

A STUDY ON CUSTOMER SATISFACTION AT TERTIARY CARE HOSPITAL, MEDANTA LUCKNOW

BY-

AMISHA MAHAJAN

ROLL NO. 1249 (MBA-HM26)

HEALTH MANAGEMENT

Organization Mentor- Dr. Neetu Purohit

INTRODUCTION

The measurement of customer satisfaction is directly linked to a hospital's overall success rate; this critical metric assesses how efficiently patient expectations and requirements are being met whilst offering key insights into building trust among clients alongside developing positive relationships that consequently lead to good reputations within communities served by healthcare providers like hospitals nationwide. The immediate value placed on such levels of client contentment cannot be accentuated enough nor ignored without severe consequences. Vital metrics such as patient satisfaction scores or readmission rates can give valuable insight into the same; compare with national averages while complaints from satisfied or unsatisfied customers show areas where improvements may be necessary.

LITERATURE REVIEW

Study	Participants	Findings
Lee et al. (2019)	2,138 patients	Positive association between NPS and patient satisfaction
Lin et al. (2020)	784 patients	Positive correlation between NPS, patient loyalty, and overall hospital service quality
Tseng et al. (2018)	432 patients	Validated NPS as a reliable tool for measuring patient satisfaction
Palvia et al. (2019)	60 hospitals	Positive relationship between NPS, patient loyalty, and hospital financial performance
Skeldon et al. (2021)	613 patients	Confirmed the usefulness of NPS for measuring patient satisfaction
Pongpirul et al. (2020)	20 hospitals	NPS as a more accurate predictor of hospital performance compared to traditional satisfaction measures
Jab noun and Khalifa (2018)	487 patients	Influence of communication, hospital cleanliness, and quality of care on patient loyalty and NPS
Kharrazi et al. (2019)	1,055 patients	Validity of NPS for measuring patient satisfaction and quality of care

RATIONALE

Maximum number of escalations in March has acted as a trigger for the investigation of customer satisfaction. Reactions from targeted audiences have exhibited an overall decrease in the month of March. NPS, or Net Promoter Score, emerges as a dependable parameter in determining customer loyalty and contentment across a variety of services - healthcare being among them. With precise impressions on the standard of care, conduct of staff, access to medical help, time taken for response and atmosphere, hospitals are enabled to recognize potential opportunities for growth and formulate strategies accordingly. All these intangibles ultimately contribute to the overall patient experience, allowing hospitals to investigate into the areas that need improvements and craft suitable interventions to better the customer experience.

RESEARCH QUESTION

- What are the best practices and strategies for improving Net Promoter Score (NPS) and customer satisfaction across different departments in a hospital setting ?

OBJECTIVES

- 1.To assess patient satisfaction and loyalty towards the hospital using the NPS metric.
- 2.To identify improvement strategies.
- 3.To provide recommendations for ongoing improvements in patient satisfaction and loyalty based on the study findings.



METHODOLOGY



Study Site: The study was conducted at Medanta Hospital, a prominent healthcare facility located in Lucknow.



Study Type: The study is a **cross-sectional study**, aiming to assess NPS and customer satisfaction at a specific point in time. It involved collecting feedback from patients using the online feedback platform Zykrr.



Study Design: The study utilized a **quantitative research** design, focusing on the analysis of numerical data obtained through the online feedback platform.



Study Respondents: The study respondents were patients who have received medical care at Medanta Hospital. Their feedback and NPS ratings were collected through the Zykrr platform, which captures patient feedback and reviews online. These respondents included individuals from various demographics such as different age groups, genders, medical conditions and departments of care.



Sampling: The sample for this study is obtained through **convenience sampling(Sample Size-3558)** as it relies on the data available on the Zykrr platform.i.e. Secondary data.



Data Source: The primary data source for this study was **online feedback platform Zykrr**. This platform collects patient feedback, reviews, and ratings related to their experiences at Medanta Hospital. The data from this platform was accessed and analyzed to derive insights regarding NPS and customer satisfaction in the hospital across various departments.

Tool--Net Promoter Score

- Detractors=On of scale of 0-10, when score is 6 or below.
- Passives=On of scale of 0-10, when score is 7 & 8.
- Promoters=On a scale of 0-10, when score is 9 or 10.

**STUDY DESIGN=Cross
Sectional Study**

$NPS = \% \text{ of Detractors} - \% \text{ of Promoters}$

CALCULATION

Data Collected through Zykrr (Omnichannel for Customer Feedback) for January, February & March respectively for Departments as follows—

Emergency Services

IPD Services

OPD Procedures

OPD Services

Other Diagnostics

Radiology

Sample Collection

Tele-Consultation

Health Check-up Feedback

Sample Size=3558.i.e. responses recorded as per feedback received through feedback link sent via SMS link and all data is consolidated by online feedback platform (ZYKRR)

Convenience Sampling.i.e.samples that are conveniently located around a location/internet service

70.9

NET PROMOTER SCORE
(GROUPED)

9/10

SATISFACTION SCORE (GROUPED)

3558

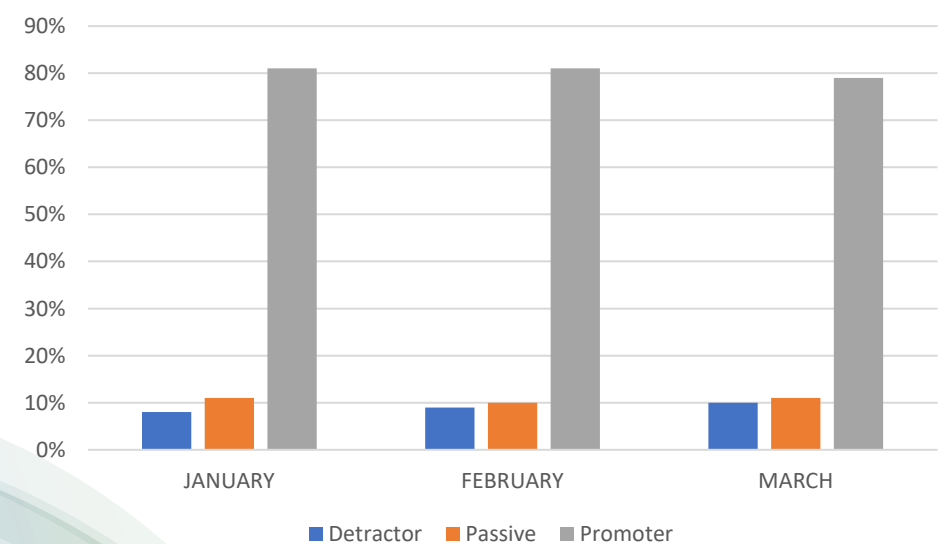
RESPONSES

683

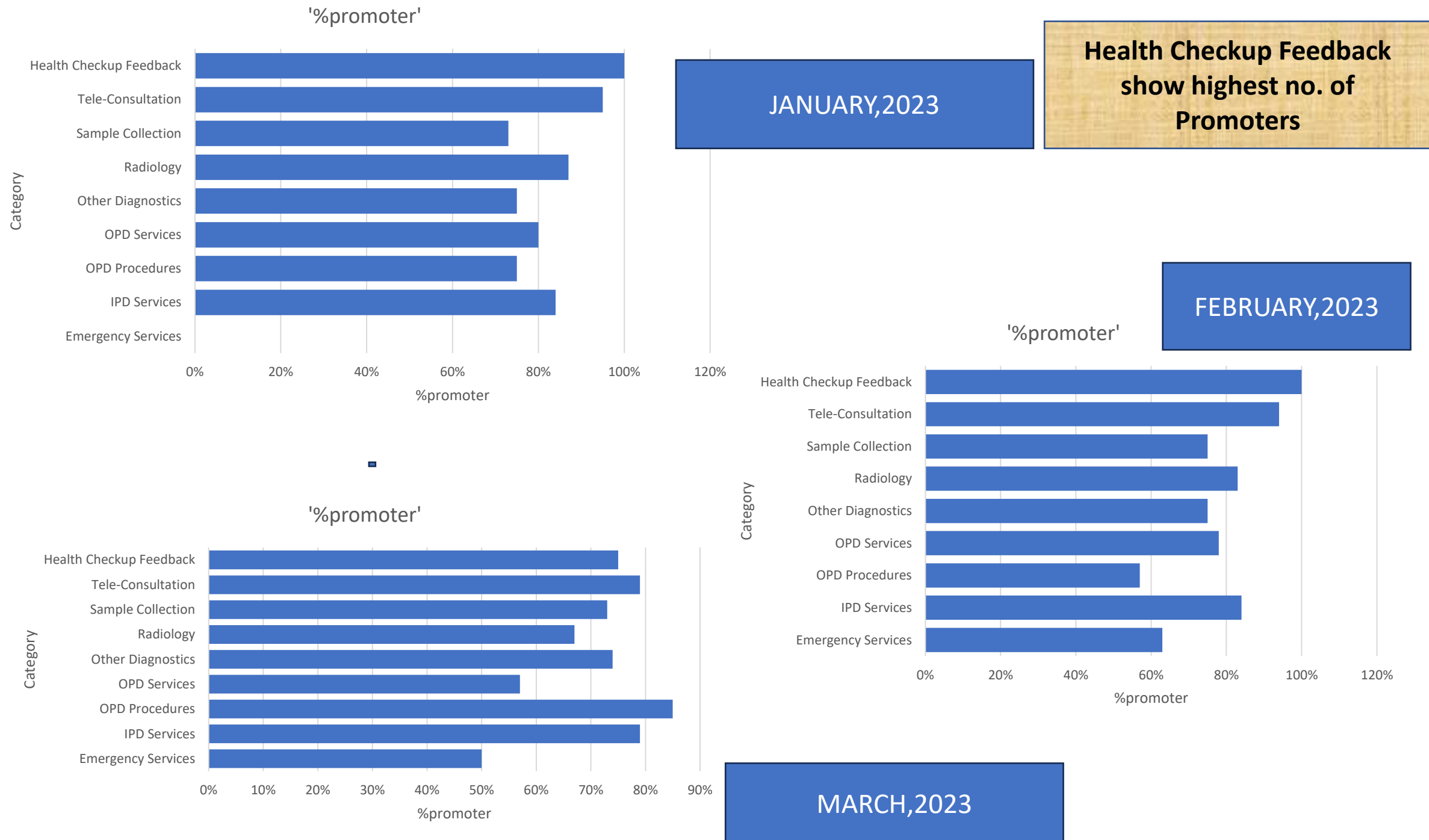
ESCALATIONS

RESULTS

% Distribution of Promoters, Passives & Detractors

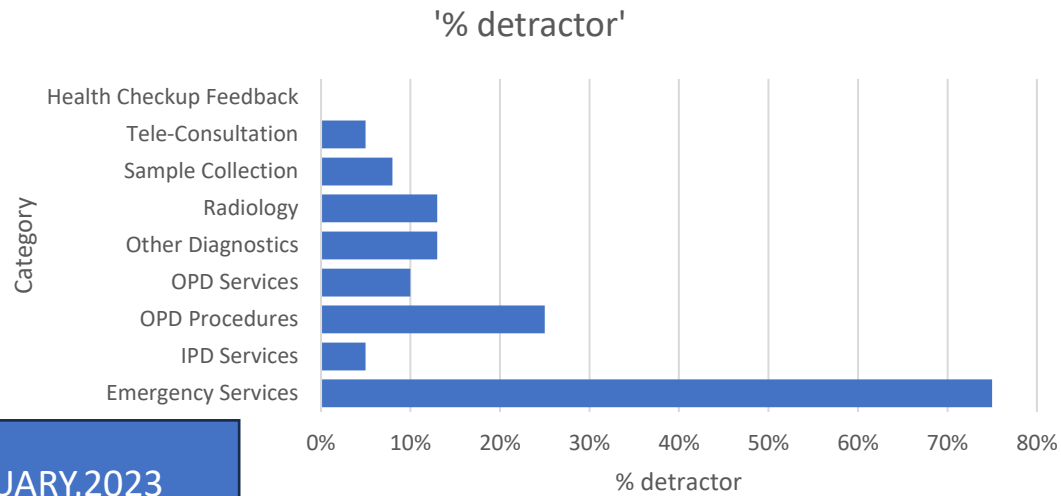


	Detractor	Passive	Promoter
JANUARY	8%	11%	81%
FEBRUARY	9%	10%	81%
MARCH	10%	11%	79%

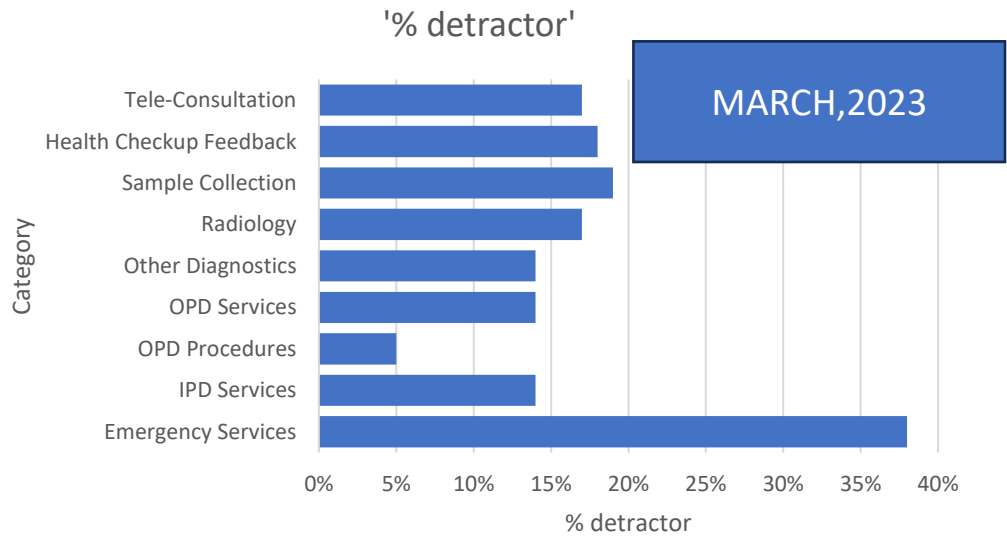
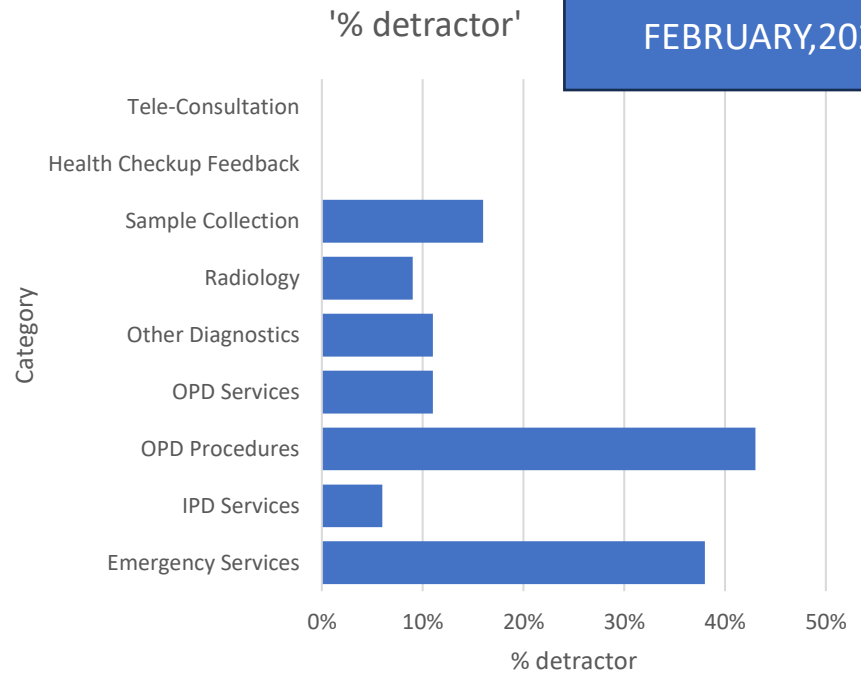


**Emergency Services show
Greater % of
dissatisfaction.**

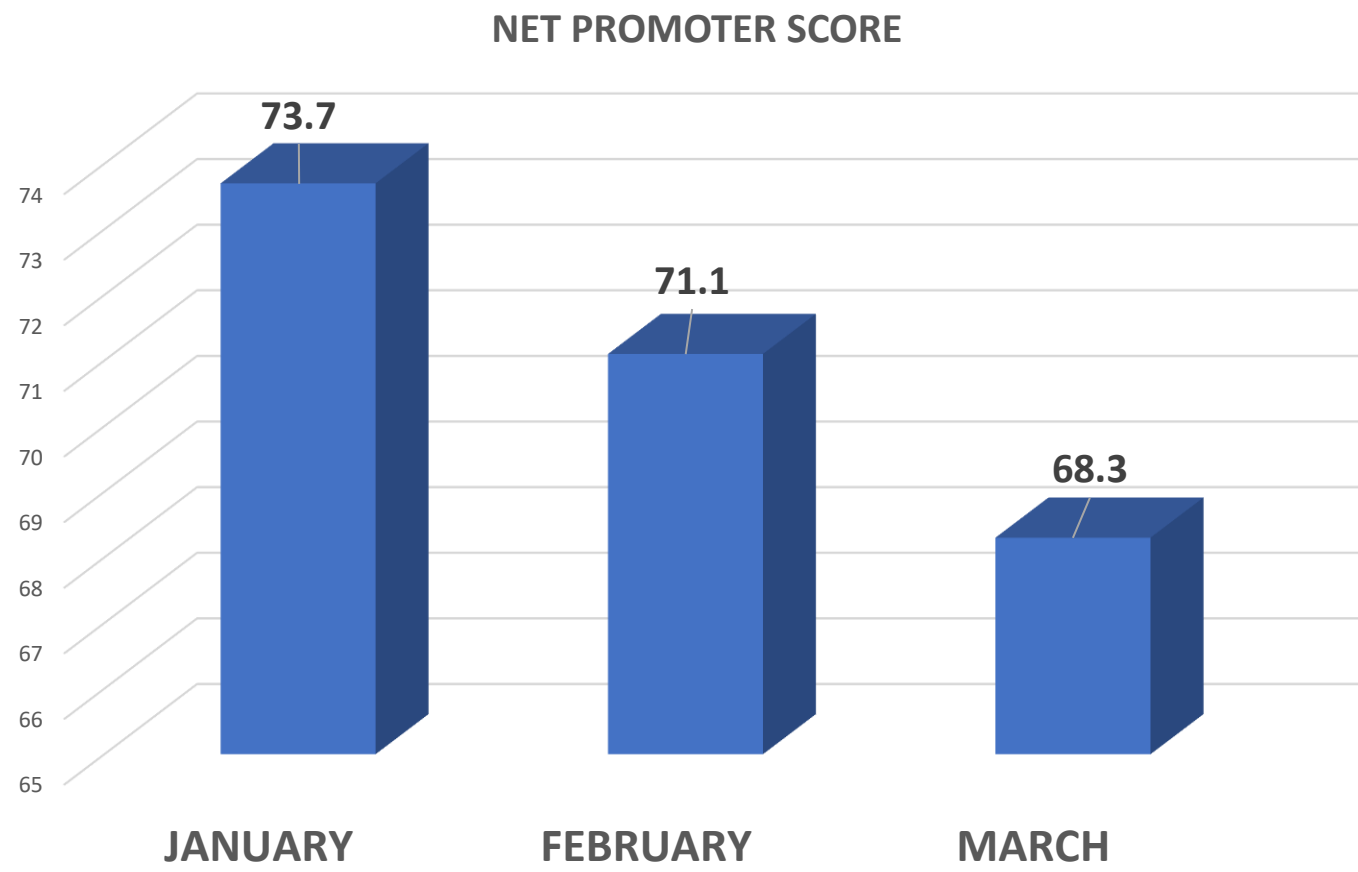
JANUARY,2023



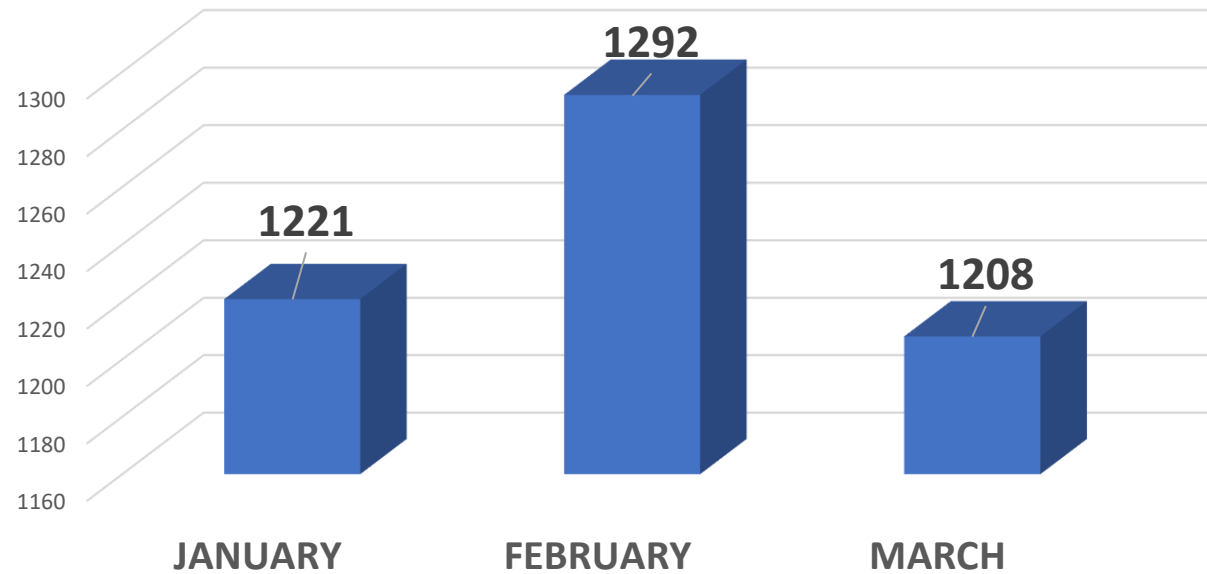
FEBRUARY,2023



Trend of NPS Score month wise

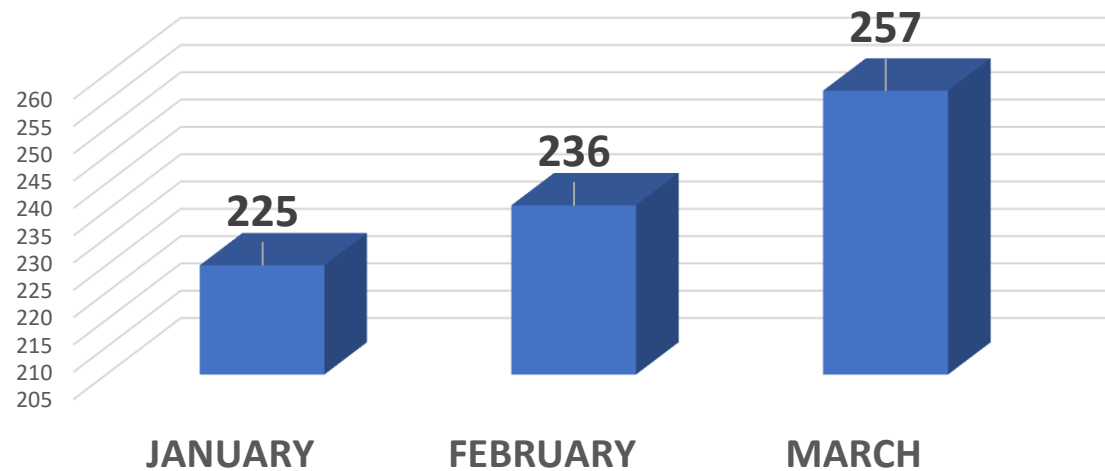


RESPONSES RECORDED



Highest responses was recorded for February which tremendously increased from January and dwindled for March .i.e. which means that feedback was less given in March

ESCALATIONS



Most Important factor for this study is maximum number of escalations received for March which sets the main component for this study.

RESULTS

Overall Customer Satisfaction:

- The overall Net Promoter Scores (NPS) for the three months indicate a positive customer sentiment, with scores ranging from 68.3 to 73.5. However, there is room for improvement to achieve even higher levels of customer satisfaction.

MONTH	NPS(GROPED)
JAN	73.5
FEB	71.1
MARCH	68.3

Emergency Services:

- The NPS for Emergency Services in all three months is negative, indicating a high number of detractors. Addressing the concerns of these patients should be a priority to improve their satisfaction levels.

MONTH	NPS
JAN	-75
FEB	25
MARCH	13

IPD Services:

- IPD Services received relatively high NPS scores in all three months, indicating a good level of satisfaction among patients admitted to the hospital. However, it is essential to monitor and maintain this satisfaction level to ensure continued positive experiences.

MONTH	NPS
JAN	79
FEB	77
MARCH	64

OPD Procedures:

- OPD Procedures received varied NPS scores across the three months, with relatively low scores in January and February, but a significantly higher score in March. Identifying the reasons behind this improvement in March and implementing best practices can help maintain consistent satisfaction levels.

MONTH	NPS
JAN	50
FEB	14
MARCH	81

OPD Services:

- OPD Services consistently received moderate NPS scores across the three months. While there is room for improvement, the scores indicate a generally positive customer sentiment. Focusing on enhancing communication and addressing patient concerns can lead to higher satisfaction levels.

MONTH	NPS
JAN	70
FEB	67
MARCH	43

Other Diagnostics and Radiology:

- Other Diagnostics and Radiology departments received relatively positive NPS scores throughout the three months, indicating satisfactory experiences for patients undergoing these procedures. However, continuous efforts should be made to improve customer satisfaction and ensure consistent positive experiences.

MONTH	NPS
JAN	63
FEB	64
MARCH	61

Sample Collection and Tele-Consultation:

- Sample Collection and Tele-Consultation services received mixed NPS scores, with moderate satisfaction levels. Paying attention to patient feedback and addressing any issues promptly can lead to increased satisfaction in these areas.

MONTH	NPS
JAN	90
FEB	94
MARCH	61

Health Checkup Feedback:

- Health Checkup Feedback received positive NPS scores in all three months, indicating a high level of satisfaction among patients undergoing health checkups. Maintaining the quality and efficiency of these services is crucial to sustaining this positive customer sentiment.

MONTH	NPS
JAN	100
FEB	100
MARCH	58

Identified Improvement Strategies

Address Detractor Feedback: The high number of detractors in each month indicates areas of dissatisfaction among customers. It is crucial to analyze the reasons behind their negative experiences and take immediate actions to address their concerns. Conduct surveys or feedback sessions to gather specific feedback and then work towards improving those areas.

Enhance Communication : Improve communication channels with customers to ensure they are well-informed about services, procedures, and any changes. Increase transparency by providing clear and accurate information about appointment scheduling, billing, and treatment processes. This will help in reducing confusion and frustration among customers.

Employee Training and Engagement: Invest in comprehensive training programs for staff members to enhance their skills in customer service, empathy, and effective communication. Motivate and engage employees to create a positive work environment, which will reflect in their interactions with customers. Happy and knowledgeable staff can contribute significantly to customer satisfaction

MONTH	Detractors%
JAN	8%
FEB	9%
MARCH	10%

MONTH	Staff Behaviour (NPS)
JAN	50
FEB	72
MARCH	61

MONTH	Skill level of staff(NPS)
JAN	67
FEB	29
MARCH	33

Reward and Recognize Promoters: Identify and reward customers who act as promoters by referring others to Medanta Lucknow. Implement a referral program that offers incentives to customers for bringing in new business. Recognizing and appreciating loyal customers can encourage them to continue supporting and promoting the organization.

MONTH	Promoter %
JAN	81%
FEB	81%
MARCH	79%

Monitor and Improve Net Promoter Score

(NPS): Continuously track the NPS and identify trends over time. Set specific targets to improve the NPS score and allocate resources accordingly. Conduct follow-up surveys or interviews with customers to gather more detailed insights on their experiences and identify specific areas for improvement

MONTH	NPS(GROPED)
JAN	73.5
FEB	71.1
MARCH	68.3

Recommendations

- Patient relationship cell employees should co-ordinate effectively with floor coordinators to resolve the escalations.
- Proper counselling need to be done , to make the patients & attendants satisfied regarding the treatment.
- Floor managers should be present at all floors.
- Soft skill training should be given to staff.
- Waiting time should be reduced.
- Enough quality of time along with sympathy should be given to patients during treatment.

CONCLUSION

- The NPS survey conducted in the tertiary care hospital across different departments for January, February, and March suggests that the hospital has a high level of customer satisfaction and loyalty. However, the declining trend in NPS scores and increasing escalations suggest that there are areas for improvement in the hospital's services. The hospital can focus on minimizing escalations, reducing wait times, improving communication, and providing a clean and comfortable environment to enhance customer satisfaction and loyalty. By implementing these strategies, the hospital can ensure that it meets the needs and expectations of its customers and maintains a high level of customer satisfaction and loyalty .

Annexure



Microsoft Word
Document



Microsoft Excel
ma Separated Valu



kpi january.csv



kpi feb.csv



kpi march.csv



Satisfaction Score
(Grouped) Distribution



Satisfaction Score
(Grouped) Distribution



Satisfaction Score
(Grouped) Distribution



THANK YOU