

**ASSESSMENT OF FACTORS INFLUENCING PATIENT SATISFACTION IN
THE DEPARTMENT OF GASTRONTEROLOGY & HEPATOLOGY AT APOLLO
HEALTH CITY, HYDERBAD**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

By

Bavaji Pranaya

Under the Supervision and Guidance of

Dr Anupam Mehrotra

2024



Apollo Health City
HYDERABAD

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Corporate Identity Number (CIN) : L85110TN1979PLC008035

June 13, 2024

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Dr. Bavaji Pranaya** of **IIHMR University** has done her internship from 20-Mar-2024 to 13-June-2024 in Operations department at Apollo Health City Jubilee Hills, Hyderabad. During the period we found her performance to be good and regular in her duties.

We wish all the success in her future endeavors.

For Apollo Hospitals Enterprise Limited

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled "**Assessment of factors influencing Patient Satisfaction in the Department of Gastroenterology and Hepatology at Apollo Health City, Hyderabad**" is the Bonafide record of my original researchwork. 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Name of the student *Bavaji Pranaya*

Date *2nd July 2024*

CERTIFICATE



This is to certify that dissertation titled “**Assessment of factors influencing Patient Satisfaction in the Department of Gastroenterology and Hepatology at Apollo Health City, Hyderabad**” is a record of the research work undertaken by **Bavaji Pranaya** 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 his/her approach to the research study has been sincere, scientific, and analytical.

A handwritten signature in blue ink, appearing to read 'Anupam'.

Dr. Anupam Mehrotra
IIHMR University, Jaipur

Date 2/07/2024

A handwritten signature in blue ink, appearing to read 'Sanjay Gupta'.

Dr. Sanjay Gupta
IIHMR University, Jaipur

Date 02/07/2024

ABSTRACT

Title

Assessment of factors influencing Patient Satisfaction in the Department of Gastroenterology and Hepatology at Apollo Health City, Hyderabad.

Author name: Dr Bavaji Pranaya

Advisor Name: Dr Anupam Mehrotra

Keywords: Patient, patient satisfaction, quality of care, Out Patient Department.

Background:

Patient satisfaction is widely regarded as a crucial indicator of quality in healthcare delivery. It influences treatment outcomes, patient loyalty, and the likelihood of legal disputes. Additionally, high patient satisfaction can enhance the timeliness and patient-centeredness of healthcare services. This makes it an effective metric for evaluating the performance of both physicians and healthcare facilities. In the context of a department specializing in Gastroenterology and Hepatology, patient satisfaction is particularly important. The conditions treated in these fields are often sensitive, requiring regular checkups and continuous follow-up, making the quality of patient experience vital.

Methodology:

A Descriptive cross-sectional study was conducted in the Department of Gastroenterology and Hepatology at Apollo Health city for a period of three months among 150 population selected by convenient sampling technique. Permission was sought formally before carrying out the survey whereby data was collected by use of a survey questionnaire. All the participants were informed that they cannot be identified and the entire information they provided will only be utilised for the study and will remain anonymous. Quantitative data analysis by Descriptive statistics.

Results:

The study results indicate that 49 female and 101 male patients aged between 18 and 60 participated. Most patients expressed satisfaction with the information provided about

procedures such as Upper GI endoscopy and colonoscopy. They also appreciated the communication skills and courteousness of the staff. Additionally, patients reported high levels of satisfaction with the comfort during the procedures and the care and attention received during the recovery period. The department's infrastructure and facilities received very positive feedback. However, a significant number of patients were dissatisfied with the registration process and waiting times. Therefore, efforts should be directed towards improving these areas to enhance the overall patient experience and satisfaction.

Conclusion:

The overall conclusion is that the concept of patient satisfaction while regarded a crucial quality of care outcome indicator does not possess a definite definition. The research proposed in this work aspired to present an in-depth analysis of what factors can affect patient satisfaction. Thus, patient satisfaction is by its very nature multi-dimensional, a determinant of the quality of care which is influenced by various factors. Apparently, the strategic interrelationship between multidisciplinary and quality of health care service delivery and patients' preferences can be effective.

ACKNOWLEDGEMENTS

My recent three-month internship at Apollo Health City, Hyderabad, was a transformative experience that greatly fostered both my personal and professional growth. Collaborating with exceptional professionals has significantly influenced my career trajectory.

I would like to take this opportunity to thank Apollo Health City, Jubilee Hills, Hyderabad, as well as Mrs. Kala (Manager Operations) and Mrs. Ratna (SLM of the Department of Gastroenterology and Hepatology) for their genuine interest in the project and their willingness to share their opinions despite their extremely busy schedules.

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Last but not least, I would like to extend my heartfelt thanks to my parents and friends, whose support made this possible.

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Abbreviation	Meaning
WHO	World Health Organisation
OPD	Out Patient Department
Upper GI endoscopy	Upper Gastro Intestinal endoscopy
EGD	Esophagogastroduodenoscopy
ERCP	Endoscopic Retrograde Cholangiopancreatography

Chapter 1

INTRODUCTION

1.1 Patient Satisfaction

Patient satisfaction with quality improvements is a crucial determinant of the success of a healthcare facility. Evaluating patient satisfaction with the services provided is often more straightforward than assessing the quality of medical services they receive. The healthcare system's effectiveness hinges on factors such as availability, affordability, efficiency, and feasibility. Consumer satisfaction, especially in medical care organizations like our tertiary care hospital, plays a vital role in service provision. Therefore, this study aims to assess the level of patient satisfaction with quality improvements across various parameters of healthcare quality.

Evaluation of Satisfaction level among patients is relevant for research, clinical as well as administrative and planning purposes, according to WHO back in 1984. It takes its position as one of the basic measures of quality which provides clear information on the quality of service delivered by medical staff. Indicators like doctors and consulting healthcare professionals, nursing care, cleanliness/housekeeping, equipment's availability, billing and charges and in-hospital food services are the primary drivers that shape the perception of patient-satisfaction during their stay at the hospital.

Patient satisfaction measures the extent to which the patients are happy with the services that they are offered by their healthcare practitioners. This paper considers patient satisfaction as a measure of healthcare performance; however, it is defined as an indicator, usually assessed using self-report methods and is a particular type of Customer satisfaction.

This level of patient satisfaction is multifaceted and relative to a number of factors. All patients can highlight the quality of clinical services offered, cleanliness of the wards and hospital, sufficient infrastructure, availability of the medication, the doctor and other health professional's demeanour, level of comfort in the environment, signs and signages both physical and visual, and cost of treatments. Patient satisfaction directly affects extent of patients' adherence to medical advice, therefore healthcare results, as well as the consumption of medical services.

Patient satisfaction is a complex and subjective measure influenced by multiple dimensions. Key factors include the quality of clinical services, cleanliness of facilities, adequacy of hospital infrastructure, availability of medications, interactions with doctors and healthcare professionals, the comfort of the environment, accessibility and effectiveness of signage systems, and the affordability of services. High levels of patient satisfaction are associated with improved treatment compliance, enhanced clinical outcomes, and increased utilization of healthcare services.

1.2 OUT PATIENT DEPARTMENT

The Out Patient Department services are one of the most relevant parts of the hospital management. These services include cases where a patient is treated and does not have to be admitted in the hospital for the night or a particular day. Also called Ambulatory Care Services, the OPD services act as a reception to the hospital they are a point of introduction of the patient to the hospital.

1.3 Department of Gastroenterology & Hepatology

Department of Gastroenterology and Hepatology in Apollo Health City Hyderabad is having a team of most qualified and experienced specializations dedicated to treat diseases of the digestive system and liver. This department is empowered with the care of diseases and disorders of organs like the pancreas, liver, gall bladder, oesophagus, stomach, small intestine and colon. Famous for its excellent diagnosis methods such as the endoscopic diagnostic methods, the department plays a special role in the proper treatment of patients with gastrointestinal and hepatic disorders.

Apollo health city also boasts of great diagnostic function in regards to digestion, with a whole host of endoscopic tests included in their service provision. These are upper GI endoscopy that can also be referred to as esophagogastroduodenoscopy or EGD, endoscopic retrograde cholangiopancreatography known as ERCP, colonoscopy, small bowel enteroscopy as well as endoscopic ultrasonography. The gastroenterology and hepatology specialists in Apollo Health City continue to provide care for a broad range of patients with gastrointestinal diseases, from the usual intestinal disorders to the odd ones given the specialists experience as well as the latest equipment at their disposal.

The Specialists dealing with Gastroenterology and Hepatology at Apollo Health City are very experienced, and deal with even very uncommon digestive diseases. The interdisciplinary nature of most health facilities guarantees that patients are not simply treated based on the discretion of a single specialist. Rather, patient care is relayed in detail to a wider team with the patient's availability of test results and well-coordinated appointments. Apollo's specialists combine efforts to ensure that they spend time to listen to patients, give clarifications and meet all the patient's needs. This study hopes to investigate patients who have had endoscopic testing processes by way of hospital encounters, doctor appointments, treatment, and the period of healing.

1.4 FRAMEWORK OF PATIENT SATISFACTION

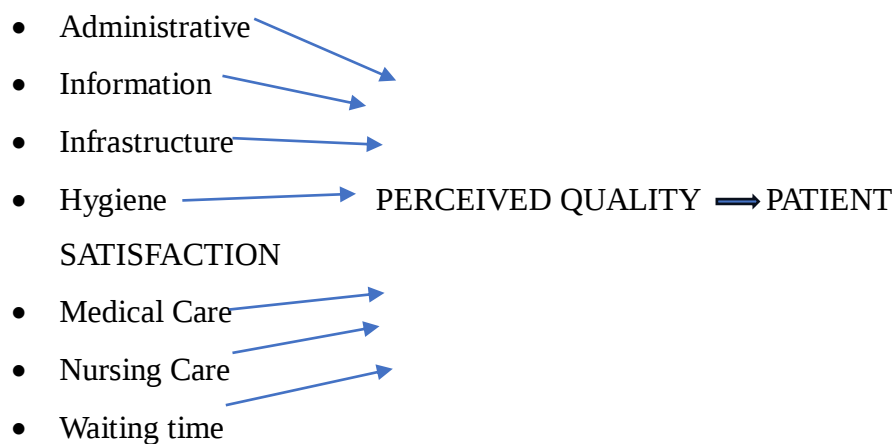


Figure 1.1

Chapter 2

REVIEW OF LITERATURE

Sl.no	Author and Study year	Methodology and sampling technique	Salient features
1	Suman Anand et al.	A descriptive cross-sectional study was conducted in a hospital setting, involving a sample size of 300 individuals. Each day, patients visiting the outpatient department (OPD) were randomly selected to participate in the study over the course of the data collection period.	The results showed that a significant majority, around 91% (n=224), expressed satisfaction with the medical advice received from healthcare professionals. More than 80% of the participants rated the OPD waiting areas as comfortable and satisfactory, highlighting adequate space for circulation. Similarly, approximately 78.5% (n=195) were pleased with the seating arrangements in the OPD, whereas 15% (n=38) were dissatisfied with the seating provided.
2	Dr M V Kiran Kumar et al	A descriptive cross-sectional study was carried out over a three-month period,	The study revealed high levels of satisfaction with various aspects of the

		involving a sample size of 150 participants. The study employed a systematic random sampling method to select the participants.	hospital's services. Specifically, 84% of patients were satisfied with the cleanliness at AIIMS Hospital, 93% appreciated the consultants' behaviour during consultations, and 80% were content with the public utility services. However, 70% of the patients reported waiting for more than two hours for registration, and 9% suggested that staff behaviour could be improved to some extent.
3	PatavegarBilkish et al	A cross-sectional study was conducted over a six-month period among patients attending the outpatient departments (OPDs) of Sassoon General Hospital in Pune. The study included a sample size of 450 patients, selected using a systematic random sampling method.	The majority of patients, 43.78% were aged 49 and above. Approximately 61% of the patients were female. Regarding cleanliness in the waiting area, 44.5% of the patients expressed dissatisfaction. Conversely, 77% of patients were satisfied with the explanation of treatment provided by pharmacists. A

			significant 91% of patients found the OPD timings convenient. In terms of waiting times, 39.12% of patients reported waiting less than 30 minutes before consulting a doctor. Overall, patients expressed high satisfaction levels with registration services, doctor consultations, nursing care, laboratory services and pharmacy staff interactions based on their feedback and experiences during the study period.
4	AYESHA SARWAT 2021	The study employed a cross-sectional descriptive approach, focusing on patients aged 18 years or older who visited the medical outpatient department. The sample size was 402 patients, selected using a purposive and non-probability	Analysis conducted through SPSS version 20 revealed that physician professionalism received the highest mean $\pm$ SD score of 8.42 ± 2.04 on the satisfaction scale, while waiting time scored the lowest at 4.40 ± 2.66. Significant effects identified

		sampling technique.	included patients leaving without check-ups ($p=0.018$) and opting for private healthcare ($p=0.031$). Key factors contributing to dissatisfaction were the high patient load (91.6%) and reduced efficiency at slip-making counters (61.2%). The study highlighted widespread patient dissatisfaction with waiting times.
5	Mohammed Abaalkhayl et al	A cross-sectional study was conducted at university hospitals in the Qassim region of Saudi Arabia, involving a sample size of 476 participants.	The study revealed an overall outpatient satisfaction score of 76.69 ± 25.17. Factors contributing to higher satisfaction included hospital facilities, the attitude and cooperation of pharmacy staff, language and communication skills of physicians, and the registration process. Conversely, aspects receiving lower satisfaction scores

			were ease of finding the OPD clinic, locating outpatient facilities within the hospital, and the availability of prescribed medications.
6	Kriti Yadav et al	A cross-sectional study was conducted at a tertiary care hospital in Faridabad, involving face-to-face exit interviews with patients aged 18 years and above who had used outpatient department (OPD) services followed by pharmacy services. The study had a sample size of 334 participants, selected using a random sampling technique.	Analysis of the data using SPSS version 22 revealed that 64% of patients reported satisfaction with the OPD services. The attribute most positively influencing patient satisfaction was the "attitude and communication of doctors." Conversely, the attribute receiving the lowest score was "promptness at the medicine distribution counter," followed by "waiting time.
7	Ravneet Kaur et al	A cross-sectional study was conducted among patients attending the outpatient department (OPD) of a secondary care	The majority of patients (72.8%) rated the overall OPD service as either "good" (28.4%) or "very good" (44.4%). The mean score for all

		hospital. The study included a sample size of 200 participants, who were selected using a systematic random sampling technique.	parameters combined was 3.8 with a standard deviation of 0.77. Most parameters had a mean score of 3 or higher. However, scores below 3 were recorded for two parameters: waiting time at the registration window, and the behavior and attitude of the hospital staff. For the parameters "communication and explanation by the doctor" and "time given in examination," most participants rated these as "very good" (44.9%) and "good" (33.7%), respectively. Nearly half of the participants (47.6%) reported that the "public facilities in the waiting area were 'very good'." The "availability of diagnostic facilities" and the "availability of medicines" were rated as "good" by the majority of
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			participants.
8	Rhemkumar Lyngkhai et al	This study employs a descriptive research design with a sample size of 100 participants. The sampling technique utilized is probability sampling, specifically employing stratified random sampling.	The results of the study indicate that 83% of respondents found the OPD staff cooperation to be good, while 27% expressed satisfaction. Regarding nursing services, 42% agreed it was good, 47% were satisfied, and 11% rated it as very poor. For OP reception services, 41% found it good and 59% were satisfied. In terms of billing services, 32% rated it as good, 55% were satisfied, and 6% found it poor. Regarding information from the enquiry counter, 87% agreed it was good and 13% were satisfied. Finally, 59% of respondents found the overall service of visiting the hospital good, while 41% expressed satisfaction..

Chapter 3

METHODOLOGY

3.1 OBJECTIVE:

The objective of this study is:

- To assess the determinants of patient satisfaction within the Department of Gastroenterology and Hepatology.
- To identify strategies for improving patient experiences, outcomes and overall quality of care in this specialized department.

3.2 RESEARCH QUESTION:

- What factors influence patient satisfaction within the Department of Gastroenterology and Hepatology?
- How can Healthcare providers and staff enhance patient satisfaction and outcomes in this specialized department?

3.3 STUDY DESIGN:

Descriptive Cross-sectional Study.

3.4 STUDY POPULATION:

- Inclusion Criteria: Patients of age group 18-60 years who have undergone diagnostic procedures such as Endoscopy and Colonoscopy.
- Exclusion criteria: Patients who have not undergone diagnostic procedures and who are not willing and unable to provide informed consent to participate in the study.

3.5 SAMPLE SIZE:

All the patients undergoing diagnostic procedures will be included into the study till a sample size of 150 is achieved.

3.6 SAMPLING TECHNIQUE:

The Convenient sampling method is used for this study

3.7 STUDY SETTING:

Department of Gastroenterology and Hepatology (OPD), Apollo Health City, Hyderabad.

3.8 METHOD OF DATA COLLECTION:

Data is collected from the patients who are advised for diagnostic procedures by obtaining informed consent using a structured questionnaire incorporating validated scales and items to assess various dimensions of patient satisfaction within the Department of Gastroenterology and Hepatology.

3.9 DATA COLLECTION TOOL: QUESTIONNAIRE

The data had been collected in the form of questionnaire from the patients who had undergone diagnostic procedures in the OPD of Gastroenterology and Hepatology.

3.10 DURATION OF THE STUDY:

1st April 2024 to 13th June 2024.

Chapter 4

RESULTS

Age distribution of the respondents

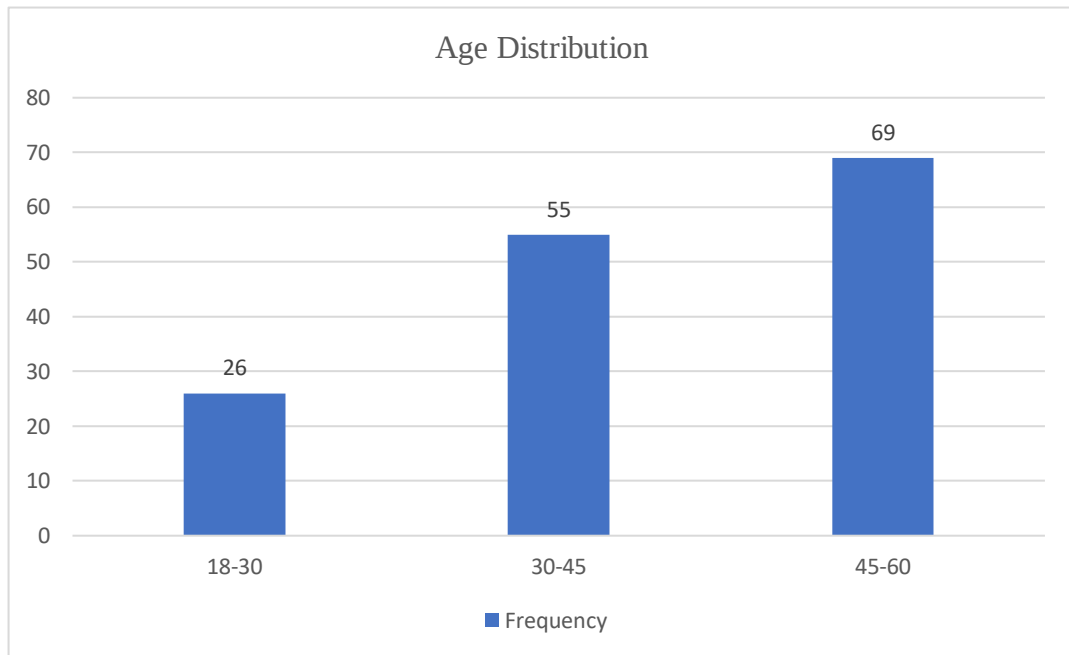


Figure 4.1

The above figure shows that, the age distribution indicates that the Significant portion of patients (46%) are in the 45-60 age group, suggesting a higher prevalence of older adults needing procedures. The 30-45 age group also has a significant presence (36.67%), while the younger group (18-30) makes up a smaller portion (17.33%). This highlights the need for age-appropriate care and communication.

Gender distribution of the respondents

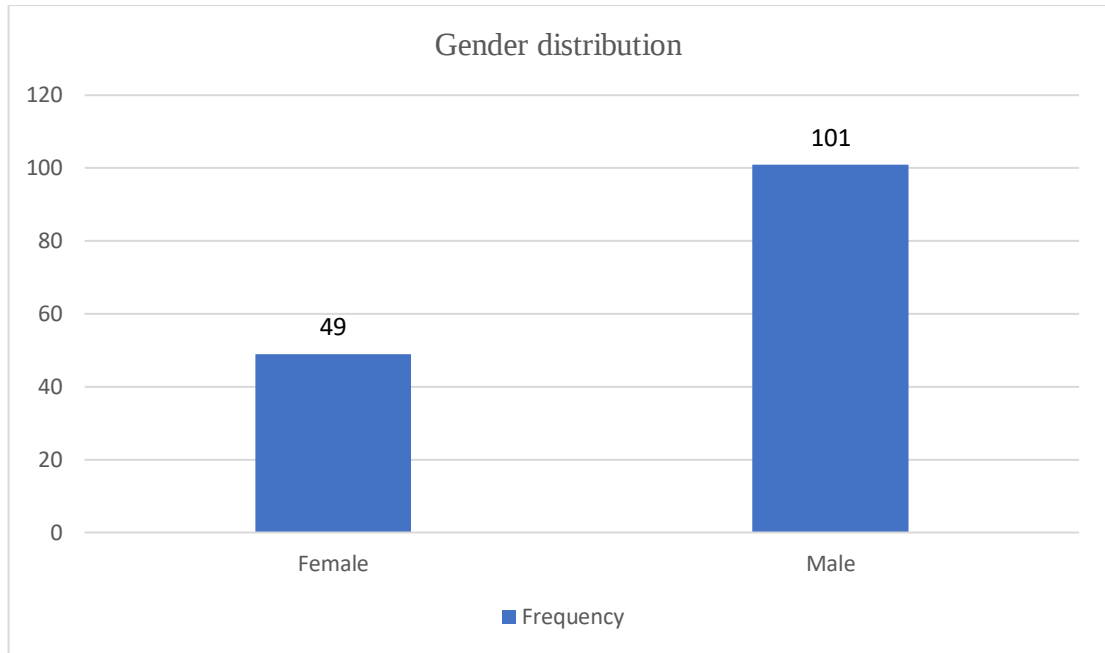


Figure 4.2

The above figure shows that, the gender distribution shows a higher number of male patients (67.33%) compared to female patients (32.67%). This discrepancy might reflect a higher rate of procedures among men or differences in healthcare-seeking behaviour. Understanding these patterns can help tailor services to meet the specific needs of each gender.

Type of Procedure underwent

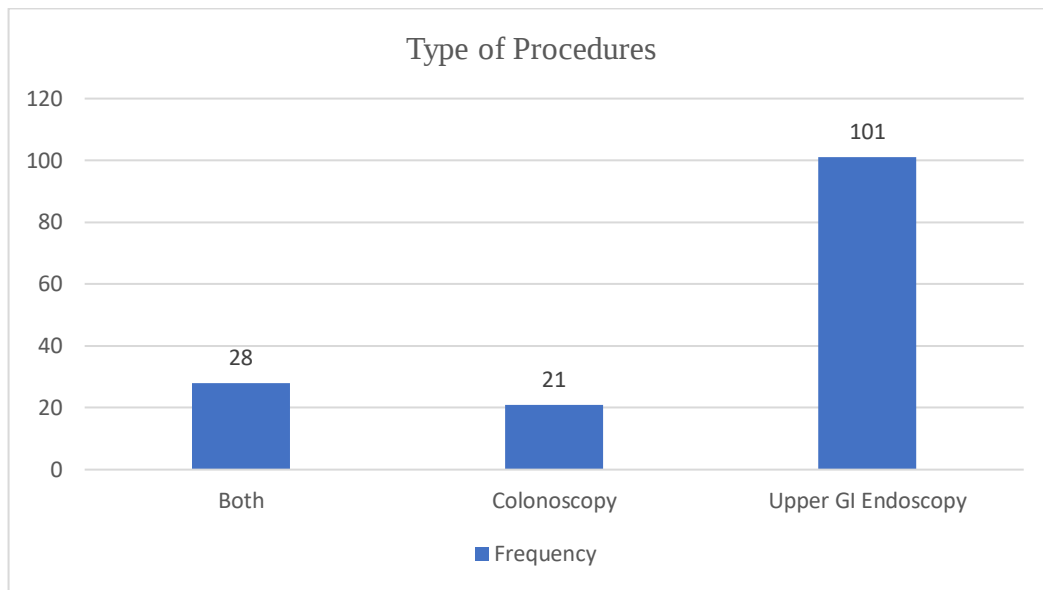


Figure 4.3

The above figure shows that, the majority of procedures performed are Upper GI Endoscopies (67.33%), followed by Colonoscopies (14%) and both procedures together (18.67%). This suggests a higher demand for Upper GI Endoscopies, which may inform resource allocation and specialized training for healthcare providers.

Level of Satisfaction for the Accessibility to the Department

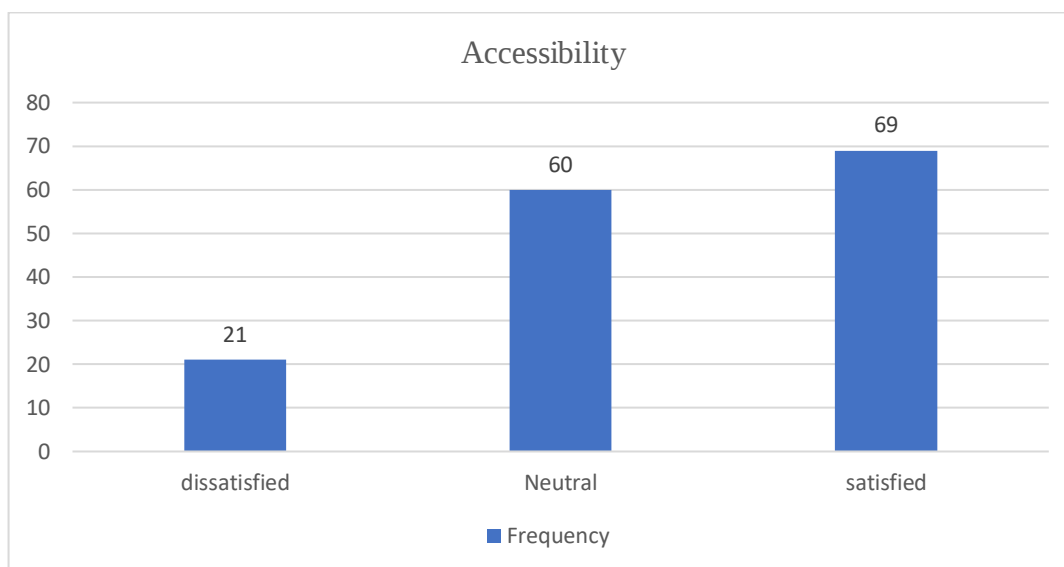


Figure 4.4

The above figure shows that, most patients are satisfied (46%) or neutral (40%) about the accessibility of services, but a notable portion is dissatisfied (14%). Improving accessibility could enhance patient experience and satisfaction, potentially by addressing physical access, scheduling, or navigation within the facility.

Level of Satisfaction for the Signage leading to the Department

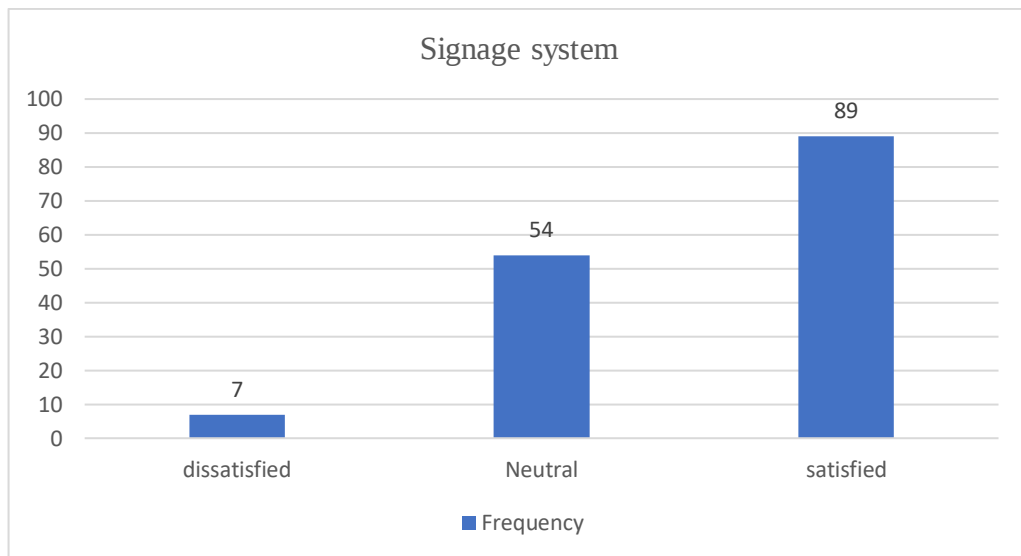


Figure 4.5

The above figure shows that, most of the patients expressed satisfaction with the signage system (59.33%), while 36% are neutral and 4.67% are dissatisfied. This suggests that while most patients find the signage adequate, there is room for improvement to assist those who may find it confusing or inadequate.

Level of Satisfaction for the Cafeteria facility

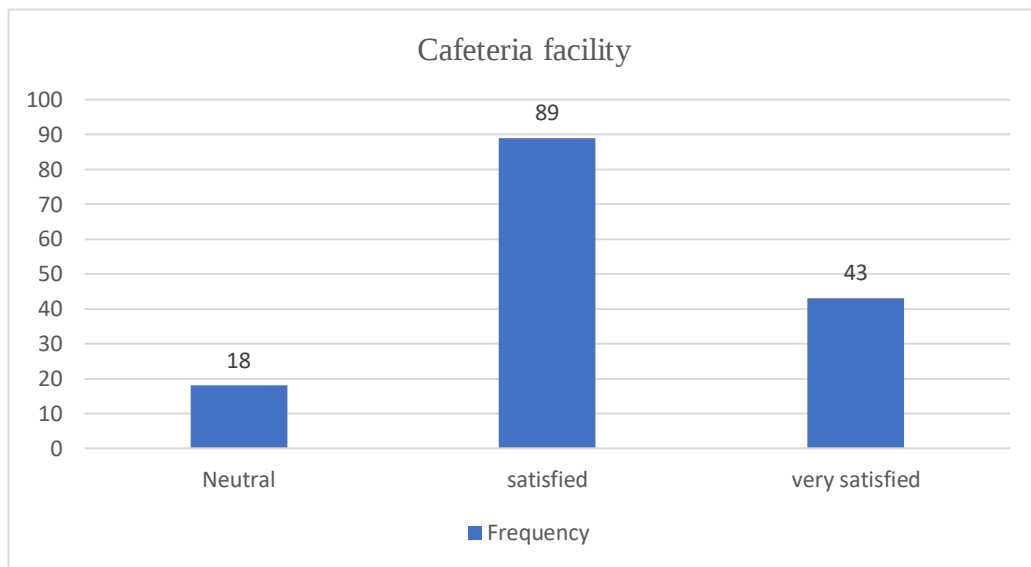


Figure 4.6

The above figure shows that, Patients are generally satisfied with the cafeteria facility, with 59.33% satisfied and 28.67% very satisfied. A smaller portion is neutral (12%), indicating overall positive feedback but suggesting minor improvements could further enhance the service.

Level of Satisfaction for the Information received

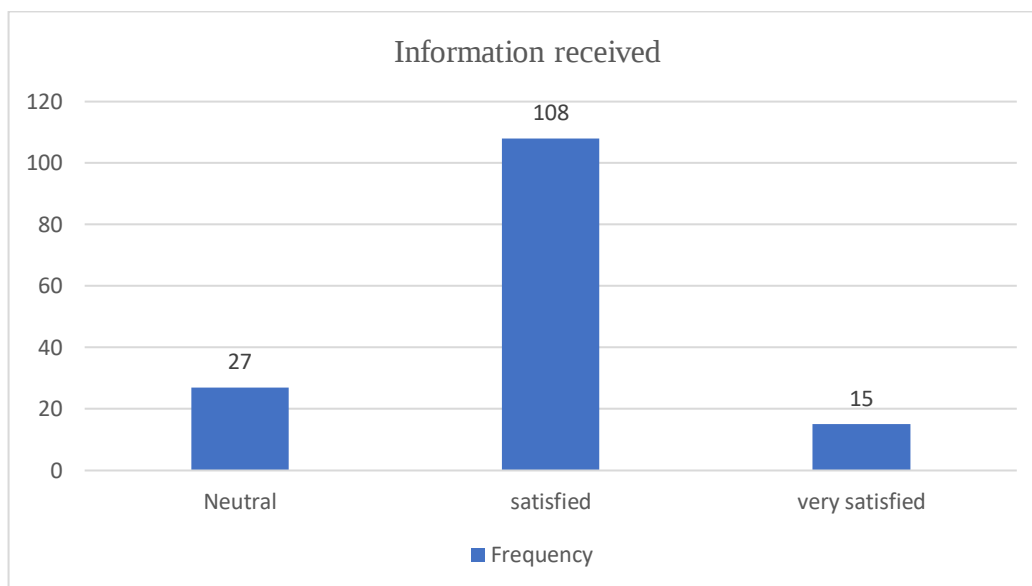


Figure 4.7

The above figure shows that, A significant majority of patients (72%) expressed satisfaction with the information received, with only 18% neutral and 10% very satisfied. This indicates effective communication of information, though increasing the proportion of very satisfied patients could be a goal.

Level of Satisfaction for the Queue System

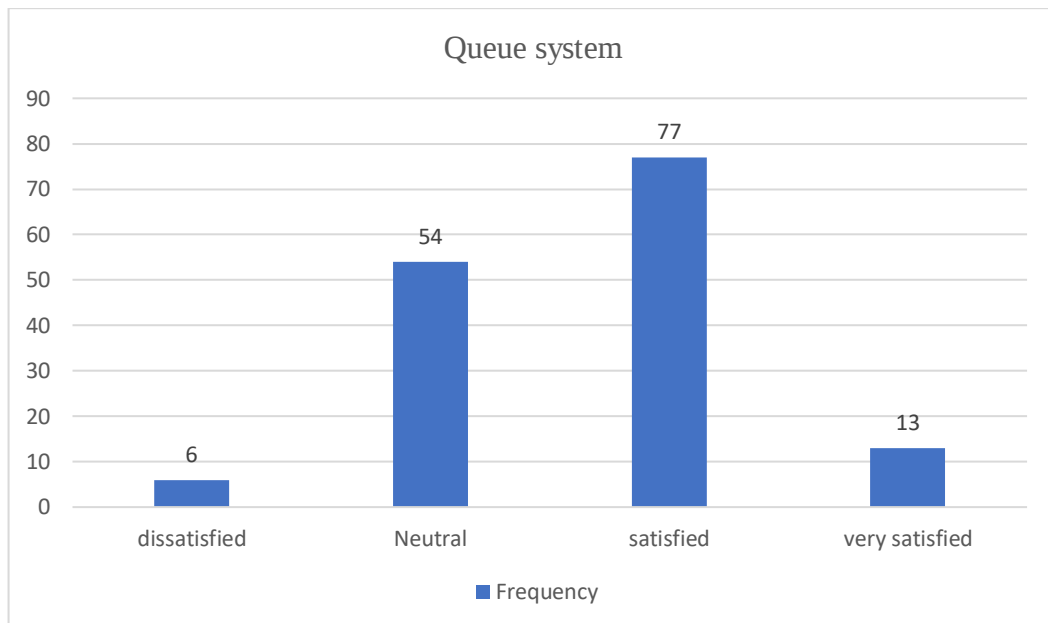


Figure 4.8

The above figure shows that, most patients are satisfied (51.33%) with the queue system, with 36% neutral and 8.67% very satisfied. A small portion (4%) is dissatisfied, highlighting a generally efficient system but with potential for enhancements in reducing wait times and improving flow.

Level of Satisfaction for the Courteousness of the staff

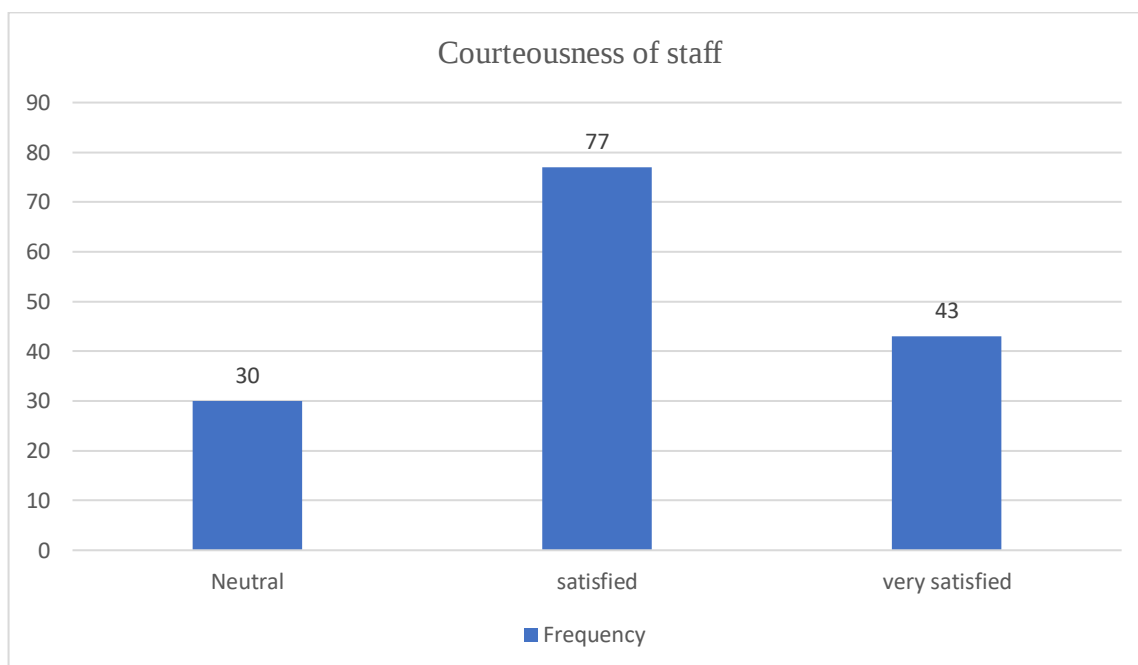


Figure 4.9

The above figure shows that, Patients rate courteousness highly, with 51.33% satisfied and 28.67% very satisfied. The neutral rating (20%) indicates some variability in patient experiences, suggesting that further training in customer service could be beneficial.

Level of Satisfaction for the Registration Process

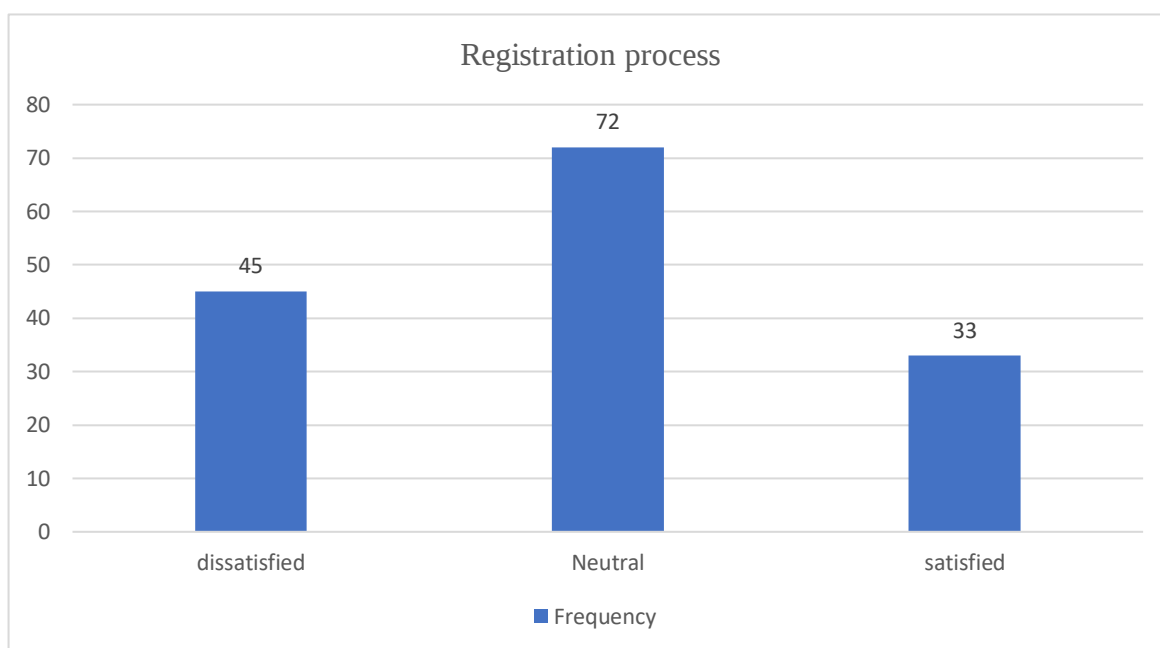


Figure 4.10

The above figure shows that, the registration process has a significant portion of dissatisfied patients (30%), with 48% neutral and 22% satisfied. This highlights a critical area for improvement, possibly through streamlining the process and reducing wait times.

Level of Satisfaction for the Seating arrangement

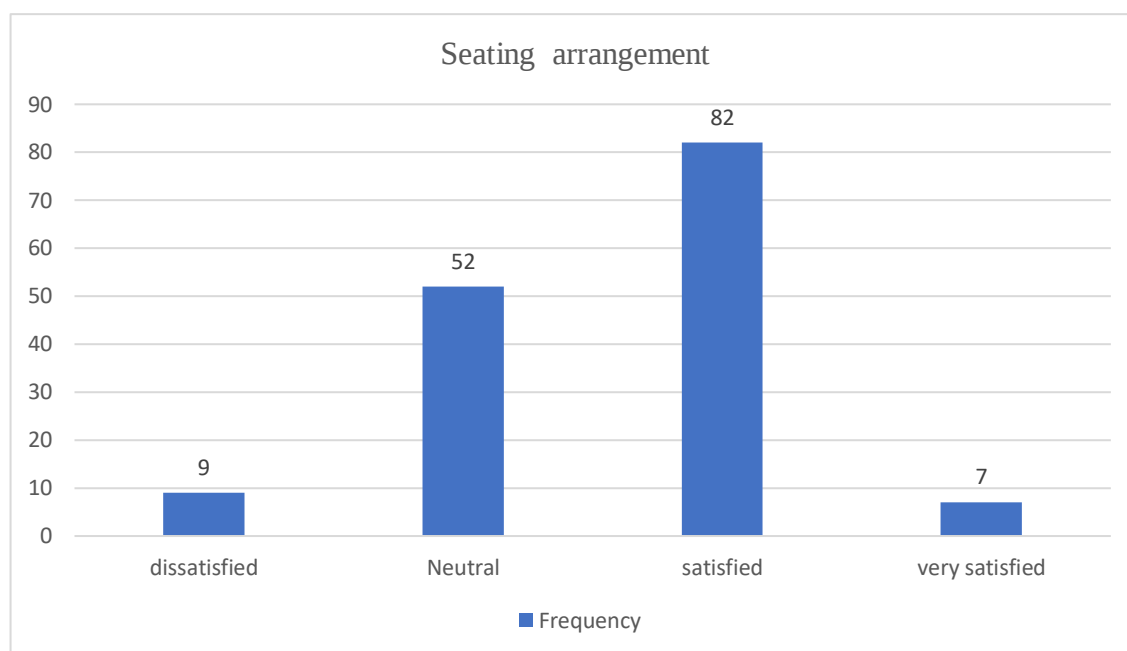


Figure 4.11

The above figure shows that, the majority of patients expressed satisfaction (54.67%) with the seating arrangements, while 34.67% are neutral and 6% dissatisfied. Enhancing seating comfort and availability could improve patient satisfaction further.

Level of Satisfaction for the availability of drinking water

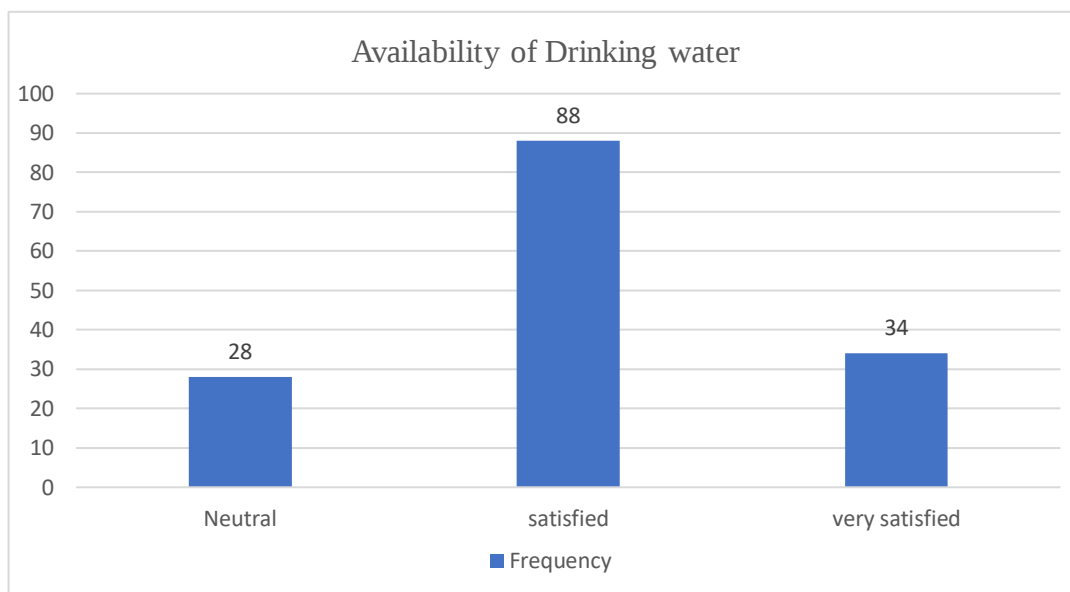


Figure 4.12

The above figure shows that, most patients are satisfied (58.67%) with the drinking water facilities, and 22.67% are very satisfied. The neutral rating (18.67%) suggests that while generally positive, minor improvements could enhance the overall experience.

Level of Satisfaction for the toilet facility

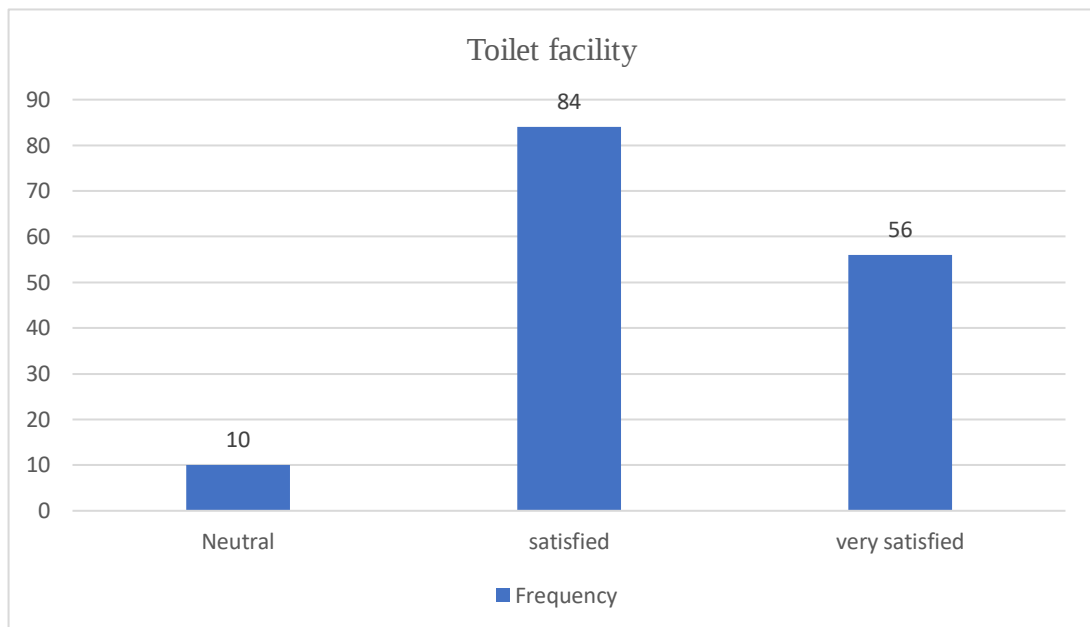


Figure 4.13

The above figure shows that, Satisfaction with the toilet facility is high, with 56% satisfied and 37.33% very satisfied. The low neutral (6.67%) rating indicates that most patients find the facilities adequate, reflecting well on the maintenance and cleanliness standards.

Level of Satisfaction for the availability of Magazines/TV

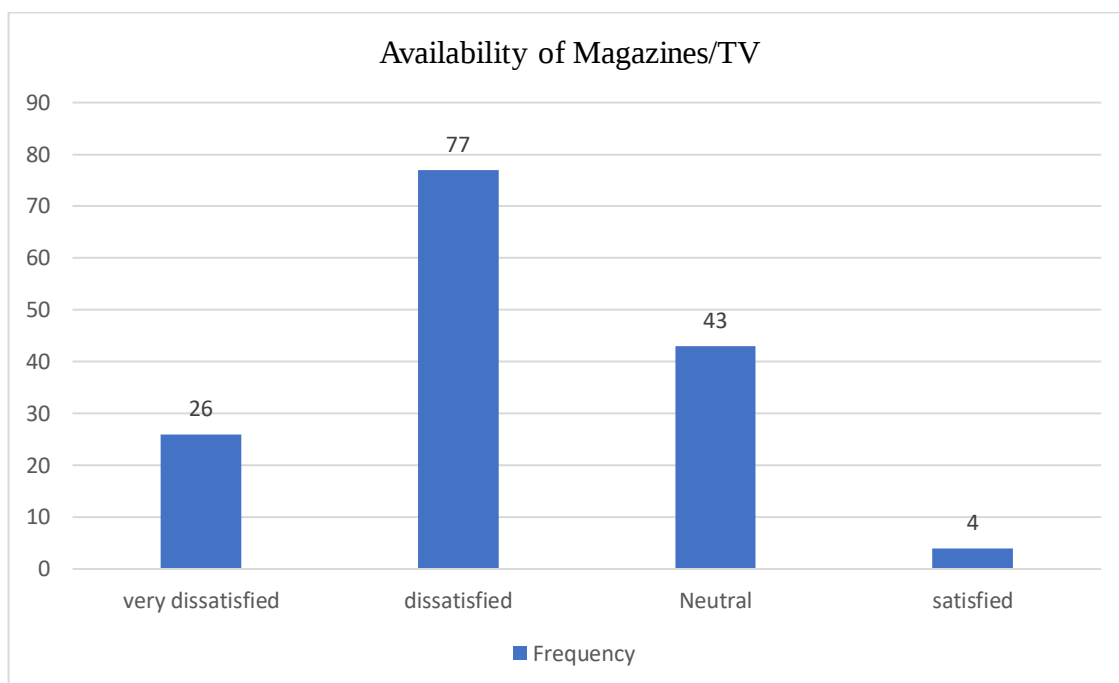


Figure 4.14

The above figure shows that, there is significant dissatisfaction with the magazines/TV, with 51.33% dissatisfied and 17.33% very dissatisfied. Only 2.67% are satisfied, indicating a clear need for improvement in the quality and availability of reading materials and entertainment.

Level of Satisfaction for the Cleanliness

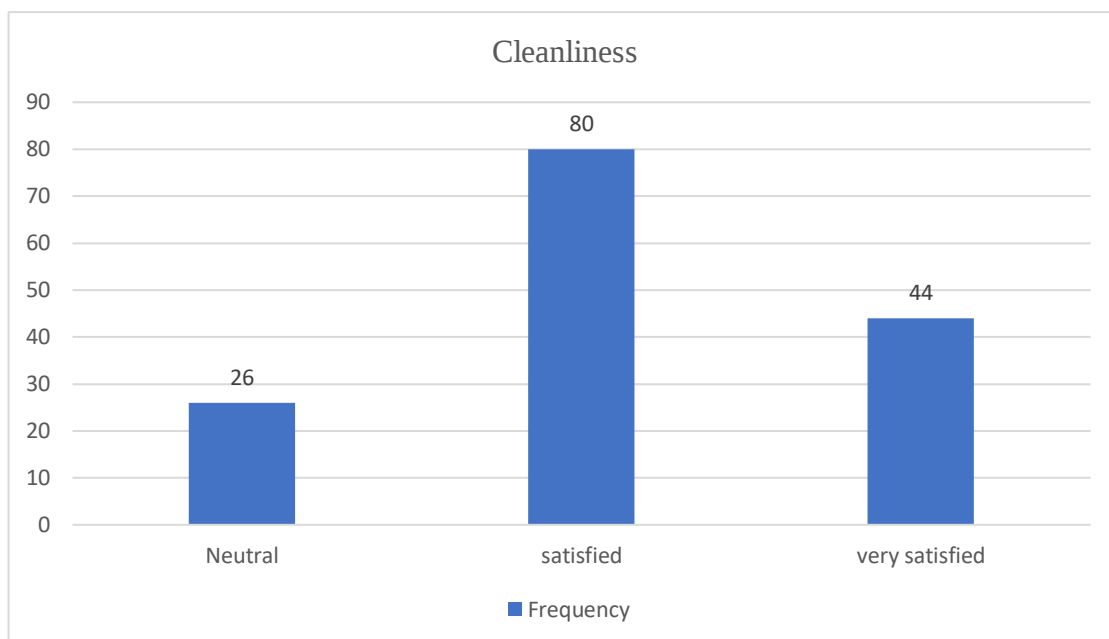


Figure 4.15

The above figure shows that, Cleanliness is rated positively, with 53.33% satisfied and 29.33% very satisfied. The neutral rating (17.33%) suggests a generally positive perception but indicates areas where cleanliness could be further improved.

Level of Satisfaction for the Communication from the Medical staff

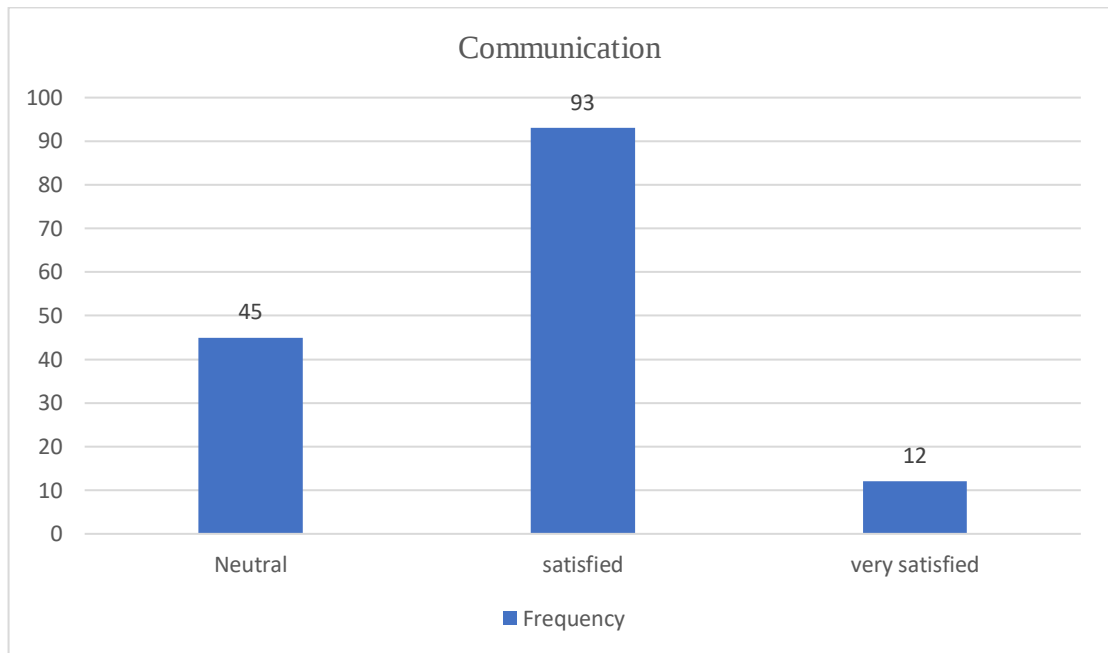


Figure 4.16

The above figure shows that, most patients are satisfied with communication (62%), with 30% neutral and 8% very satisfied. This reflects effective communication practices, though increasing the proportion of very satisfied patients could be a goal through enhanced clarity and responsiveness.

Level of Satisfaction for the comfort level during the procedure

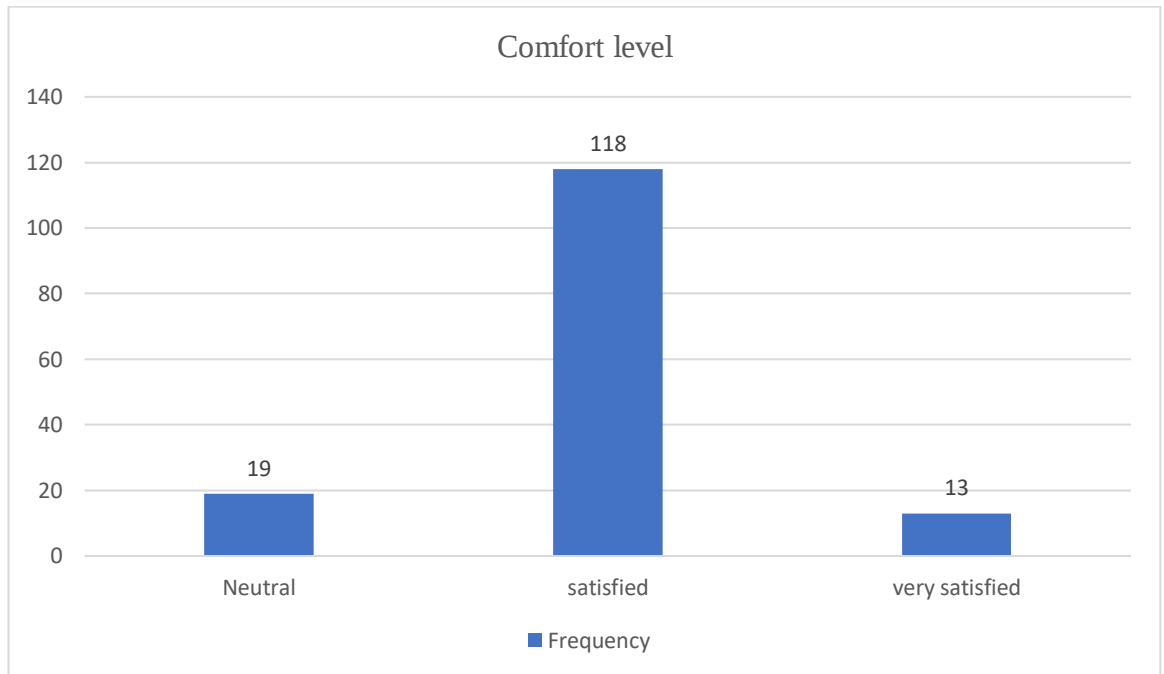


Figure 4.17

The above figure shows that, Patients are predominantly satisfied with comfort (78.67%), with 12.67% neutral and 8.67% very satisfied. The high satisfaction rates indicate a positive experience, though ongoing efforts to maintain and enhance comfort are important.

Level of Satisfaction for the Privacy & Dignity

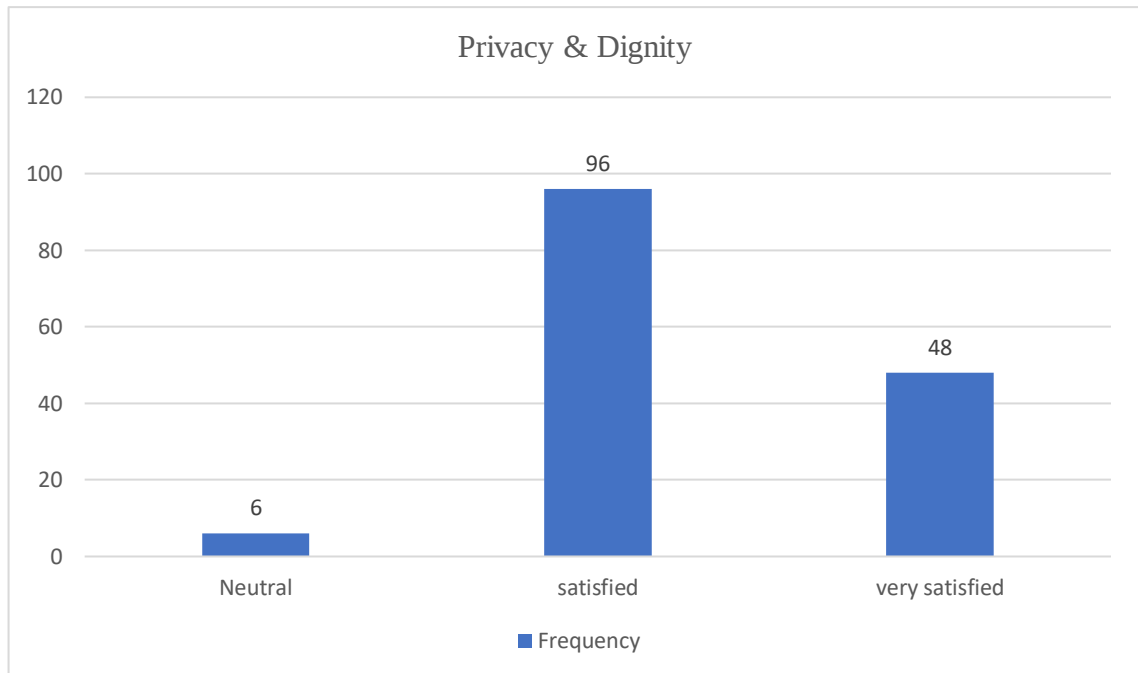


Figure 4.18

The above figure shows that, Satisfaction with privacy and dignity is high, with 64% satisfied and 32% very satisfied. The low neutral rating (4%) suggests that most patients feel their privacy and dignity are well-respected, a key aspect of quality care.

Level of Satisfaction for the Care & Attention received from Nursing staff

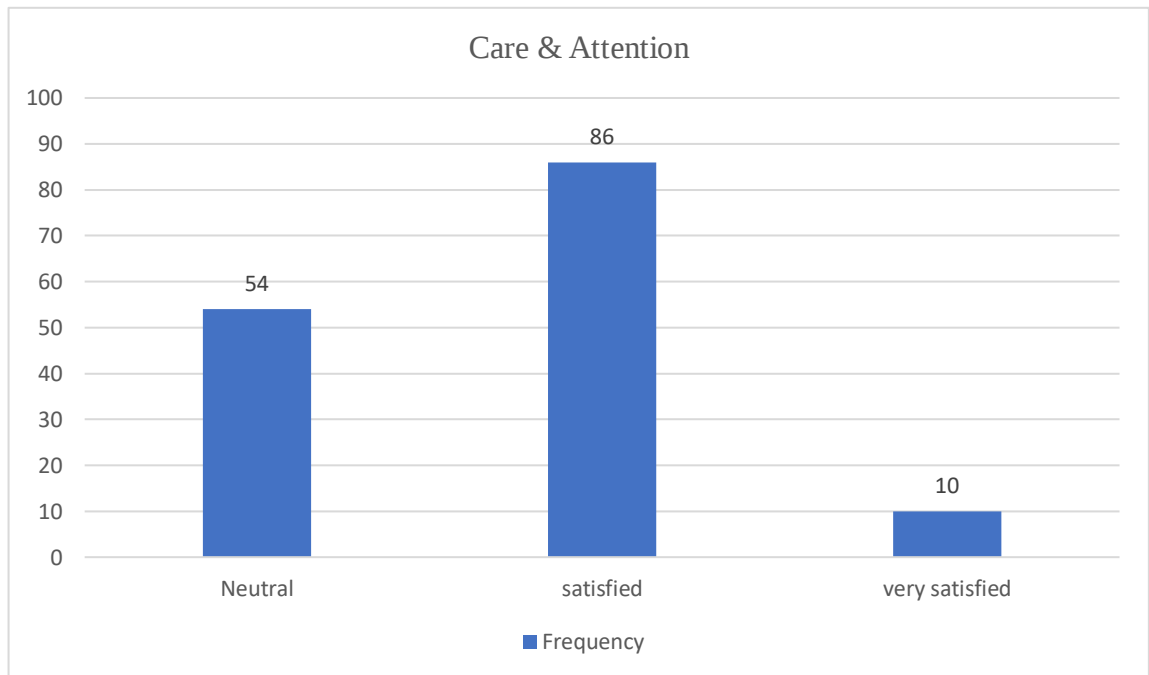


Figure 4.19

The above figure shows that, majority of the patients expressed satisfaction with the care and attention received (57.33%), with 36% neutral and 6.67% very satisfied. This highlights a generally positive experience, though efforts to increase the proportion of very satisfied patients could further enhance care quality.

Level of Satisfaction for the Waiting time

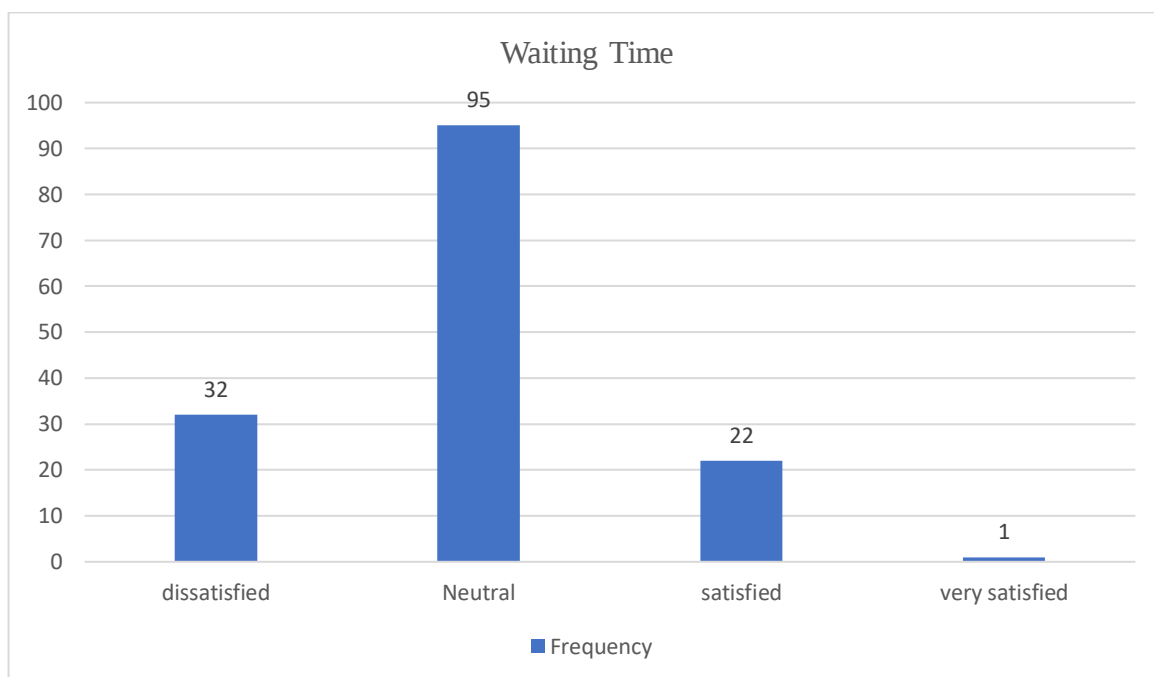


Figure 4.20

The above figure shows that, A significant portion of patients are neutral about waiting time (63.33%), with 21.33% dissatisfied. Only 14.67% are satisfied, indicating a need for improvement in reducing waiting times and making the process more efficient.

Level of Satisfaction for the Explanation by the Doctor

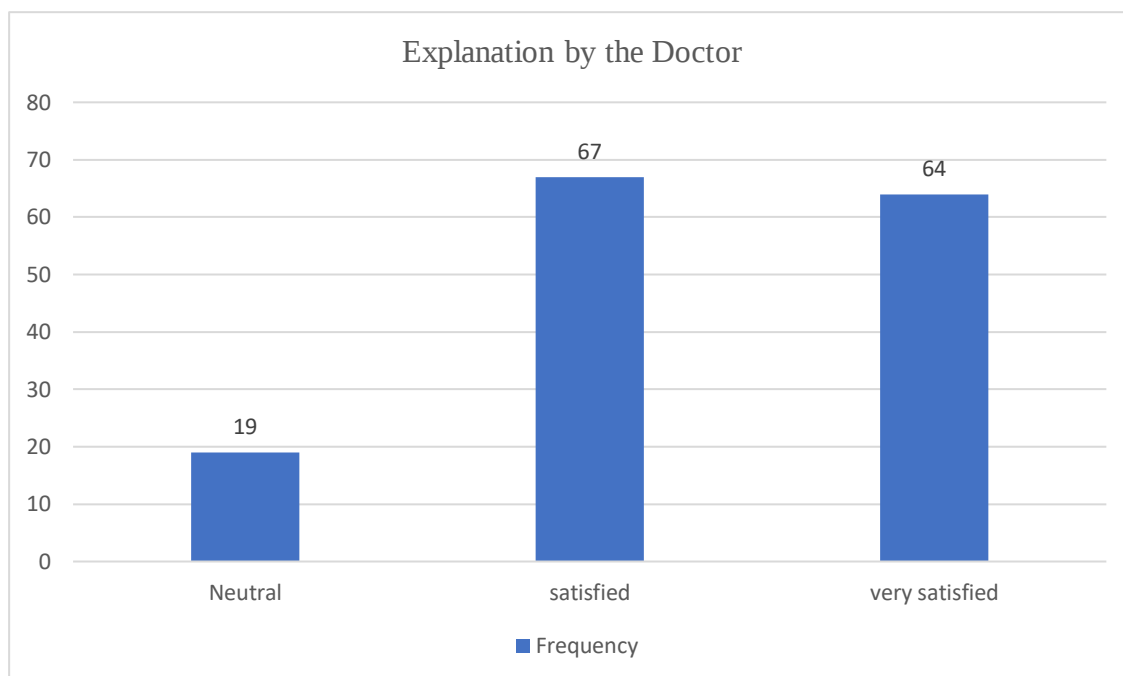


Figure 4.21

The above figure shows that, Satisfaction with explanations provided is high, with 44.67% satisfied and 42.67% very satisfied. The low neutral rating (12.67%) indicates effective communication and understanding, reflecting well on the staff's ability to convey information clearly.

Level of Satisfaction for the Sense of Concern

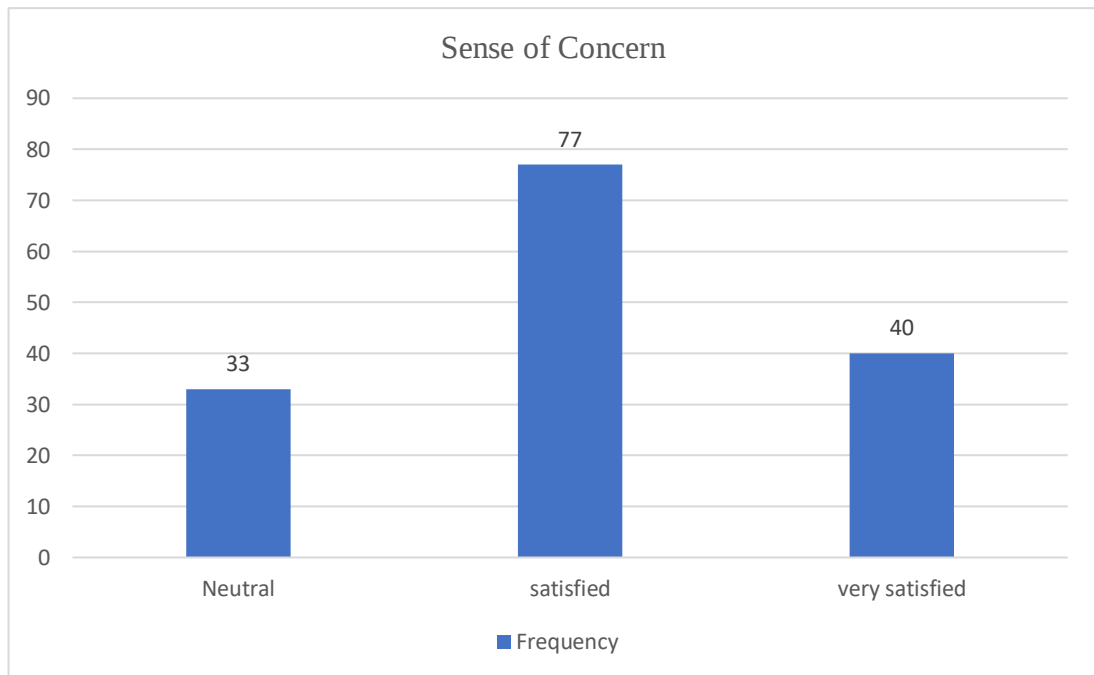


Figure 4.22

The above figure shows that, most patients are satisfied with the concern shown by staff (51.33%), with 26.67% very satisfied. The neutral rating (22%) suggests variability in experiences, indicating room for improvement in showing consistent concern for all patients.

Level of Satisfaction for the Availability of Drugs

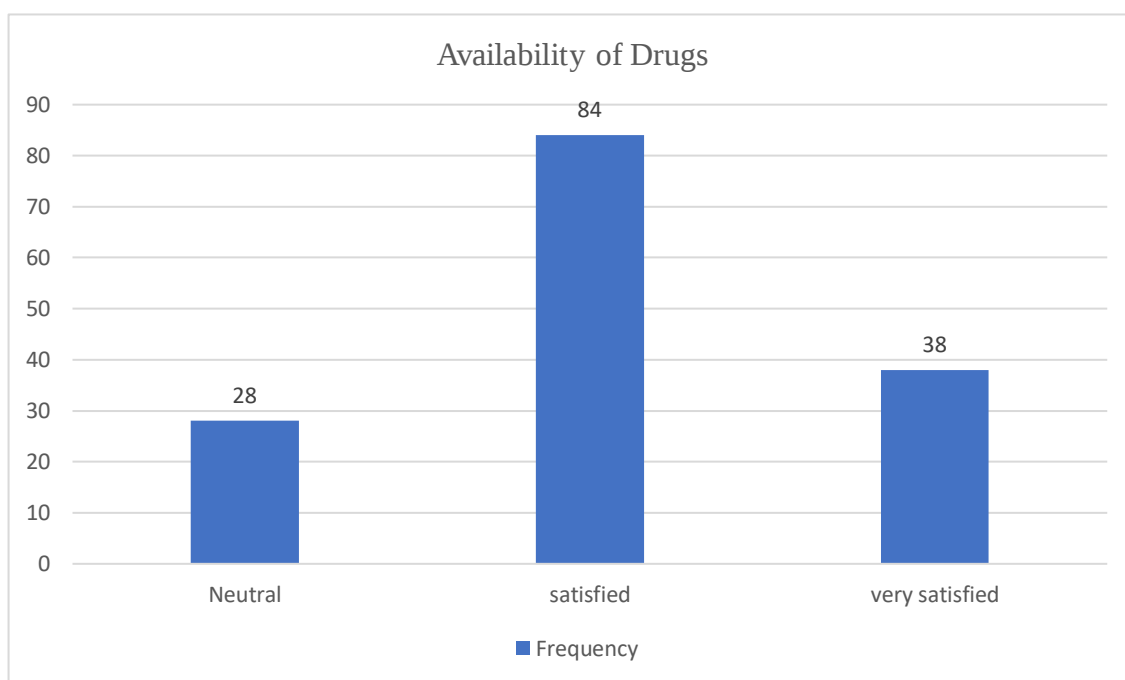


Figure 4.23

The above figure shows that, Satisfaction with drug availability is high, with 56% satisfied and 25.33% very satisfied. The neutral rating (18.67%) indicates a generally positive experience but highlights the importance of maintaining consistent drug availability.

Level of Satisfaction for the Explanation of Dosage

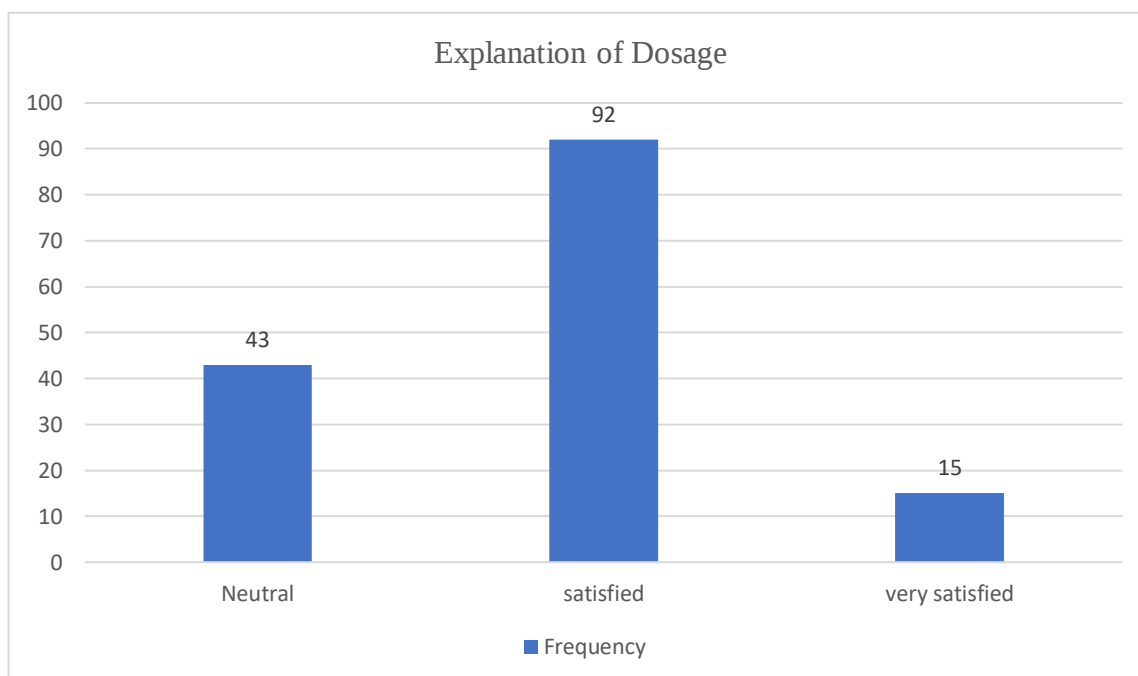


Figure 4.24

The above figure shows that, most patients are satisfied with the explanation of dosage (61.33%), with 28.67% neutral and 10% very satisfied. This suggests effective communication, though increasing the proportion of very satisfied patients could enhance overall satisfaction.

Overall Satisfaction level

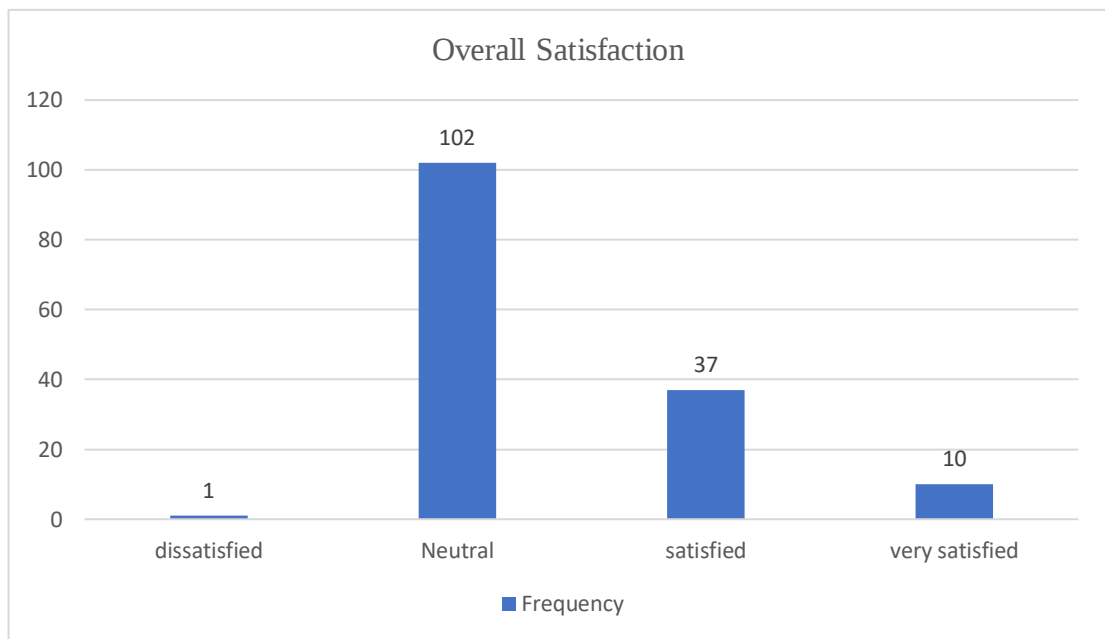


Figure 4.25

The above figure shows that, Overall, patient experience is predominantly neutral (68%), with 24.67% satisfied and only 6.67% very satisfied. The low dissatisfaction rate (0.67%) indicates a generally positive experience, though efforts to convert neutral ratings to satisfied could further improve overall patient satisfaction.

Chapter 5

DISCUSSION

Patient satisfaction is a crucial metric for evaluating the quality of healthcare services. In this study, out of 150 participants, approximately 67.3% are male and 32.6% are female. This finding contrasts with various other studies that indicate female patients typically utilize healthcare services more frequently than their male counterparts.

In this study, large majority of patients 54% are satisfied with the seating arrangement in the OPD and 34% are neutral with seating arrangement which is similar to other studies such as A cross sectional study conducted in a tertiary care hospital.

Easy accessibility, a clear signage system, and courteous behaviour from doctors and staff contribute positively to the hospital's reputation. In this study, 46% of patients are satisfied with accessibility, and 59% are satisfied with the signage system, which is consistent with findings from Dr M.V. Kiran Kumar and D. Jawahar S.K. Pillai from the Department of Hospital Administration at the All-India Institute of Medical Sciences, Bhubaneswar, authored this work. However, while their study found lower satisfaction levels regarding staff behaviour, this study reports that 51.35% of patients are satisfied, and 28% are very satisfied with the courteousness of the staff.

In this study, 53% of patients expressed satisfaction with the cleanliness of the OPD, while 17% remained neutral, suggesting a need for further improvements in this area. The high satisfaction level could be attributed to having a sufficient number of well-trained staff. These findings mirror those documented in a study undertaken at a tertiary care teaching hospital, AIIMS Bhubaneswar, by Dr M.V. Kiran Kumar and Dr Jawahar S.K. Pillai.

In this study, 22% of patients expressed satisfaction with the registration process, a result consistent with the findings of Ravneet Kaur, Shashi Kant, Akhil Dhanesh Goel, and Nikita Sharma's research. Improving satisfaction in this area can be achieved by streamlining the registration process, increasing waiting space, and enhancing the overall ambience and patient amenities.

Approximately 62% of patients in this study are satisfied with communication with the medical staff. Comparatively, a study conducted at the tertiary care teaching hospital, AIIMS Bhubaneswar, found that 76.7% of patients were satisfied with the doctors'

explanations about treatments and procedures. In this study, 30% of patients remain neutral, indicating an effective communication process. However, increasing the proportion of very satisfied patients could be achieved by enhancing clarity and responsiveness.

Regarding the explanations provided by doctors, 42% of patients in this study are very satisfied, and 44% are satisfied. These results are consistent with the findings of the study "According to "A Cross-Sectional Study of Patient's Satisfaction Towards Services Received at Tertiary Care Hospital on OPD Basis" by Patavegar Bilkish, Shelke Sangita, Adhav Prakash, and Kamble Manjunath S., 93% of patients expressed satisfaction with the explanations provided by doctors.

In this study, 56% of patients are satisfied with the availability of drugs. This finding aligns with the results from the study "The study titled "A Cross-Sectional Study of Patient's Satisfaction Towards Services Received at Tertiary Care Hospital on OPD Basis" authored by Patavegar Bilkish, Shelke Sangita, Adhav Prakash, and Kamble Manjunath S.

In this study, 58% of patients are satisfied with the drinking water facility, and 56% are satisfied with the toilet facility. These findings align with those reported in the study titled "A Study on Patient Satisfaction of Outpatient Department" authored by Rhemkumar Lyngkhai and G. Brindha.

In this study, 72% of patients are satisfied with the information received from the enquiry counter. This finding corresponds with the study conducted by Patavegar Bilkish, Shelke Sangita, Adhav Prakash, and Kamble Manjunath S., wherein 87% of patients expressed satisfaction with the information provided by the enquiry counter.

In this study, 57.3% of patients indicate that they are satisfied with the kind of cares and attention they get from nursing personnel. This finding closely resembles the study done by Patavegar Bilkish, Shelke Sangita, Adhav Prakash, and Kamble Manjunath S., all 100 patients interviewed admitted to be satisfied with nursing services 63%.

In this study, dissatisfaction with waiting times is seen in this respect; yes, 21. This field can be improved by focusing on minimising the patient waiting time and increasing the efficiency of its procedures since only 3 per cent of patients had a negative experience with the new department and 63 per cent remained neutral. These findings are similar to the cross-sectional study carried out by Dr M. V. Kiran Kumar and Dr Jawahar S. K. Pillai at the tertiary care teaching hospital, namely the All-India Institute of Medical Sciences Bhubaneswar.

On the aspect of the total level of satisfaction of patients with OPD services because of the increase in the average waiting time, this study found that 24 percent patients were satisfied and 68 percent patients had a neutral feeling. This is in contrast with the overall satisfaction rate of 50. 0% demonstrated in other studies including A Cross-Sectional Study of Patient's Satisfaction Towards Services Received at Tertiary Care Hospital on OPD Basis by Patavegar Bilkish, Shelke Sangita, Adhav Prakash, and Kamble Manjunath. 89% with OPD services.

Chapter 6

RECOMMENDATIONS

1. The best functioning of the OPD registration system means maximizing the performance of the OPD module and satisfaction among patients. Some include; adding options for digital registration, giving clear instructions, and including processes like self-check-in kiosks.
2. Potential recommendation for enhancing communication and depending on the type of patients that require attention, interpreters in some departments should be hired to assist with effective communication and better understanding of the patients care.
3. Quite appropriately, we have a need to minimize waiting time. Some of the techniques include booking appointments, controlling the approach by which patients are sorted before treatment, and ensuring that each workplace has the right staff complement to handle daily patient traffic. Another approach of addressing the issue of long waiting periods is to inform the patient as this will help them to fashion out when to approach the facility for services.
4. Lack of entertainment can be a point of complaint from the patients; although this can be resolved through offering magazines, T. V and even brochures/posters. This improves comfort and pass the time while waiting.
5. Employing more housekeeping and transport staff would ensure that the patients' needs are met without delay hence increasing satisfaction levels across the hospital departments.
6. Charging facilities of various electronic gadgets ease the inconveniences of patient and visitors, especially, during their stay at the hospital.
7. The give relevant nutrition advice for a patient's illnesses enhances their health. Information on healthy eating and recommended diet contributes to the process of health promotion.
8. Listing public holidays and doctors going for holidays doesn't just remind patients to else- where make their appointments, but also prepares them on when they should expect the doctors are going to be off work.

9. Another recommendation carried out in an OPD involves the placing of complaint and suggestion boxes whereby patient make suggestions in regards to the services offered in an effort to have continuous improvement on the way the services are being offered in the hospital.

Chapter 7

CONCLUSION

Despite the fact that the subject of patient satisfaction might be defined rather vaguely, its significance is still understood and recognized as one of the quality outcome measures for evaluating the effectiveness of the delivery of health care services. In summary, the use of patient satisfaction surveys is preferable when structured, and its reliability is established through psychometric testing equals the improvement.

Consequently, developing and refining a standardized tool that aligns with the main objectives of patient satisfaction surveys is crucial. This study aimed to provide an in-depth understanding of the factors that influence patient satisfaction.

Patient satisfaction serves as a vital indicator of the quality of care delivered. It involves multiple dimensions and is affected by numerous factors. Enhancing patient satisfaction and the overall quality of healthcare services necessitates an interdisciplinary approach. This study primarily aimed to assess the factors influencing patient satisfaction within the Department of Gastroenterology and Hepatology.

A cross-sectional descriptive study was undertaken at Apollo Health City in Hyderabad over a span of three months. The study included 150 patients randomly selected from the Gastroenterology and Hepatology outpatient department. It examined various factors such as cleanliness, the behaviour of doctors, the conduct of staff, the quality of public utility services, and waiting times in the outpatient department.

Among the total patients surveyed, 67.3% were male and 32.6% were female. The study found that 53% of patients were satisfied with the cleanliness at Apollo Hospital, while 51% were satisfied with the courteousness of the staff in the OPD. Satisfaction with communication with medical staff was reported by 62% of the patients, and 78% were satisfied with their comfort level during procedures. Additionally, 57% of the patients were content with the care and attention they received. However, 30% of patients expressed dissatisfaction with the registration process, and there were also notable concerns regarding waiting times.

To enhance OPD services in hospitals, it is essential to gather patient feedback and work on reducing waiting times. Overall, patients are satisfied with the OPD services at Apollo Health City, Hyderabad. The study revealed that patients are pleased with the doctors' behaviour, cleanliness, and public utility services. However, dissatisfaction exists regarding the absence of entertainment and patient education materials, the registration process, and waiting times.

These findings emphasize the need to educate staff on improving their behaviour and the registration process, fostering a consistent relationship between healthcare providers and patients. While the overall satisfaction with OPD services at Apollo Health City is positive, attention must be given to the areas of dissatisfaction—specifically, waiting times, the registration process, and the lack of facilities. Addressing these issues can significantly enhance the overall satisfaction levels.

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ANNEXURE

Data Collection Tool

Patient Satisfaction Survey Questionnaire

Demographic Details

1. Name of the Patient:

2. Age:

- 18-30 years
- 30-45 years
- 45-60 years

3. Gender:

- Male
- Female
- Other

4. Type of procedure underwent:

- Upper GI endoscopy
- Colonoscopy
- Both

General Information

5. How satisfied are you with accessibility to the department?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

6. How satisfied are you with the signage system leading to the department?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

7. How satisfied are you with the cafeteria facility?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Reception/ Registration

8. How satisfied were you with the information provided regarding the pre-procedure instructions? (example: Fasting, medication)

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

9. How satisfied are you with the Queue system?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

10. How satisfied are you with the courteousness of the staff?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

11. How satisfied are you with the registration process?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Waiting area:

12. How satisfied are you with the Seating arrangement?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

13. How satisfied are you with the availability of Drinking water?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

14. How satisfied are you with Toilet facility?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

15. How satisfied are you with the availability of Magazines/TV?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

16. How satisfied are you with Cleanliness of the Department?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Doctor- Patient relationship:

17. How satisfied are you with the overall communication from the medical staff regarding the procedure?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

18. How satisfied are you with the comfort level during the procedure?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

19. How satisfied are you with the privacy & dignity maintained ?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

20. How satisfied are you with the care and attention received from staff during recovery period?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Waiting time & Consultation:

21. How would you rate the satisfaction level with waiting time?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

22. How satisfied are you with the explanation by the doctor about sickness?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

23. How satisfied are you with the sense of concern by the doctor?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Drugs & Dosage:

24. How satisfied are you with the availability of drugs?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

25. How satisfied are you with the explanation of dosage of drugs?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied

Overall Experience:

26. How would you rate the overall experience in the Department?

1. Extremely Dissatisfied
2. Very Dissatisfied
3. Neutral
4. Very Satisfied
5. Extremely Satisfied