

A STUDY ON PATIENT SATISFACTION AT P.D. HINDUJA HOSPITAL ,MUMBAI

Ms Deepika Shukla

MBA HM-19

0139

INTRODUCTION

- ◉ **What is patient satisfaction?**

- To provide patient-centered care creating a culture that accepts people for, who they are and where, they are in life cycle, by meeting their needs at that point ,with the health system's mission to care for the body, mind and spirit of patients. Patients are the foundation of our medical practice, it is very obvious that they must be satisfied while in or out of the Hospital.

REVIEW OF LITERATURE

- 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. (Prakash, Bhanu. Patient Satisfaction. Department of Dermatology, Vydehi Hospital, VIMS and RC, Whitefield, Bangalore, Karnataka, India : s.n., 2010.)
- Patient perceptions are significantly influenced by hospital support functions. These perceptions determine hospital reputation, influence future patient demands, and are integral to the understanding of patients as consumers of health care systems rather than consumers of medical procedures. Patient satisfaction with healthcare delivery systems. Imad Baalbaki, Zafar U. Ahmed ,Valentin H. Pashtenko, Suzanne Makarem. 1, s.l. : Emerald Group Publishing Limited, 2007, Vol. II.

RATIONALE

- Patient satisfaction is as important as other clinical health measures and is a primary means of measuring the effectiveness of 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 what your strengths and weaknesses are, you can't compete effectively. The data gathered through measuring patient satisfaction reflects care delivered by hospital as a whole and can serve as a tool in decision-making.

◎ **RESEARCH QUESTION:**

- 1) What is the level of satisfaction of patients in OPD, IPD and IVF department at P D Hinduja Hospital, Mumbai?

◎ **OBJECTIVES**

- 1) To assess the satisfaction of patients.
- 2) To identify the areas with low satisfaction levels.
- 3) To provide suggestions for enhancing patient satisfaction.

METHODOLOGY

Sample Size

- OPD-102
- IPD-100
- IVF-140

Study design

- ◉ Descriptive cross-sectional

Selection of Sample

- ◉ Non-probability convenient sampling

Inclusion criteria

At OPD and IVF Department:

-Patients who came for repeat visit were only asked to fill in the questionnaire

- ◉ At IPD Department

-Patient with more than 24 hours of stay

Study Site

- All OPD Departments
- All IPD departments.
- IVF Department

Study duration

- OPD- 1 Month
- IPD- 1 Month
- IVF- 1 Month

Data Collection Tools

Three standard questionnaires of Hinduja hospital used in their respective departments.

ATTRIBUTES IN THE FORM

❖ OPD Questionnaire

- Appointment(Telephonic)
- Registration /Vouchering /Appointment(At counters)
- Consultation with the doctor
- Nursing care
- General comfort of OPD Premises
- Lab investigation and diagnostic process
- Overall Experience

All the questions were closed ended

OPD QUESTIONNAIRE

GENERAL QUESTIONS (write answer in check box)

1. Date :
Day Month Year
2. Patient's name (optional) : _____
3. H. H. number (optional) :
4. Who is filling out this feedback questionnaire form?
patient ☐ friend ☐ parent ☐ family ☐ others ☐
5. Name of the Doctor/Consultant : _____
6. Telephone number (optional) : _____
7. E-mail ID : _____

Instructions:

To rate the following services that you received kindly circle the number that best represents your opinions.

Scale :

- 1 = very poor; 
- 2 = poor; 
- 3 = fair; 
- 4 = good; 
- 5 = very good 

A. APPOINTMENT (TELEPHONIC)

1. Time taken to get through to the appointment cell ☐ ☐ ☐ ☐ ☐
2. Time taken by appointment staff to give an appointment for doctor / service ☐ ☐ ☐ ☐ ☐
3. Adequacy of the information provided ☐ ☐ ☐ ☐ ☐
4. Courtesy shown by the staff providing the information ☐ ☐ ☐ ☐ ☐

Overall impression of Appointment



1 2 3 4 5

B. REGISTRATION / VOUCHERING / APPOINTMENT (AT COUNTERS)

1. Ease of filling the Registration forms ☐ ☐ ☐ ☐ ☐
2. Waiting time in the queue at counters for being attended ☐ ☐ ☐ ☐ ☐
3. Time taken by counter staff ☐ ☐ ☐ ☐ ☐
4. Information provided at counter ☐ ☐ ☐ ☐ ☐
5. Courtesy of staff providing information at the counter ☐ ☐ ☐ ☐ ☐

Overall impression of Registration / Vouchering / Appointment

1 2 3 4 5

C. CONSULTATION WITH DOCTOR

1. Waiting time to see the doctor after completing registration / vouchering formalities ☐ ☐ ☐ ☐ ☐
2. Information shared by the doctor about your health and treatment ☐ ☐ ☐ ☐ ☐
3. Courtesy shown by the doctor ☐ ☐ ☐ ☐ ☐
4. Time spent by the doctor ☐ ☐ ☐ ☐ ☐

Overall impression of Consultation with Doctor

1 2 3 4 5

D. NURSING CARE

1. Behaviour and attitude of nurse ☐ ☐ ☐ ☐ ☐
2. Response to queries by the nurse ☐ ☐ ☐ ☐ ☐
3. Care offered during procedure / investigation by the nurses ☐ ☐ ☐ ☐ ☐

Overall impression of Nursing Care

1 2 3 4 5

E. GENERAL COMFORT OF OPD PREMISES

1. Cleanliness in the OPD area ☐ ☐ ☐ ☐ ☐
2. Comfort of the waiting area ☐ ☐ ☐ ☐ ☐
3. Cleanliness of toilets ☐ ☐ ☐ ☐ ☐

Overall impression of General Comfort of OPD Premises



1 2 3 4 5

F. LAB INVESTIGATION AND DIAGNOSTIC PROCESS

1. Waiting time prior to the test ☐ ☐ ☐ ☐ ☐
2. Information provided by technician regarding availability of reports (Test results) ☐ ☐ ☐ ☐ ☐
3. Efficiency of technician performing the procedure ☐ ☐ ☐ ☐ ☐
4. Courtesy shown by technician ☐ ☐ ☐ ☐ ☐

Overall impression of Lab Investigation And Diagnostic Process

1 2 3 4 5

G. Overall Experience

1. Overall satisfaction level on availing OPD services ☐ ☐ ☐ ☐ ☐

1 2 3 4 5

GENERAL QUESTIONS

- Was this your first visit to the Outpatient Department (OPD) as a patient? ☐ Yes ☐ No

- Why did you choose Hinduja Hospital Outpatient services (tick all that apply)?

- ☐ Hinduja Hospital Doctor recommendation
- ☐ Outside Doctor Recommendation
- ☐ Previous experience
- ☐ Hospital reputation
- ☐ Location
- ☐ Friend / Relative recommendation
- ☐ Other

ATTRIBUTES IN THE FORM

❖ IPD Questionnaire

- Pre admission
- Admission and billing Process
- Doctors Interaction
- Nursing Care
- Diagnostics (Laboratories , Imaging, etc)
- Housekeeping and cleanliness
- Food Services
- Amenities/general comfort
- Others

All the questions were closed ended

IPD QUESTIONNAIRE

Patient Name : _____

HH No. : _____

Admission No. : _____

Location / Bed No. & Floor : _____

Admitting Consultant Name : _____

Repeat Admission : ☐ Yes ☐ No

To rate the following services that you received kindly tick the number that best represents your opinions. If you have not availed of a particular service, kindly skip to the next section.

Scale :

5 - Very good 😊 4 - Good 😊 3 - Fair 😊 2 - Poor 😊 1 - Very poor 😊

1) Pre-admission

- Ease of booking your bed ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Courtesy, promptness and explanation provided, by the staff who did your booking. ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

2) Admission & Billing Process

- Explanation and counselling provided in completing the admission formalities ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Time taken to complete the admission process ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Promptness for discharge process ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Courtesy and efficiency of the staff ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

3) Doctors Interaction

- Explanation provided about your condition and line of treatment ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Education on choice, outcomes of the treatment being provided / planned ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Care provided, in terms of regular visit, time spent and queries answered by the Doctor ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Confidentiality maintained by Doctors while explaining treatment / test results ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Follow up instructions provided by the Doctors before discharge ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

4) Nursing Care

- Courtesy and helpfulness of the Nurses ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Care provided, in terms of responsiveness to call bell, answering queries ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Punctuality in administering medicines ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Confidentiality maintained by Nurses while explaining treatment / test results ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Follow up instructions provided by Nurses before discharge ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

5) Diagnostics (Lab, Imaging, etc.)

- Courtesy of the Technicians ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Explanation by Technicians about the procedure ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Timeliness of the procedure ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

6) Housekeeping & Cleanliness

- Cleanliness of the room, toilets ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Linen provided (hospital clothes, bedsheets, pillow covers) ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Promptness & responsiveness of the Attendants ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Courtesy and helpfulness of the Attendants ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

7) Food Services

- Dietician counselling ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Food taste, variety, quality, presentation ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Food service timeliness ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

8) Amenities / General comfort

- Air-conditioning ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Television ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

10) Others

- Security persons behaviour ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Assistance provided by the Customer service team ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1
- Overall rating of the care received during the Hospital stay ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

11) Comments & Suggestions

12) Would you recommend Hinduja Hospital to others

☐ Yes ☐ No

Thanking You for Your Cooperation !

ATTRIBUTES IN THE FORM

❖ IVF Questionnaire

- Appointment procedure
- reception/ registration
- Explanation of treatment by the staff
- Behaviour and attitude of the staff
- Response to queries by staff
- Staff sensitivity to your needs
- During Procedures
- General environment
- IPD Patients

All the questions were closed ended

IVF QUESTIONNAIRE

PATIENT SATISFACTION FEEDBACK FORM

Dear Sir/Madam,

At P.D Hinduja National Hospital we strive hard to provide you the best quality healthcare. We would appreciate your feedback to know where we need improvement. We would be grateful to you if you spend some time to fill up this form.

1-Name of Patient (optional) - _____

2-H.H number (optional) - _____

3-Name of the Doctor- _____

4- What was the main influence on your choice of hospital?

- Location
- Personal recommendation
- Doctor
- Previous experience
- Brand name of Hinduja Hospital

5- Is this your First visit/Repeat visit.

Instructions:-

Rate the following services that you received on the scale of 1 to5; kindly tick the option that best represents your opinion.

• Appointment Procedure:-

Adequacy of the information provided-

Source of appointment-

Time-taken to give the appointment-

Poor Average Good Very good Excellent

1 2 3 4 5

Call centre/ Reception

5-10min/ 10-15min/ more

• Reception / Registration:-

- Ease of filling the registration form-
- Information provided at the reception-
- Waiting time at the reception-
- Efficiency of the person at the reception-
- Courtesy of staff at the reception-
- Explanation of cost of treatment-

1 2 3 4 5

	Poor	Average	Good	Very good	Excellent
• Explanation of treatment by the staff:-	1	2	3	4	5
Doctor-	☐	☐	☐	☐	☐
Nurse-	☐	☐	☐	☐	☐
Support Staff-	☐	☐	☐	☐	☐
• Behaviour and attitude of the staff:-	1	2	3	4	5
Doctor	☐	☐	☐	☐	☐
Nurse	☐	☐	☐	☐	☐
Support Staff	☐	☐	☐	☐	☐
• Response to queries by staff:-	1	2	3	4	5
Doctor	☐	☐	☐	☐	☐
Nurse	☐	☐	☐	☐	☐
Support Staff	☐	☐	☐	☐	☐
• Staff sensitivity to your needs:-	1	2	3	4	5
Doctor	☐	☐	☐	☐	☐
Nurse	☐	☐	☐	☐	☐
Support Staff	☐	☐	☐	☐	☐
• During Procedures:-	1	2	3	4	5
➤ Waiting time for treatment-	☐	☐	☐	☐	☐
➤ Comfort during treatment-	☐	☐	☐	☐	☐
➤ Privacy maintained-	☐	☐	☐	☐	☐
➤ Explanation of possible side-effects-	☐	☐	☐	☐	☐
• General Environment:-	1	2	3	4	5
➤ Cleanliness of the department-	☐	☐	☐	☐	☐
➤ Comfort of waiting area-	☐	☐	☐	☐	☐
➤ Other facilities-	☐	☐	☐	☐	☐
• The following information to be filled in by IPD patients only:-	1	2	3	4	5
1-Time taken for discharge process	☐	☐	☐	☐	☐
2-Instructions given for follow-up	☐	☐	☐	☐	☐
3-Food services	☐	☐	☐	☐	☐
4-Overall experience at the IVF centre	☐	☐	☐	☐	☐
• Suggestions for improvements:-					

THANK YOU FOR YOUR CO-OPERATION

DATA ANALYSIS

The screenshot shows the Microsoft Excel interface. The formula bar contains the formula:
$$=(T106*SA\$106+T107*SA\$107+T108*SA\$108+T109*SA\$109+T110*SA\$110)/(T106+T107+T108+T109+T110)$$
 The grid below shows columns labeled D, E, F, L, M, N, O, P, Q, R and rows numbered 2, 3, 4, 5. The cells in rows 3, 4, and 5 contain the values 3, 4, and 5 respectively, corresponding to the formula's variables.

	D	E	F	L	M	N	O	P	Q	R
2										
3		3								
4			4							
5				5						

Scores allotted:

- Very good-5
- Good - 4
- Fair - 3
- Poor -2
- Very poor-1

The score is calculated on index of 5.

The data of this study was analysed through MS Excel

• Formula :

$$=(n1*5+n2*4+n3*3+n4*2+n5*1/n1+n2+n3+n4+n5)$$

Dimensions scoring below 4 are areas of concern as per the hospital standards.

CRITICAL ANALYSIS OPD

OPD	Index score Feb-16
Appointment(Telephonic) procedure	4.1
Registration /Vouchering /Appointment(At counters)	4.1
Consultation with the doctor	4.1
Nursing care	4.3
General comfort of OPD Premises	4.3
Lab investigation and diagnostic process	4.3
Overall Experience	4.2
Overall OPD satisfaction %	84.7

CRITICAL ANALYSIS OF DIMENSION WITH LOW SCORES

Appointment(Telephonic)	Index Score
Time taken to get through to the appointment cell	3.97
Time taken by appointment staff to give an appointment for doctor/ service	4.12
Adequacy of information provided	4.16
Courtesy shown by the staff providing the information	4.15
Overall impression of Appointment	4.20

CRITICAL ANALYSIS OF DIMENSION WITH LOW SCORES

REGISTRATION/ VOUCHERING/ APPONTMENT(AT COUNTERS)	Index score
Ease of filling the registration forms	4.15
Waiting time in the queue at counters for being attended	3.77
Time taken by the counter staff	3.96
Information provided at counter	4.16
courtesy of staff providing information at the counter	4.14
Overall impression of Registration/ Vouchering/ Appointment	4.11

CRITICAL ANALYSIS OF DIMENSION WITH LOW SCORES

Consultation With Doctor	Index Score
Waiting time to see the doctor	3.67
Information shared by the doctor	4.40
Courtesy shown by the doctor	4.52
Time spent by the doctor	4.36
Overall impression of consultation with doctor	4.5

PATIENT REASONS FOR LOW RATING

- ⦿ Waiting time for consultation.
- Majority said that **doctors were late** to their OPD's.
- ⦿ Difficulty in taking appointments

CRITICAL ANALYSIS IPD

IPD	CSI MARCH -16
Pre admission	4.2
Admission and billing Process	4.2
Doctors Interaction	4.6
Nursing Care	4.6
Diagnostics (Laboratories , Imaging, etc)	4.4
Housekeeping and cleanliness	4.4
Food Services	4.3
Amenities/general comfort	4.4
Others	4.4
Overall IPD satisfaction %	87.3

CRITICAL ANALYSIS OF ATTRIBUTES WITH LOW SCORES

Admission And Billing Process	Index Score
Explanation and counselling provided in completing the admission formalities	4.19
Time taken to complete the admission process	4.18
Promptness for discharge process	4.03
Courtesy and efficiency of the staff	4.29

PATIENT REASONS FOR LOW RATING

- Patients have to wait for hours after discharge order has been given.

CRITICAL ANALYSIS IVF

IVF	Index Score APRIL -16
Appointment procedure	4.4
Reception/Registration	3.8
Explanation of treatment by the staff	4.3
Behaviour and attitude of the staff	4.3
Response to queries by staff	4.2
Staff sensitivity to needs of patients	4.2
During procedures	4
General environment	4.2
IPD	4.1
Overall OPD satisfaction %	83.3
Overall IPD satisfaction %	81.2

CRITICAL ANALYSIS OF ATTRIBUTES WITH LOW SCORES

Reception/ Registration	Index score
Ease of filling the registration form	4.36
Information provided at the reception	3.88
Waiting time at the reception	3.64
Efficiency of the person at the reception	3.58
Courtesy of staff at the reception	3.45
Explanation of cost of treatment	3.85

CRITICAL ANALYSIS OF ATTRIBUTES WITH LOW SCORES

During Procedures	Index Score
Waiting time for treatment	3.57
Comfort during treatment	4.09
Privacy maintained	4.18
Explanation of possible side effects	3.97

PATIENT REASONS FOR LOW RATING

- Reception/ registration
 - Receptionists are arrogant and impolite.
 - Patients reported against the inappropriate behaviour of the staff at reception.
- During Procedures
 - Long waiting for doctor's treatment. Doctors start late. IVF procedures are conducted between OPD clinics.

HIGHEST SATISFACTION AREA

- Of the three departments it was found that the patients in IPD had the highest satisfaction level(87.3%).

SUGGESTIONS

➤ For OPD Department

- ⦿ Higher management should keep a weekly track of appointment time being allotted and the time when doctors start their OPD's. Accordingly reasons of delay can be discussed and worked upon to avoid hours of waiting.
- ⦿ Proper signage at the reception counter should be put to fill the forms first for new patients.
- ⦿ Awareness of KIOSK machine needs to be worked upon. Television screens at the waiting areas can be used to demonstrate the functions that can be done on the machine.

➤ **For IPD Department**

- ◉ Discharge process can be improved if junior doctors are a little more careful in communicating instructions to nurses .
- ◉ There should be someone explaining the patient about the discharge process rather than leaving them clueless at the ward level.

➤ **For IVF Department:**

- ⦿ Behaviour training for the reception staff should be conducted at appropriate intervals.
- ⦿ To have a fair idea about the patient feedback each staff along with a senior staff should go around taking the feedback from patients once every week.
- ⦿ To avoid long waiting at the OPD and for the procedures strict guidelines should be laid for doctors coming late to hospital and also by conducting IPD procedures at a defined time.

LIMITATIONS

- ◉ **Besides the best efforts the study tends to have the following limitations:**
 - Feedback forms were only in English language. So only patients who could understand English could actively participate or patients who were given time in translating the forms to their vernacular language could only submit their feed back.
 - Patients in ICU were not included.
 - Patients who were willing to give feedback only participated.

CONCLUSION

- Attention needs to be paid on the behaviour of counter and support staff towards patients(3.45) in IVF department, delay in discharge process(4.03) in IPD department and waiting time for consulting doctors (3.67) at OPD. These are areas to improve on the satisfaction level among patients. Over all the patients coming to Hinduja Hospital are satisfied and happy with the kind of service being provided to them and would recommend other patients to come for their treatment to this prestigious hospital.

THANK YOU