

A STUDY ON THE IMPACT OF HEALTHCARE PROVIDERS' COMMUNICATION  
ON PATIENT SATISFACTION.

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the reward for the award of the degree of Master  
of Business Administration (MBA)

in

Hospital and Health

Management by

**Ansika Sharma**

Under the Supervision and Guidance of

**Dr. Tripti Bisawa**

2023

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## **DECLARATION**

I hereby declare that this dissertation titled Study on “A STUDY ON IMPACT OF HEALTHCARE PROVIDERS’ COMMUNICATION ON PATIENT SATISFACTION.” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Ansika Sharma

31<sup>st</sup> May 2023



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**For Appointment**

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### **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms Ansika Sharma from **IIHMR UNIVERSITY, JAIPUR, RAJASTHAN**, has successfully completed internship in Quality and System with Vivekanand Hospital, Haldwani, Nainital, from 01 March 2023 to 31 May 2023.

She was found sincere & hard working during this tenure.

We wish her all the best for her future Endeavours.



Authorized Signatory

Human Resources

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## **CERTIFICATE**

This is to certify that the dissertation titled A STUDY ON IMPACT OF HEALTHCARE PROVIDERS' COMMUNICATION ON PATIENT SATISFACTION. is a record of the research work undertaken by Ansika Sharma in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

IIHMR University, Jaipur

Date: 31<sup>st</sup> May 2023

School Dean

IIHMR University, Jaipur

Date: 31<sup>st</sup> May 2023

## **ABSTRACT**

**Title** – A STUDY ON IMPACT OF HEALTHCARE PROVIDERS' COMMUNICATION ON PATIENT SATISFACTION.

**Background of the Study** - This study Aims to find factors of Healthcare providers' communication that affect patient satisfaction. Healthcare provider communication is essential for establishing trust, promoting patient understanding, enabling shared decision making, addressing patient concerns, improving adherence, preventing errors, and enhancing patient satisfaction. By prioritizing effective communication skills and practices, healthcare providers can deliver patient-centered care and contribute to better health outcomes and overall healthcare quality.

The study employs a cross-sectional design, utilizing the Questionnaire assessment to identify factors of communication which impact Patient satisfaction. The findings will provide valuable insights for organizations to develop skills and factors which can help to increase healthcare delivery and patient satisfaction.

**Objective** –

1. To examine the relationship between healthcare providers' communication and patient satisfaction.
2. Find out the factors which impact patient satisfaction.

**Methodology** – The study duration was 90 days i.e., 1<sup>st</sup> March 2023 – 30<sup>th</sup> May 2023. The study was organized in Vivekanand Hospital. The survey was done with respect to specific objectives through a questionnaire tool consisting of 9 questions and the questionnaire was in 2 language English and Hindi. To see the relation and significance between these factors and patient satisfaction Regression was done the data were analyzed by software SPSS.

**Results** – This study looked at impact of the Communication of Healthcare on satisfaction of patient among 200 participants. The factors identified which had impact on patient satisfaction were Communication Skill of healthcare, Communication and Interaction of Healthcare, Listening skill of healthcare provider, Politeness and respect, Encouraging for

questions. Statistically the significance of these factors was less than 0.05.

Explaining the procedure or about treatment or disease, Decision making were not Statistically significant factors to have impact on patient satisfaction as their significance level were more than 0.05.

**Conclusion** – Finding the factors of communication that can impact satisfaction of patient can help in improving Quality of care of healthcare and help Healthcare providers to work on their skills to improve the overall satisfaction of patient.

**Keywords** – Factors, Impact, Communication, Patient satisfaction.

## ACKNOWLEDGEMENTS

On the very beginning of this report, I would like to extend my sincere gratefulness and heartfelt appreciation towards all the respected personages who have helped me to attempt this endeavor. Without their active guidance, assistance, cooperation, and motivation, I would not have made an advancement in the report. It is a privilege to have a wonderful 90 days (1<sup>st</sup> March – 31<sup>th</sup> May) internship in Vivekanand Hospital .The internship experience I had with the Vivekanand Hospital, **HALDWANI** was a great chance for growth, learning and professional evolution. I am appreciative for this chance and for getting the opportunity to meet such countless brilliant individuals and experts who directed me through this internship.

I would like to express genuine thanks to **Dr. P.R. Sodani** (President, IIHMR University, Jaipur) for giving me a chance to do a summer internship. Now, I would like to express my honest gratitude towards my mentor at IIHMR University, **Dr. Tripti Bisawa** (Professor Co-Ordinator) for his support, invaluable instructions, and supervision. This report is the result of his meticulous and generous outlook.

I would also like to express a deep sense of gratitude to the Placement Cell of my esteemed university for guiding me throughout the internship process and for providing time-to-time internship guidelines.

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## **CHAPTER - I**

## **CHAPTER 1: INTRODUCTION**

### **Purpose of Research**

The study Purpose is to look for reviews of the impact of healthcare providers communication on patient satisfaction and find the key ideas abilities that contribute to determine the impact of ideas and assess patient satisfaction training on healthcare providers communication abilities and patient satisfaction.

Communication is critical in healthcare, particularly in reaching patient satisfaction and certain well-being outcomes. Communication middle from two points healthcare providers and subjects includes conveying facts, giving administrative, and construction relations that support trust and assurance in care. Satisfaction of a patient is a crucial sign for the value of healthcare transfer, and it helps in improving patient outcomes, health outcomes, and reducing the healthcare cost.

Poor communication can lead to mistrust, and dissatisfaction, developing negative consequences and reduced quality of care. Healthy communication, in another way, results in better patient outcomes, increasing satisfaction, shortened anxiety, and helps to understand health status.

The findings of this will help to know importance of effective communication with patients the results will also inform the progression of effective programmes for training in communication for healthcare provider', with the potential to improve patient satisfaction and healthcare outcomes.

Importance of this study is that it helps healthcare providers who are not adequately trained in communication skills and struggling to communicate effectively with patients, leading to increased healthcare costs due to, increased readmission rates, and patient complaints.

Therefore, understanding this relationship between these two is essential in developing effective communication training programs for teaching healthcare providers, with the potential to enhance patient satisfaction, healthcare outcomes, and reduce healthcare costs.

The cross-sectional survey design will take help of quantitative component of this study to know patients' perceptions for healthcare provider's communication skills.

### **ROLE OF COMMUNICATION: -**

Better and effective communication can help in building a bond and relation with trust between providers and patients.

A provider's healthy communication can help in delivery of information to patients in concise way and that can be understood easily by patients.

Providers can evaluate understanding of patients and health status. So, that Patients can have clear information about their treatment and take actions further.

A better communication helps the providers to address concerns and fears of patients and help them to reduce their anxiety.

Encouraging patient involvement: Encourages patients to become active participants in their healthcare, asking questions, and supplying feedback. This can help to improve satisfaction of every patient and increase likelihood of positive health outcomes.

Overall, effective communication with patients is crucial to providing high-quality healthcare and achieving positive health outcomes. Healthcare providers who communicate effectively with their patients are more likely to establish trust, build rapport, and provide the information and support patients need to make informed decisions about their health.

### **AIMS AND OBJECTIVES: -**

**AIM** -To find the factors that affect healthcare providers communication and patient satisfaction.

**OBJECTIVES**- To examine the relationship between healthcare providers' communication and patient satisfaction.

## **CHAPTER - II**

## CHAPTER 2: REVIEW OF LITERATURE

Table 2.1 – Review of literature

| AUTHORS<br>(YEAR)                                                                                 | STUDY<br>LOCATION | SAMPLE SIZE    | SAMPLING<br>TECHNIQUE | SALIENT<br>FEATURES                                                                                                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------|-------------------|----------------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Massoud<br>Moslehpour, Anita<br>Shalehah, Ferry<br>Fadzlul Rahman,<br>and Kuan-Han<br>Lin<br>2022 | USA               | 121,689 people |                       | To improve satisfaction of patient with communication of physician determinants of physician and organisation should be considered. The availability of interpretation services and the work load are two ways of organisation can enhance satisfaction of patient with communication of physician. |
| Dwi Ratna Sari et al.<br>2021                                                                     | Indonesia         |                |                       | Patients receive excellent service based on quality standards to satisfy their requirements and wants and                                                                                                                                                                                           |

|                                     |           |               |                        |                                                                                                                                                                                    |
|-------------------------------------|-----------|---------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                     |           |               |                        | ultimately grow faith in the hospital. Effective communication can have a big impact on providing excellent service which impact patient satisfaction.                             |
| Payal Mehra and Anubhav Mishra 2021 |           | 626 patients. | Simple random sampling | A sufficient time between provider and patient should be ensured by the healthcare provider so that problems can be discussed and providers just do not rush to increase revenues. |
| Chia and Ekladios, 2021             | Australia | 50 patients   | Random sampling        | Patients appreciate early participation and shared decision making in discharge procedure. Checking patients understanding of diagnosis, treatment,                                |

|                             |     |  |  |                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----------------------------|-----|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                             |     |  |  | discharge instructions and plans of follow up as a part of procedure increases patient satisfaction.                                                                                                                                                                                                                                                                                                          |
| Dorothy Afriyie<br><br>2020 | USA |  |  | In this research a effective communication between nurses and patient was defined as mutual agreement and satisfaction This has been linked with increasing understang amongst patients and nurses which help in influencing clinical reasoning and process of nursing. When it is successful it brings out poritive outcomes with nursing care. Thus nursing education should be increased to promote a good |

|                                                                           |                               |               |                            |                                                                                                                                                                                                |
|---------------------------------------------------------------------------|-------------------------------|---------------|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                           |                               |               |                            | relationship and empower them to communicate effectively with patients.                                                                                                                        |
| Świątoniowska-Lonc, N.,<br>Polański, J.,<br>Tański, W. et al.<br><br>2020 | Wroclaw Medical University    | 250 patients. |                            | The most important aspects from the patients' perspective include the physician speaking in an understandable way and paying attention.                                                        |
| Rina Yulviana,,<br>Yessi Harnani,<br>Widia Oktaviani<br><br>2019          | Mandau Duri Regional Hospital | 108 patients  | Stratified random sampling | Results of this research showed that questionnaire nurse communication relationship with patient is very important If the communication is not properly then patient will think about illness. |
| Effendi et al.,<br>2019                                                   | Indonesia                     | 72 patients   | Convenience sampling       | Patient satisfaction was significantly impacted by empathy, openness,                                                                                                                          |

|                                                      |                                      |                                               |                      |                                                                                                                                                                                                                      |
|------------------------------------------------------|--------------------------------------|-----------------------------------------------|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                      |                                      |                                               |                      | optimism and equality. These elements were taken into account when doctors and patient engaged in direct interpersonal communication.                                                                                |
| Allenbaugh, J., Corbelli, J., Rack, L. et al<br>2019 | Pittsburgh Medical Center            | 112 medicine residents and 120 medical nurses | Convenience sampling | A time devoted to teaching how to communicate clearly increased HCAHPS (Healthcare Providers and Systems) scores for medical nurses and residents in relation to knowledge, attitudes, abilities, and communication. |
| Amelia A Trant<br>2019                               | Smilow Cancer Hospital Breast Center | 330 patients.                                 | Convenience sampling | Patients who were employed and in good physical health expressed more satisfaction with their treatment. For patients who were                                                                                       |

|                                                        |         |                  |                               |                                                                                                                                                                                                                                                          |
|--------------------------------------------------------|---------|------------------|-------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                        |         |                  |                               | less physically well and patients who were unemployed were less satisfied, the similarity in style of communication between patients and clinicians had a stronger effect on satisfaction of patient.                                                    |
| C.E. Omorogbe<br>F.E. Amiegheme<br>2018                | Nigeria | 420 respondents. | Multistage sampling technique | This study suggested if nurses acquire relevant communication skill which will be helpful in interactions between patients and nurses during the time of admission of patient and this can also improve nursing outcome in tertiary healthcare facility. |
| Biglu MH, Nateq F, Ghojzadeh M, Asgharzadeh A.<br>2017 | IRAN    | 250 patients     | Stratified sampling           | Skills of communication of physicians plays important role in                                                                                                                                                                                            |

|                                                                                                                      |                             |                     |                             |                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                      |                             |                     |                             | <p>bringing out the satisfaction with trust of patient on their doctors. The reason being health caring administers work and emphasize on promoting and training skills of physician communication. In fact skills of physicians is considered core skills oh health caring services.</p> |
| <p>Boissy A,<br/>Windover AK,<br/>Bokar D, Karafa M, Neuendorf K, Frankel RM, Merlino J, Rothberg MB</p> <p>2016</p> | <p>Cleveland Clinic USA</p> | <p>1537</p>         | <p>Convenience sampling</p> | <p>Relationship-centered communication skills training for the entire healthcare system increased patient satisfaction ratings, enhanced physician self-efficacy and empathy, and decreased medical burnout.</p>                                                                          |
| <p>Nor Azmaniza</p>                                                                                                  | <p>Hospital Kuala</p>       | <p>283 users of</p> | <p>convenience</p>          | <p>To improve patient</p>                                                                                                                                                                                                                                                                 |

|                                                         |                                       |                        |                         |                                                                                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------|---------------------------------------|------------------------|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AZIZAM and<br>Khadija<br>SHAMSUDDIN<br><br>2015         | Lumpur                                | outpatient<br>services | sampling                | satisfaction,<br>programmes for<br>patient activation<br>and basic and<br>ongoing<br>communication<br>skills training<br>should be<br>implemented. To<br>enable structured<br>and standardised<br>information flow<br>between HCPs and<br>patients, the<br>adoption of health<br>information<br>technology should<br>be aggressively<br>encouraged.. |
| Clever SL, Jin L,<br>Levinson W,<br>Meltzer DO.<br>2008 | University of<br>Chicago<br>Hospitals | 3123 Patients          | convenience<br>sampling | A very small and<br>simple changes<br>while talking with<br>patients such as<br>asking them for<br>opinions,<br>encouraging them<br>to ask question<br>may have<br>significant impact<br>on patients quality<br>and increase care<br>ratings.                                                                                                        |

|                                                                                                            |                                                         |                       |                    |                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| R Zachariae, C G<br>Pedersen, A B<br>Jensen, E<br>Ehrnrooth, P B<br>Rossen, H von<br>der Maase<br><br>2003 | Aarhus<br>University<br>Hospital,<br>Aarhus,<br>Denmark | 454 patients          |                    | Overall findings<br>demonstrated a<br>correlation<br>between higher<br>attentiveness of<br>physician and<br>empathy scores on<br>the patient<br>physician<br>relationship<br>inventory(PPRI)<br>and patient<br>satisfaction, self<br>efficacy and<br>emotional distress<br>following the<br>consultation. |
| Renzi C, Abeni<br>D, Picardi A,<br>Agostini E,<br>Melchi CF,<br>Pasquini P, Puddu<br>P, Braga M<br>2001    | Rome, Italy                                             | 1389 out-<br>patients | Random<br>sampling | Dermatologist<br>were able to<br>establish clinically<br>more affected<br>relationship with<br>patients who were<br>mildly affected<br>despite their<br>impaired quality of<br>life.                                                                                                                      |
| T Takayama, Y<br>Yamazaki<br>2001                                                                          | National Cancer<br>Center Hospital<br>Tokyo, Japan      | 172                   |                    | Importance of<br>consultation<br>should be<br>considered by<br>physicians with                                                                                                                                                                                                                            |

|  |  |  |  |                                                                                                                                                                                                                                          |
|--|--|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  |  | <p>respect to level of anxiety of patients. Anxiety level of a patient could be dominated by communication of physician style. Specially patient centered and style of facilitation can be effective in reducing anxiety of patient.</p> |
|--|--|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

### **CHAPTER - III**

## CHAPTER 3: METHODOLOGY

### Research question

What factors contribute to effective communication between healthcare providers and patients, and how do these factors affect patient satisfaction?

### Research design

This study is a Cross sectional survey-based descriptive research design.

### Study Setting

Study was conducted in the Vivekanand Hospital - Haldwani.

### Duration of the Study

The study was done from March 1 to 30<sup>th</sup> May 2022 (90 days).

### Study population

The study population for a research study on the impact of healthcare providers' communication on patient satisfaction includes: The study included a diverse population of patients who were recruited from both inpatient and outpatient settings at [Vivekanand Hospital]. The sample comprised individuals seeking healthcare services, including inpatients admitted for treatment and patients visiting the hospital for consultations. This approach ensured the inclusion of a comprehensive range of patient experiences and perspectives across various stages of care delivery.

## Research procedures/ approaches

Quantitative surveys: Using standardized surveys to collect quantitative data on patient satisfaction and healthcare providers' communication skills can provide objective measures of these factors. Surveys can be administered to patients before and after healthcare encounters to measure changes in satisfaction of patient and communication skills.

### Sampling Technique

Simple Random Sampling

**Study tool-** Questionnaire was used to find out the perceptions of the respondents

1-How would you rate the communication skills of the healthcare providers who treated you?

Very dissatisfied  
Dissatisfied  
Neutral  
Satisfied  
Very satisfied

2-How satisfied were you with the communication and interaction you had with your healthcare providers?

Very dissatisfied  
Dissatisfied  
Neutral  
Satisfied  
Very satisfied

3- Did healthcare providers listen carefully to you?

Never  
Rarely  
Sometimes  
Most of the times  
Always

4- Did the healthcare provider explain your things in easy way?

Never  
Rarely  
Sometimes  
Most of the times  
Always

5- During your hospital Visit/stay, were you included in the decisions about your healthcare by the healthcare providers?

Never

Rarely

Sometimes

Most of the times

Always

6- Did the healthcare providers treat you with politeness and respect while you were in the hospital?

Never

Rarely

Sometimes

Most of the times

Always

7- Did healthcare providers encourage you to ask questions ?

Yes

no

8- Did the healthcare providers explain the possible risks or side effects of the treatments or procedures you were going to receive?

No

Yes

9-On a scale of 1-5, please rate your overall satisfaction with your healthcare providers?

No

Yes

## **CHAPTER - IV**

## CHAPTER 4: Result

### Result: -

**Based** on the questionnaire prepared to analyze the satisfaction level of patients from healthcare communication. The survey was conducted on the sample of 200 respondents and result are as follows.

1. Satisfaction of respondents with the communication skills of Health care provider.

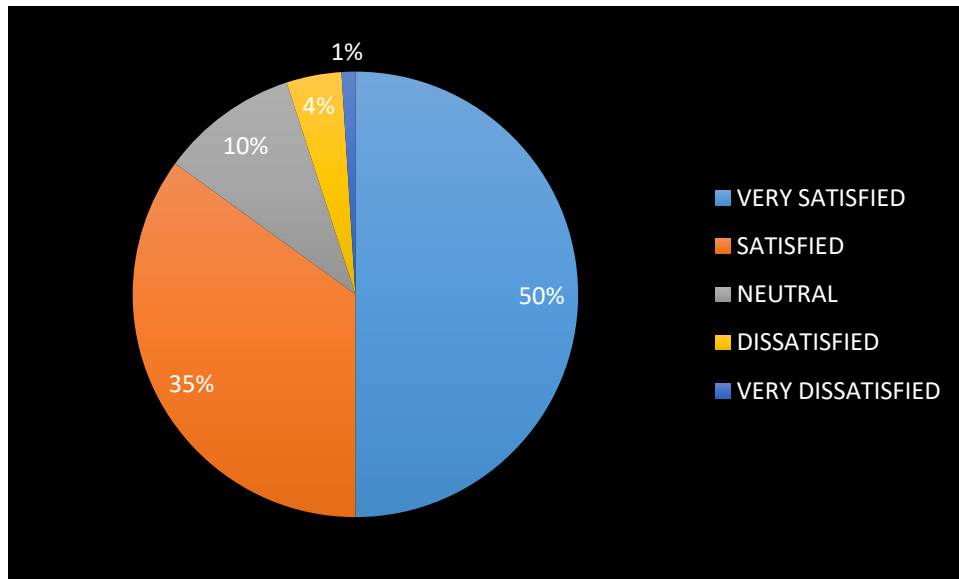


Figure 4.1

The above graph shows majority of the participants i.e., 50% were very satisfied with the communication skill of their healthcare. 35% were satisfied .10% were neutral with the communication skill of their healthcare.4% were dissatisfied and 1% were very dissatisfied with the communication of their Healthcare communication skill.

## 2. Satisfaction of respondents for communication and interaction with their Health care provider

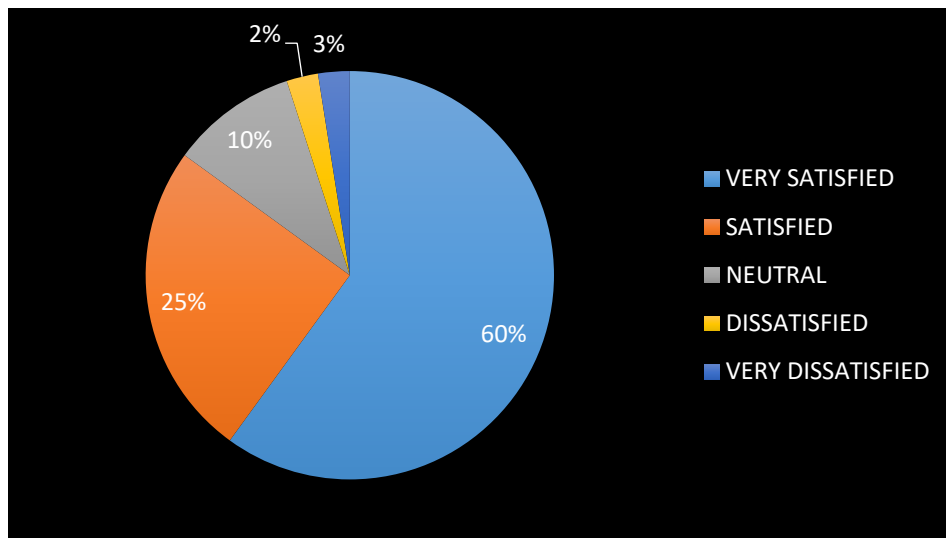


Figure 4.2

The above graph depicts majority of the participants i.e., 60% were very satisfied with the communication and interaction with their healthcare provider. 25% were satisfied .10% were neutral with the communication and interaction with their healthcare provider .2% were dissatisfied and 1% were very dissatisfied with the communication and interaction with their healthcare provider.

## 3. Healthcare Providers' Listening Skills.

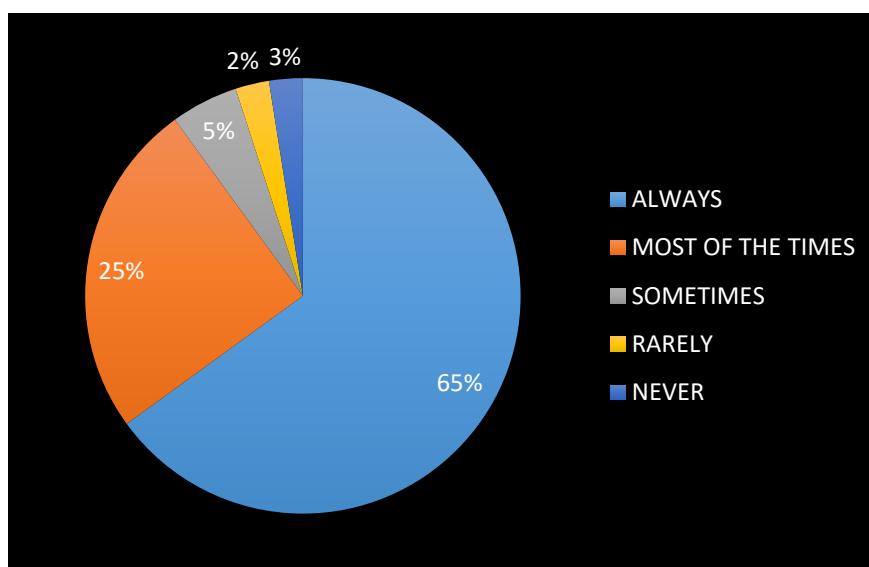


Figure 4.3

The above graph majority of patients, 65%, reported being "always" satisfied with the healthcare providers' listening skills. Additionally, 25% of patients reported being "most of the times" satisfied. A smaller proportion of patients, 5%, reported being satisfied "sometimes," while only 2% reported being satisfied "rarely." Furthermore, 3% of patients reported being unsatisfied or "never" satisfied with healthcare providers' listening skills.

#### 4. Patient Satisfaction with Healthcare Providers' Explanation.

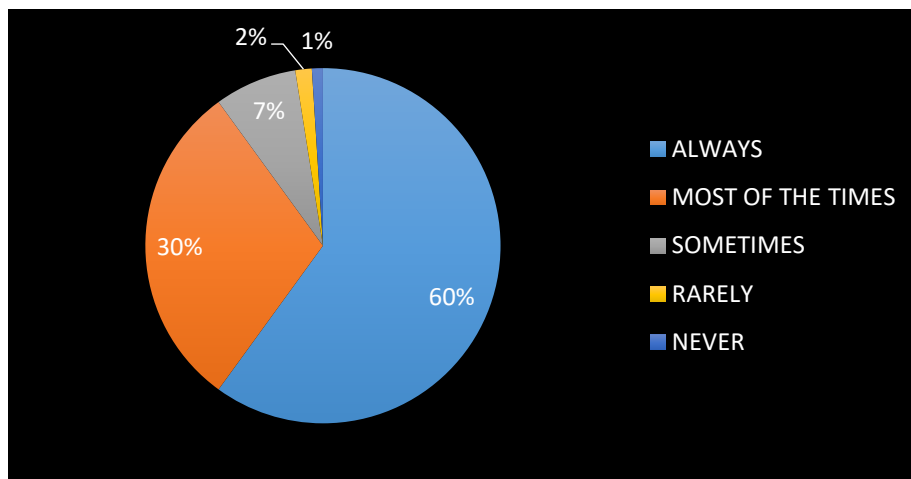


Figure 4.4

The majority of patients expressed high levels of satisfaction with healthcare providers' explanation skills, with consistent and clear explanations being provided. Smaller percentages reported varying degrees of satisfaction, ranging from occasional or rare instances of unclear explanations to a lack of clear explanation altogether.

#### 5. Patient Involvement in Healthcare Decisions

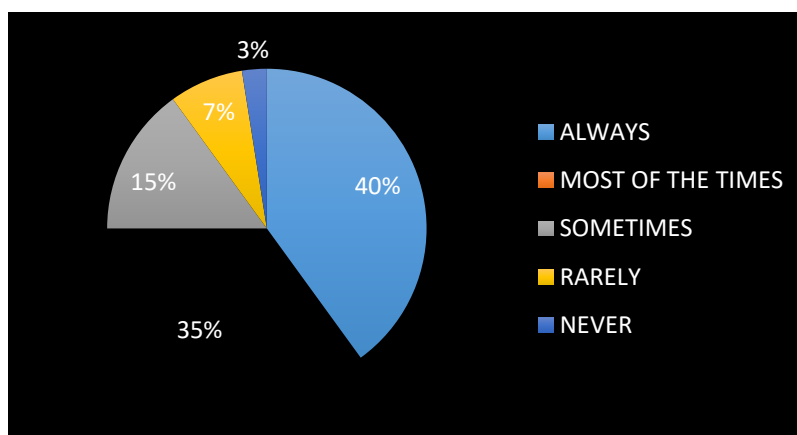


Figure 4.5

A significant portion of patients reported being consistently involved in healthcare decisions, while a substantial number reported being involved most of the time. However, there were also percentages of patients who experienced occasional or rare involvement, and a small proportion felt excluded from healthcare decisions altogether.

#### 6. Patient Satisfaction with Healthcare Providers' Politeness and Respect.

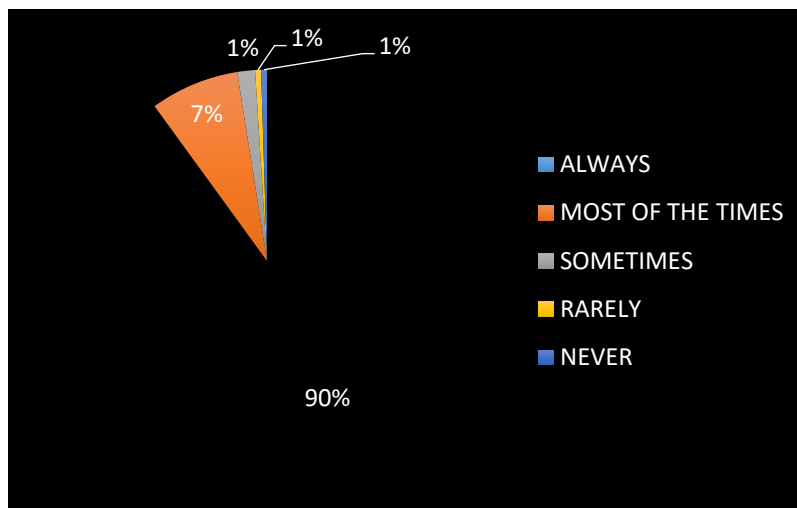


Figure 4.6

The majority of patients expressed high levels of satisfaction with healthcare providers' politeness and respect, with consistent positive experiences. There were smaller percentages of patients who reported occasional instances of less satisfactory treatment, ranging from rare to never experiencing politeness and respect from healthcare providers.

#### 7. Patient Engagement: Healthcare Providers' Encouragement to Ask Questions

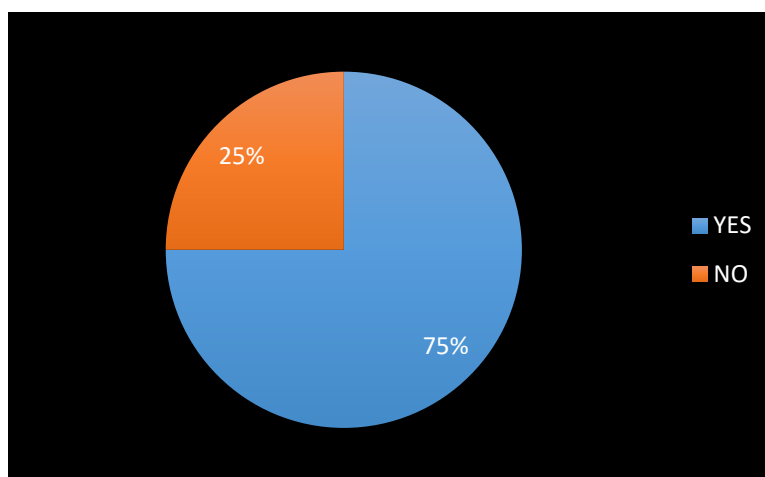


Figure 4.7

75% of patients responded "yes" when asked if healthcare providers encouraged them to ask questions. 25% of patients responded "no" when asked if healthcare providers encouraged them to ask questions. Majority of patients reported that healthcare providers did encourage them to ask questions, indicating a positive approach to patient engagement.

#### 8. Patient Information: Explanation of Risks and Side Effects by Healthcare Providers.

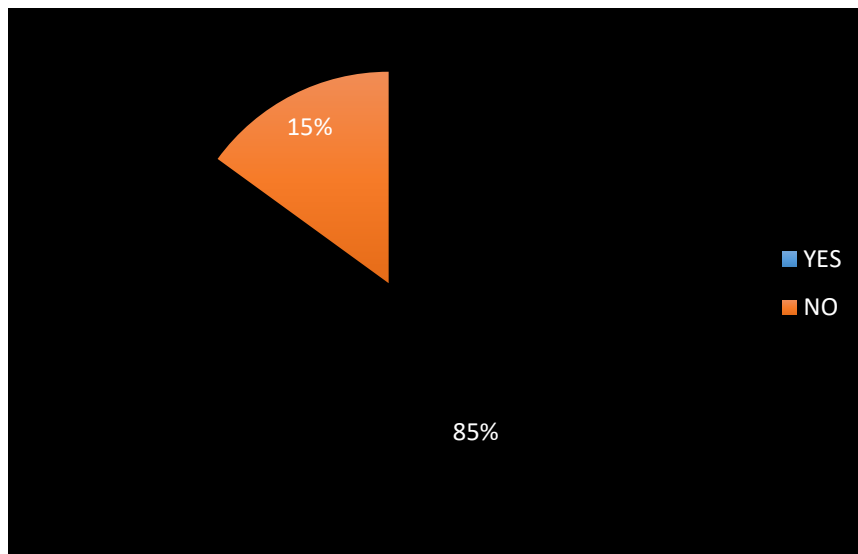


Figure 4.8

The above graph depicts 85% of patients responded "yes" when asked if healthcare providers explained the possible risks or side effects. 15% of patients responded "no" when asked if healthcare providers explained the possible risks or side effects. Majority of patients reported that healthcare providers did explain the possible risks or side effects of the treatments or procedures they were going to receive.

#### 9. Overall Patient satisfaction.

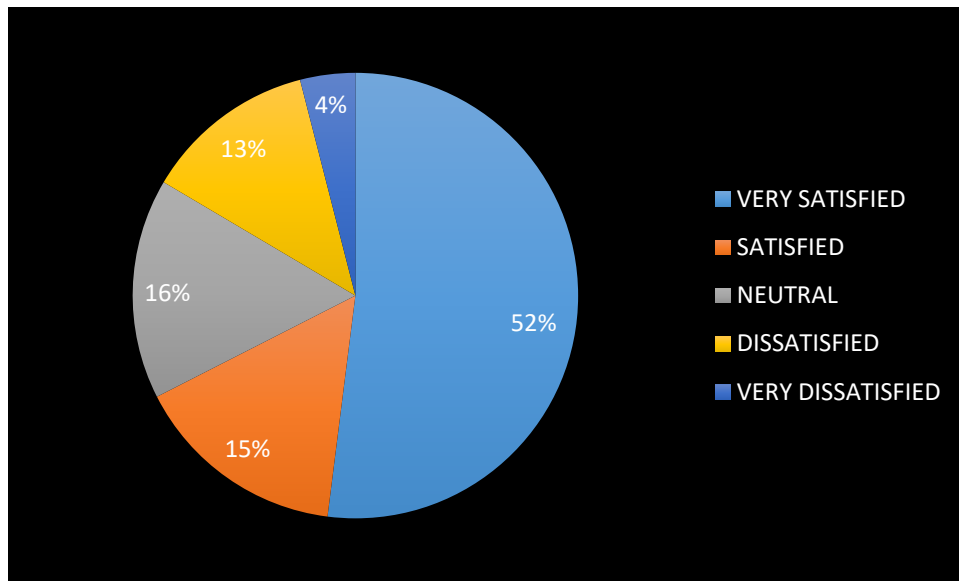


Figure 4.9

The majority of patients expressed high levels of satisfaction, with more than half reporting being "very satisfied" with their healthcare providers. However, there were smaller percentages of patients who fell into the "satisfied," "neutral," "dissatisfied," and "very dissatisfied" categories, indicating varying levels of satisfaction among the patient population.

To find out relation of communication factors which are as follows.

- Communication Skill of healthcare.
- Communication and Interaction of Healthcare
- Listening skill of healthcare provider.
- Explaining the procedure or about treatment or disease.
- Decision making
- Politeness and respect
- Encouraging for questions
- Explaining possible risks

With the overall satisfaction of the patient, we did a regression test.

| Model |                                             | Unstandardized Coefficients |            | Standardized Coefficients | t       | Sig. |
|-------|---------------------------------------------|-----------------------------|------------|---------------------------|---------|------|
|       |                                             | B                           | Std. Error | Beta                      |         |      |
| 1     | (Constant)                                  | 1.016                       | .221       |                           | 4.605   | .000 |
|       | Communication Skills                        | .807                        | .068       | .569                      | 11.939  | .000 |
|       | Communication And Interaction               | -.355                       | .123       | -.269                     | -2.885  | .004 |
|       | Listening Skills                            | .538                        | .076       | .387                      | 7.061   | .000 |
|       | Healthcare Providers' Explanation.          | .743                        | .115       | .467                      | 6.464   | .000 |
|       | Patient Involvement in Healthcare Decisions | -.049                       | .054       | -.041                     | -.913   | .362 |
|       | Politeness And Respect                      | -1.036                      | .075       | -.409                     | -13.838 | .000 |
|       | Patient Engagement                          | .530                        | .067       | .199                      | 7.957   | .000 |
|       |                                             | .197                        | .117       | .057                      | 1.673   | .096 |

Table 4.1

Dependent Variable: Overall Satisfaction

Table 4.1 presents the regression coefficients, standard errors, and p-values for each independent variable in the model. The results revealed significant associations between healthcare communication variables and patient satisfaction.

The dependent variable, also known as the outcome variable or response variable, is the variable of interest that we seek to explain or predict using the independent variables. In research Dependent variable is Overall satisfaction level of all the respondents which was taken out through the help of questionnaire.

The independent variables, also called predictor variables or explanatory variables, may impact the dependent variable. The independent variables were all the factors of communication.

A p-value less than a set significance level (e.g.,  $p < 0.05$ ) indicates that the relationship between the independent variable and the dependent variable is statistically significant, supplying evidence of an association.

According to the table the value p is more in Decision making and explaining possible risks which is not much significant other than this Communication Skill of healthcare., Communication and Interaction of HealthCare, Listening skill of healthcare provider, Explaining the procedure or about treatment or disease, Decision making, Politeness and respect, Encouraging for questions, have significant impact on overall satisfaction of patient.

## **CHAPTER - V**

## CHAPTER 5: Discussion

### Discussion

This was a Hospital-based cross-sectional study carried out among 200 study participants in the Vivekanand Hospital Haldwani. There are very many similar studies conducted in many part of India and other countries to see the impact of healthcare communication on patient satisfaction. Half (52%) of the participants in our survey were satisfied with the overall Communication they had with their Healthcare provider.

On our study 90% of patients were treated with politeness and respect which shows they were satisfied with their healthcare provider communication doing the regression test shows the significance of 0.00 which is less than 0.05 that means it is statistically significant.

One of the similar studies shows effective communication between patients and nurses will help to improve relationships so that nurses can provide best service. Being smiley and friendly to patients does not cost. These services had an impact on client satisfaction. (1)

This study shows 50% of the patients were satisfied with the communication skills of their Health care provider and the relation of patient overall satisfaction with the communication of Healthcare provider showed significance of less than 0.00 which is statistically significant.

According to similar studies, there is direct link between doctors' communication skills, abilities and patient satisfaction. Healthcare administrators should provide adequate facilities for learning and training in the communication skills of physicians regularly. (2)

65% of patients show that they were being listen by their healthcare provider carefully which by the test shows significance less than 0.05 that means it is statistically significant.

The study done by Rezaei et al. concluded that there is a strong and significant correlation showing interest by physician for the satisfaction of patients and listening to them. (3)

This study shows that involving patient in Decision making and explaining possible risks to patients is less statistically significant as value of p is more than 0.05. More studies should be conducted to state whether these are significant or not.

## **LIMITATIONS & STRENGTH OF THE STUDY**

### **LIMITATIONS**

- The study relied on self-reported data, so there is a chance of recollection bias, or individuals supplying socially desired responses.
- The study may not account for contextual factors that can influence healthcare communication and patient satisfaction, such as cultural differences, socioeconomic status, or the severity of the medical condition. These factors can significantly impact patient experiences and satisfaction levels.
- Establishing a direct causal relationship between healthcare communication and patient satisfaction can be challenging. Other factors, such as the quality of medical care, wait times, and personal expectations, may also influence patient satisfaction. Controlling for these confounding variables can be difficult, and attributing the impact solely to healthcare communication may not be straightforward.
- The study may have focused on specific aspects of healthcare communication, such as information provision or empathy, while neglecting other important dimensions, such as nonverbal communication, or continuity of care. This narrow focus may limit the overall clarity of impact of healthcare communication on patient satisfaction.
- The study's findings may not be generalizable to the broader population due to limitations in the sample selection process. For example, if the sample consists of patients from a specific demographic or healthcare setting, the conclusions might not be relevant to other populations or settings.

## STRENGTHS

- Employing appropriate statistical analyses enhances the strength of the study. By applying statistical tests, such as regression analysis, the study can provide quantitative evidence of relationship between communication of healthcare and satisfaction of patient, enhancing scientific validity. The study's sample size was appropriate, with two languages and including various factors of communication.
- The study's findings can have practical implications for healthcare practice. By highlighting the impact of effective communication on patient satisfaction, the study can inform healthcare professionals, administrators, and policymakers about the importance of investing in communication training and implementing patient-centered communication strategies.
- The study utilizes a structured questionnaire with rating scales, which allows for quantitative data collection. This approach enables the researchers to analyze and quantify patient satisfaction levels, making the findings more objective and facilitating statistical analysis for further insights.

## **CHAPTER – VI**

## CHAPTER 6: Conclusion and Suggestion

### Conclusion

The study found that factors of communication such as Communication Skill of healthcare., Communication and Interaction of HealthCare, Listening skill of healthcare provider, Explaining the procedure or about treatment or disease, Decision making, Politeness and respect towards patient, Encouraging for questions have contribute to effective communication between healthcare providers and patients and effect the satisfaction level of patient.

However, it is worth noting that two factors, namely decision making and explaining possible risks, did not contribute significantly to patient satisfaction. This suggests that patients may prioritize other aspects of communication, such as clear explanations and attentive listening, over being directly involved in decision making or being informed about potential risks.

### Suggestions

**Further Examine Patient Preferences:** Carry out more research to learn more about why patients prefer clear explanations and attentive listening over active participation in decision-making and risk disclosure. This might entail doing qualitative studies or surveys to learn more about the preferences and viewpoints of patients on communication in healthcare.

Consider looking at contextual elements that might affect how important decision-making and risk communication are in various healthcare settings. Patients' expectations and goals for communication may be influenced by elements including sickness severity, cultural background, or prior experiences with healthcare.

**Enhance Shared Decision Making:** Although the fact that the current study did not find a conclusive relationship between decision-making and patient satisfaction, it is however essential to acknowledge the importance of shared decision-making in promoting patient choice and involvement.

Strategies should be made to improve effectiveness of shared decision making in healthcare.

Identify and address risk communication issues- Challenges and Barriers of effectively communicating should be investigated to find out potential risk to patients. After finding out all the root causes recognize whether there are specific factors influencing

understanding of risks and identify the ways to improve them so that they can meet patient needs.

Patient understanding, Treatment plans and Health outcomes should also be considered during evaluating. By assessing many ranges of outcomes a more deep perception of impact of communication factors on experiences of patient and overall quality of health can be made.

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