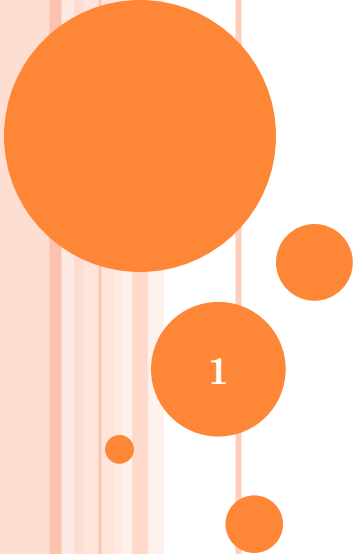


A Study on Patient satisfaction towards Healthcare Services at the Out-Patient Department



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INTRODUCTION

What is Patient Satisfaction?

- It is 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 with the health mission to care for the body, mind and spirit of patients.
- They are the foundation of our medical practice so they must be satisfied in or out of the hospital.

RESEARCH QUESTIONS

- What is the level of patient satisfaction towards the health services at the OPD clinic of Thumbay Hospital?
- What are the factors related to the patient satisfaction with the health services at the OPD clinic of Thumbay Hospital?

OBJECTIVES

- To measure the level of patient satisfaction towards the health services at the OPD clinic of Thumbay Hospital.
- To determine the factors related to the patient satisfaction with the health services at the OPD clinic of Thumbay Hospital



METHODOLOGY

Study design: Descriptive study

Study population: Patients who had utilized health services at the OPD Clinics.

Location of study

Thumbay Hospital, Dubai, United Arab Emirates

METHODOLOGY CONT..

Study time period

1st April 2015 - 5th May 2015

Sample size

A Sample size of 317 was selected out of the total population size of 1800, determined at 95% Confidence Level and 5 % confidence interval

Sampling Method

Systematic random sampling

$$k = (a/n) * d$$

- k = sampling interval k
- a = actual number of patients consumed services at the OPD clinic per day (60)
- d = total number of days planned for data collection (35)
- n = required number of patients consumed services at the OPD clinic (150)

DATA COLLECTION TOOLS

Patient feedback form: A structured Questionnaire was formulated to record following information from the patients/respondents:

- Socio-demographic factors
- Patient satisfaction towards different health services provided by the hospital.
- Suggestions and comments from the respondents regarding the services of hospital.

PATIENT FEEDBACK FORM

CUSTOMER CARE	
Staff ability to handle your queries	
Courtesy and help offered	
Speed of service delivery	
DOCTOR CONSULTATION	
Doctor 's treatment & care	
Doctor 's courtesy	
Waiting time	
LABORATORY	
Staff ability to handle your queries	
Staff behavior	
Sample collection procedure	
Waiting time for report	
RADIOLOGY	
Staff ability to handle your queries	
Courtesy and help offered	
Waiting time for report	

PATIENT FEEDBACK FORM CONT...

PHARMACY

Staff ability to handle your queries

Courtesy and help offered

Availability of medicine

PHYSIOTHERAPY

Skills of physiotherapist

Waiting time

GENERAL COMMENTS

Cleanliness and hygiene within the hospital

Experience and facilities

Price

Time & quality of service delivery

NURSES

Quality of care

Nurse's explanation

Response time

SECURITY

Helpfulness of security staff

SCORING CRITERIA

- Using a Likert scale each hospital service was rated against 4 options
- Patient's satisfaction was classified into 4 levels by using the overall percentage scores as cut off point:

Category	Score	Level
Outstanding	4	Very High Satisfaction
Good	3	High Satisfaction
Satisfactory	2	Medium Satisfaction
Poor	1	Low Satisfaction

CONCEPTUAL FRAMEWORK

Independent variables (factors)	Dependent variable (factors)
Predisposing characteristics Demographic factors • Age • Gender • Educational level • Occupation • Marital status Enabling resources • Health insurance • Travelling time Need factors • Health problem • Expectation	Patients' satisfaction towards health services at the out-patient department of Thumbay Hospital, Dubai, UAE Components of satisfaction • Staff Ability to handle queries • Experience of the patient in the facility • Physical environment • Courtesy of the staff • Availability of medical care resources • Quality of care • Medical expenses • Waiting time for receiving healthcare

RESULTS

Scoring index		4	3	2	1		0
Parameter							No
Customer care		Outstanding	Good	Satisfactory	Poor	Total	Response
	Staff ability to handle your queries	104	169	17	16	306	11
	Courtesy and help offered	100	146	16	16	278	39
	Speed of service delivery	94	141	22	21	278	39

RESULTS

		4	3	2	1		0
Scoring index							
Parameter (Doctors Consultation)							No
		Outstanding	Good	Satisfactory	Poor	Total	Response
	Doctors treatment and care	116	140	37	14	307	10
	Doctors courtesy	110	119	38	13	280	37 14
	Waiting time	66	42	65	26	199	118

RESULTS

		4	3	2	1		0
Scoring index							
Parameter (laboratory)		Outstanding	Good	Satisfactory	Poor	Total	No Response
	Staff ability to handle your queries	63	63	86	5	217	100
	Staff Behavior	66	56	91	4	217	100
	Sample collection procedure/techni cal skills	58	94	54	0	206	111
	waiting time for report	61	74	21	11	167	150

RESULTS

Scoring index		4	3	2	1		0
Parameter (Pharmacy)		Outstanding	Good	Satisfactory	Poor	Total	No Response
	Staff ability to handle your queries	49	119	11	1	180	187
	Courtesy and help offered	56	63	77	1	197	120
	Availability of medicine	60	91	37	2	190	127

RESULTS

Scoring index		4	3	2	1		0
Parameter (General Comments)		Outstanding	Good	Satisfactory	Poor	Total	No Response
	Cleanliness and hygiene within the hospital	133	132	19	1	285	32
	Experience and facilities	118	122	25	12	277	40
	Price	72	106	52	22	252	65
	Time and quality of service delivery	92	128	44	15	279	38

RESULTS

	4	3	2	1		0
Scoring index						
Parameter	Outstanding	Good	Satisfactory	Poor	Total	No Response
Skills of physiotherapist	25	86	55	1	167	150
waiting time	54	57	59	9	179	140

RESULTS

Scoring index		4	3	2	1		0
Parameter (Nursing)		Outstanding	Good	Satisfactory	Poor	Total	No Response
	Quality of Care	150	134	12	7	303	14
	Nurses Explanation	99	73	114	7	293	34
	Response time	84	98	85	10	277	40

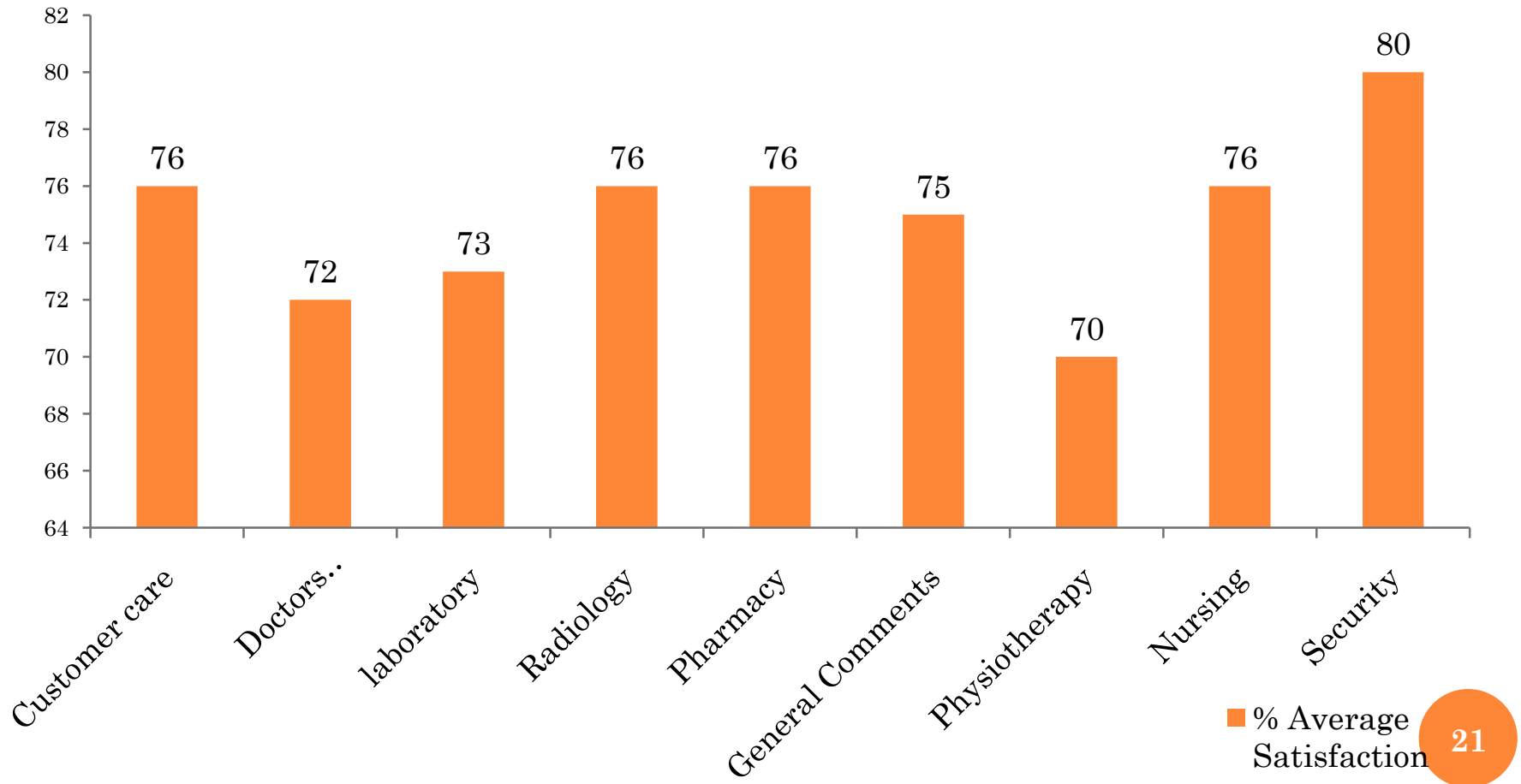
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RESULTS

Scoring index		4	3	2	1		0
Parameter (Security)		Outstanding	Good	Satisfactory	Poor	Total	No Response
	Helpfulness of security staff	84	124	29	2	239	78

% AVERAGE SATISFACTION



RECOMMENDATIONS

Reduce Waiting Time:

- The hospital should pay more attention to the regulation on working hours of his OPD clinic
- Recruitment of more doctors should also be considered.

Quality of care needs to be improved:

- Leaders of the hospital should review the physical examination and treatment performance by doctors.

Interpersonal manner of doctors and nurses

- Two ways communication with politeness and friendliness
- Training programs

RECOMMENDATIONS

Relation between patient satisfaction and job satisfaction

- Parallel with studies on job satisfaction of health service providers which will be useful to understand the concerns that make patients dissatisfied with health services provided by health facility and solve the problems accordingly.

OTHER OBSERVATIONS

S.No	Problems and issues	Recommendations /Solutions
1	Insurance companies networks are not fully covered e.g. Patients for Mednet insurance generally comes with blue and green card but for Mednet hospital is just accepting Gold, Silver and VIP card only.	Tie up with companies which cover all the networks.
2	Lack of signage's for directions from the main OPD reception till the radiology reception	To fix the direction signage's and hospital map for easy moment of the patient inside the hospital premises.
3	Lack of structured process for managing outpatients flow.	Queue management system should be implemented
4	Only one staff available at radiology and OBG reception	Staff required as if one staff gets involved in work or training then there is no one to attend the patient.
5	Lack of training to the Front Desk Associate's which leads to wrong generation of bills	Proper practical training sessions for all the Front Desk Associate's
6	No amusement for children visiting the paediatrics department.	Comics', Cartoons on TV, games can be made available in the paediatrics department.
7	Housekeeping staff not aware about the contact times of disinfectants.	Housekeeping staff shall be trained on the contact times of disinfectants.
8	Patients dissatisfied with the OPD ambience.	Soothing music may be played in OPD to make ambience more desirable.

Thank you!