

HISTORY

Max Healthcare Institute Limited is an Indian hospital chain based in New Delhi. Max Healthcare owns and operates healthcare facilities across Delhi National Capital Region, as well as one hospital each in Mohali, Bhatinda, Dehradun, and Mumbai. Currently, Max Healthcare operates 17 hospitals. Max Super Speciality Hospital Dehradun was established in year 2010.

VISION

To be the most well-regarded healthcare provider in India committed to the highest standards of clinical excellence and patient care, supported by latest technology and cutting-edge research.

INTRODUCTION

Patient satisfaction is an important measure of healthcare quality as it offers information on the provider's success at meeting clients' expectations and is a key determinant of patients' perspective behavioural intention. Within healthcare, patient satisfaction represents how happy patients are with their healthcare, before, during, and after their appointment. Patient satisfaction also measures the quality of care your medical centre provides and can give you an understanding of the comprehensive patient experience, including the effectiveness of their care and empathy level. In the light of the fierce competition in the healthcare industry and rising consumerism, patient satisfaction has become a crucial indicator of how well an existing health plan is performing. The healthcare industry is fast moving towards the idea that healthcare facilities must concentrate on service quality in terms of patient happiness in order to strengthen their competitive position.

OBJECTIVE

- To assess the satisfaction level of patients after their interaction with the services provided by the hospital in the outpatient department.
- To identify the key factors that affect patient satisfaction regarding various services provided by the hospital.
- To formulate recommendations in those areas of services where patients were not satisfied.

METHODOLOGY

<u>STUDY DESIGN:</u>	Descriptive Cross-sectional Study
<u>STUDY AREA:</u>	Outpatient Department of Max Hospital, Dehradun, Uttarakhand
<u>STUDY PERIOD:</u>	Around 4 weeks (18th May 2023 to 12th June 2023)
<u>SAMPLING TECHNIQUE :</u> <u>SAMPLE SIZE:</u>	Nonprobability Convenience sampling 110
<u>INCLUSION CRITERIA:</u>	Patients of more than 18 years of age. Internal med opd, surgical gastroenterology opd, Obs & gynae opd, ENT opd, radiology dept
<u>EXCLUSION CRITERIA:</u>	Pediatric patients, neurology and psychiatry dept patients

DATA COLLECTION TOOLS & TECHNIQUE

A pre existing questionnaire form with minor modification was used as feedback form.

DATA COLLECTION PROCEDURE: Face to face interview with the patients who gave consent for feedback. STUDY TOOL: Offline feedback form

LEARNINGS

- Accumulated comprehensive understanding of the hospitals operations department including workflow, processes.
- Learnt about the importance of patient experience in the OPD and IPD of the hospital.
- Assisted the patient experience team while ward rounds and tracking of patient satisfaction.
- Learnt about tracking of patient satisfaction score.
- Assisted in resolving tickets raised regarding the patient experience which were raised through various portals such as SMS, website, kiosk, courtesy calls, ward rounds.

CHALLENGES

- Data collection for the project which required direct interaction with the patient/attendant and collection of feedback was a tedious task as some patients were slightly resistant to fill the form in the first go.
- The project required collection of a lot of data which was a time-consuming process.
- Time constraints with mentor regarding project discussion.

USEFULLNESS

- Working with the patient experience department helped me gain insights about the department.
- Worked on various channels of feedback – ward rounds, feedback forms, dreamsol (feedback through paper mode, web feedback, SMS feedback.
- Ward rounds and in person interaction with the patients helped in gaining practical knowledge of the hospital.

STRENGTHS

- Experienced & skilled staff.
- Regular training and seminars for nurses, doctors & other staff.

WEAKNESS

- Understanding of General Duty Assistants & nursing staff.
- Lack of accessibility from city centre.

OPPORTUNITIES

Medical tourism

THREATS

- Increasing cost of raw
- material. Presence of competitors such as AIIMS Rishikesh, Indresh Hospital.

THEORY

- We are mostly provided with a hypothetical problem, so the solution is based on secondary research.
- Guidelines are already provided.
- Theoretical concepts do not last until they are revised practically.

PRACTICAL

- Identify the case, need, problem that exists in real time.
- Strategies are provided based on present resources.
- Real time experience with on ground situation.

FINDINGS



CONCLUSION

- It is observed that 60% of the patients visiting the OPD of the hospital are overall satisfied and have graded excellent to the opd services.
- 40% of patients are from the age group of 30-40 years of age. 58% of the respondents are female and 42% male.
- The two major areas where patient's/attendants are dissatisfied are a) Registration/Billing experience b) Pharmacy experience.
- In Registration experience 23% have rated it as poor (1), 35% as fair (2), 40% as good (3) and only 22% as excellent (4). Likewise for pharmacy 16% have rated it as poor (1), around 35% as fair (2), 41% as good (3) and around 27 % as excellent (4).

SUGGESTIONS

- To reduce waiting time at the hospital pharmacy, ensure that adequate number of staff members are available during peak hours.
- Offer express / fast track services for certain prescriptions or over the counter medication which are requested commonly.
- To reduce waiting time at billing desk patients' proper signage must be used to guide the patients regarding billing and other areas where they can fetch their lab reports and to guide patients regarding the separate desk of billing for empanelled patients and cash patients.
- Improvement required in the areas of OPD where patients are dissatisfied.
- Proper training and staffing of both GDA and nursing staff.