

A STUDY ON PATIENT SATISFACTION AT A MULTISPECIALITY HOSPITAL

Presented By- SHAILLY, IIHMR1393 (MBA-HM)
Guided By- Dr.Deepti Sharma

INTRODUCTION

Patient satisfaction is one of the established yardsticks to measure success of the services being provided in the hospitals. A patient is the ultimate consumer of the hospital. Patient forms certain expectations prior to visit and expects comfort, care, and cure from the hospital. Patient satisfaction depends up on many factors such as: Quality of clinical services provided, availability of medicine, behaviour of doctors and other health staff, cost of services, hospital infrastructure, physical comfort, emotional support, and respect for patient preferences. Mismatch between patient expectation and the service received is related to decreased satisfaction. Therefore, assessing patient perspectives gives them a voice, which can make hospital services more responsive to people's needs and expectations.

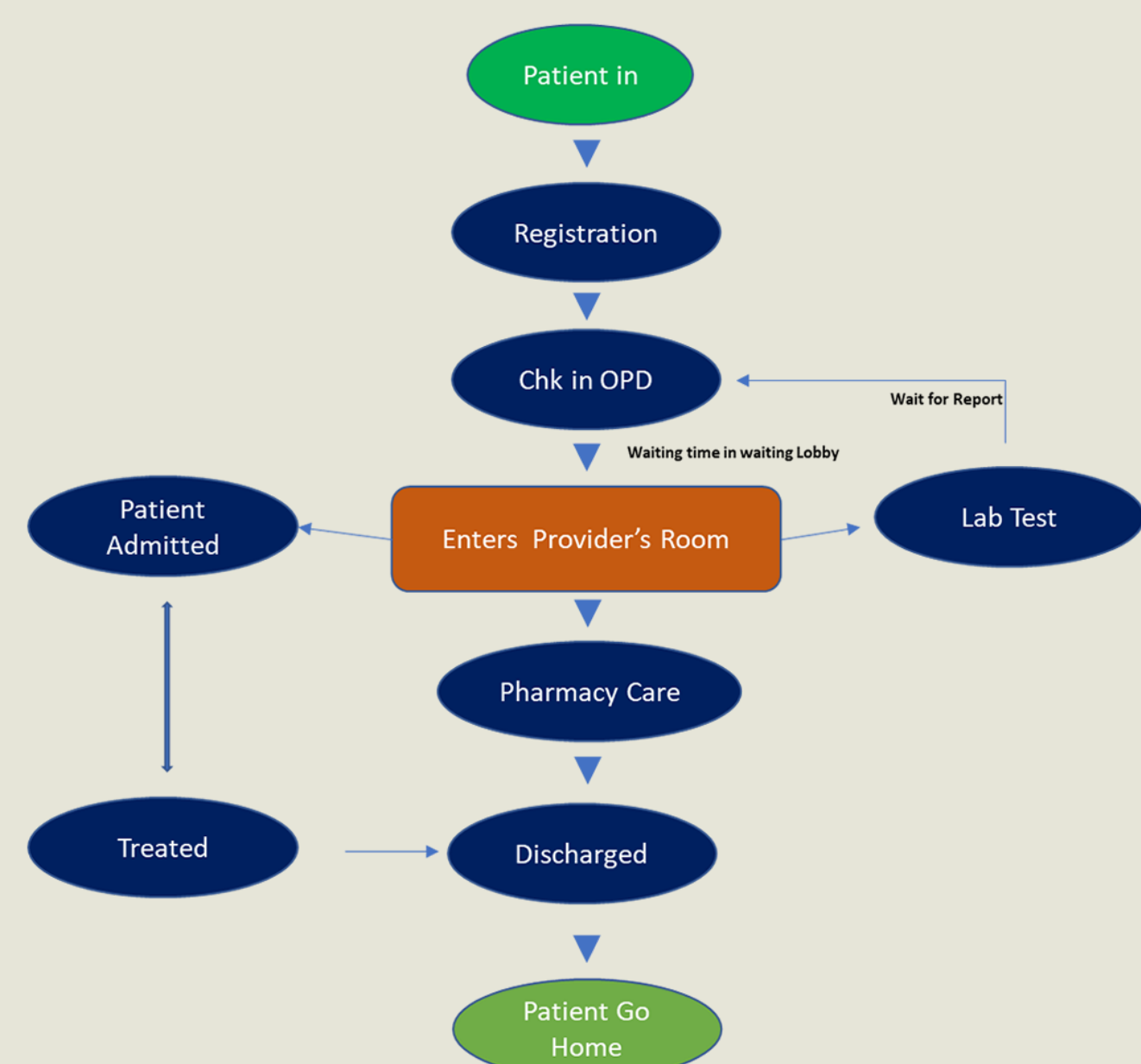
OBJECTIVE

1. The main objective of the study is to measure the satisfaction of IPD (Inpatient Department) patients in Max super speciality and identifying areas with low satisfaction.
2. To assess the interdepartmental functioning of the hospital in terms of quality of services provided and outcome of service delivery.

METHODOLOGY

1. Type of study: Descriptive/cross sectional
2. Duration of study: 2 months
3. Study population-Service excellence department of Max Hospital.
4. Sampling method: Non probability purposive sampling
5. Sample size: 200 patients
6. Method of data collection: Primary method
7. Tool used: Feedback forms in paper form using Lickert scale.
8. Source of questionnaire: Primary source-Feedback forms, Ward round, Dreamsol.

IPD FLOWCHART



INDUSTRY SECTOR PROFILE

Max Super Specialty Hospital, Patparganj is 400+ bed Healthcare facility and a unit of Balaji Medical. With over 28 clinical specialties, Max Super Specialty Hospital, Patparganj offers the advantage of integrated medical care in a multidisciplinary setting provided by a faculty of highly qualified doctors, nurses & healthcare professionals. Comprehensive specialist services are provided with advanced medical technology, making it a regional hub for complex procedures such as neurovascular interventional procedures, targeted cancer treatments, heart surgeries, orthopaedic surgeries, and Fertility treatments.

OUR VISION

- **COMPASSION**-The organization has a deeper level of patient understanding and are always empathetic to their needs. This encourages a culture of providing a higher standard of patient-centered care. Organization makes sure that patient needs are met with lots of dignity.
- **EXCELLENCE**-There is a constant endeavor to achieve the highest standards of medical expertise and patient care. The organization understands being the best is a continuous journey of becoming better version of itself every day.
- **EFFICIENCY**- Responsive healing environment has been created, by being nimble to the needs of our patients and delivering what they really need with precision and timing. The organization is centralized yet fast, personal yet practical, advanced yet seamless in delivering the exact care our patients need
- **CONSISTENCY**- Organization always deliver on our commitment and ensure the highest level of patient care is met at every stage, every time. Organization believe that only through consistency can we achieve our patients' trust and fulfil our goals

STRENGTHS

Max Super Specialty Hospital, Patparganj is 400+ bed Healthcare facility, Equipped with 116 ICU beds and 14 HDU beds. 510 medical experts and leading doctors, and a nursing staff of over 770 nurses. 11 high-end modular Operation Theatres, with over 28 clinical specialties.

WEAKNESSES

Hospital is understaffed resulting in issues with nursing department and billing while discharge process.

SWOT Analysis

OPPORTUNITIES

Established brand value can help in growth and expansion, even globally. Can focus on community health and provide basic healthcare to marginalised communities at economical prices.

THREATS

Impact on patient care and treatment due to understaffing in several departments. Patients refraining to get the facilities from hospital due to influential cause of personal referral.

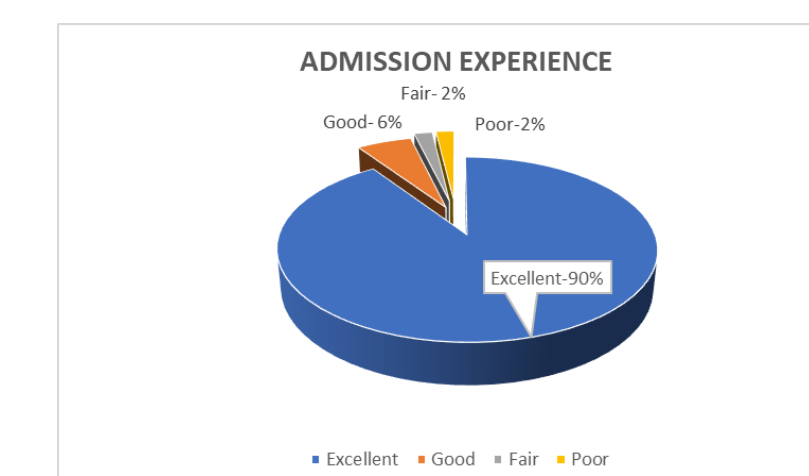
CHALLENGES FACED DURING INTERNSHIP

- Difficult to correlate the theoretical learning and practical experience in the initial phase.
- Interacting with some patients, refraining from feedback due to different reasons.
- During initial stage of internship, problem solving was not much efficient as communication with stakeholders of different department was less.

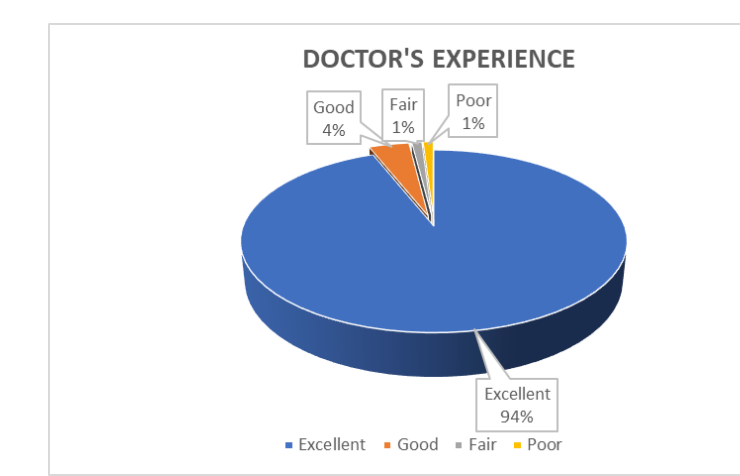
LEARNING AND VALUE ADDITIONS

- Max Super Specialty Hospital, Patparganj is 400+ a unit of Balaji Medical. Diagnostic Research Centre, providing services in medical disciplines of Cardiac Sciences, Oncology, Neurosciences, Obstetrics and Gynecology, Orthopedics, Urology and Kidney Transplants, Minimal Access, Metabolic, and Bariatric Surgery, among others.
- Got an opportunity to work under Service Excellence department of Max Hospital.
- Collection of feedbacks through various forms like daily rounds for oncology daycare, ward rounds, feedback forms.
- Worked on their official portal called DreamSol, for collection of feedbacks through paper mode, SMS mode, Web feedbacks and done CAPA analysis of the complaints in coordination with the stakeholders of respective departments.
- I contributed in suggesting ways to improve the services of the hospital as based on patient's feedbacks as well as maintaining record of both compliments and complaints of specific department
- Carried out primary research to analyse the feedbacks and complaints of patients of different departments to improve in service sector.
- This internship demonstrated the importance of working in a team and developed my ability to work in a team.

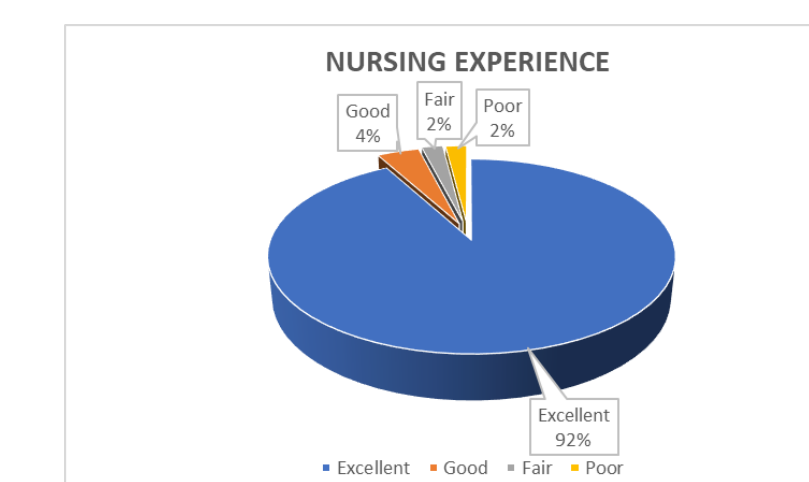
RESULTS/FINDINGS



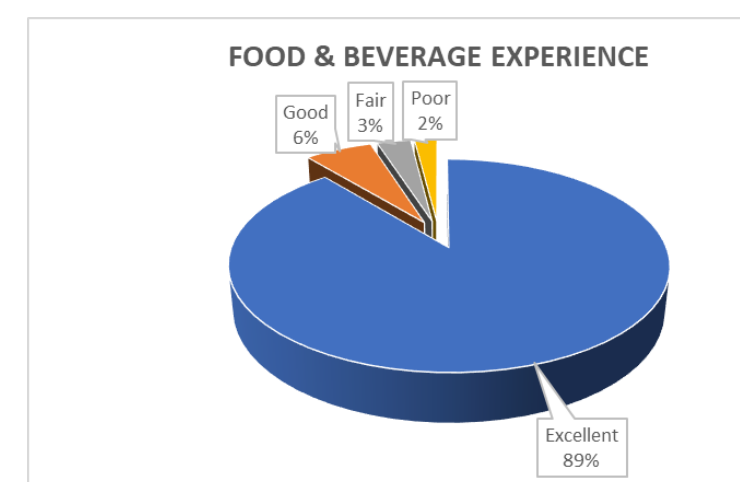
The chart reveals that most of the patients are satisfied with their admission procedure over the front desk.



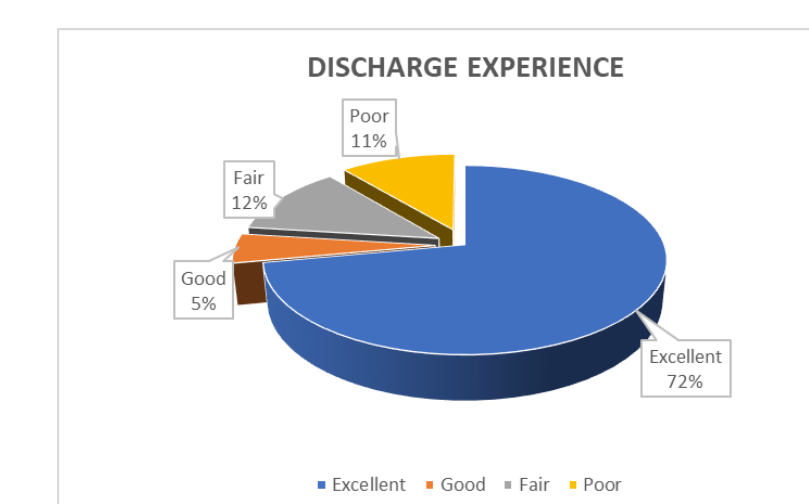
The chart reveals that 94% of the patients are fully satisfied with the treatment they received from their respective doctor and their behavior and the way they explained them the disease and the treatment procedure.



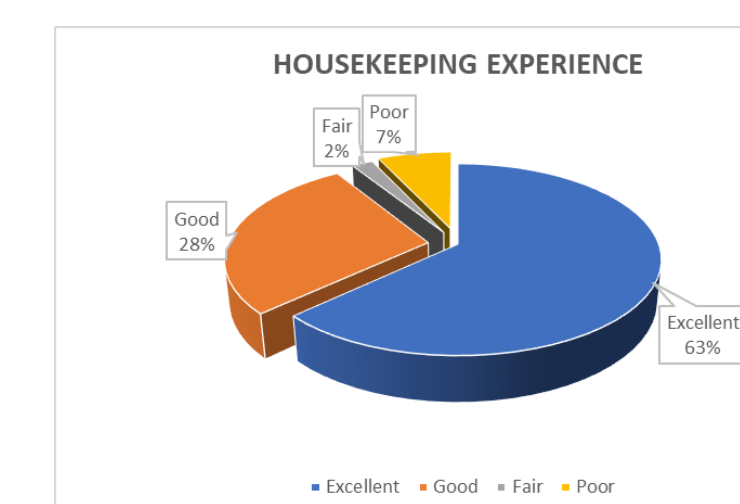
Majority of the patients are thoroughly satisfied with the timeliness of response and quality of care given by nursing department.



88% of the respondent were fully satisfied with the quality and hygiene of the food served to them, rest of them were concerned about the taste of the meals.

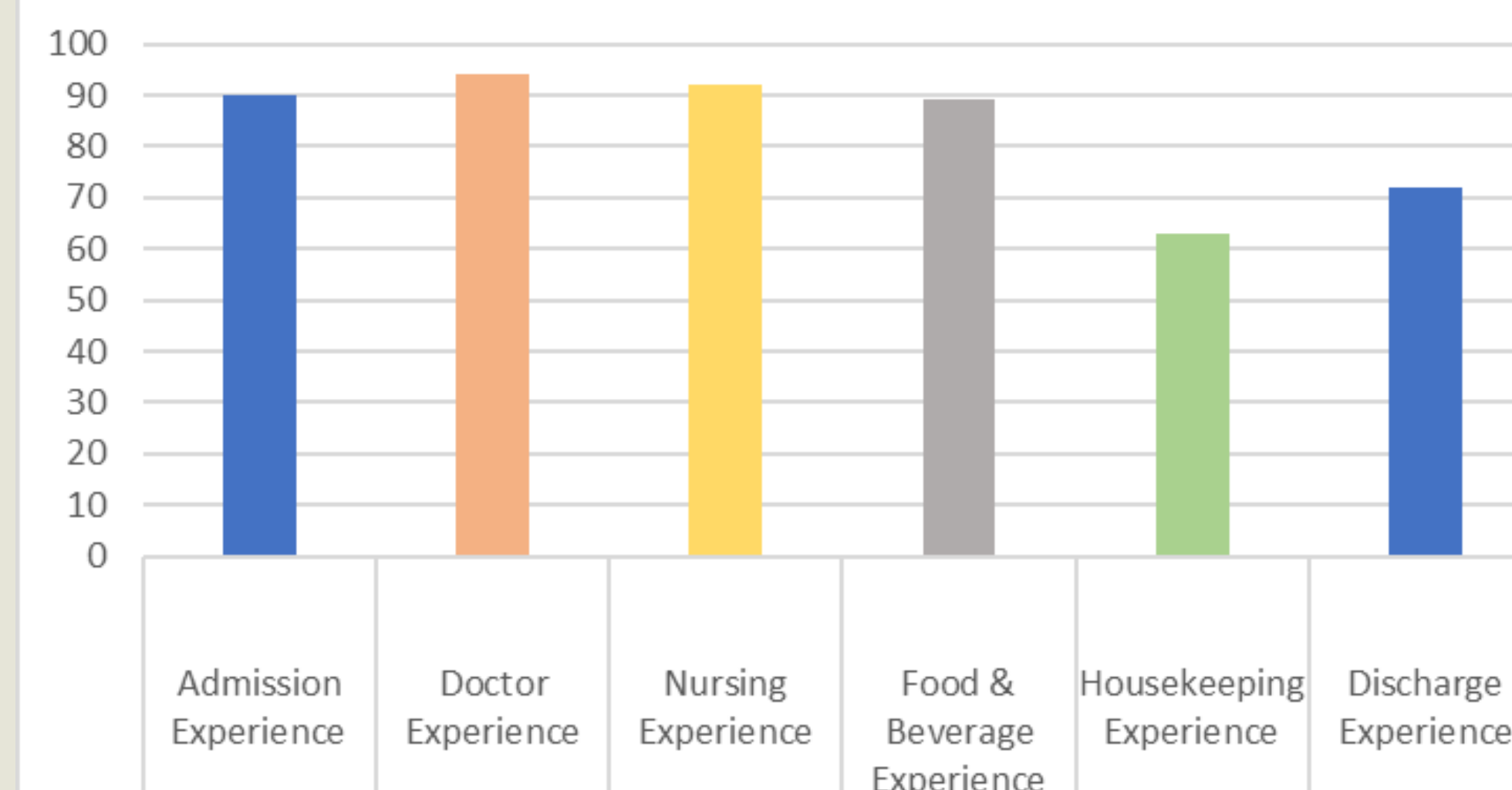


Despite of getting satisfied by major services many respondent have complained regarding the slow discharge process and slow functioning of the billing staff. The graph reveals that few patients had a bad experience in discharge process.



63% of the respondent appreciated the cleanliness of the hospital and the way its maintained, but some patients were having issues GDA services and attendants due to less staff.

Overall view of patients



SUGGESTIONS

- Improvement required in the discharge process, all departments involved in the discharge process should be adequately staffed, depending on the patient load in the hospital. Both the Doctor and ward secretary must be encouraged to prepare the discharge summary well in advance for planned discharge
- Training of attendants and housekeeping staff.
- Better hygiene practices in patient wards and toilets.

CONCLUSION

This study was patient-centric and identified the service quality factors that are important to patients. Evaluations were obtained from patients on several dimensions by evaluating feedbacks of patients through different channels after taking informed consent. From the project report it can be concluded that the Max hospital has succeeded in creating a culture where rendering quality patient services is its main strategic goal. Majority of the patients are satisfied with all the services of the hospital and they had a comfortable stay in the hospital while few of the patients complained regarding the slow discharge process and their issues with the housekeeping services.

USEFULNESS OF INTERNSHIP

- **USEFULNESS**- Working in Service Excellence department helped me to work in different conditions and pressure with more efficiency.
- Worked on various channels of feedback - ward rounds, feedback forms, dreamsol (feedbacks through paper mode, web feedbacks, SMS feedbacks) and CAPA (corrective action prevention action) analysis.
- Ward rounds and in person interaction with patients helped me understand root cause of problems and practical knowledge of hospital like, different departments and their stakeholders which eventually helped me in efficient and quick solution of complaints.