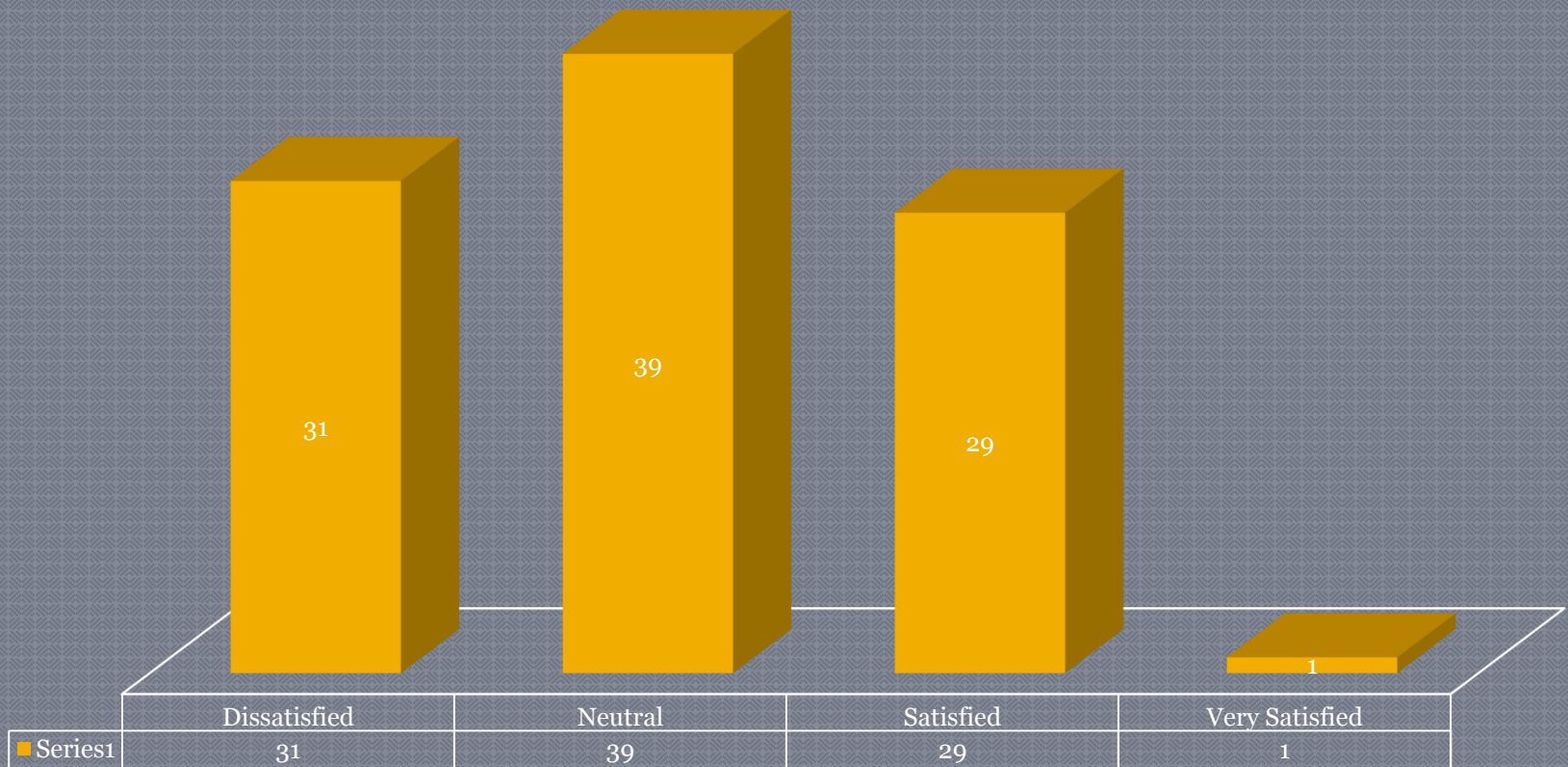


- 19% patients were satisfied with the availability of the medicine
- 17% were satisfied reason stated were the presence of medicines for both cash and credit patients
- 29% were neutral reason for them being neutral were amalgamation of both i.e long queue but then the medicines were available
- 15%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

Pharmacy Contd..



Waiting time at the pharmacy



Pharmacy Contd..



- 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
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Why did they choose Manipal Hospital Jaipur



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

Major Dissatisfies



- Registration Counter- Waiting time in the queue
- Pharmacy- waiting time and unavailability of medicine
- Radiology – Delay in reports
- Radiology- Waiting time
- Laboratory- Delay in report
- Doctor Consultation- Waiting Time

Suggestions



- Mechanism for reversal
- “Thank You” Cards and “Sorry Cards”
- Strengthening the good communication triangle
- Staff should have ownership capability of any problem arising.
- Good rooster planning
- If OPD starts at 10, Should mean 10 for senior level to junior level staff.

Suggestions



- A regular audit should be done on how feedback analyzed and utilized for future references
- Punctuality should be through camera attendance tracker. Special appraisals and disincentives for phlebotomists.

Thank you

