

A REPORT ON PATIENT EXPERIENCE IN IPD



Presented By: DR. SUNDEEP SETH

Roll No.: 0356

Batch: HM-20

INTRODUCTION

- The Issue of patient/customer satisfaction has gained increasing attention from executives across the healthcare industry. The measurement of patient satisfaction through patient satisfaction surveys has helped organization leaders incorporate patient perspectives as a way to create a culture where service is deemed an important strategic goal for healthcare facilities
- However, despite their many efforts and successes with satisfaction measurement, evidence shows that a bit of work in this area is still needed

- One of the primary challenges has been in sustaining patient / customer satisfaction improvement initiative in the face of competing priorities and diminishing resources. **Asian Heart Institute, Mumbai (AHI)** is an organization that has made the issue of improving patient/customer satisfaction one of its top priorities
- The purpose of this study is to serve as a resource to help **AHI** fulfill its mission to enhance its patient/customer experience as to make it community's first choice in seeking medical care. By analyzing data, this study demonstrates that intangible human values such as care, co-operations, compassion along with the tangible medical services are vital to satisfy the needs of the patient and has the most powerful effect in terms of patient satisfaction during a hospital stay at **AHI**

HOSPITAL PROFILE

- Asian Heart Institute (AHI), is India's No.1 cardiac care hospital, established in 2002, located in the western suburb of Bandra, at the Bandra-Kurla Complex (BKC), in Mumbai, Maharashtra, India. In just 15 years, the hospital has treated more than 300,000 patients, and completed over 37000 angiographies & angioplasties and more than 21000 heart surgeries. AHI has a staggering success rate of 99.83% in bypass surgeries and an overall 99.6% in cardiac surgeries. These success rates are among the highest in the world. It has pioneered the treatment of complex heart surgeries, arterial graft & beating heart surgery in India

MISSION

- *“To operate as a world-class heart hospital, incorporating the latest technological advances and ethical practices to provide quality heart care at reasonable costs”*

VISION

- To be a globally preferred centre of excellence

VALUES

- Customer Satisfaction
- Highest Quality
- Culture of High Performance
- Integrity and Ethical Practices
- Innovation and Change

DISSERTATION PROFILE

- I was appointed on the floors to understand the operations on the floor and to manage daily activities on the floor and understand the problems faced by the patients and attendants with respect to the services of the hospital. The main concern was to observe and understand the process of how different departments present in the hospital work to maintain the proper channel of work day in and day out.
- The work helped me out to understand the synchronization amongst various departments and for the same I have laid down the work that I have done over the period of three months. This also helped me to understand how the hospital maintains the standard's laid down at various parts of hospital which are directly or indirectly related to patient experience.

WORKFLOW OF FRONT OFFICE DEPARTMENT (OPERATIONS)

1. **Greeting and introduction for new admissions-** To help the patient get acquainted with the room and hospital services at large. This makes the patients and his/her relative feel comfortable.
2. **Daily interactions query and feedback handling-** To make the patient / attendant's stay comfortable by resolving their issues then and there (if possible) by co-ordination with various departments like nursing, F & B, Housekeeping , Finance, etc.
3. **Interaction at the time of discharge-** Take feedback from the patients/attendants at the time of discharge in order to know their level of satisfaction with the services they received during their stay.
4. **Developing a patient experience index-** Analyzing feedbacks and formulating a experience index with the aim of monitoring hospital's quality of care.
5. **Review of internal processes-** To continually assess and refine processes towards patient centricity and ensure that these are followed.

- 
5. **Review of internal processes-** To continually assess and refine processes towards patient centricity and ensure that these are followed.
 6. **Handling customer feedback of staff-** To receive customer feedback about particular employees and take appropriate action to correct behavior or to appreciate the staff as appropriate.
 7. **Celebrating special occasions of in-patients-** To make the patients feel at home by giving them special attention on special occasion.
 8. **VIP Patient Care-**To give almost care to VIP patients. In order to ensure that the sensitivities of other patients are managed, these VIP patients should be referred to as the critical patients list. The reason for this is that even if such a list called the “HNI (high net worth individual) patient list” is seen in advertently by a patient, the patient will not think that special care is being offered to these patients as a result of a reference, status, background etc.

- 
9. **Follow up calls-** To know the recovery of patients who have been discharged from the hospital and conveying good wishes for their speedily recovery through telephonic conversation.
 10. **Education programs for the attendants in IPD areas:-** To conduct educative programs for the attendants waiting in the IPD area with an aim of not only increasing health awareness, but also favorably influencing the attitudes and knowledge related to the improvement of health on a personal as well as community level.
 11. **Care of attendants of deceased-** To ensure that the attendants of the deceased person are handled with dignity and care and the billing is done with minimum delay. Also to ensure that we are compassionate with the attendants who may be finding it difficult to accept the fact that they have lost a member of the family?

PROBLEM STATEMENT

- Various dimensions of patient experience 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, comforting skill, amenities, food services, etc.
- It has also been reported that the interpersonal and technical skills of health care provider are two unique dimensions involved in patient assessment of hospital care.

- 
- Better appreciation of the factors pertaining to client experience would result in implementation of custom made programs according to the requirements of the patients, as perceived by patients and service providers.
 - Following increased levels of competition and the emphasis on consumerism, patient experience has become an important measurement for monitoring health care performance of health plans.
 - Patient is the best judge since (s)he accurately assesses and provides inputs which can help in the overall improvement of quality health care provision through the rectification of the system weaknesses by the concerned authorities.

AIM OF STUDY

- The aim is to study the level of patient experience so as to understand the emerging needs of the patient in terms of quality health care and to identify strategies that may help in increasing patient experience scores and sustain patient loyalty on a long-term basis.

RATIONALE OF THE STUDY

- Many previous studies have developed and applied patient experience as a quality improvement tool for health care providers. Thus, patient experience is an important issue both for evaluation and improvement of healthcare services.

OBJECTIVES

General

- To determine the patient experience in the In-patient department by developing a patient experience score card after evaluating the collected feedback forms of a tertiary care hospital.

Specific

- To measure level of experience with medical and nursing services.
- To measure level of experience with support services of the hospital namely diet and nutrition, housekeeping, food and beverage and security
- To recommend strategies for improving the level of patient experience and services of the IPD.

METHODOLOGY

- **STUDY AREA** – In-Patient Department of Asian Heart Institute, BKC, Mumbai.
- **STUDY DESIGN** – Descriptive Cross sectional
- **STUDY PERIOD**- 15th February- 15th May, 2017.
- **STUDY POPULATION** – Patients admitted in the In-patient Department.
- **SAMPLE SIZE** – 200 patients in IPD (taking 95% as confidence interval)
- **SAMPLING METHOD** – Non-probability convenience sampling
- **DATA COLLECTION** – Observation and Interview method
- **DATA ANALYSIS** – Using Microsoft Excel.

PARAMETERS ASSESSED FOR IPD

1. Help desk/Registration/front office.
 2. Accommodation
 3. Facilities for attendants
 4. Medical and nursing process
 5. Discharge process
 6. Facilities like:
 - Waiting area
 - Public dining options
 - Parking and security
 7. Overall behavior
- **NATURE OF DATA:-**Quantitative data collected through survey questionnaire technique.

SCALE OF RATING RESPONSES

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

TYPE OF DATA:-

- Collected through direct observations.
- Interacting with the patients or the attendants of the patients of this hospital.
- Information obtained through Hospital records.
- Information gathered through internet.



STUDY TECHNIQUE USED:- Questionnaire technique was used including both open ended and closed-ended questions.

STUDY TOOLS USED:-

- Feedback forms
- Discharge Report

Patient experience will be studied according to the below mentioned flowchart.

FRONT OFFICE DEPARTMENT



I.P.D



COLLECTION AND EVALUATION OF FEEDBACK FORMS



DEVELOPING THE PATIENT EXPERIENCE INDEX

OBSERVATION 's

Help Desk

S. NO.	HELP DESK	SCALE & NO. OF RESPONSES						3.48
		4	3	2	1	0	Total	Average
1	Please rate the ease with which you could contact the hospital	79	120	1	0	0	200	3.38
2	How did we respond to your queries.	86	108	0	0	6	200	3.44
3	How did we explain the various expenses and packages available.	89	103	0	0	8	200	3.46
4	How was your admission process	84	112	0	0	4	200	3.42
5	Please rate the efficiency and warmth of front office team.	88	106	0	1	5	200	3.48

Accommodation

S. NO.	ACCOMODATION	SCALE & NO. OF RESPONSES						3.41
		4	3	2	1	0	Total	Average
1	How comfortable was your accommodation	81	116	0	0	3	200	3.40
2	The quality of cleanliness and upkeep	87	112	0	0	1	200	3.43
3	How well did all equipments/activities work	91	107	0	0	2	200	3.45
4	Quality of food	77	119	1	0	3	200	3.38
5	Food services on time	83	111	1	0	5	200	3.41
6	Efficiency and politeness of Food & Beverage team.	80	113	0	0	7	200	3.41

Medical & Nursing Process

S. NO.	MEDICAL AND NURSING PROCESS	SCALE & NO. OF RESPONSES						3.39
		4	3	2	1	0	Total	Average
1	Time spend by doctors to explain diagnosis and treatment.	79	120	0	0	1	200	3.39
2	Attention from our doctors team	88	109	0	0	3	200	3.44
3	Attention from our nursing team	82	114	0	0	4	200	3.41
4	How well did our nursing team explained your treatment, procedure and care at home	77	115	0	0	8	200	3.39
5	Please rate the quality of service							
	➤ efficiency	76	122	0	0	2	200	3.38
	➤ promptness	74	124	0	0	2	200	3.37
	➤ care & warmth	77	119	0	0	4	200	3.39

Facilities For Attendant

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

Other Facilities

S. NO.	OTHER FACILITIES (please rate the quality of)	SCALE & NO. OF RESPONSES					
		4	3	2	1	0	Total
1	Chemist	57	127	0	0	16	200
2	Waiting area	69	121	0	0	11	200
3	Public dining options	50	129	0	0	21	200
4	Parking and security	59	117	0	0	24	200

Discharge Process

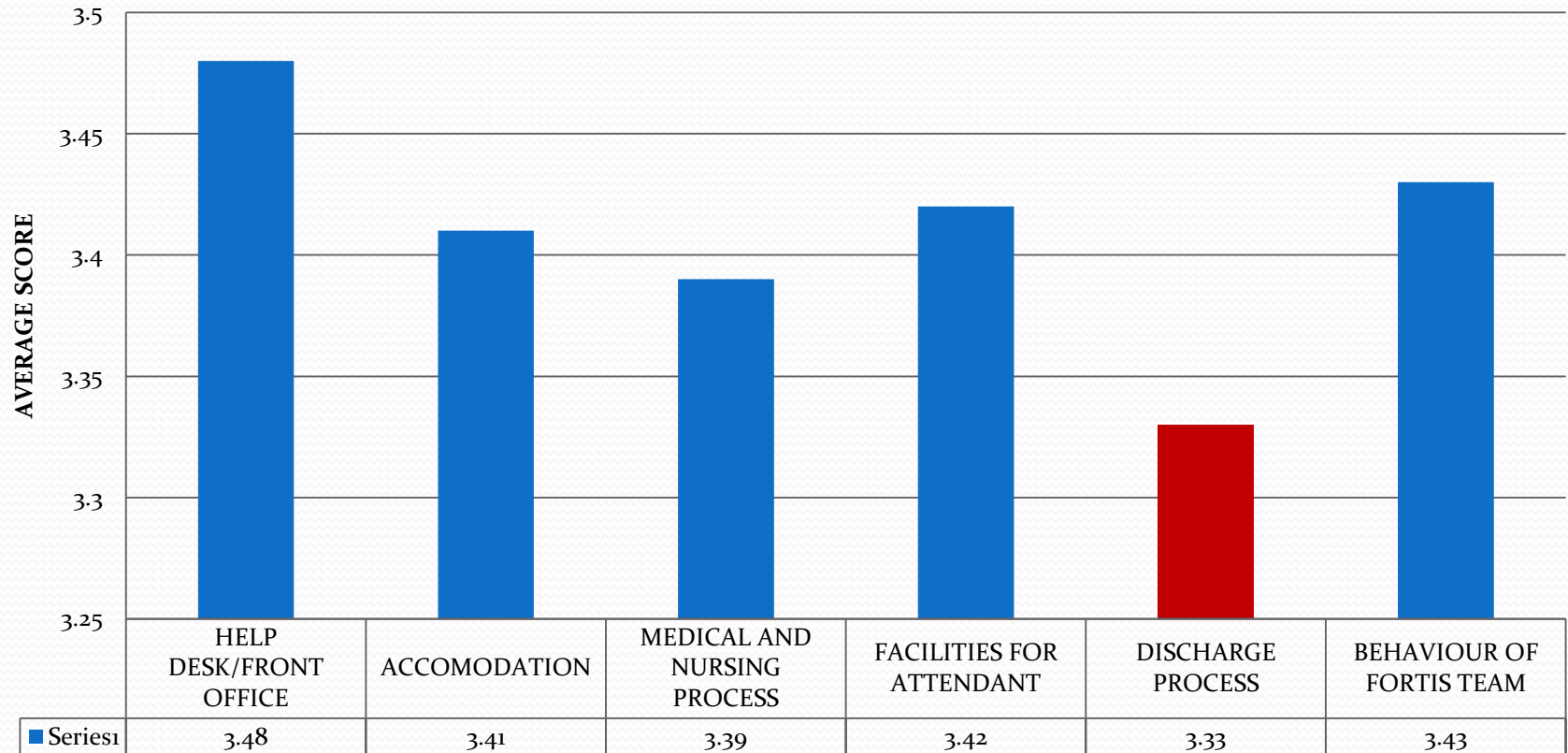
S. NO.	DISCHARGE PROCESS	SCALE & NO. OF RESPONSES						3.33
		4	3	2	1	0	Total	Average
1	Please rate the overall discharge process	67	130	1	0	2	200	3.33
2	Efficiency of billing desk	67	127	0	0	6	200	3.34
3	Response to any query	71	125	0	2	2	200	3.33

Behavior Of The Asian Team

S. NO.	BEHAVIOUR OF THE ASIAN TEAM	SCALE & NO. OF RESPONSES						Aver age
		4	3	2	1	0	Total	
1	Overall level of service	87	111	0	0	2	200	3.43

ANALYSIS

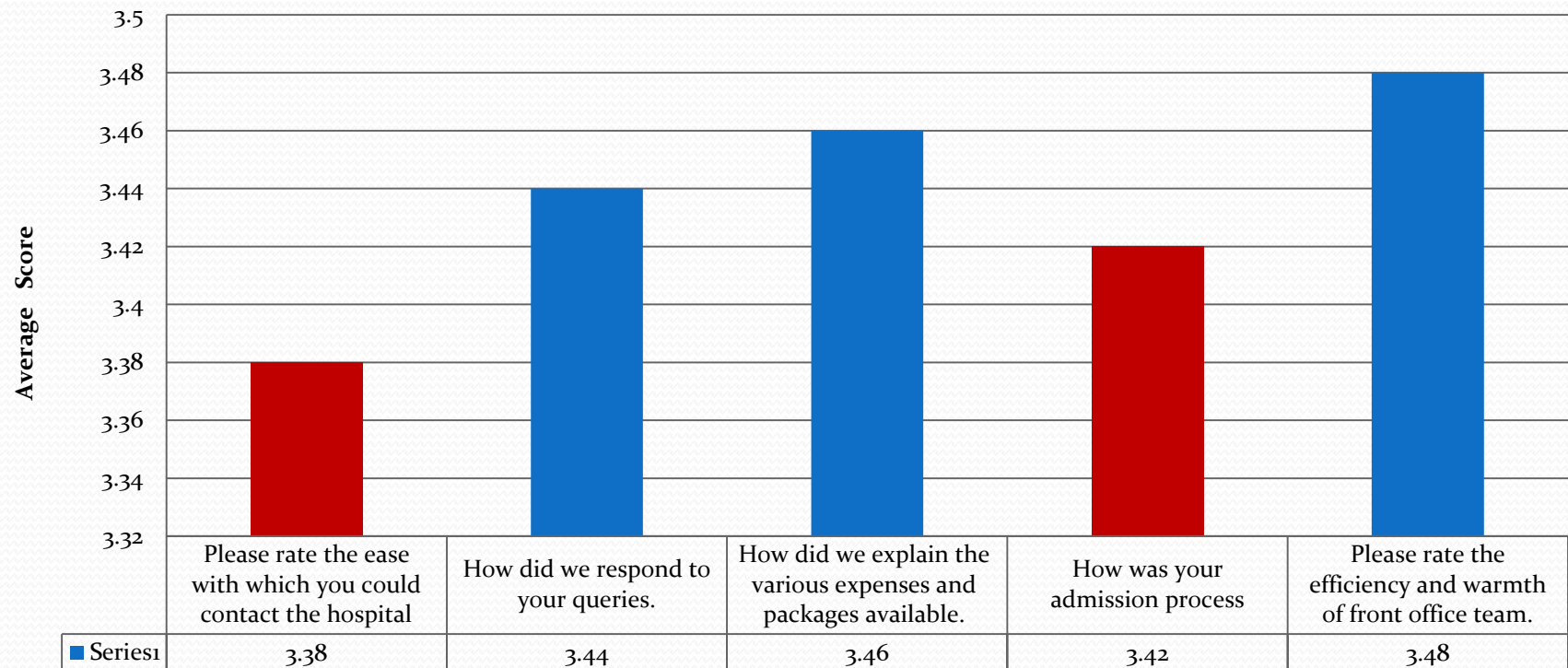
OVERALL EXPERIENCE OF IPD



Satisfaction of patients with the help desk is of a high level with average ratings of 3.48. Whereas discharge process got the least rating of 3.33.

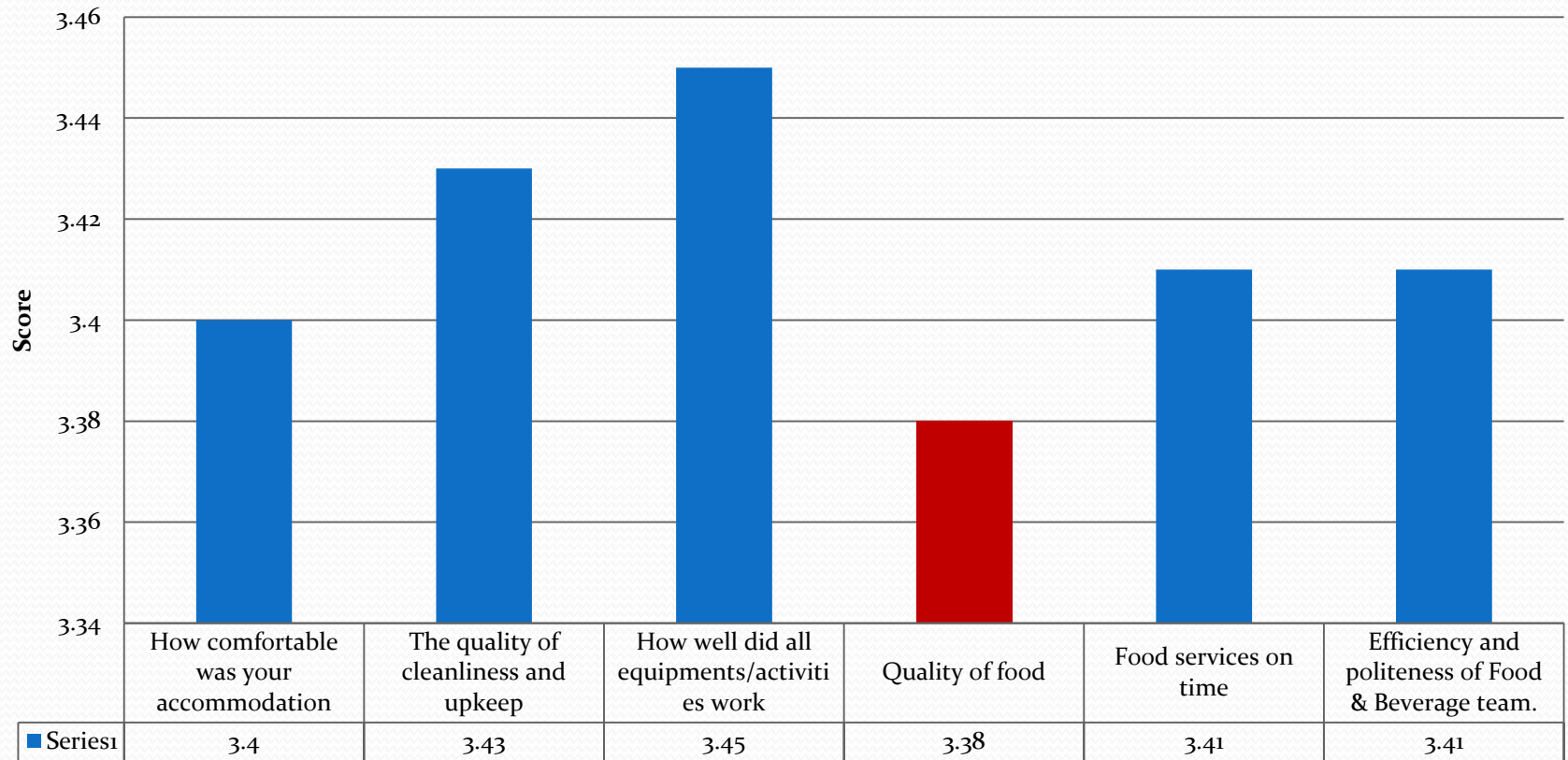
IN SPECIFIC EXPERIENCE OF EACH DEPARTMENT IN THE IPD

HELP DESK/FRONT OFFICE



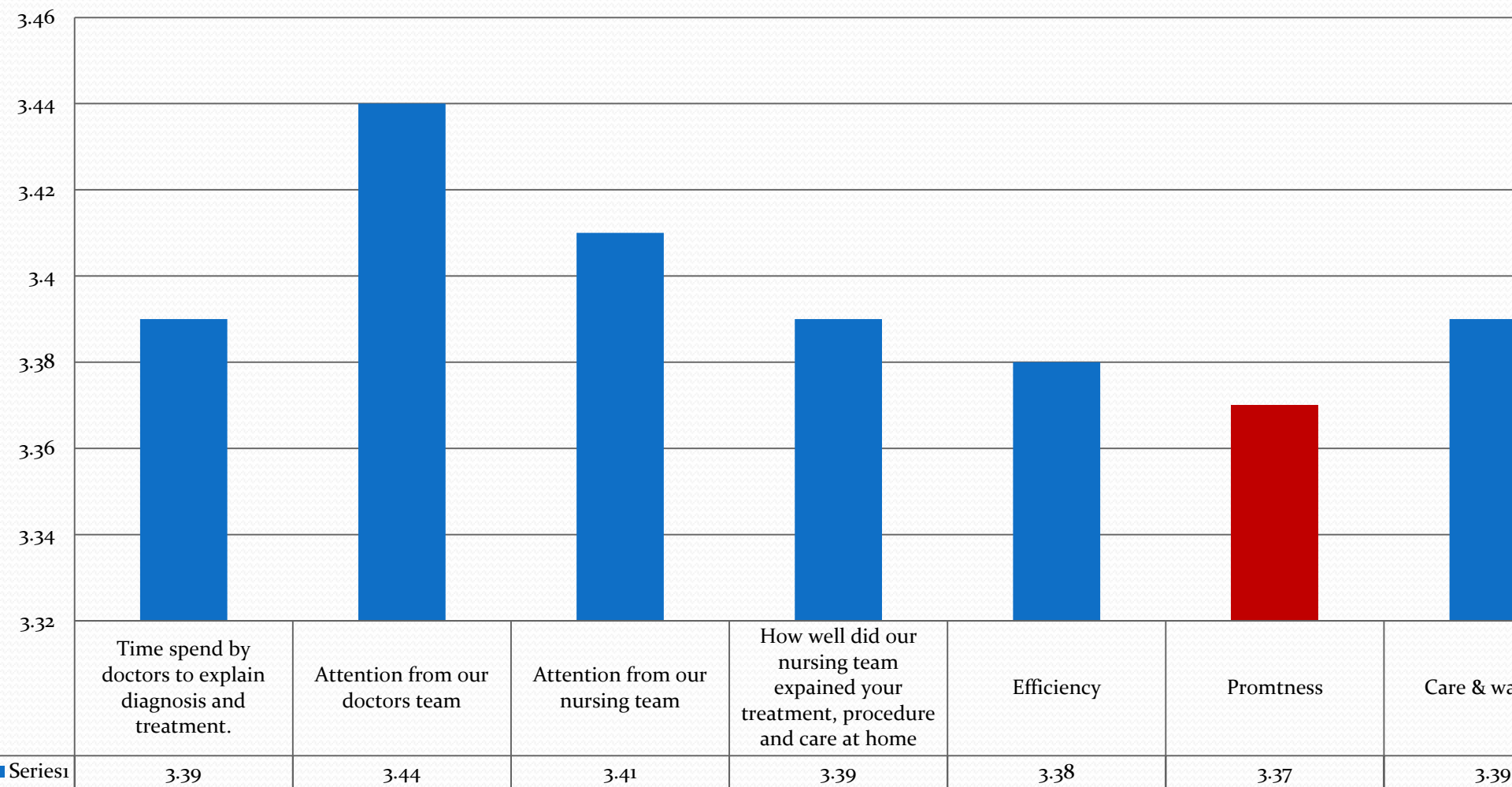
The patient's seemed to be very satisfied with the warmth and affection and also regarding explanation given for expenses and packages with a rating of 3.48 and 3.46 respectively.

ACCOMMODATION



Patients seemed to have given a very good score of 3.43 for the cleanliness and upkeep but seemed to be a bit unhappy with quality of food.

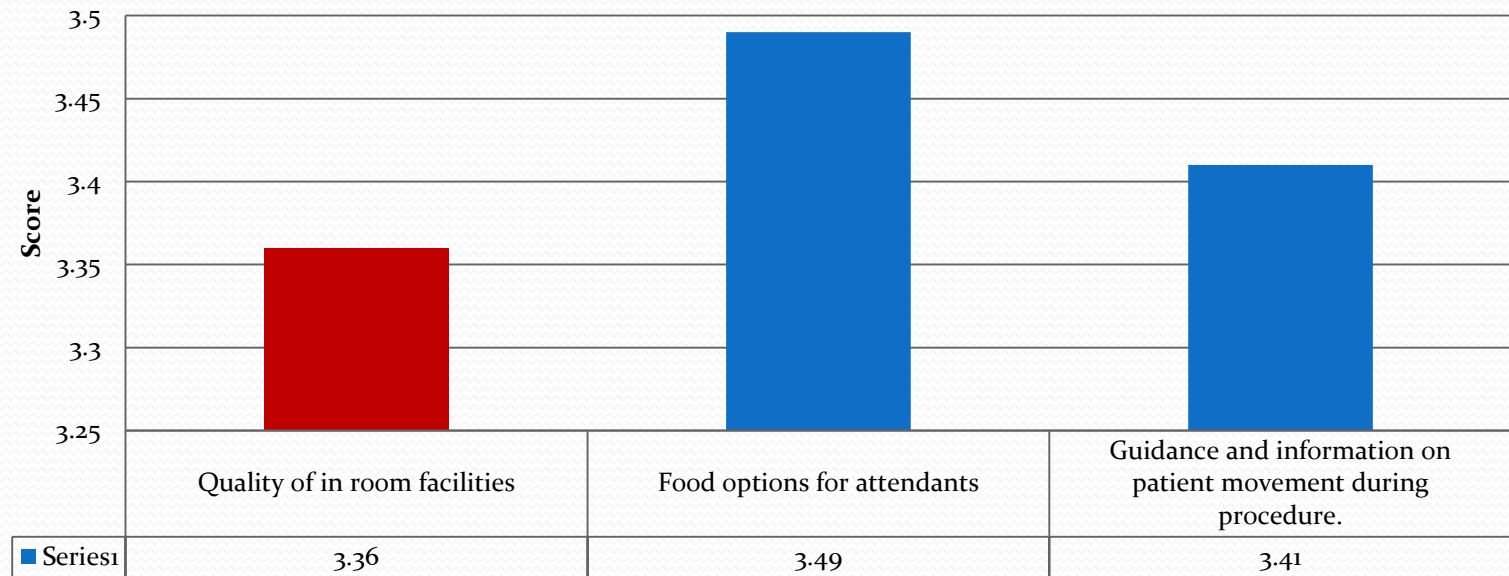
MEDICAL AND NURSING PROCESS



Based on number of responses highest level of satisfaction i.e. '3' was given to explanation of case and treatment plan by doctors reported by 121 patients out of 200.

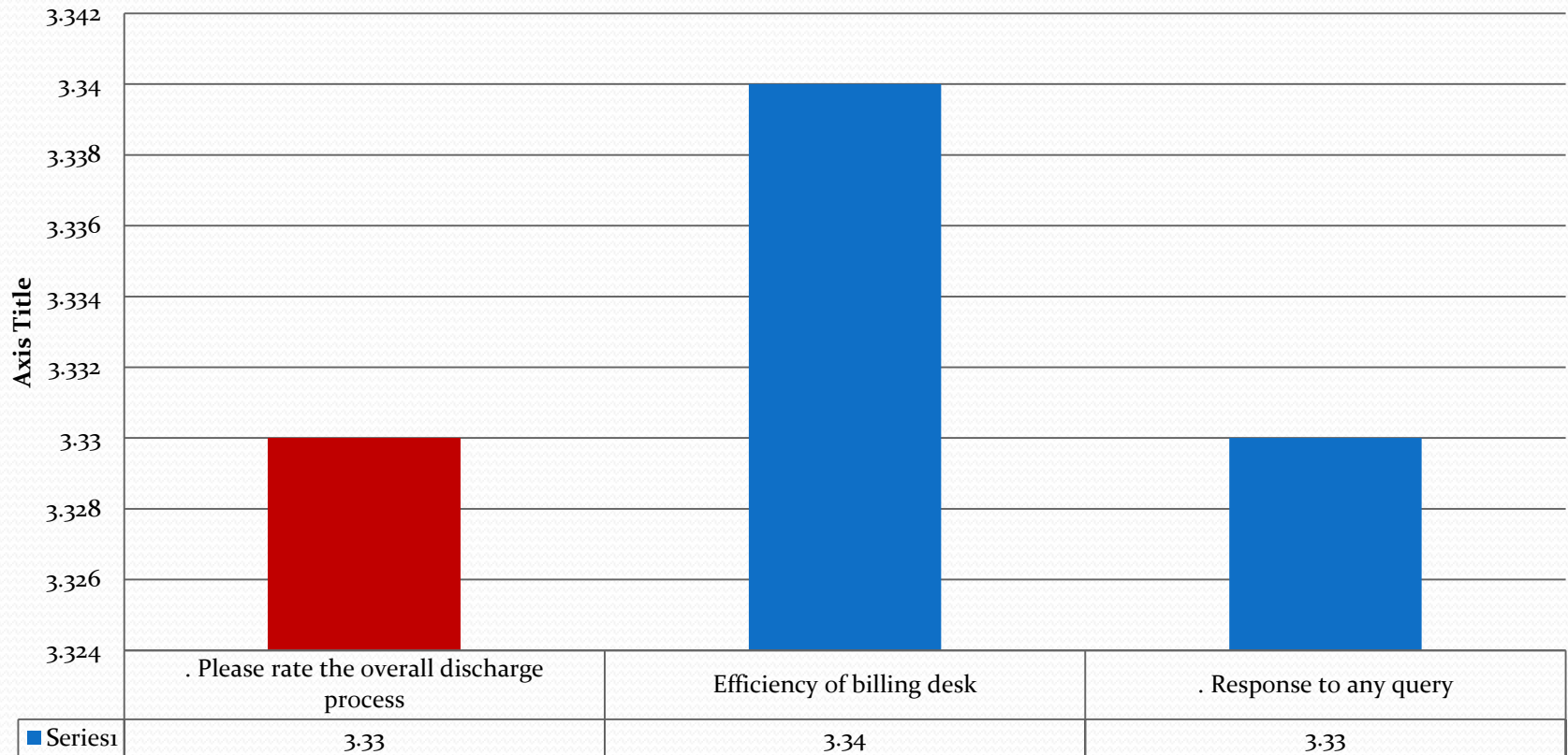
Major issue faced is of promptness.

FACILITIES FOR ATTENDANT



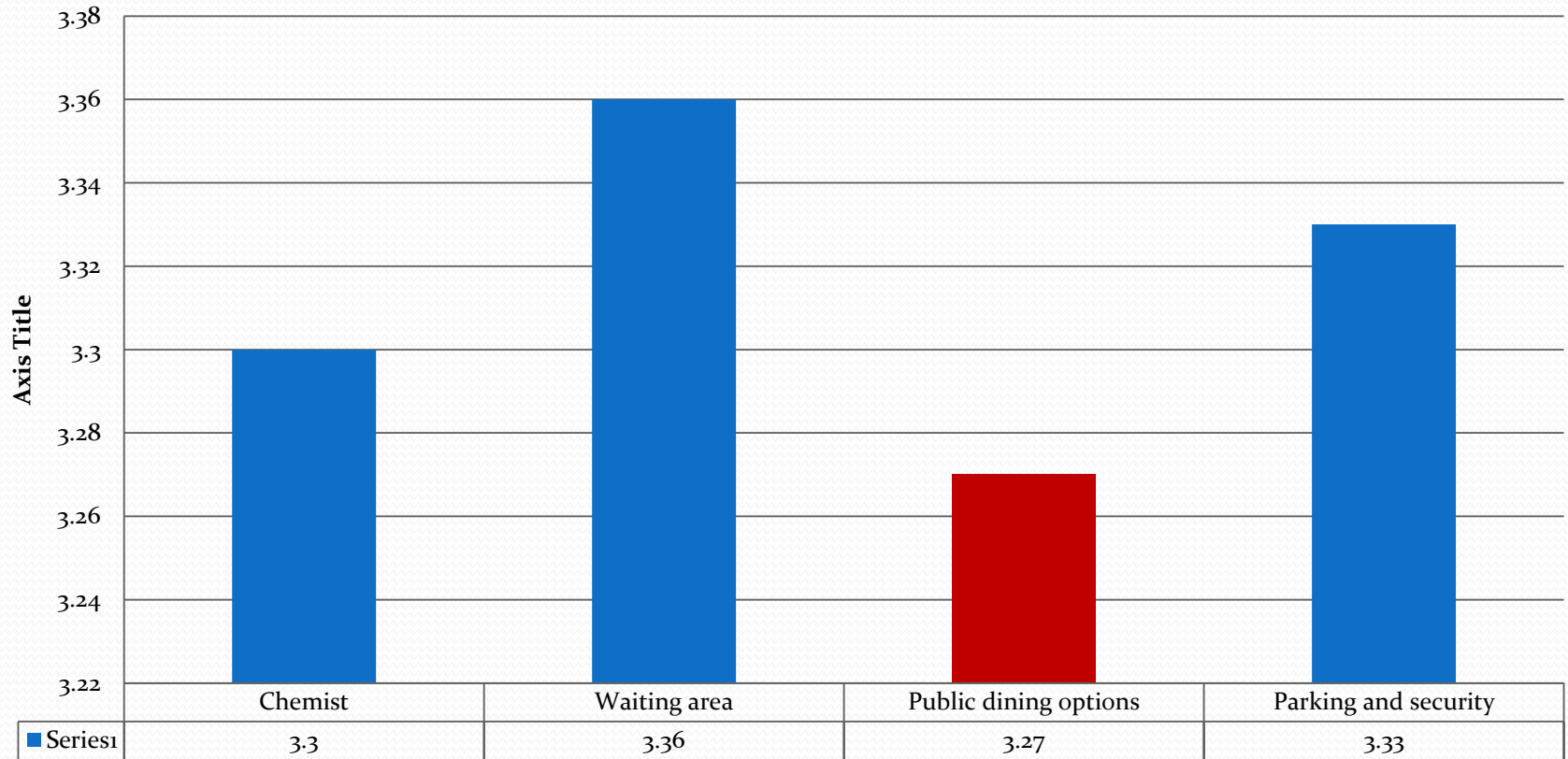
Patient were extremely happy with the number of options present in the menu. 81 patients out of 200 rated it as 3 and 84 rated it as 4.

DISCHARGE PROCESS



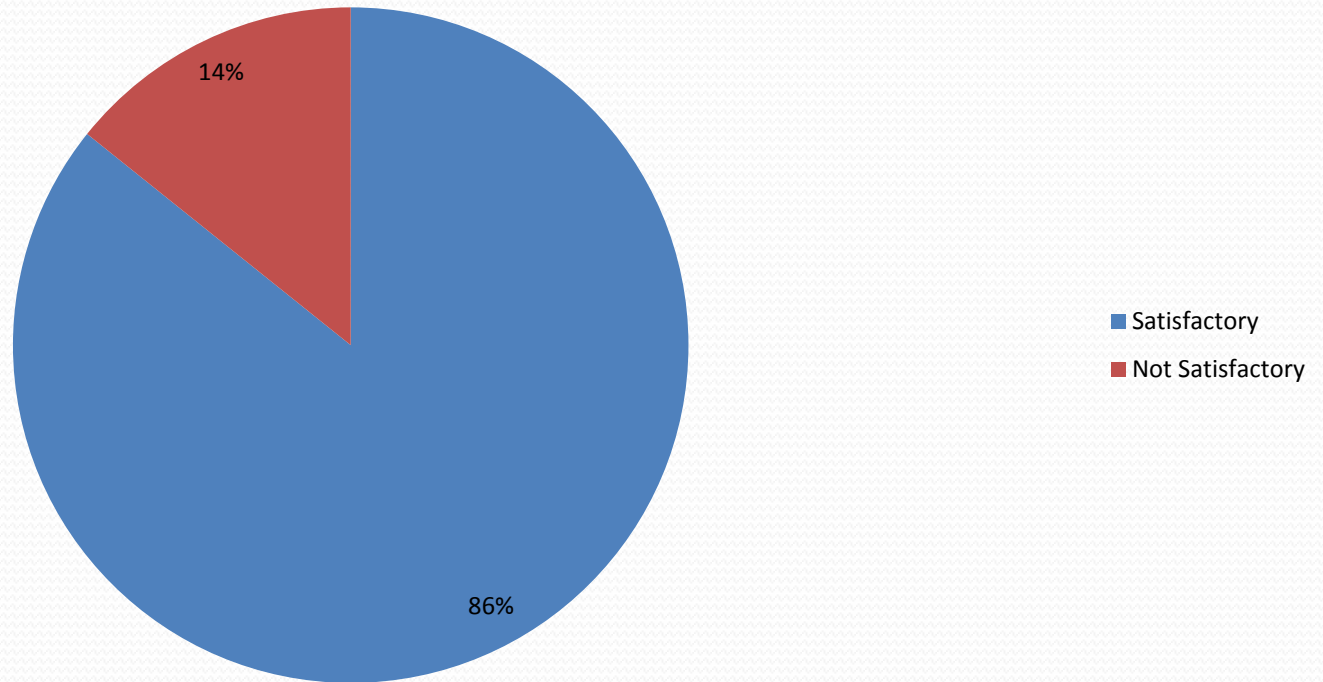
The discharge process has received a constant complain as people complained it to be slow.

OTHER FACILITIES



The waiting area comfort were found to be above par with a rating of 3.36 but people faced issues regarding public dining options.

Overall level of service



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

RECOMMENDATIONS

- The ATM facility in the building for the patient's convenience is not working many a times, which needs to be rectified.
- Parking area charges are heavy.
- Staff can be trained to be more courteous as 8 complaints of discourtesy have been received like staff doesn't knock and whenever leaving the room they should pull the gate.
- There can be a decrease in the time taken for reaching room after admission by escorting the "in need of urgent attention" patients to the desired room while their attendant completes admission formalities.
- Hospital environment can be improved by reducing level of disturbances and noises at nursing stations.

- Quality of food has received 16 complaints regarding various aspects such as taste, not cooked properly, delay in delivery.
- Nurses respond lately to the bell. Promptness from the staff side towards patient concern should be increased, by training.
- Quality of room facility can be improved by maintaining a roster which shows at what time the toiletries were kept.
- Discharge process should be less time consuming and this can be achieved by completion of morning rounds by doctors and signing the discharge papers timely.
- AC facility in wards should be taken in consideration and dining should be a bit reasonable.

CONCLUSION

- From the project report it can be concluded that the Asian hospital has succeeded in creating a culture where rendering quality patient services is its main strategic goal. The organization has put in its concentrated efforts to pay attention to the patient's need or privacy, compassion and information related to his or her hospital visit. The patient welfare department works in the area of problem identification and problem-solving ensuring the patient to be the integral part of this hospital thereby enhancing patient experience and sustaining patient loyalty on the long term basis.



THANK
YOU