

Analysis of patient satisfaction in IPD in Asian Heart Institute

Presented by: Monika
Guided by: Dr. Monika Chaudhary



Introduction

- ▶ Hospitals have expanded in terms of availability of specialties, improved technologies, facilities and increased competition and the expectations of patients and their relatives have increased manifold.
- ▶ High expectation from a medical organization is a positive indicator of its reputation in the society and is very important for attracting patients, whereas low expectation deters patients from taking timely medical help, thus negatively affecting himself as well as the medical care provider.



Introduction (cont.)

- ▶ However, a very high and unrealistic expectation may lead to dissatisfaction despite reasonably good standards of medical practice. Previously, there were very few government hospitals with no charge to the patients. Hence, the expectations were also very minimal.
 - ▶ But now, the scenario has changed. The hospitals (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.
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Aim of the study

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



Objectives of the Study

- ▶ To determine the level of patient satisfaction in the IPD of AHI.
- ▶ To determine what factors are more likely to influence satisfaction with inpatient medical care.
- ▶ To explore the extent to which satisfaction is a meaningful indicator of patients' experience of healthcare services.



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.



Review of Literature (cont.)

- ▶ High expectation from a hospital is a positive indicator of its reputation and is very important for attracting the patients, whereas low expectations deters patients from taking timely medical help, thus negatively affecting himself as well as the medical care provider. However, a very high and unrealistic expectation may lead to dissatisfaction despite reasonably good standards of medical practice.
- ▶ 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.



Research Methodology

- ▶ The nature of this study seeks to carry out the patient's satisfaction of AHI and the services provided by getting feedback from indoor patients of that hospital.
- ▶ 70 patients were randomly selected from the Indoor Department of AHI. All were receiving treatment for their underlying medical condition.
- ▶ Feedback taken from 70 patient's relatives using a questionnaire.

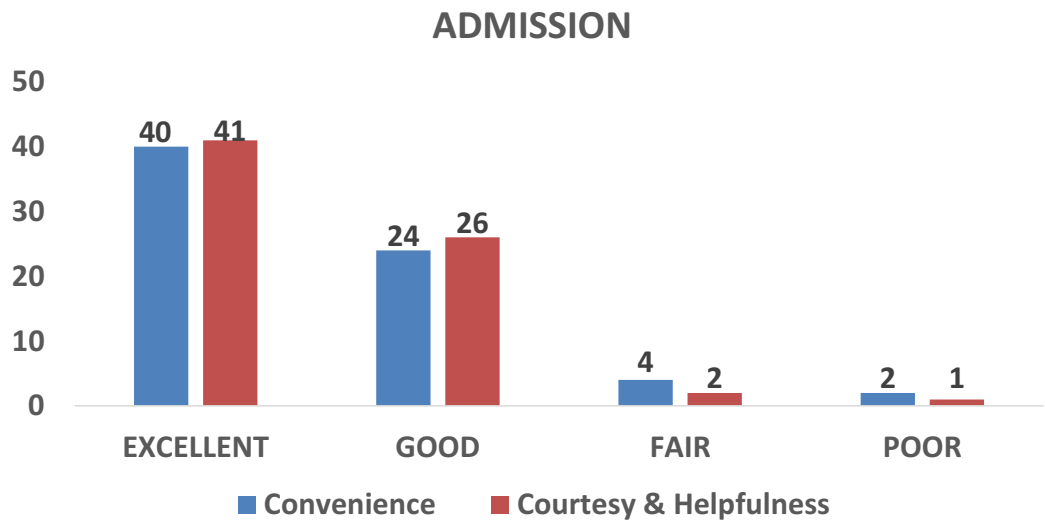


Research Methodology (cont.)

- ▶ The study is a quantitative study in nature.
- ▶ The sampling technique used for the study is Simple Random Sampling.
- ▶ The questionnaire comprised of 12 close ended questions pertaining to different aspects of the study.



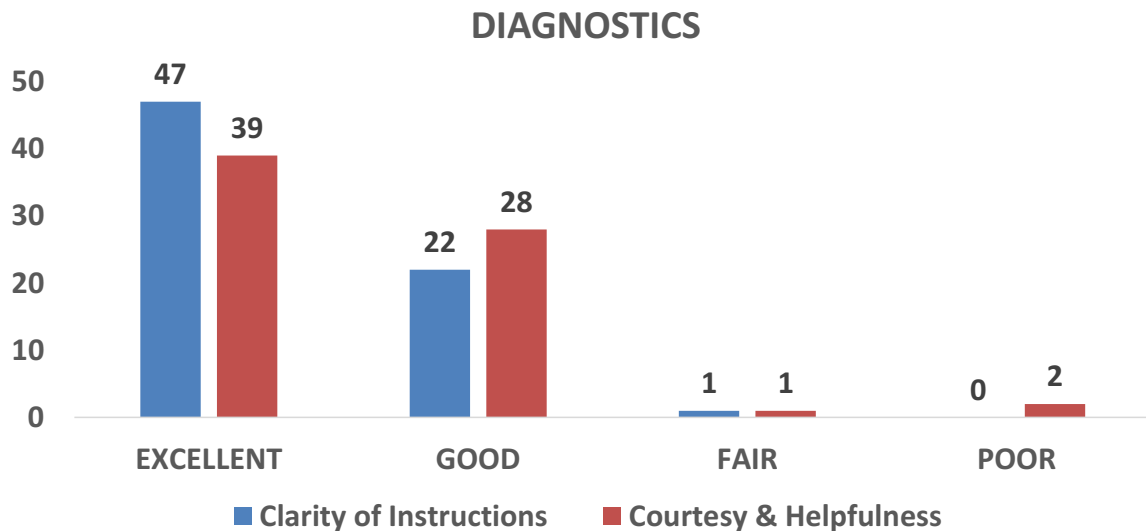
Results & Inference



Response by IPD Patients while Admission Process



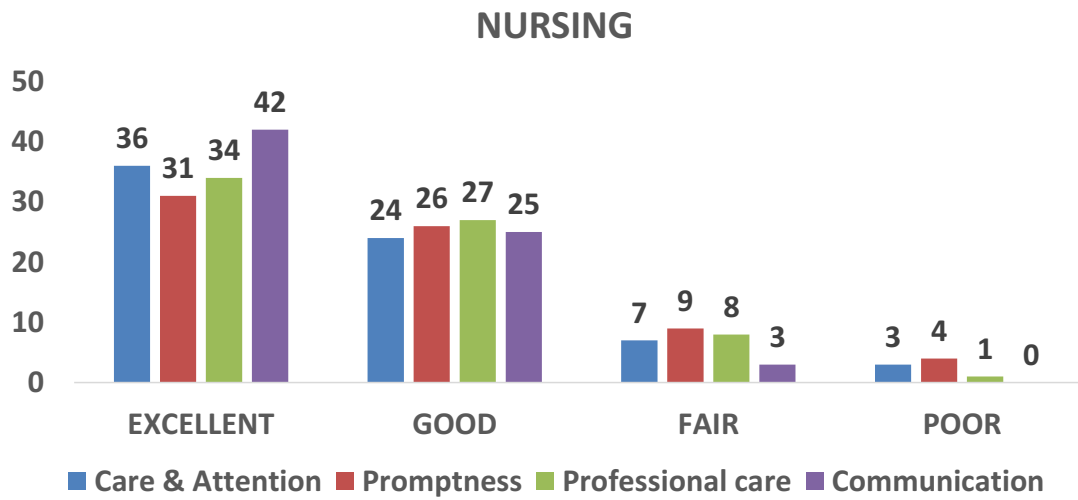
Results & Inference



This chart depicts the no. of IPD Patient's responses towards the Diagnostic Services provided in AHI. Patient's coming for the health check up need clarity of instructions provided by the staff and the staff should be helpful towards the patient.



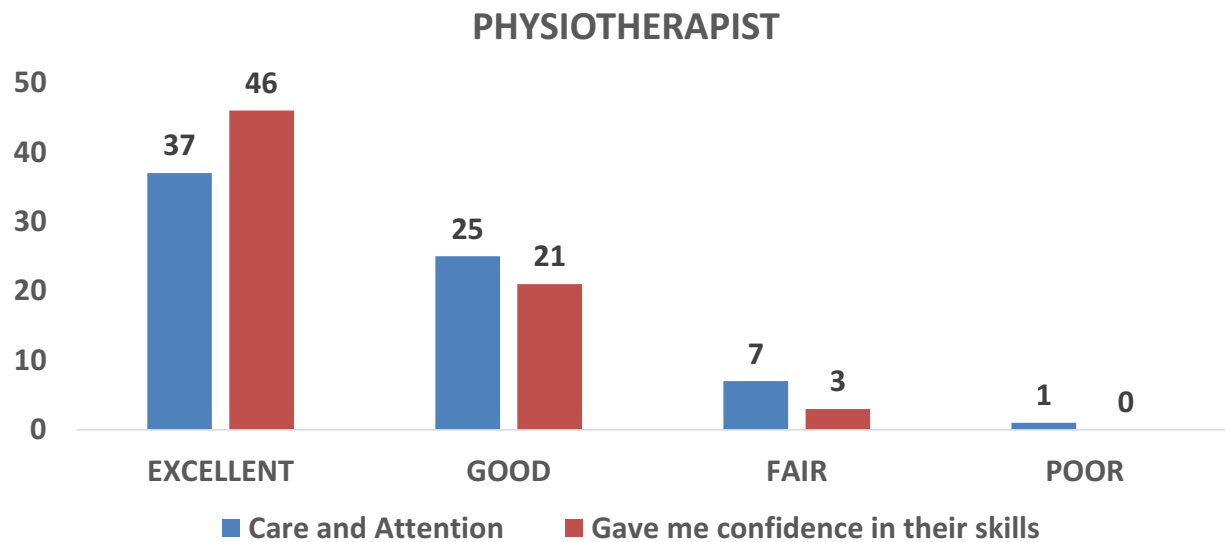
Results & Inference



The above chart represents the responses of patient's towards the nursing services provided in AHL. To provide the best care of attention, trained nursing staff is important for the better quality of care.



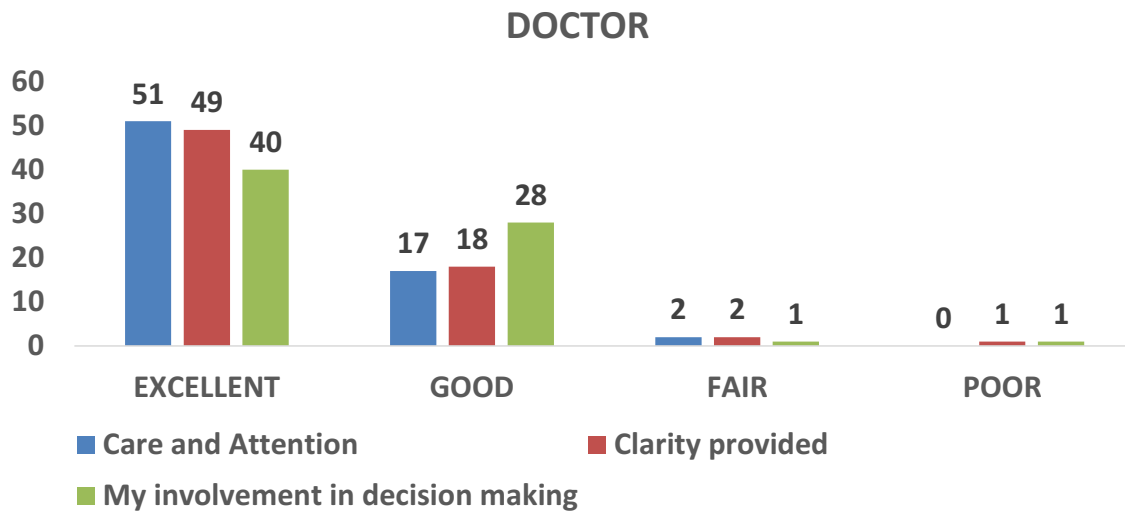
Results & Inference



This chart captures the respondent's perception regarding the physiotherapy services provided in AHI. It is important to understand the problems faced by Patients in order to determine the type of care and assistance they may need further.



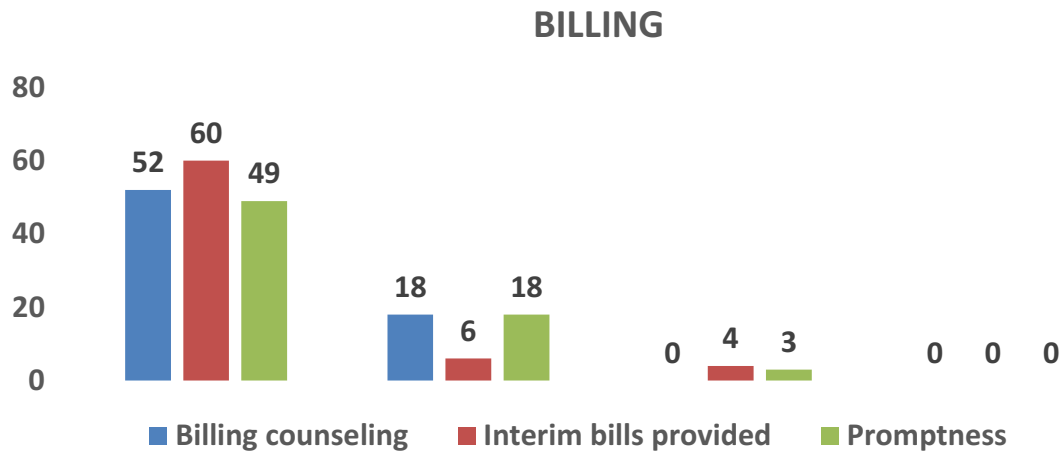
Results & Inference



This Chart depicts the importance of care & attention , clarity provided by the doctor and the involvement of patient in decision making.



Results & Inference



This chart represents the responses by the patient for the billing services. It is very important to counsel the patients about their daily interim bills record to avoid any delay at the time discharge due to billing problems , interim bills to be provided to the patients on daily basis to keep them aware about their expenses in the hospital.



Results & Inference



The above chart captures the Patient's behaviour towards the information and guidance provided by Dietician.



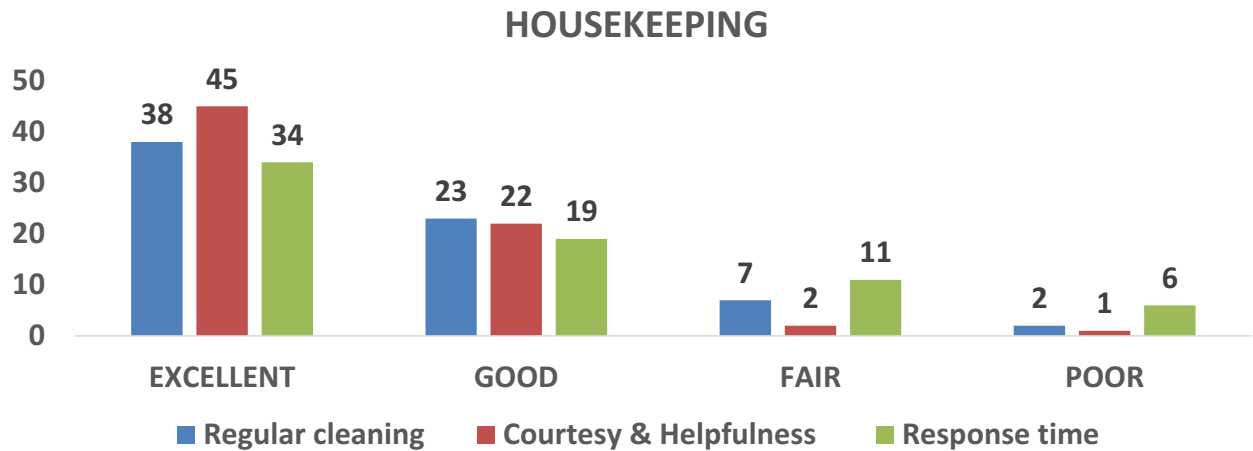
Results & Inference



The above charts shows the importance of providing the F & B Services in order to provide good quality of food and promptness of service provided to the patients.



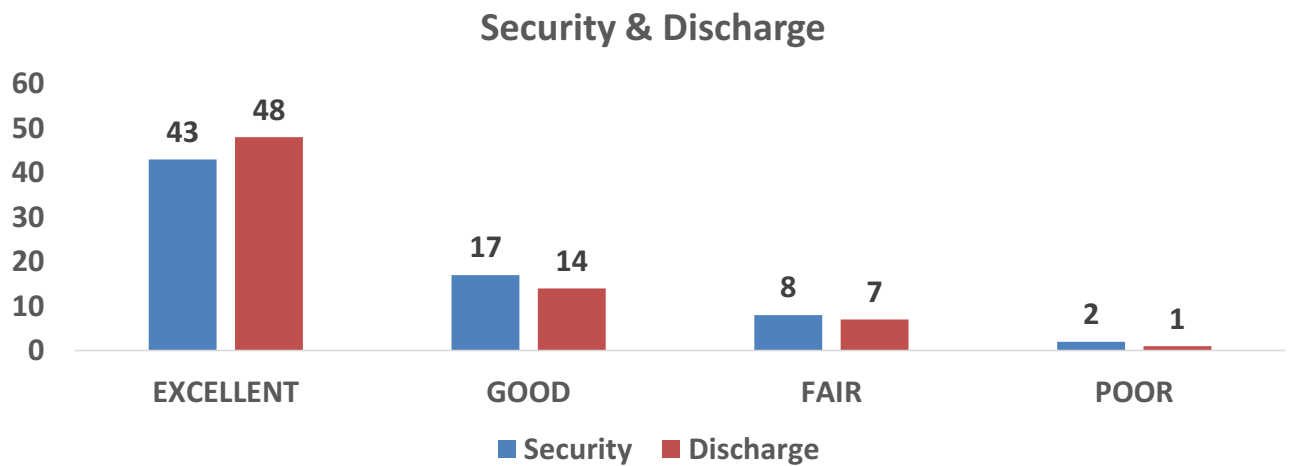
Results & Inference



The response time , regular cleaning and courtesy & helpfulness provided by the Housekeeping staff plays a major role in order to maintain the consistent feedback obtained by the patients.



Results & Inference

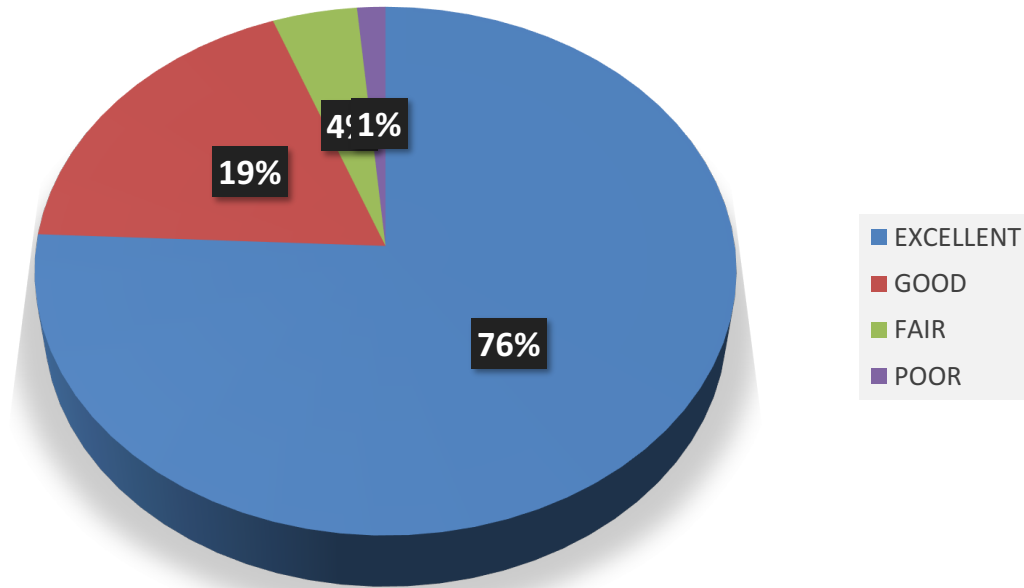


Any delay in discharge due to any reason leads to the negative feedback so this is the factor to be taken care of while discharging the patients. Patients perception for the security staff should be kept positive always so that they feel safe & secure while taking treatment



Results & Inference

Overall satisfaction



Conclusion

- ▶ 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



Conclusion (cont.)

- ▶ 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
- ▶ Doctors play a very important role in educating people regarding their health problems and also the feasibility of the treatment
- ▶ AHI must ensure that they employ skilled staff for healthcare service delivery and also continuously train their staff to keep them updated in the evolving healthcare scenario



Conclusion (cont.)

- ▶ 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).



Recommendations

- ▶ Addressing 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.



Recommendations (cont.)

- ▶ 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.



THANK YOU

