

Quality Assessment of Health Services Provided by Private Hospital in Jaipur

By

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

Academic year, 2014-2016



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TO WHOMSOEVER MAY CONCERN

This is to certify that Nancy Dixon student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Health Line Hospital, Jaipur, from February 16' to April 16'.

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 her future endeavors.



Dr. Ashok Kaushik
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TO SERVE IS OUR MOTTO

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To whomsoever it may concern

This is to inform that Ms. Nancy Dixon has completed her dissertation from the Health Line Hospital, Jaipur for the duration dated 8th February 2016 to 30th April, 2016.

During this period she made valuable contribution not only in the Operations of the Health Line Hospital but also as a Quality Manager (Internee) by her study topic:

“Quality Assessment of Health services provided by Private Hospital in Jaipur”.

We wish her all success in all her future endeavors.

JAIPUR


Dr. I. B. KHAN (DIRECTOR)
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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **Quality Assessment of Health Services in a Private Hospital, Jaipur** and submitted by **Nancy Dixon, Enrollment No. 0172** 19th Batch under the supervision of **Dr. Anoop Khanna, Associate Professor, The IIHMR University, Jaipur, India** for award of MBA Hospital and Health Management of the university carried out during the period from **Feb – 2016 to April – 2016** 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

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Acknowledgement

This report is the result of three months whereby I have been accompanied and guided by many people. It is a pleasant opportunity to express my gratitude to all of them.

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TABLE OF CONTENTS

S.NO.	Topic	Page no.
1.	Internship Report	6
1.0	Introduction	7
1.1	Objectives of internship	8
1.2	Hospital Profile	9
1.3	Brief report on different Departments	10-12
2.	Dissertation on “Quality assessment of a Private Hospital in Jaipur”	13
	Executive Summary	16
2.1	Introduction	17
2.2	Rationale	18
1.3	Review of Literature	19
2.4	Objective	20
2.5	Study methodology	21
.6	Findings	22
2.7	Recommendations- Gaps and Gap Closures	37
2.8	Limitations of the study	39
3	Conclusion	40
4	Reference	41
5	Appendices	42

ABBREVIATIONS

NABH	National Accreditation Board for Hospitals
IPHS	Indian Public Health Standards
ISO	International Organization for Standardization
ISQUA	International Society for Quality in Health Care
NHSRC	National Health System Resource Centre
KPI	Key Performance Indicator
NVA	Non Value Adding
AAC	Access and Assessment and Continuity of Care
COP	Care of Patients
MOM	Management of Medications
PRE	Patient Rights and Education
HIC	Hospital Infection Control
CQI	Continuous Quality Improvement
ROM	Responsibility of Management
FMS	Facility Management and Safety
HRM	Human Resource Management
IMS	Information Management System
IT	Information Technology
MRD	Medical Record Department
OT	Operation Theatre
CSSD	Central Sterile Stores Department
ENT	Ear Nose Throat
LAP	Laparoscopy
BHT	Bed Head Ticket
GOB	General Order Book
GU	Genito-urinary
OB	Obstetrics
ECG	Electro Cardio Graphy
EMG	Electro Myo Graphy
TMT	Tread Mill Test
NCV	Nerve Conduction Velocity
HR	Human Resource

LIST OF FIGURES

S.NO.	GRAPHS	PAGE NO.
2.6.1	Scores- NABH Self-Assessment Tool- Kit	33
2.6.2	Bed Occupancy Rate	35
2.6.3	Bed Turnover Rate	35
2.6.4	Average Length of Stay	36
2.6.5	Bed Turnover Interval	37
2.6.6	Total Admissions	37
2.6.7	Patient Satisfaction Survey	38
2.6.8	Doctors' Experience	38
2.6.9	Nurses Experience	39

DISSERTATION

“Quality Assessment of Hospital Services provided by a Private Hospital in Jaipur”

EXECUTIVE SUMMARY

Quality has become an icon for customers while selecting a service or product and at the same time organizations are making efforts for providing quality products or services as per customer's needs and wants. Quality has been considered as a strategic advantage for the organizations to gain success and to sustain in the business world. Like the other service organizations; healthcare sector has also become a highly competitive and rapidly growing service. To build customer loyalty, more and more private health care organizations, big or small, are increasingly performing an internal quality assessment. By and large, more and more are going for external accreditation by third parties. In India, these are the NABH and IPHS have that been recognised by the ISQUA. In this study, the quality parameters set by these two, form the basis of the assessment.

INTRODUCTION

The study is the first of its kind in this Small Health Care Organization (SHCO). The basis of the assessment are the guidelines from the NABH for the SHCO's and the IPHS standards. The Self-Assessment Tool Kit from the NABH helps to determine the level of entry for this hospital at the accreditation stages. The departments under the detailed study are the OPD and the IPD.

The delivery of quality healthcare services and the integration of quality in healthcare policies is a concern in various health organizations. Research on healthcare satisfaction is vital to ensure a high quality of care and patient satisfaction and to maximize the benefits of scarce resources. Determining the factors associated with patient's satisfaction is critical for managers in order to understand what is valued by patients, how the quality of care is perceived by the patients and to know where, when and how service changes and improvements could be made. Over the years, quality of services has assumed far greater importance in health systems of both developed and developing countries. Legitimate expectations about service quality also serve as key tool in understanding patients' aspirations and needs for better health care. The evaluation of services vis a vis consumer satisfaction is, therefore, a dynamic rather than a static process. Formal evaluation mechanisms including consumer satisfaction are indispensable in the health systems. It provides continuous information regarding relative improvements (or shortfalls) in health care standards. This study tries to make an effort in understanding the dynamic processes that influence patient satisfaction and Quality Management Systems as the key to it.

2.2 RATIONALE

During recent decades, the number of private centres providing health care services has been ever increasingly growing, and the private health care services market has turned out to be a competitive environment. Highly competitive market in the private hospital industry has caused increasing pressure on them to provide services with higher quality.

Quality is considered a key factor in differentiation and excellence of services and is a potential source of sustainable competitive advantage so that its understanding, measurement, and improvement are important challenges for all health services organizations. Hospitals provide similar services with different quality. The quality can be used as a strategic differentiation for establishing a distinctive advantage, those difficult for rivals to follow or copy.

Different methods exist for determining the patients' expectations and the way they are met.

Because most of patients lack the required knowledge for evaluating the technical quality of the services, their evaluation of quality is based on the medical care process.

The patients' expectations are derived from their perception of the ideal care standards or their previous experiences in the use of services.

The analysis of service quality enables hospital management to allocating the financial resources for improving performance in the areas that have more influence on the customers' perception of service quality.

After delivering the services, service providers also must monitor how well the customers' expectations have been met. Quality must therefore become an integral part of the organization.

2.3 Literature review

In healthcare, patient perceptions are considered to be the major indicator in order to assess the service quality of a healthcare organization (Cronin & Taylor, 1992; Connor et al., 1994). It means that customer satisfaction is the major device for critical decision making in selecting a healthcare services (Gilbert et al., 1992) and quality of services delivered to the customers should meet their perceptions (Parasuraman et al., 1985, 1988; Reidenbach & Sandifer-Smallwood, 1990; Babakus & Mangold, 1992; Zeithaml et al., 1993).

Liz Gill, Lesley White (2006) evaluates studies of service quality in healthcare, recognizing extra key domains. The independent variables which are suggested to determine service quality are Reliability, Responsiveness, Assurance, Joint Decision Making, Caring, Risk, Continuity, Collaboration, Outcome, Empathy, and Tangibles.

The NABH and the IPHS have set out the norms for Quality management for the private and public healthcare organizations. A detailed study of these documents is crucial for the quality assessment of any hospital. The NABH guide for Small Health Care organizations has been particularly useful for the organization under study. The guidelines from the NHSRC which incorporates the norms of the ISO 9001:2008(version) have also been reviewed for better understanding the Quality perspective.

2.4 OBJECTIVES

- To perform Process mapping for the Out-patients and As- Is Survey for the In-patient Departments of the Hospital.
- To conduct an Internal Quality Assessment using the NABH Self-Assessment tool kit.
- To study the Key Performance Indicators for the Hospital.
- To assess Patient Satisfaction using Survey.
- To identify the Gaps based on the process mapping and the As- Is Survey method and make recommendations for closure of the gaps in achieving Quality Standards.

2.5 STUDY METHODOLOGY

2.5.1 Place of Study- Jaipur

2.5.2 Study Area- Health Line Hospital

2.5.3 Study Span- February 08- April 30, 2106

2.5.4 Study Design- Descriptive study

2.5.5 Data Type- Primary and Secondary data

2.5.6 Sample Size- All cases from February 1, 2016 to April 30, 2016 have been taken into consideration for calculations.

2.5.7 Method of Data Collection

- Data Checklists
Checklists from the In-patient Rooms, Cubicles and wards were used.
- Auditing Patient Records
Patient records available in the wards and the Medical Records Department were used.
- Exit interviews of patients
Patients admitted to the hospital and Old patients attending the OPD were requested to fill the Questionnaire.
- Observations (day to day)

2.5.8 Study Tool

- Process map
- As- is Survey

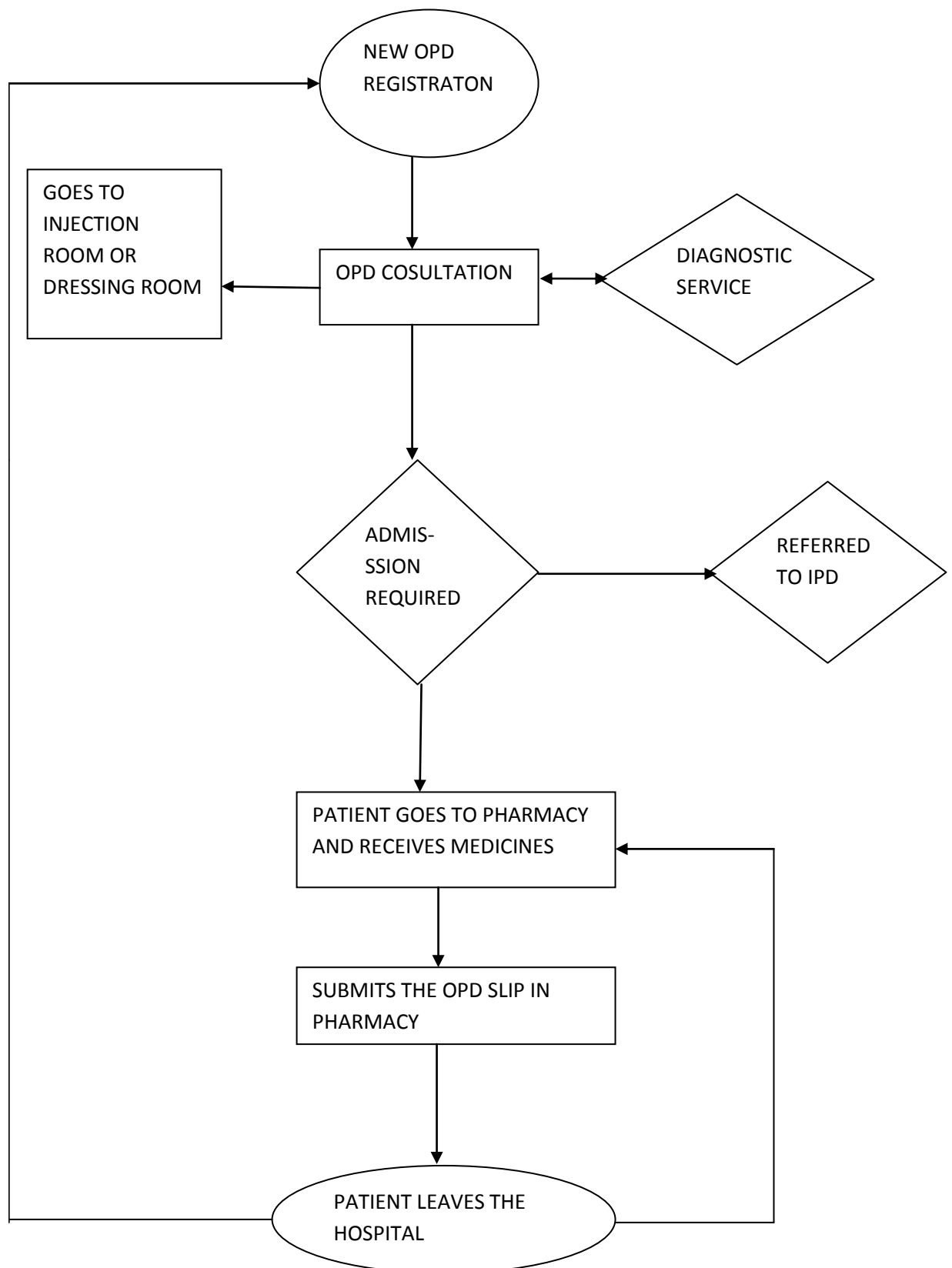
- NABH Self Assessment Tool
- Questionnaire for Patient Satisfaction

2.5.9 Data Management

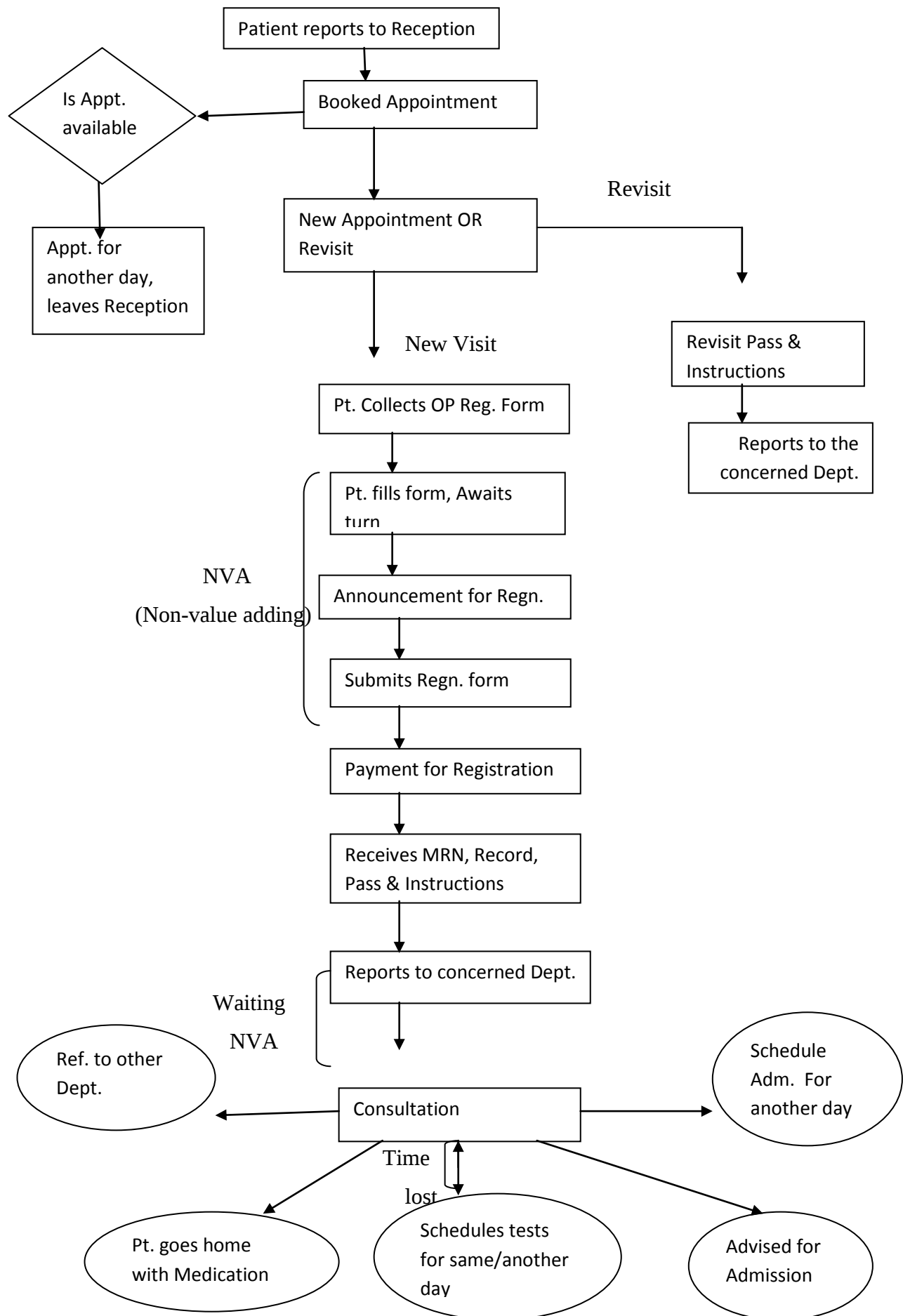
- Excel sheet for calculations
- Format for recording the QI
- Graphical representation for analysis of data
- Implicit interpretation of the same
- Recommendations for outcomes from the above

2.6 FINDINGS

PROCESS FLOW: OPD



Process Mapping: OPD

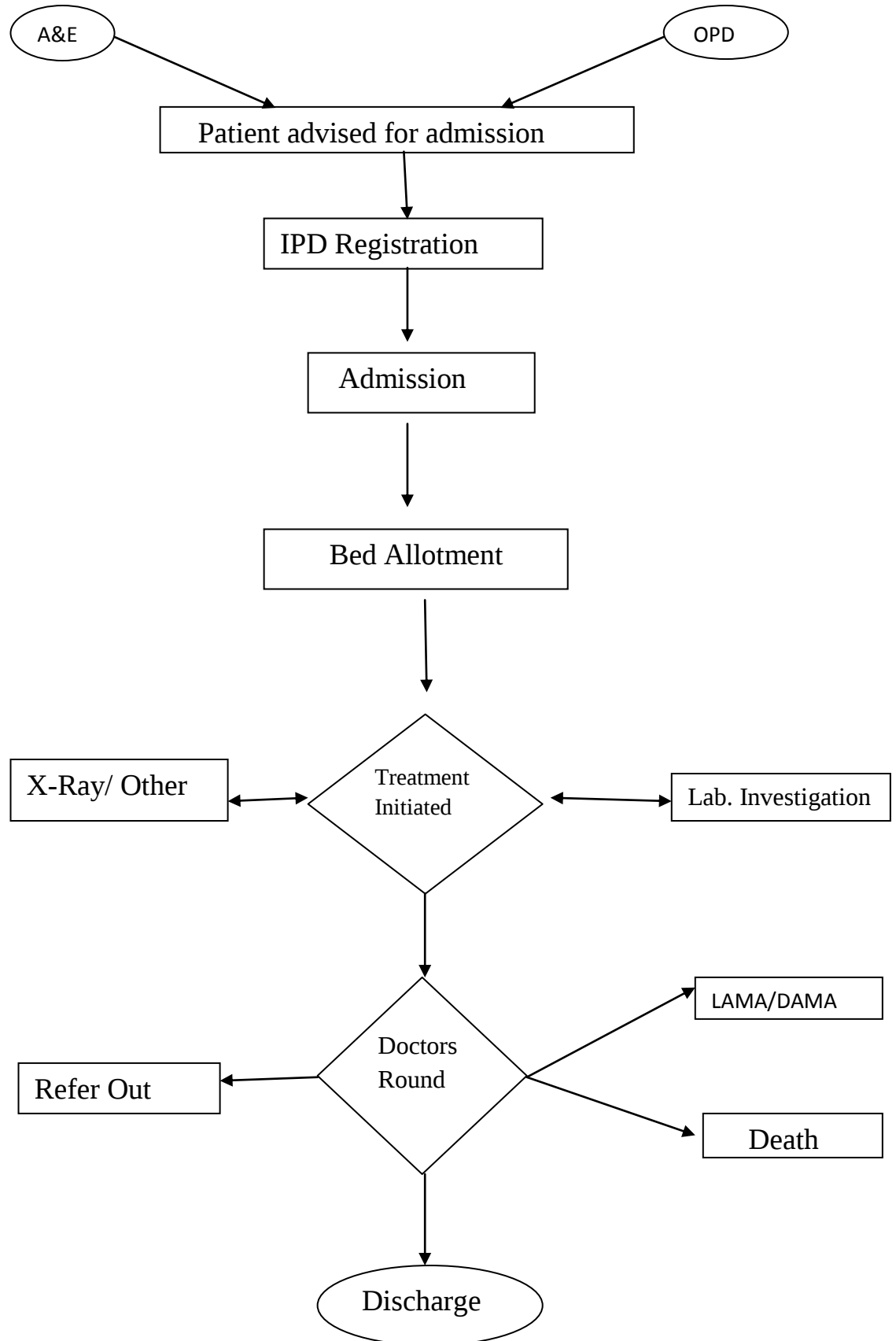


Gaps identified in OPD:

As the above depicts, the following are the bottlenecks or NVA (Non-value Adding) activities which increase the average waiting time in OPD by around 30 minutes:

- Patient fills the form and for those who are illiterate, it is more time consuming.
- Patient queues again to return the filled form and waits for the announcement (call) which is not followed strictly.
- On receiving the MRD card, Pass and instructions, consultation with a specific doctor delays the process.
- Diagnostics delay the OPD consultation as patient has to queue again and the counter is in a different building.
- Besides, manual entries are also performed simultaneously for registration, which causes further delays.
- OPD timings are not followed strictly.
- Old / new patients have no record of their ongoing treatment.
- Retrieval of Old patient's charts is time consuming.
- Signage is confusing.
- Storage is inadequate.
- Wheelchairs are not available when required.
- Citizen charter is not displayed.
- Health and Safety of employees is compromised at many instances.

IPD Process Flow:



As- Is Process for IPD

1. IPD Registration/ Admission

Process Group	IPD Management	Sub-Process	IPD Registration/Admission
Process Location	OPD & A&E Registration Counter	Process Owner	Registration In charge /Clerk
Input	Patient's personal details, OPD/A&E slip	Output	IPD admission with Registration Number

Process Records	OPD Slip, Medical Record, IPD Register, Patients Bed Ticket, Ward Register, TPR Sheet, Treatment Continuation Sheets
-----------------	--

2. Receiving patient in the ward/s

Process Group	IPD Management	Sub-Process	Receiving patient in the ward
Process Location	In- patient Ward	Process Owner	On-duty Staff Nurse
Input/s	Patient, Patient's Bed Ticket	Output/s	Patient admitted in the ward

3. Rounds of Doctor in ward/s/ Consultation

Process Group	IPD Management	Sub-Process	Rounds of the Doctor
Process Location	In- patient Ward	Process Owner	Treating Doctor/Consultant
Input/s	Patient and Patient's Bed Ticket	Output/s	Doctor's notes on the Bed Ticket, Nurses notes on the Bed Ticket

Process Records	Patient's Bed Ticket, Ward Round Book
-----------------	---------------------------------------

4. Pathology & Radiology Investigation

Process Group	IPD Management	Sub-Process	Pathology & Radiology Investigation
Process Location	In- patient Ward	Process Owner	Staff Nurse
Input/s	Patient	Output/s	Number of investigations performed for the IPD patient per day

Process Records	Medical /surgical notes, Requisition form, Pathology register, ECG, X-ray films, Reports of the Patient
-----------------	---

5. Nursing Care

Activities include:

- Bed making
- IV cannulation

- Hygiene care
- Dispensing oral medication
- Administration of IV Fluids/Injection
- Urinary catheterization
- Wound care

Process Group	IPD Management	Sub- Process	Nursing care
Process Location	Ward	Process Owner	Staff Nurse
Input/s	Patient, Bed ticket	Output/s	Nursing care given to patients

Process Records	IPD clinical nurses notes, General Order Book
-----------------	---

6. Follow-up & Period Assessment by resident Doctors, Consultant and Nurses

Process Group	IPD Management	Sub- Process	Follow-up & Period Assessment
Process Location	Ward	Process Owner	Treating Consultant & Staff Nurse
Input/s	Patient	Output/s	Patient's record with complete documentation

Process Record	Patient's Record
----------------	------------------

7. Doctor's Call Process

Process Group	IPD Management	Sub-Process	Doctor's Call Process
Process Location	Ward	Process Owner	On- duty Staff Nurse
Input/s	Written Call	Output/s	Doctors visit

Process Record	Doctors call book, Patient's Record, GOB
----------------	--

8. Transfer In/Out

Process Group	IPD Management	Sub-Process	Transfer In/Out
Process Location	Ward	Process Owner	On- duty Staff Nurse
Input/s	IPD Patient	Output/s	No. of IPD patients shifted from the ward per day

Process Record	Transfer In/Out Register, GOB, Patients notes.
----------------	--

9. Indenting of drugs

Process Group	IPD Management	Sub-Process	Indenting of drugs
Process Location	Ward	Process Owner	On- duty Staff Nurse
Input/s	IPD Patient	Output/s	No. of medicines indented periodically

10. Patient Absconding

Process Group	IPD Management	Sub-Process	Patient Absconding
Process Location	Ward	Process Owner	On- duty Staff Nurse
Input/s	IPD Patient	Output/s	Number of absconded patients

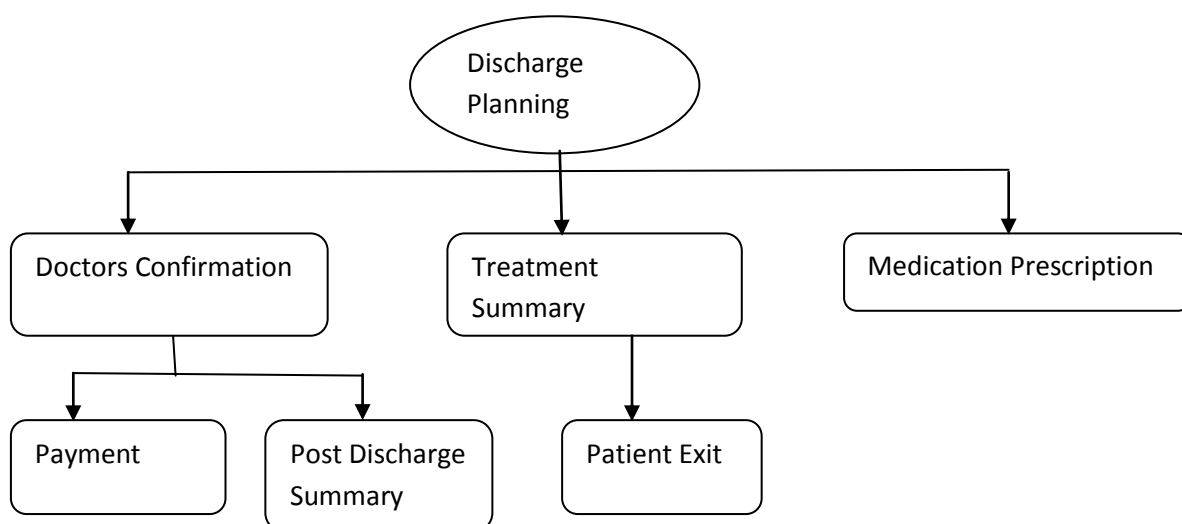
Process Record	MLC Register, IPD Record, GOB
----------------	-------------------------------

11. Discharge

Process Group	IPD Management	Sub-Process	Discharge
Process Location	Ward	Process Owner	Treating Doctor and Staff Nurse
Input/s	Patients Bed Ticket	Output/s	Discharge Summary and Medicine card

Process Record	Patients Bed Ticket, Discharge Summary
----------------	--

Discharge Process Flow:



12. Death in Wards

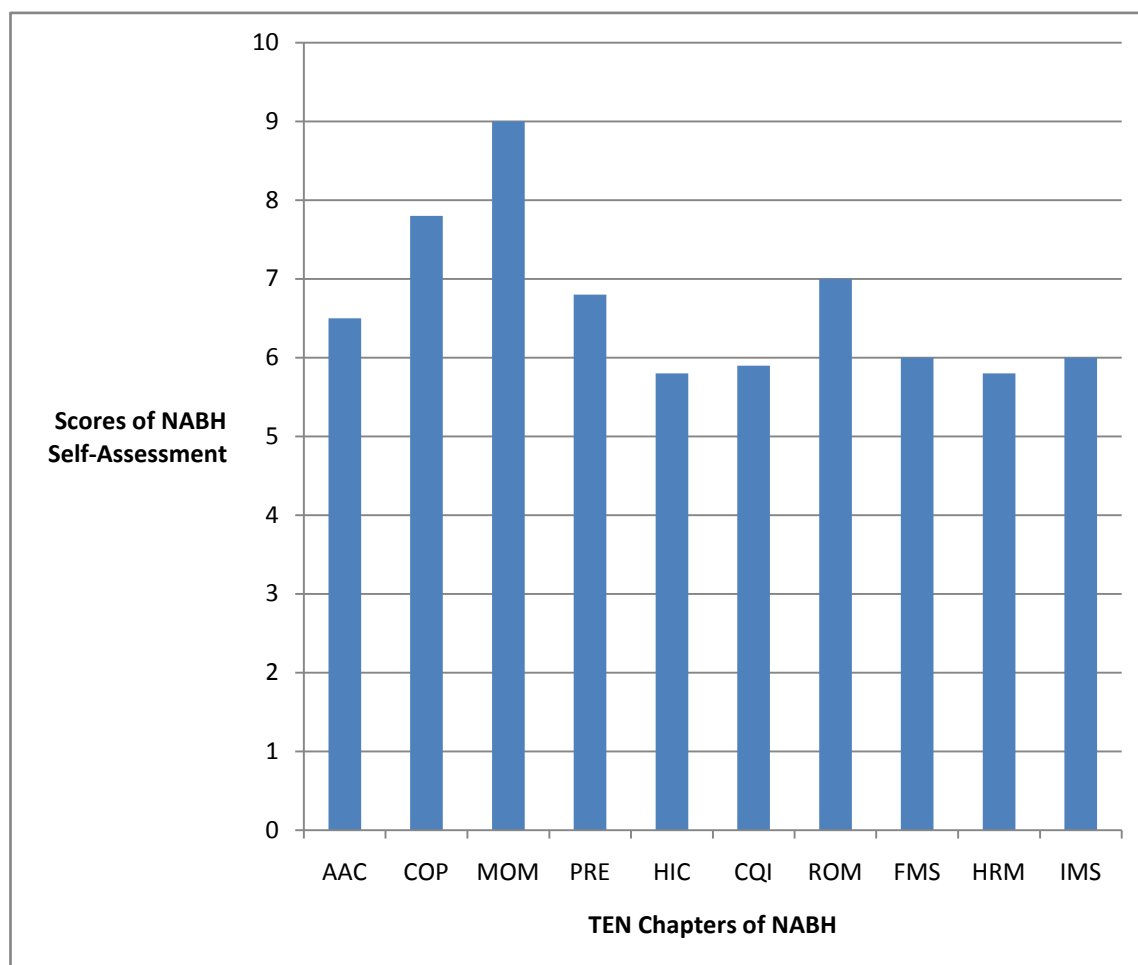
Process Group	Management of Mortuary	Sub Process	Death in Wards
Process Location	Ward	Process Owner	Ward Staff Nurse
Input/s	Inpatient and Out-patient	Output/s	Care of the deceased

Process Records	Death Certificate, Death Register
-----------------	-----------------------------------

Gaps identified in IPD:

- No Standard policy for Infection Control in the wards.
- Information regarding treatment is not given to the patients.
- No method of Incident Reporting in IPD
- No monitoring of Quality Indicators.
- No policy for Bed-allotment.
- Hand Hygiene is not maintained strictly.
- Visitors Policy not followed.
- Use of PPE's is inadequate.
- Spacing between beds is not as per the guidelines.
- Nurse to patient ratio is not as per the norms.

NABH Self-Assessment Tool- kit



GRAPH 2.6. 1- SCORES OF THE NABH SELF-ASSESSMENT TOOL KIT

NABH has laid down the following pattern

- Non-compliance 0
- Partial compliance 5
- Full compliance 10

No standard can have more than one zero

The average for a standard must exceed 5

The overall average score must exceed 7

No zeros in legal requirements

Satisfactory Total Score = 70

HLH Total Score =66.6

Overall average score for 4 standards is significantly less than 7. These Standards fall in the chapters of:

Hospital Infection Control -5.8

Continuous Quality improvement -5.9

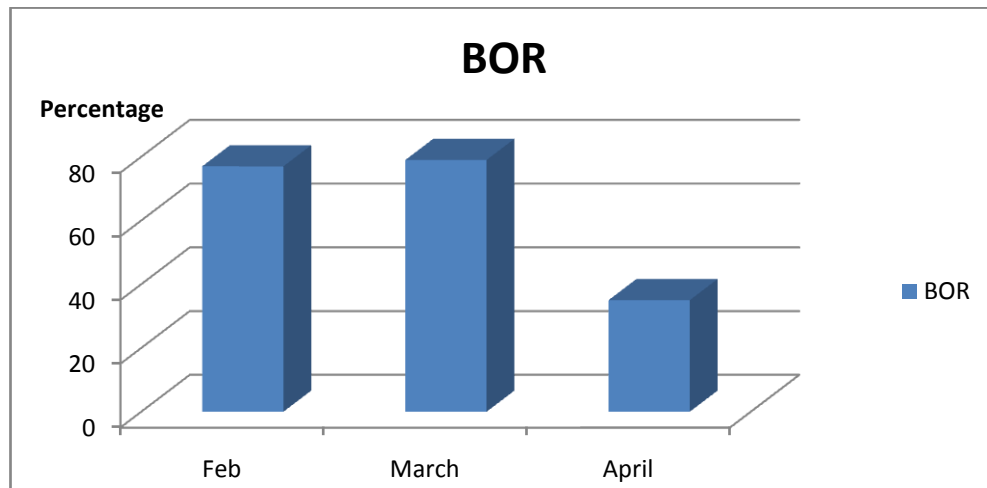
Facility Management & Safety-6

Human Resource management-5.8

Lack of SOP's for Hospital Infection Control and Health & Safety could possibly be the explanation for the low scores in these Chapters. Also an increase workload due to staff shortages explains the scores of HRM. Absence of a Committee dedicated to Quality Control in the hospital explain the poor scoring in the CQI chapter.

Hospital Statistics

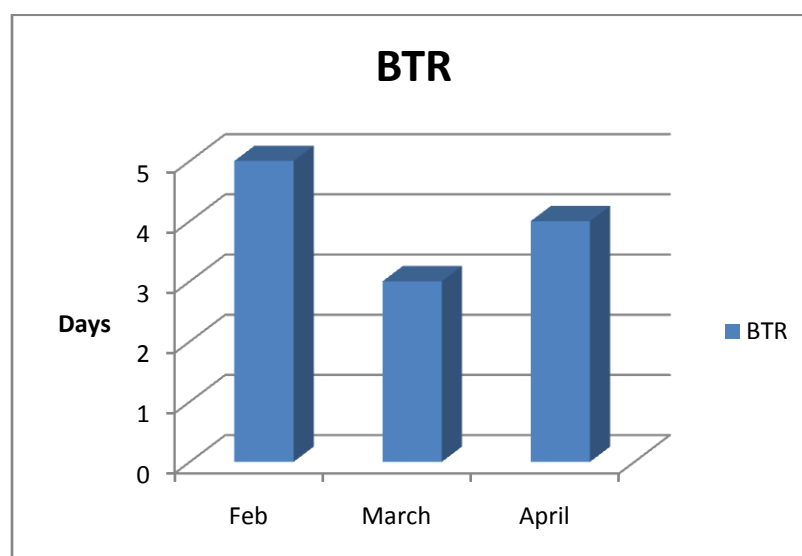
1. BOR – Bed Occupancy Rate



GRAPH 2.6.2-BOR

The standard BOR is between 70-80%. February and March figures are promising, while April is not looking good.

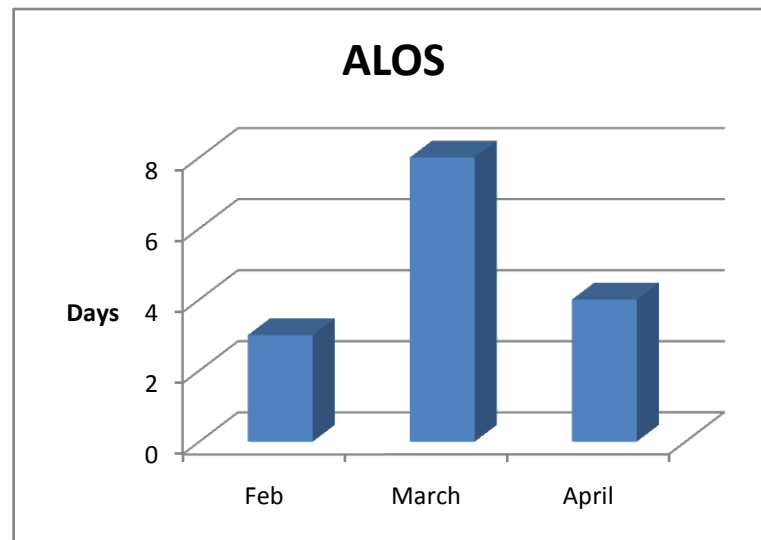
2. BTR- Bed Turnover Rate



GRAPH 2.6.3- BTR

- Useful because two time periods may have the same percentage of occupancy, but the turnover rates may be different.

3. ALOS- Average Length of Stay



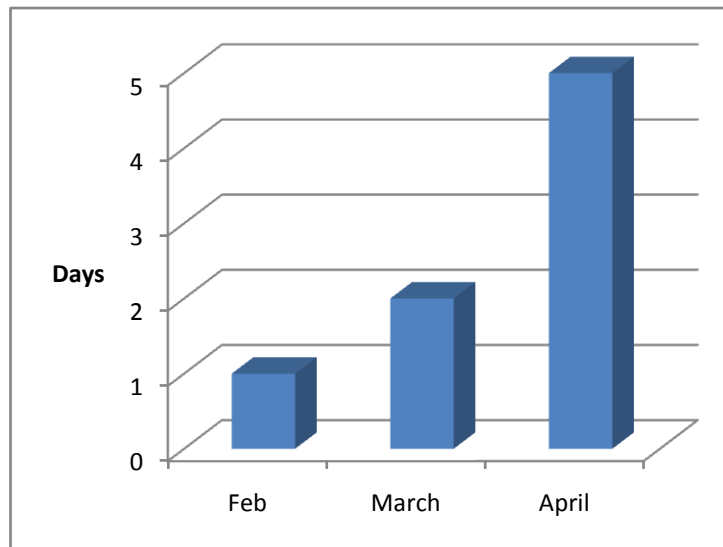
GRAPH 2.6.4 - ALOS

Ideal figures range between 3-5 days.

4. Hospital Death Rate

The Hospital Death rate is nil for the months of Feb and April, while there was one death in the month of March.

5. **Bed Turnover Interval(BTI)**

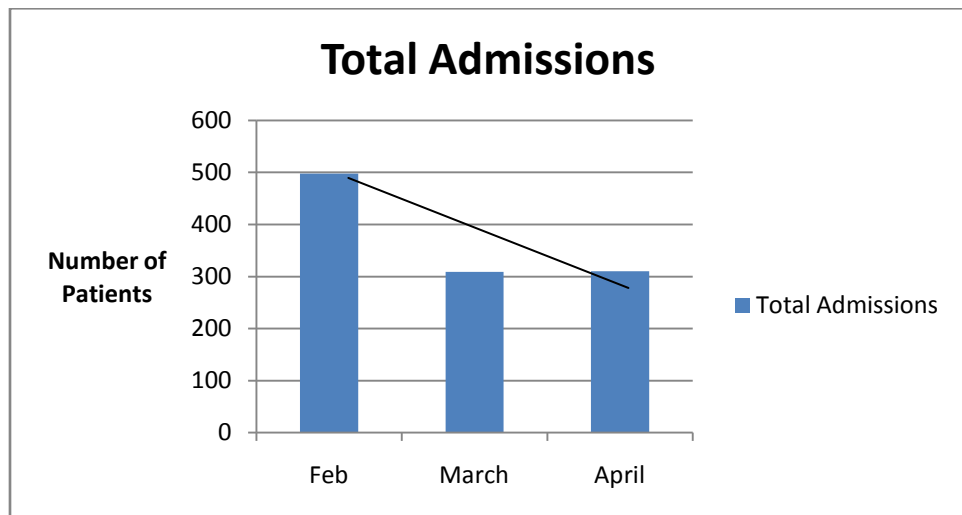


GRAPH 2.6.5- BTI

Average period in days that an available bed remains empty between the discharge of one inpatient and the admission of the next.

- Indicates the time that available beds are free.
- Indicates a shortage of beds when negative, and under-use of the hospital or an inefficient admission system, if positive.

6. **Total Admissions**



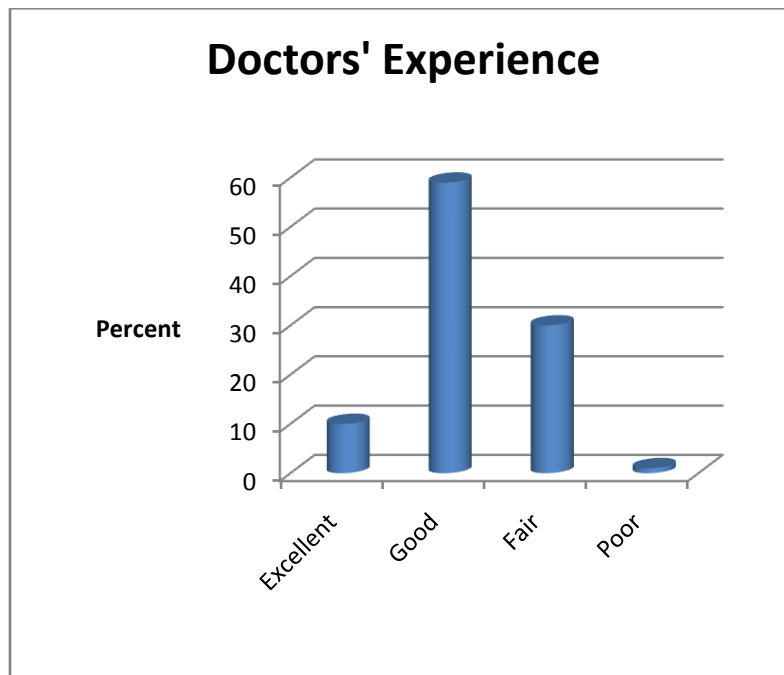
GRAPH2.6.6- ADMISSIONS

A steady fall in admissions is not a good Business Indicator.

Patient Satisfaction Survey (PSS)



GRAPH 2.6.7 PSS-Overall Experience



GRAPH 2.6.8- DOCTORS' EXPERIENCE



GRAPH 2.6.9- NURSING EXPERIENCE

The Overall Experience for patients has been good for sixty percent of the patients in the Health Line Hospital. As concurrent with the studies undertaken in the past in private hospitals, this study also finds that patients attending this hospital are satisfied with the services provided by Doctors and Nurses. This also indicates that if, the

Processes are streamlined and the Quality committee is functional, this hospital may fulfil the requirements that form the basis of customer loyalty. Accreditation will follow as an added benefit.

3.7 Gaps and Gap Closure

S. No.	Gaps	Gaps Classified	Suggested Gap Closure
1.	OPD		
1.1	OPD timings are not adhered to strictly.	Process	Biometric system for employees and doctors. Delayed doctors round on OPD day/s.
1.2	Non-Value Added activities	Process	To eliminate these NVA's.
1.3	Manual Entries for Registration	Process	Eliminate, all entries should be on the MIS
1.4	Retrieval of Old Patients Records	Process	Old patients provided with a card.
1.5	Signage is confusing	Infrastructure	Signage should be corrected and made very clear.
1.6	Storage is inadequate	Infrastructure	Storage can be increased by using the wall cabinets.
1.7	Wheel Chairs not available when needed	Equipment	Should be stored at the designated place.
1.8	Citizens Charter not displayed	Infrastructure	Must be displayed clearly and legibly.
1.9	Health & Safety of employees	Process, Manpower	Sensitization & regular training of Housekeeping staff.
2	IPD		
2.1	No SOP for HIC	Process	Develop SOP for Infection Control and adherence to it.
2.2	Information regarding treatment not provided to patient/family	Process	Communication between doctors, nurses and patients must be adequate and timely.
2.3	No method of Incident Reporting	Process	SOP must be developed.
2.4	No monitoring of QI's	Process	Employees be sensitized and trained for Quality parameters.(NABH),

			Dedicated committee for Quality Control.
2.5	Policy for Bed Allotment not adhered to strictly	Process	Policy must be practiced and reinforced by higher management.
2.6	Hand Hygiene not followed strictly	Process	Employees trained for Hand Hygiene on a regular basis.
2.7	Use of PPE's	Process	Employees particularly, HK must be trained.
2.8	Spacing between beds	Infrastructure Process	HIC Policy for the hospital must be developed and practised.
2.9	Nurse Patient ratio	Manpower	Norms must be followed
2.10	Discharge Process is time consuming	Process	Discharge Process must be streamlined and NVA's be eliminated.

2.8 **Limitations of the Study:**

1. Duration of the study was of 3 months only.
2. Time constraint did not permit the detailed Quality assessment of all the Departments of the hospital.
3. Restricted access to patient records.
4. Dependency on MRD staff for Secondary data.
5. Lack of communication between staff.
6. Inadequate manpower led to increased workload of employees, which resulted in less time for interaction with staff.

3. **Conclusion:**

Despite its own limitations, the study brings out the gaps in the health care delivery process particularly for the OPD and IPD departments. It also highlights the need to constantly strive to reach the Quality parameters given in the NABH Self-Assessment Tool-kit and use this as a guide for providing Quality services in all departments. This would be the first step towards accreditation for this hospital, the beneficiaries being the patient, employees and the business itself in the long run. Once implemented, the Quality parameters can be continuously scrutinized and lead to effective Quality management system with far reaching results for both, the hospital business and its credibility.

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Appendices

Definition

Quality is defined as “conformance to requirements of input, process and output which satisfies customers of healthcare services”.

Healthcare Organizations as Systems

Input/s	Process	Output/s
Facility	Diagnostics	Clinical Status
Equipment	Treatment	Functional Status
Patient	Business	Satisfaction
Staff	Management	Cost-effectiveness
Capital	Operations	Culture
Supplies	Support	

Taxonomy of Health System Standards

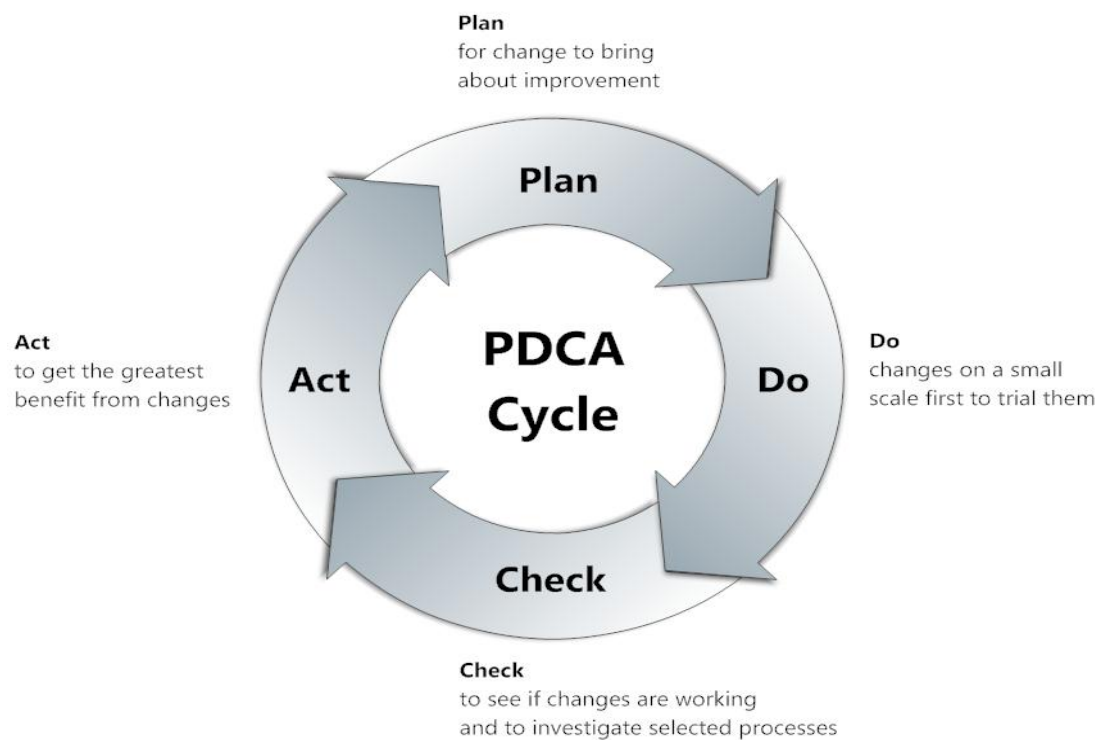
System Components	Categories	
	Administrative	Technical
Input	Administrative policies	Job Specifications*
	Rules and regulations	Job descriptions
	Qualifications*	
Process	Standard operating procedures (SOP)	Algorithms
		Clinical pathways
		Clinical practice guidelines
		Procedures
		Protocols
		Standing orders
Outcome	Expected results*	Health outcomes
* can be found in any category		

Perspective of Quality

1. Client's Perspective
2. Manager's Perspective
3. Community's Perspective
4. Provider's Perspective

The Model for Improvement:

PDCA/ Schewart/Deming Cycle



QUESTIONNAIRE

Patient Satisfaction Survey

Name of the patient:

Date:

MRN Number:

Please rate the following based on you experience in the hospital. Also feel free to share your valuable suggestions/ comments at the space provided.

	Excellent	Good	Fair	Poor
1. Overall experience				
- Hygiene and cleanliness				
- Ambience				
- Promptness to concern				
- Helpfulness of security staff				
2. Nursing Experience				
- Courteous and compassionate				
- Skilled and meticulous				
- Prompt to call				
- Anticipated your needs				
- Gave adequate time & explanation to queries				
3. Doctor's experience				
- Courteous				
- Kind & compassionate				
- Knowledge & Skill				
- Effectiveness of treatment				
- Adequate explanation of queries				
4. In- room Experience				
- Cleanliness & hygiene of the room & bathroom				
- Peace & quiet environment				
- Working condition of all equipment				
- Overall ambience of the room				
5. Admission Process				
- Time taken for admission				
- Explanation of packages & tariffs				
- Courtesy & awareness of staff				
- Responsiveness				
6 Discharge Process				
-Time taken for Discharge process				

- Communication & handling of queries
- Overall Discharge Process

7. Attendees (Family & Friends) experience

- Information on patient health status
- Instructions and advice
- Care & comfort for your attendee
- Food options for attendee

8. Food & Beverage

- Cleanliness & ambience of the dietary dept.
- Overall quality & taste of food
- Regular diet counselling
- Courtesy & responsiveness of staff

9. Customer engagement	Always	Most often	Sometimes	Never
	4	3	2	1

- Did you find us when you needed us?
- Satisfaction with the services received
- Did you receive overall value for money?

10. How likely are you to recommend us to a friend or family member?

10	9	8	7	6	5	4	3	2	1	0
Extremely likely									Not at all likely	

Please help us understand the reason behind your rating?

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