

***ANALYSIS OF PATIENT SATISFACTION IN
I.P.D. IN AHI***

By

Monika

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

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that Monika, student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Asian Heart Institute, Mumbai from February 15th, 2018 to May 15th, 2018.

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 his future endeavors.



Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Professor
The IIHMR University, Jaipur



To be obtained on official stationary

The certificate is awarded to

Monika

In recognition of having successfully completed her
Internship in the department of

Quality

and has successfully completed her Project on

Analysis of patient satisfaction in I.P.D. in AHI

Date: May 15, 2018

Organization: Asian Heart Institute, Mumbai

She comes across as a committed, sincere & diligent person who has a strong
drive and zeal for learning.

We wish her all the best for future endeavors.


Authorized Signatory



THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Analysis of patient satisfaction in I.P.D in AHI and submitted by Monika, Enrolment No 0446 under the supervision of Dr. Monika Chaudhary for award of MBA in Hospital and Health of the University carried out during the period from February 15, 2018 to May 15, 2018 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.


Signature



ABSTRACT

Title: Analysis of Patient Satisfaction in I.P.D in AHI.

Author: Monika

Background: Hospitals have evolved from being an isolated sanatorium to a place with 5- star facilities. Patients & their relatives coming to hospital not only expect world class treatment, but also other facilities to make their stay comfortable inside the hospital. The change in attitude and expectations has come due to tremendous growth of media and its exposure, as well as commercialization and improvement in the facilities.

Objectives:

- To determine level of patient satisfaction in the IPD of Asian Heart Institute.
- To determine the factors which are most likely to influence satisfaction with inpatient medical care.
- To explore the extent to which satisfaction is a meaningful indicator of patient experience of healthcare services.

Method: Scoring will be based on the calculation of the responses given to the various attributes by the patients.

Conclusion: Doctors play a very major role in educating people regarding their health issues and also the feasibility of the treatment.

AHI must ensure that they employ skilled staff for healthcare services delivery & also continuously provide training to their staff to keep them updated in the evolving healthcare scenario.

ACKNOWLEDGMENT

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1. INTRODUCTION

It can be defined as a fulfillment and meeting of expectation of a person regarding a service. Patient coming to a hospital, has a preset image about various aspects of a hospital as per the reputation & cost involved.

Although, the main expectation is getting cured & going back to the work, but there are other factors, affecting the satisfaction. They might rate the hospital Low based on information they get from many sources but they find it above expectation and they are satisfied. Similarly if they get a very high expectation but if they find below their expectation, they would not be satisfied.

1.1: Background Information

Hospitals are expanding in terms of availability of specialities, improved technology, facility and increased competition & the expectation of patient have increased manifold. Customer satisfaction in any medical experience influence how soon and often they look for care from medical facility. High expectation from a medical facility is positive indicator of it's reputation in society and is important for attracting more & more patient, where as low expectation deters patient from taking timely medical help, thus negatively affecting himself as well as the medical care provider.

The hospital (even Govt.) have started charging the patient in the name of user charges. Private hospital care cost has gone very high. With the advent of Consumer Protection Act (1986), the patient's expectation has also gone very high.

Now hospitals have to be very careful about patient dissatisfaction to avoid any unnecessary litigation.

1.2: Aim of the study:

- To analyze the level of patient satisfaction about the medical services provided in AHI.

1.3: Implications of the study:

The study will help us to understand the patient's behavior while admitted in the hospital. Also in understanding the Patients'behaviour towards hospital services and

thereby help in developing a way by which patient satisfaction can be kept on positive by providing best quality of care to the patients while staying and getting treatment in the hospital.

1.4: Outline of the study:

The study consisted of set of questions circulated to patients (and their relatives) admitted in AHI. The data has been collected from the latest patient feedback data available.

1.5: Limitations of the Study:

Due to a very limited amount of time and resource involved to carry out this study was restricted to a limited sample size.

Access to data is the biggest hindrance to move forward in the way we planned our study so as to it translates into a productive rather an adaptive study helping different organization to take away quick learnings from this one

2. REVIEW OF LITERATURE

When a patient comes to hospital, he has a preset image of the various aspects of the hospital as per the reputation & cost involved. Although, their main expectation, is getting cured and going back to work, but there are other factors, which affect their satisfaction. Sometimes, they might have rated a hospital very low on the basis of information, they have got from different sources, but they find it above their expectation and they are satisfied. Similarly if they have got a very high expectation from the hospital, but if they find it below their expectation, they will not be satisfied. A patient's satisfaction may not be totally influenced by the quality of care. It may not be totally influenced by the quality of Physician available, but it reflects how the medical care has been delivered. To provide highest level of satisfaction that is good for both, patient & the provider, management must control both the perception of expectation & the quality of delivery. Knowledge of expectation and the factors affecting them, combined with knowledge of actual and perceived healthcare quality, provides the necessary information for designing and implementing programs to satisfy patients.

3. RESEARCH METHODOLOGY

3.1 Nature & Scope of study:

Very few studies carried out in AHI for measuring satisfaction of patient with hospital services. The purpose of present study is to carry out the patient satisfaction of AHI and the services provided by getting feedback from indoor patients of that hospital.

3.2 Sampling

70 patients were randomly selected from the Indoor Department of AHI. All were receiving treatment for their underlying medical condition

3.2 Data Collection Process

Sources of Data Collection:

Questionnaire: Questionnaire is the most common type of survey method. It consists of several items designed to elicit the required information.

IPD patient's questionnaire consists of 20 questions related to the hospital services provided to the patients.

Procedure: Survey samples of 70 IPD Patients were taken. Single patient was conducted at a time & after establishing the good rapport with the patient questionnaire was conducted on the patient.

Sample Size: 70 Patients

Sampling Type: Simple Random Sampling

3.3 Research Tool: Questionnaire survey

4.RESULTS

The questionnaire comprised of 12 close ended questions to complete and meet the objectives of the study.

The content of the questionnaire comprised of key parameters such as courtesy & helpfulness , convenience during the admission process, diagnosis, care & attention, promptness & professional care by nursing/physiotherapist & doctor, billing counselling, guidance provided by dietician, quality of food in F & B, Housekeeping services, security & discharge process while getting treated in AHL.

The graphical representation given below:

1. How would you rate the courtesy & helpfulness at the time of admission?

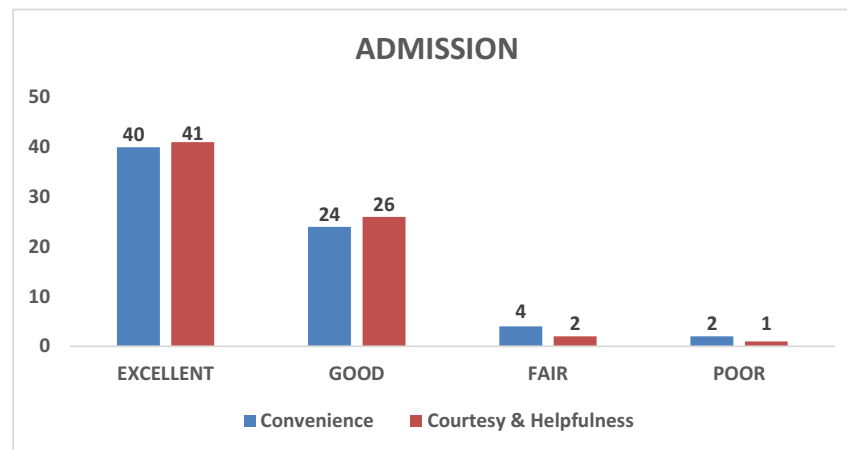


Fig. 1: Response by IPD Patients while Admission Process

2. How would you rate the clarity of instructions and courtesy & helpfulness during diagnostic services?

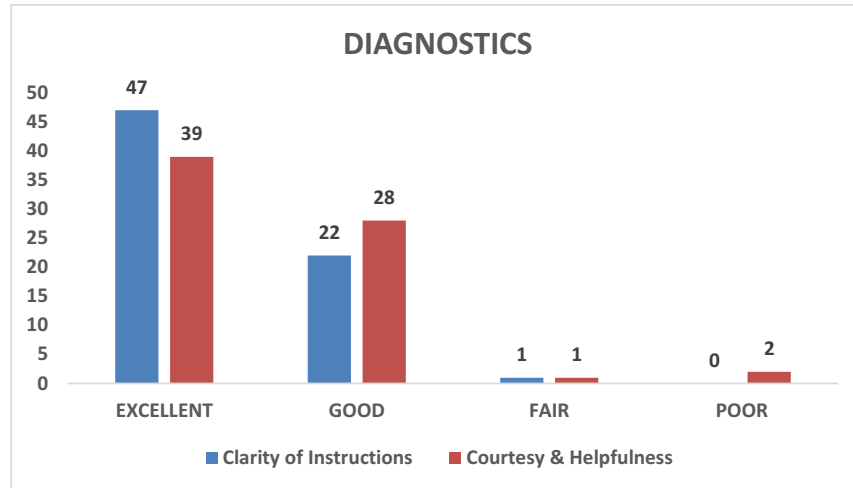


Fig. 2: Response by IPD Patients for the Diagnostic services

3. How would you rate the followings about nursing?

- Care & Attention
- Promptness
- Professional Care
- Communication

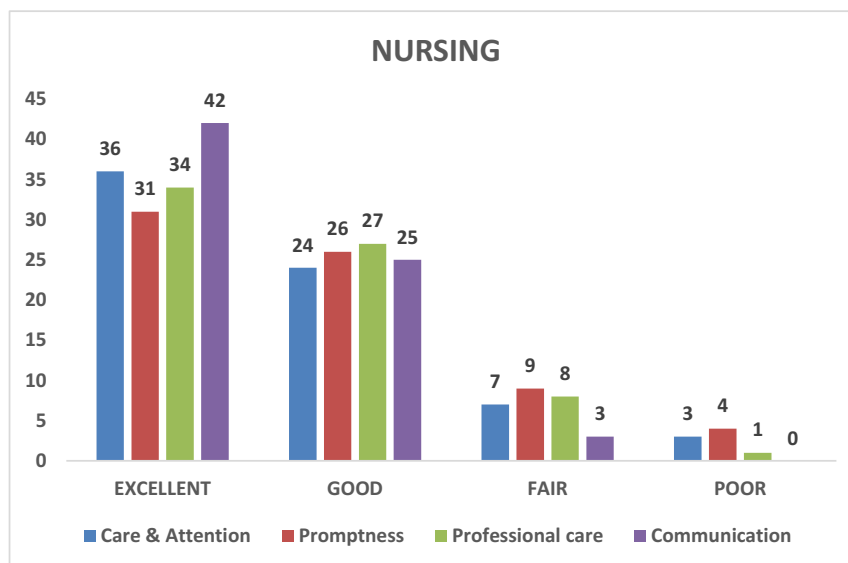


Fig. 3: Response by IPD Patients for the Nursing services

4. How would you rate our physiotherapist for the followings?

- Care & Attention
- Gave me confidence in their skills

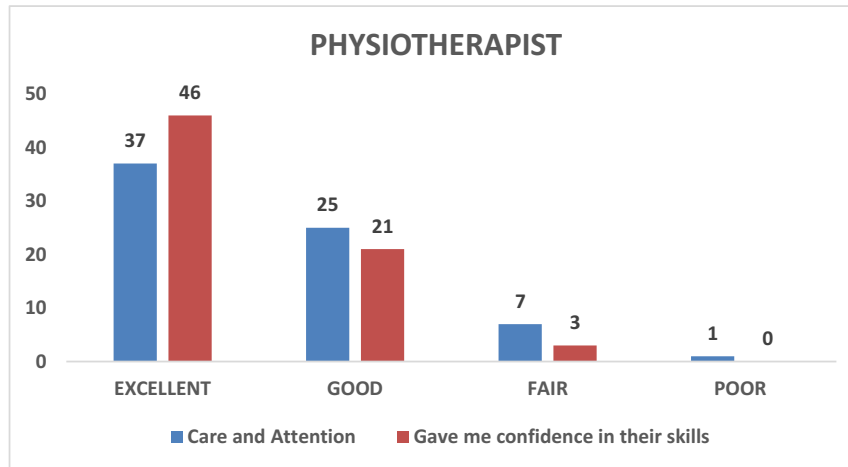


Fig. 4: Response by IPD Patients for the physiotherapists

5. How would you rate our Doctors for the followings?

- Care & Attention
- Clarity provided
- My involvement in decision making

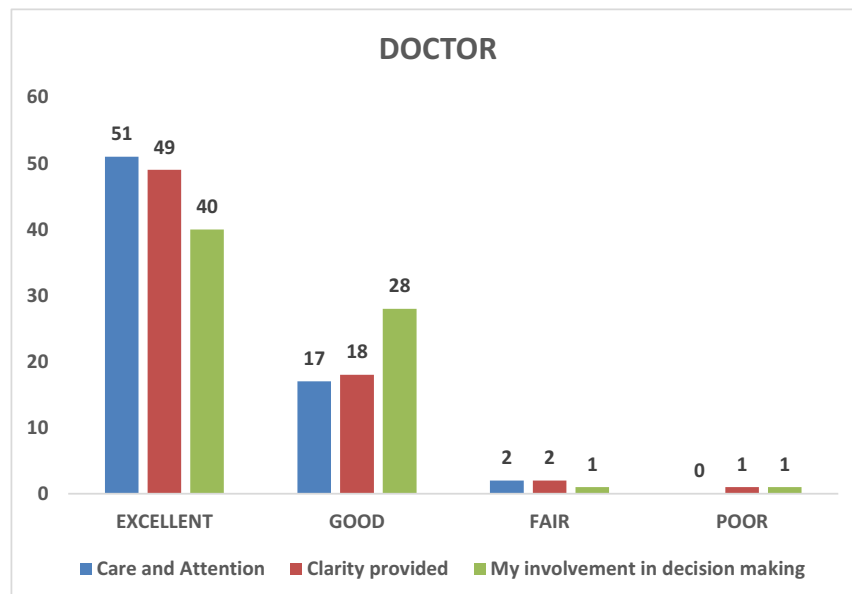


Fig. 5: Response by IPD Patients for the Doctors

6. How would you rate the Billing services?

- Billing counselling
- Interim Bills Provided
- Promptness

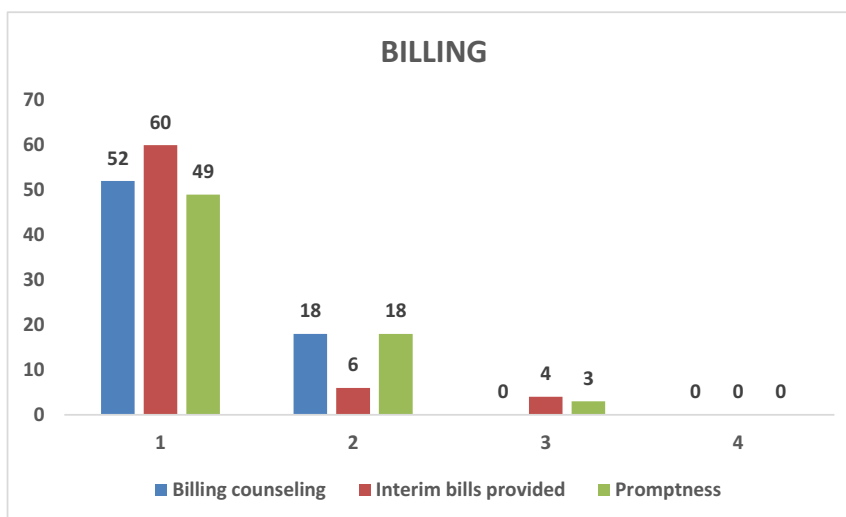


Fig. 6: Response by IPD Patients for the Billing

7. How would you rate the information & guidance provided by dietician?

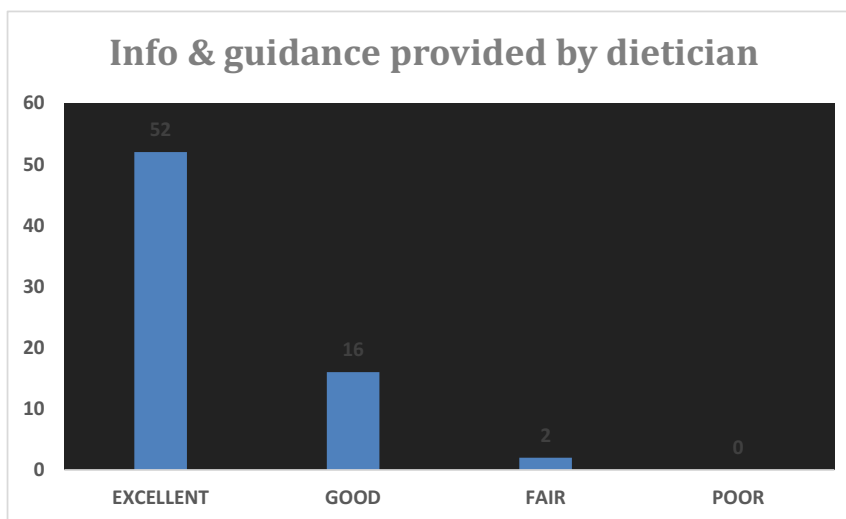


Fig. 7: Response by IPD Patients for the dietician

8. How would you rate the quality of food & promptness of services in F & B?

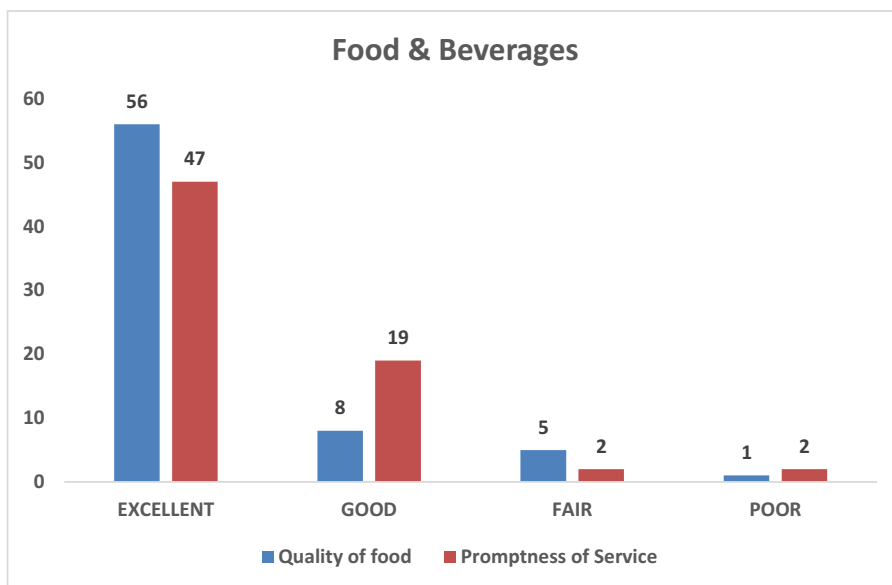


Fig. 8: Response by IPD Patients for the F & B Services

9. How would you rate the Housekeeping Services?

- Regular cleaning
- Courtesy & helpfulness
- Response time

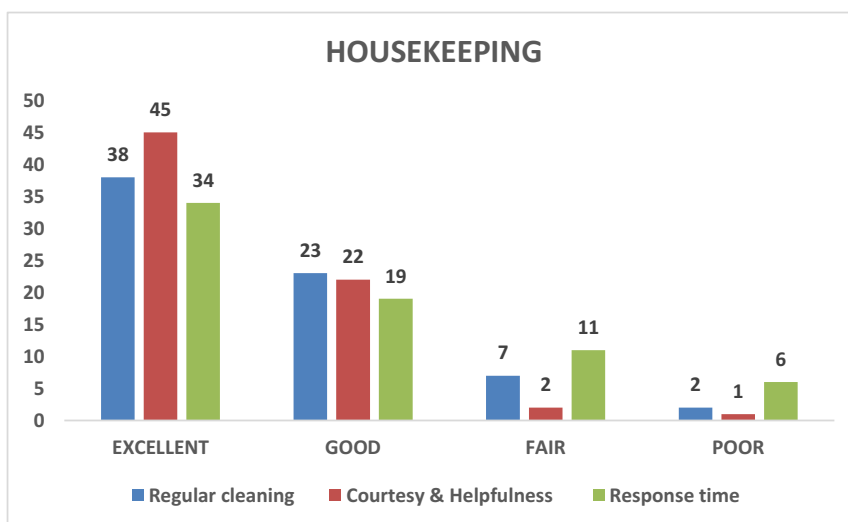


Fig. 9: Response by IPD Patients for the Housekeeping services

10. How would you rate the security services?

11. How would you rate the time taken while discharge?

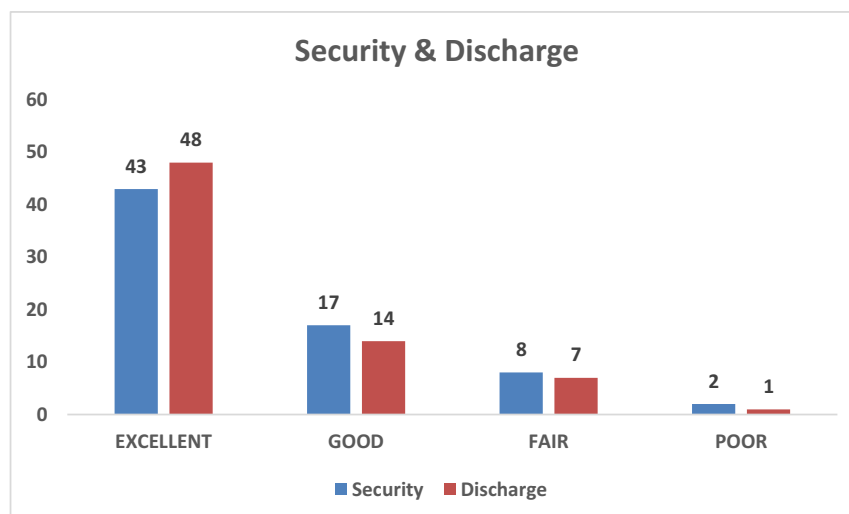


Fig. 10: Response by IPD Patients for the Security & Discharge facilities

12. How would you the overall satisfaction in AHI?

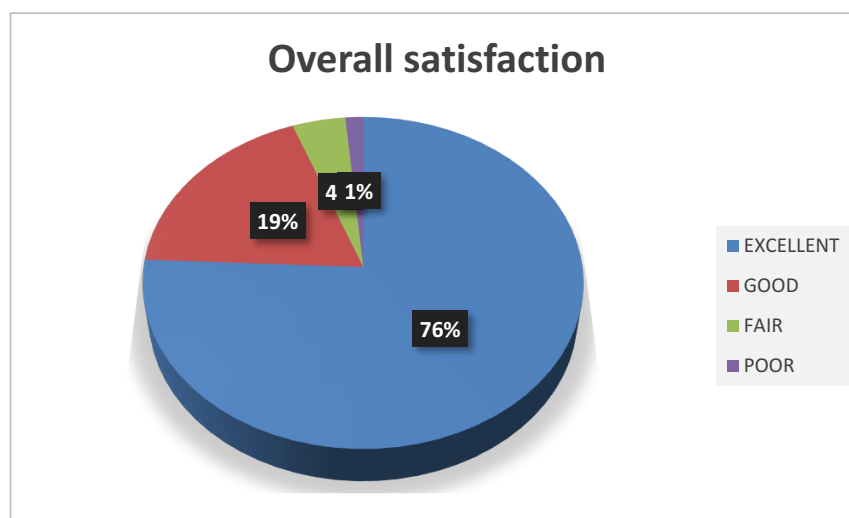


Fig. 11: Overall Satisfaction of IPD Patients in AHI

5. DISCUSSION

Based on the questionnaire filled by patients, the following inferences are made::

1. The maximum number of patient's belonged to middle class family, preferred for the sharing wards while staying in AHI due to high cost of the treatment, and the patients who were getting treated for CABG 1-5 Grafts, it costs near to 7-8

lakhs in sharing wards, that amount needs to be paid at the time of admission only.

2. If any patient is already advised for Bypass by some other doctor, they come to AHI with the prepared mind to get the treatment done in AHI, But there is huge difference between the cost of treatment in other hospitals & AHI(since it is a premium renowned heart hospital in India & of course everybody wants to avail the best services as it is about their life) which they aren't aware of. So when they come for the consultation with the Doctor, & advised to get the surgery done, even if they want to get the surgery done in AHI only due to it's best quality services provided , still they can't because they can't afford the treatment, even if they arrange money, it is but obvious it takes time to arrange the full amount which needs to be paid at the time of admission only.
3. For people who has medical insurance of any corporate or TPA which we aren't associated with, it's difficult for them to pay the full amount at the time of admission (though they get it reimbursed later from their corporate).
4. Major problems occur in billing dept. as patients have so many queries regarding the exclusions (pharmacy, any other procedure added & decided to be done on table, IMA Shoot etc.) hence, it becomes difficult to counsel the patient relatives about the same.
5. If any patient requires isolation so they are supposed to take the deluxe room (single room) only due to having an infection, so the drastic change in the cost between sharing ward & deluxe room makes them really very disappointed as they don't want to pay that huge amount for the treatment.
6. The patients who can hardly afford 3 4 lakhs for the complex procedures, not even in general ward it is possible for them to get admitted, there is no such govt. scheme associated with AHI for the poor & needy people surgery.

The above points discussed affect the feedback given by the different patients & relatives & the satisfaction level also varies and it affects the analysis further.

This interesting topic revolves around the services catered to Indoor Patients across different verticals that are key contributors to a Happy and Satisfied Patient

Most Patients were of the point while discussing that Entry and Exit is smooth here whereas the in transition phase (For Ex: Shifting from ICU to Wards)is little more complex in terms of paper work wherein the Hospital representatives are even happy as there are change of hands involved

6. CONCLUSION

Conclusions pertaining to Patient satisfaction in IPD, that are drawn from the study are as follows: Patient's satisfaction in IPD is optimum as the most of the patient coming to AHI for the treatment are Middle and upper class people so they are more keen towards the best quality treatment & care rather thinking about the Higher cost, while the patients who can't afford that much high cost for the treatment are dissatisfied mostly from the billing perspective.

- It is important to consider the severity of the condition & need of surgery rather focusing on the full money to be deposited before the treatment specially for the complex procedures for people who can't arrange 15 16 lakhs immediately
- There are many patients whose condition is not that good (postop- wound patient), still waiting for the doctor's consultation, it really makes them dissatisfied at the time of discharge
- Doctor plays a major role in educating people regarding their health issues & also the feasibility of the treatment.
- AHI must ensure that they employ skilled staff for healthcare delivery & also train their staff to keep them updated in an evolving healthcare scenario.
- An eye for detail has to be applied while we conclude the facilitating factors (Best in class infrastructure & patient care as per JCI norms, Open door approach towards feedback, Transparency in billing & doctors with F & B, which speaks for itself) and constraining factors (little less paper work in process and protocol can be look into).

7. RECOMMENDATIONS

Some recommendations made to AHI after analyzing the results of the study are as follows:

- Addressing the severity of the patient's health is the need of the hour
- AHI can make it cost effective for the needy people & tie up with more corporates & TPA for the medical insurance thing which makes it convenient for the patients to get the treatment done from AHI with the best quality of care
- The patient's who need some health check ups or some tests than they should be kept on priority basis, delay in getting the reports etc. makes them stay longer and that also requires extra cost, most of the people get angry on this, so fast

communication is required between the Doctor, nurses & staff and the patient & their relatives.

- Patients feels like being Medically Kidnapped under threat of treating doctors and in today social strong media it's imperative to strictly go by the norms of the by-laws of Medical fraternity. This was never a case in AHI being top most transparent organization in fact they will run from pillar to post to make things most comfortable for the patients in terms of giving utmost medical care in sync with affordability factor.

8. SUPPLEMENTARY

This section comprises of questionnaire that was circulated to the patients & their relatives. The questions in the questionnaire as follows:

How did You hear about us?

- Website
- Justdial
- Internet
- Family & relatives
- Others

Rate our services on a scale of 1-4 (4- Excellent, 3- Good, 2- Fair, 1- Poor)

SERVICES		EXCELLENT	GOOD	FAIR	POOR	TOTAL Pts.
Admission	Convenience	40	24	4	2	70
	Courtesy & Helpfulness	41	26	2	1	70
Diagnostics	Clarity of Instructions	47	22	1	0	70
	Courtesy & Helpfulness	39	28	1	2	70
Nursing	Care & Attention	36	24	7	3	70
	Promptness	31	26	9	4	70
	Professional care	34	27	8	1	70
	Communication	42	25	3	0	70
Physiotherapist	Care and Attention	37	25	7	1	70
	Gave me confidence in their skills	46	21	3	0	70
Doctor	Care and Attention	51	17	2	0	70
	Clarity provided	49	18	2	1	70

	My involvement in decision making	40	28	1	1	70
Billing	Billing counselling	52	18	0	0	70
	Interim bills provided	60	6	4	0	70
	Promptness	49	18	3	0	70
Dietician	Info & guidance provided	52	16	2	0	70
F&B	Quality of food	56	8	5	1	70
	Promptness of Service	47	19	2	2	70
Housekeeping	Regular cleaning	38	23	7	2	70
	Courtesy & Helpfulness	45	22	2	1	70
	Response time	34	19	11	6	70
.	Security	43	17	8	2	70
.	Discharge	48	14	7	1	70
.	Overall satisfaction	53	13	3	1	70

Table 1: Rating of AHI services on a scale of 1-4

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