

**ASSESSMENT OF FACTORS INFLUENCING PATIENT
SATISFACTION IN THE DEPARTMENT OF
GASTROENTEROLOGY AND HEPATOLOGY AT APOLLO
HEALTH CITY, HYDERABAD**

Submitted by : Dr Bavaji Pranaya
Guided by: Dr Anupam Mehrotra

Apollo Health City



- Apollo Hospital in Hyderabad is a 550 bed, cutting-edge tertiary care facility that offers a depth of knowledge in the full range of advanced medical and surgical interventions along with a well- rounded combination of inpatient and outpatient services.
- Apollo Hospitals Hyderabad first opened its doors to the world in 1988.
- The centres of excellence at Apollo Hospitals are the brainchild of our Founder Chairman, Dr Prathap C. Reddy.

VISION:

Vision is to make India as a Global Healthcare Destination.

MISSION:

Mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity.

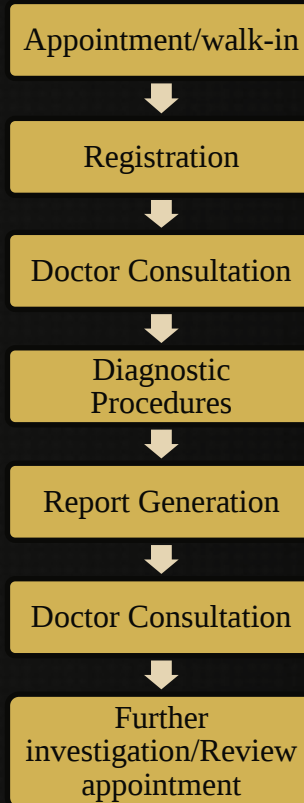


INTRODUCTION

- Patient satisfaction is an important and commonly used indicator for measuring the quality in healthcare.
- Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims.
- It affects the timely, efficient, and patient-centered delivery of quality healthcare.
- Patient satisfaction is simultaneously multidimensional and subjective and is influenced by number of factors such as:



PROCESS FLOW IN THE DEPARTMENT OF GASTROENTEROLOGY AND HEPATOLOGY



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% , 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, approximately 78.5% were pleased with the seating arrangements in the OPD, whereas 15% were dissatisfied with the seating provided.

Sl.no	Author and Study year	Methodology and sampling technique	Salient features
2	Dr M V Kiran Kumar et al	A descriptive cross-sectional study was carried out over a three-month period, involving a sample size of 150 participants. The study employed a systematic random sampling method to select the participants.	The study revealed high levels of satisfaction with various aspects of the 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.

Sl.no	Author and Study year	Methodology and sampling technique	Salient features
3.	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.

Research Question & Objective

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

Objective:

- 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.



Methodology

STUDY DESIGN:

Descriptive Cross-sectional study

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.

SAMPLE SIZE:

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



SAMPLING TECHNIQUE

The Convenient sampling method is used for this study.

STUDY SETTING

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

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.

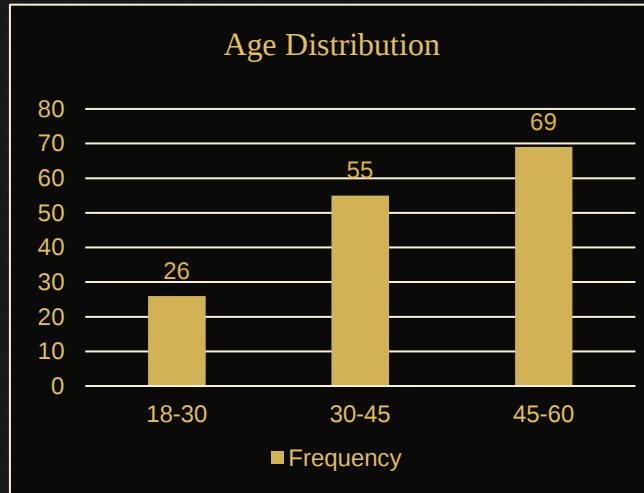
DATA COLLECTION TOOL

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.



Results

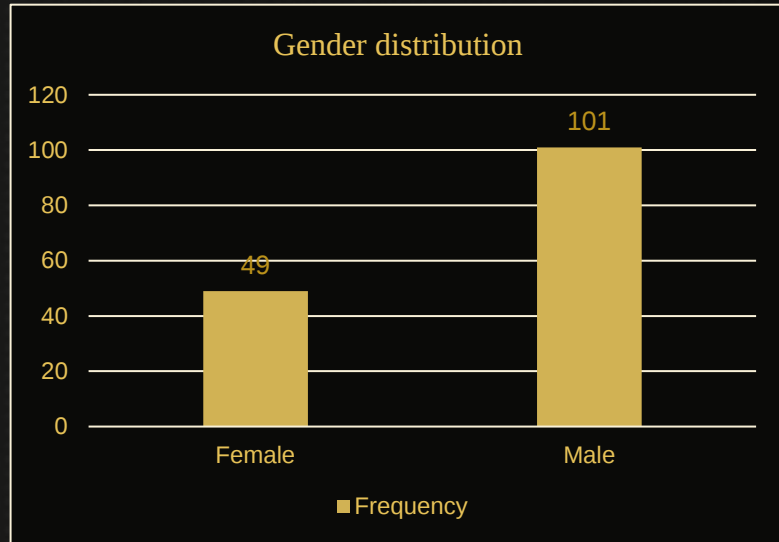
□ Age distribution of the respondents



The above figure shows that, the age distribution indicates that the majority 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.



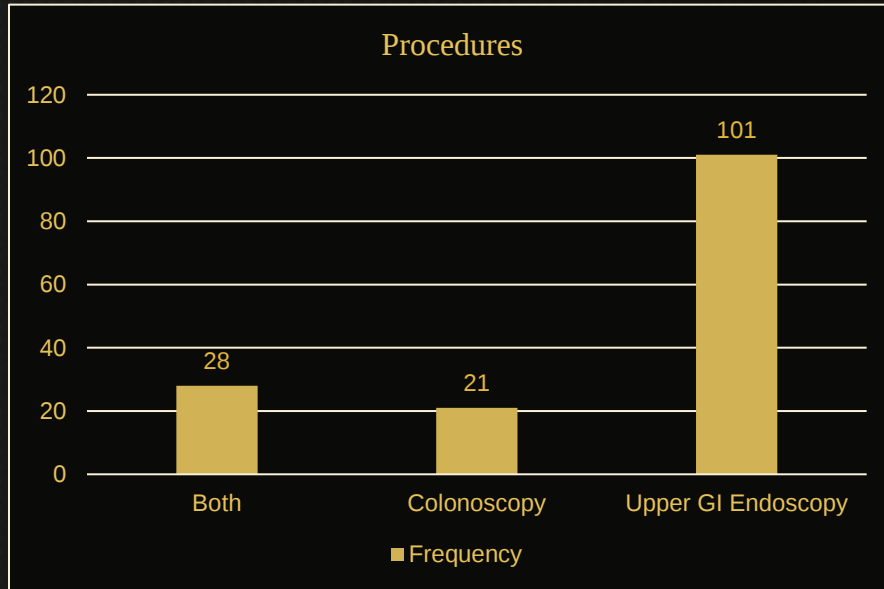
Gender distribution of the respondents



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.



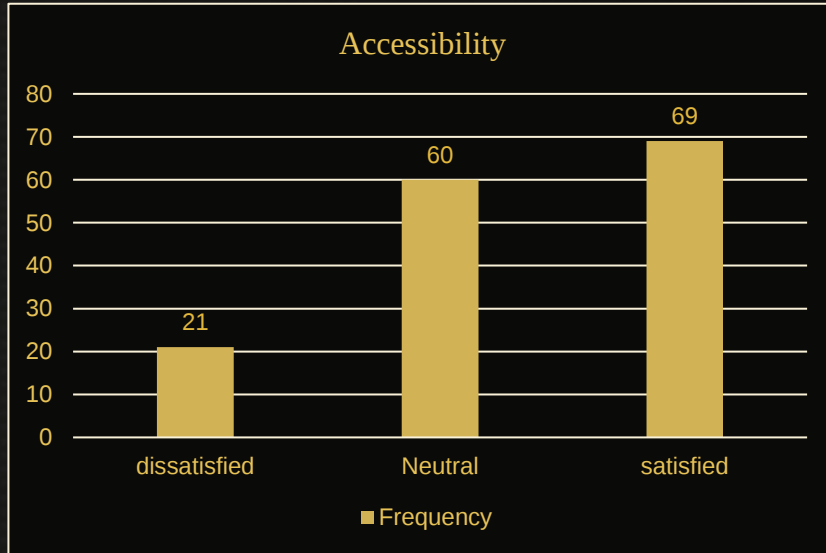
□ Type of Procedure underwent



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.



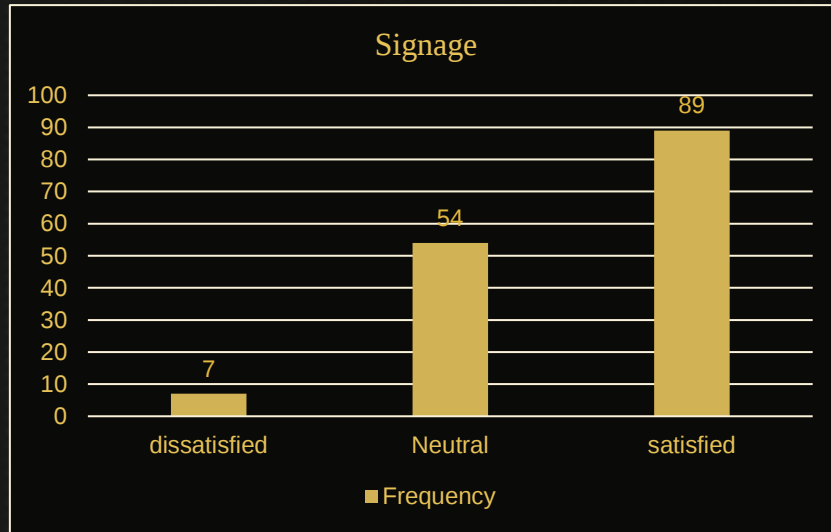
□ Level of Satisfaction for the Accessibility to the Department



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.



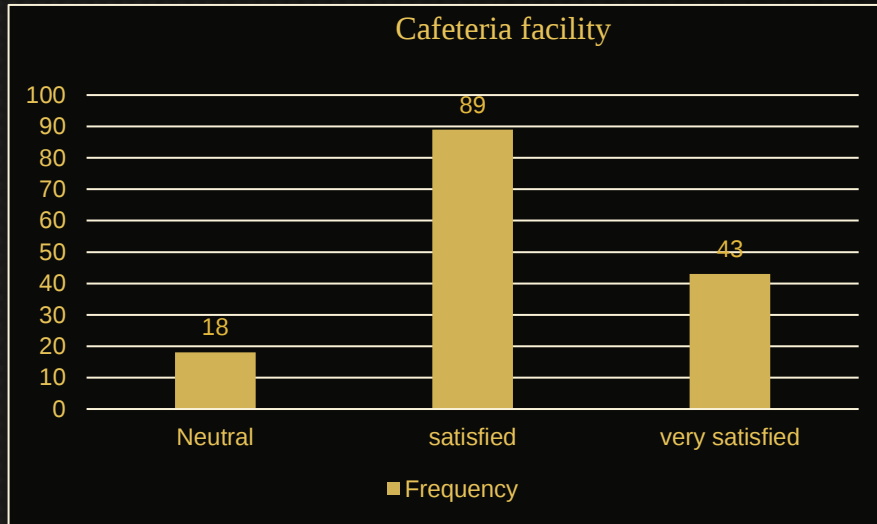
❑ Level of Satisfaction for the Signage leading to the Department



The above figure shows that, A majority of patients are satisfied 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.



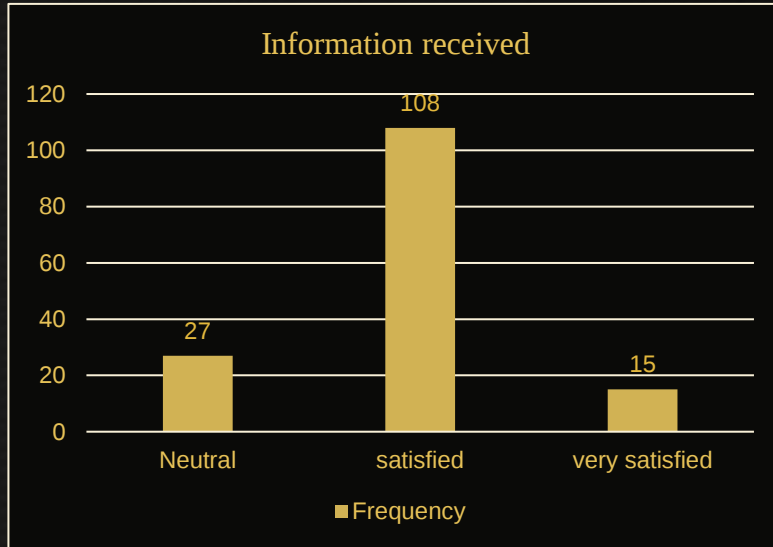
■ Level of Satisfaction for the Cafeteria facility



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.



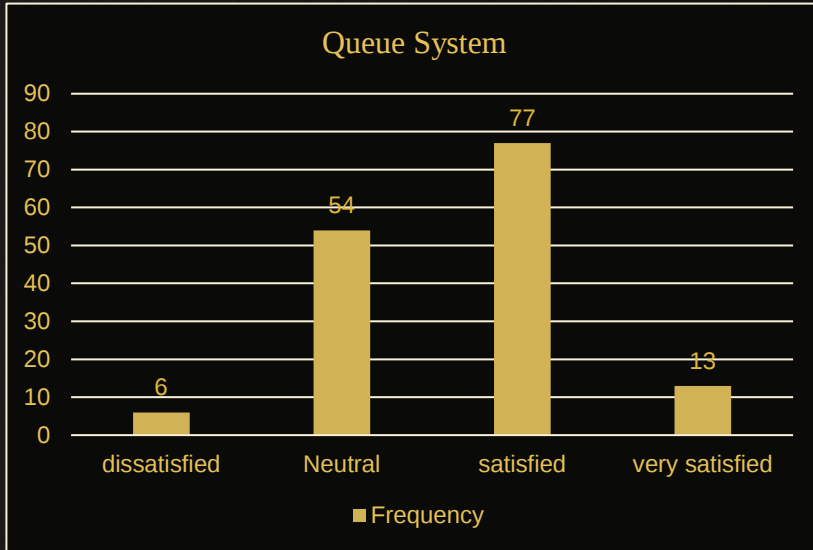
❑ Level of Satisfaction for the Information received



The above figure shows that, A significant majority of patients (72%) are satisfied 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.



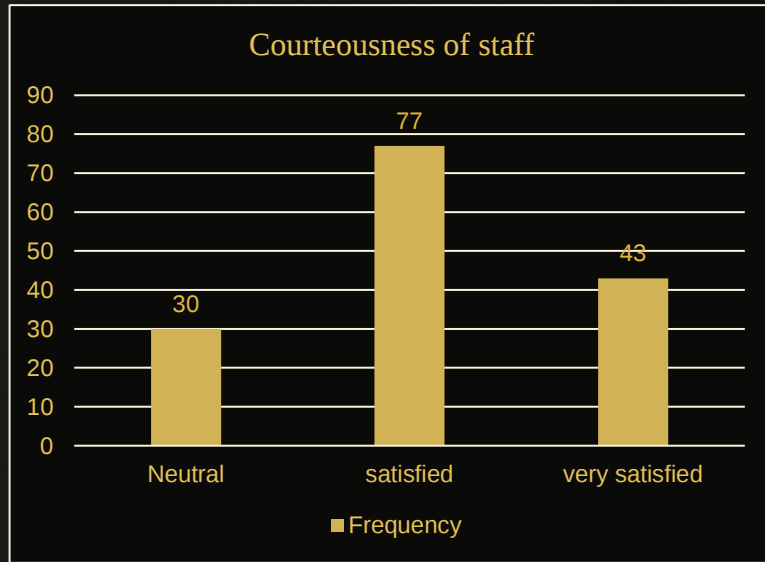
❑ Level of Satisfaction for the Queue System



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.



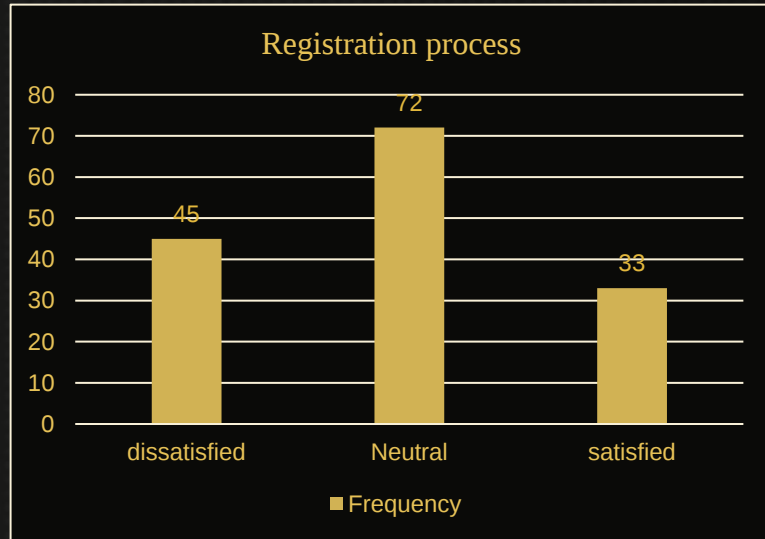
❑ Level of Satisfaction for the Courteousness of the staff



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.



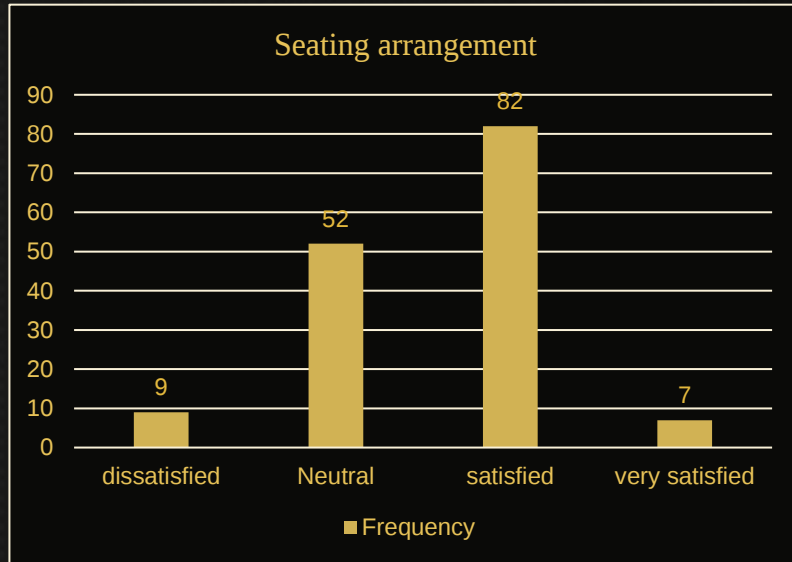
❑ Level of Satisfaction for the Registration Process



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.



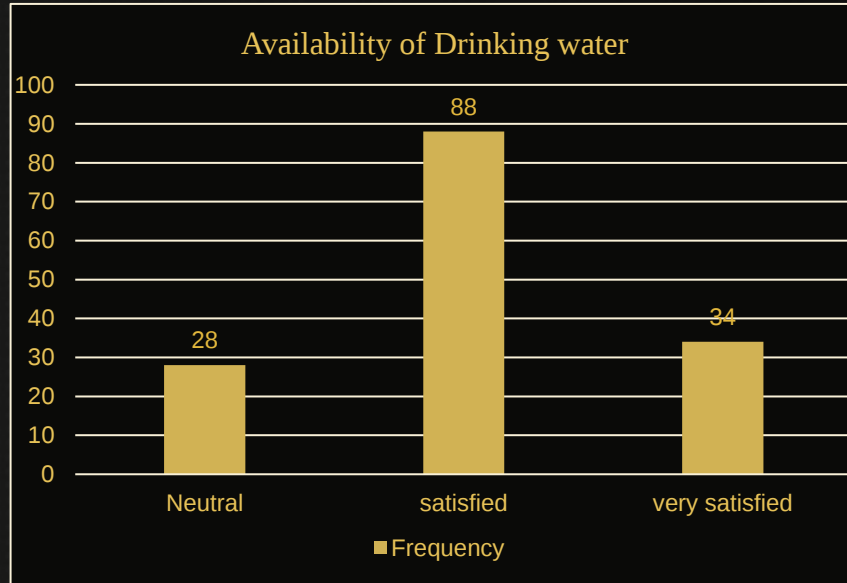
❑ Level of Satisfaction for the Seating arrangement



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



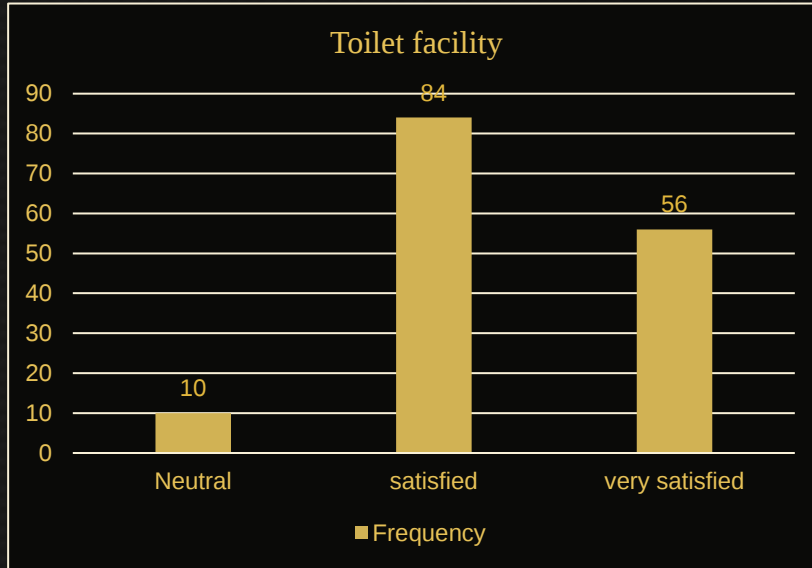
□ Level of Satisfaction for the availability of drinking water



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.



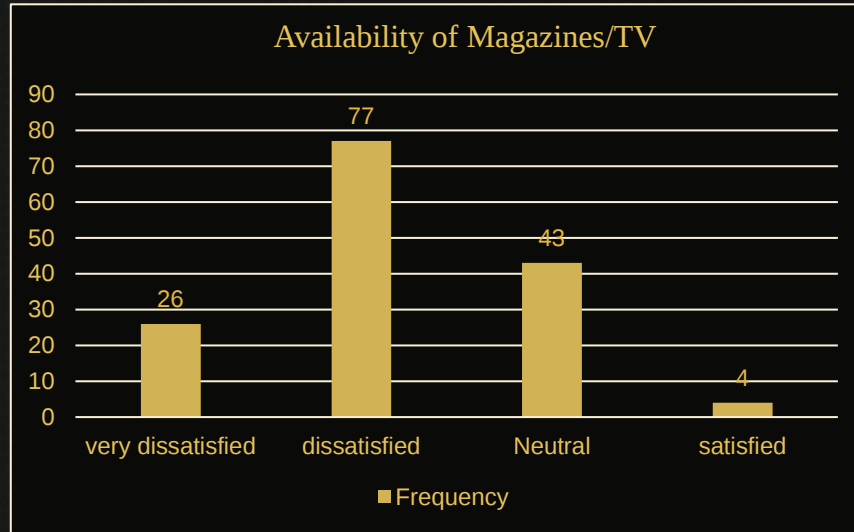
□ Level of Satisfaction for the toilet facility



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.



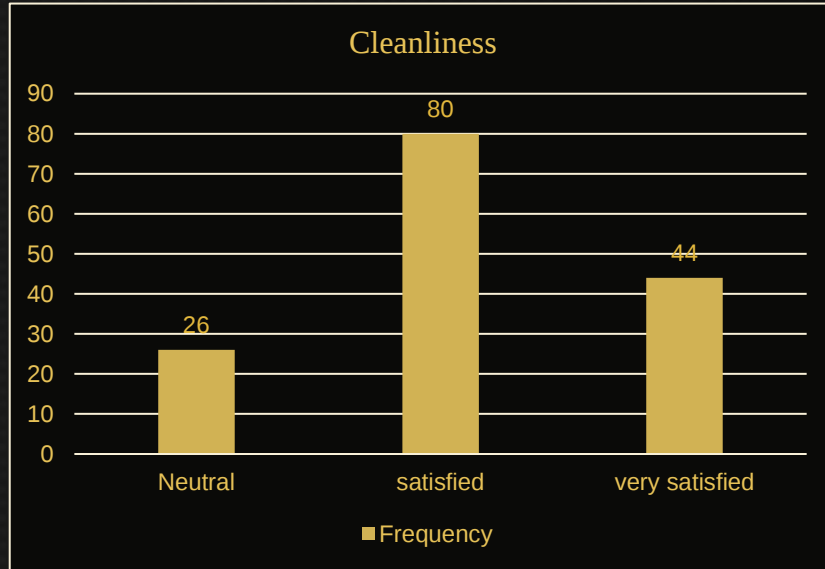
❑ Level of Satisfaction for the availability of Magazines/TV



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.



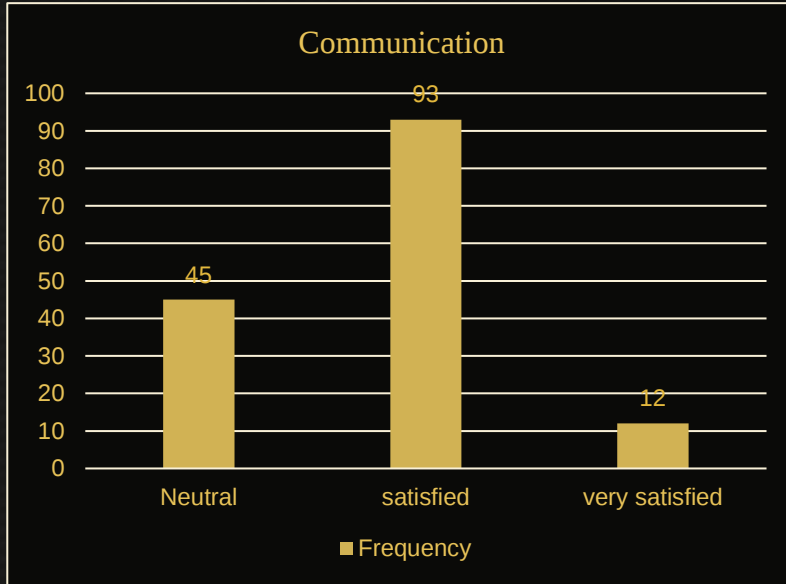
❑ Level of Satisfaction for the Cleanliness



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.



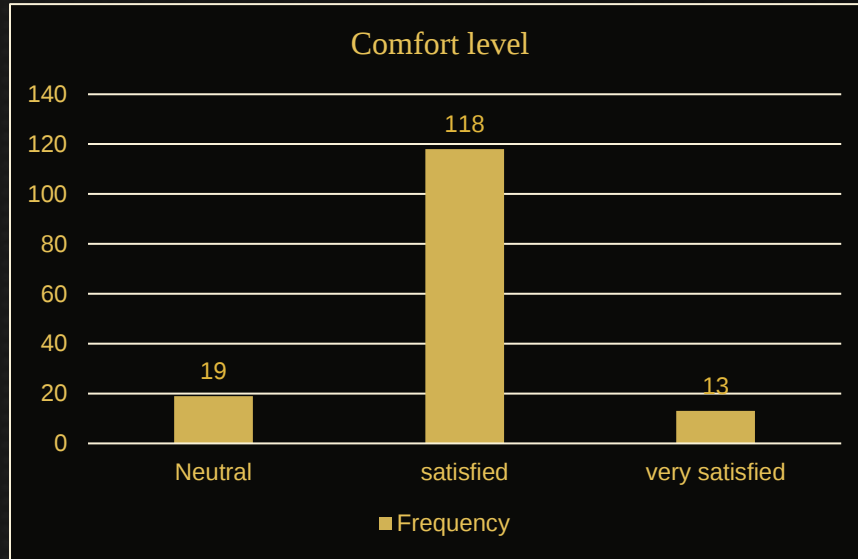
❑ Level of Satisfaction for the Communication from the Medical staff



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.



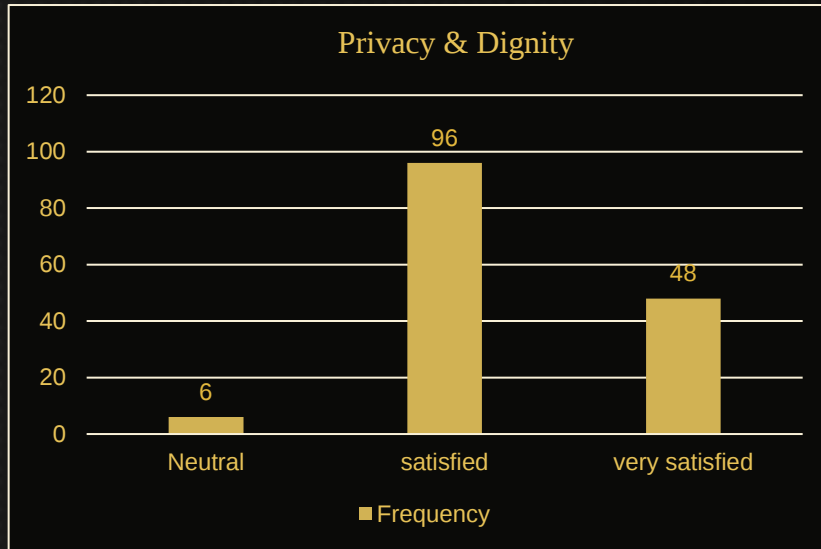
❑ Level of Satisfaction for the comfort level during the procedure



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.



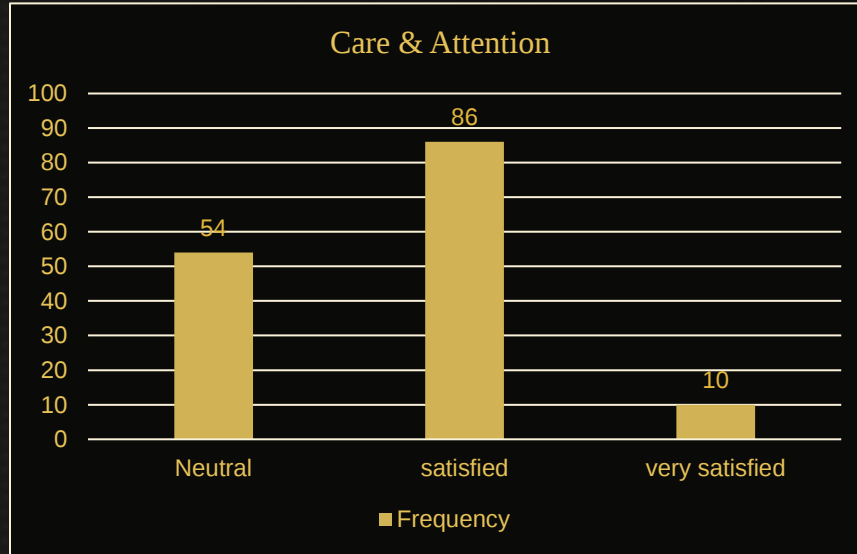
■ Level of Satisfaction for the Privacy & Dignity



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



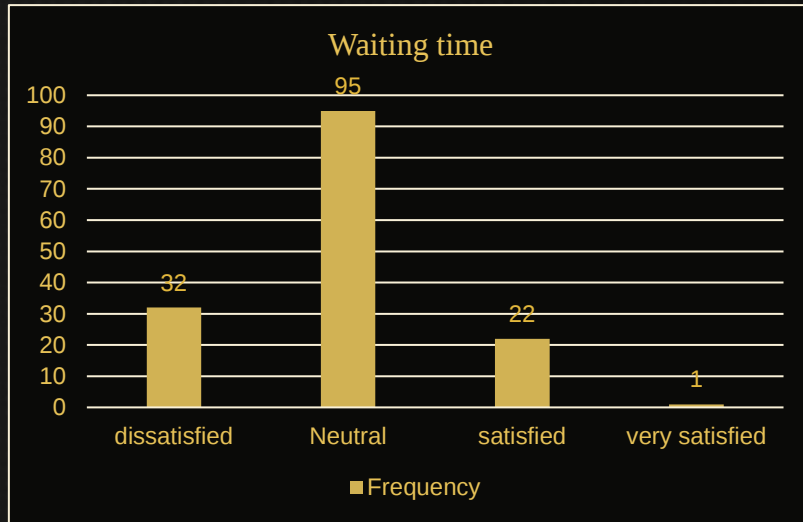
❑ Level of Satisfaction for the Care & Attention received from Nursing staff



The above figure shows that, most patients are satisfied 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.



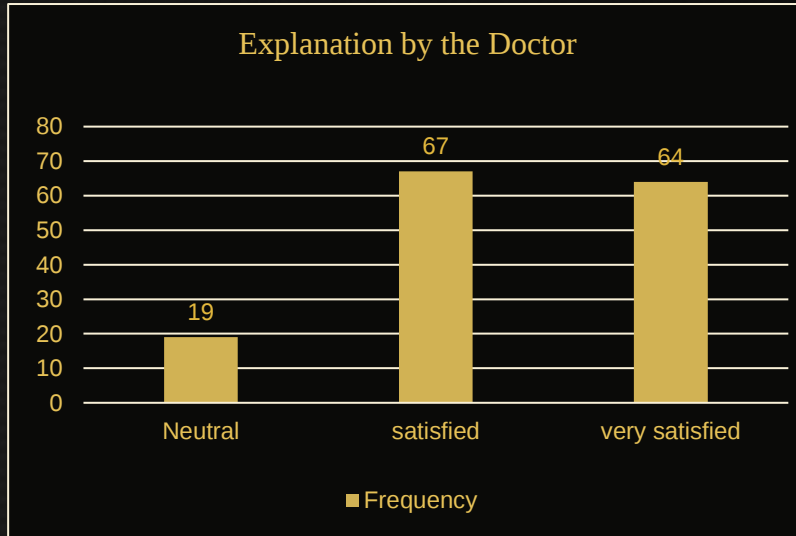
❑ Level of Satisfaction for the Waiting time



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.



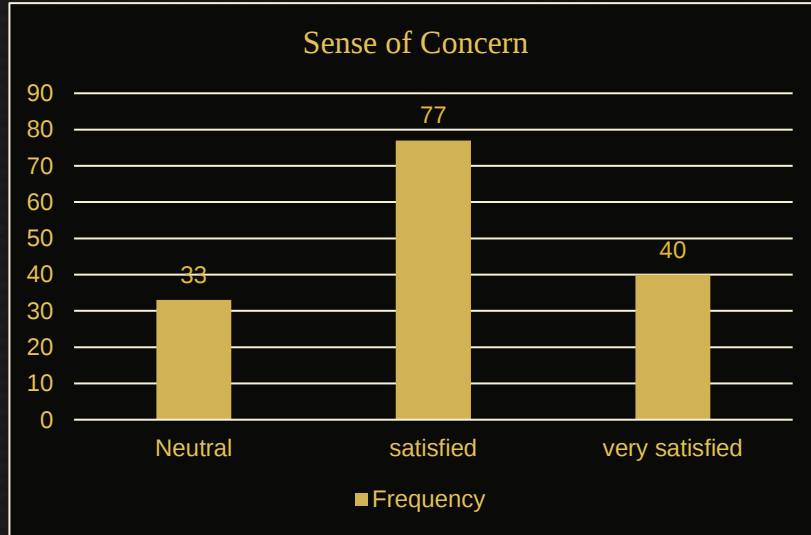
❑ Level of Satisfaction for the Explanation by the Doctor



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



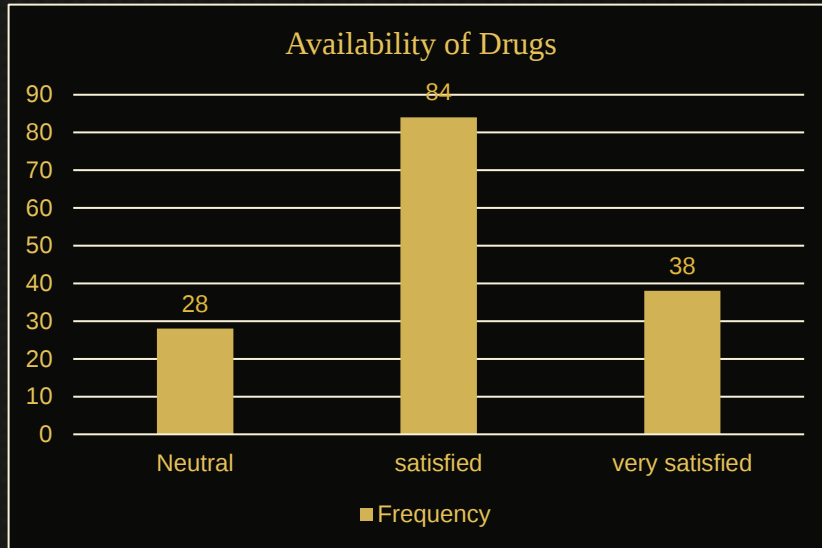
❑ Level of Satisfaction for the Sense of Concern



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.



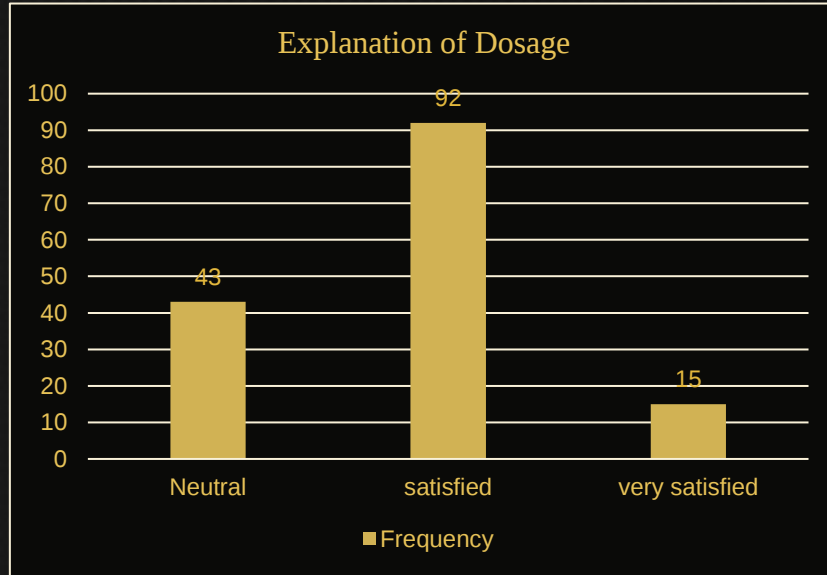
❑ Level of Satisfaction for the Availability of Drugs



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.



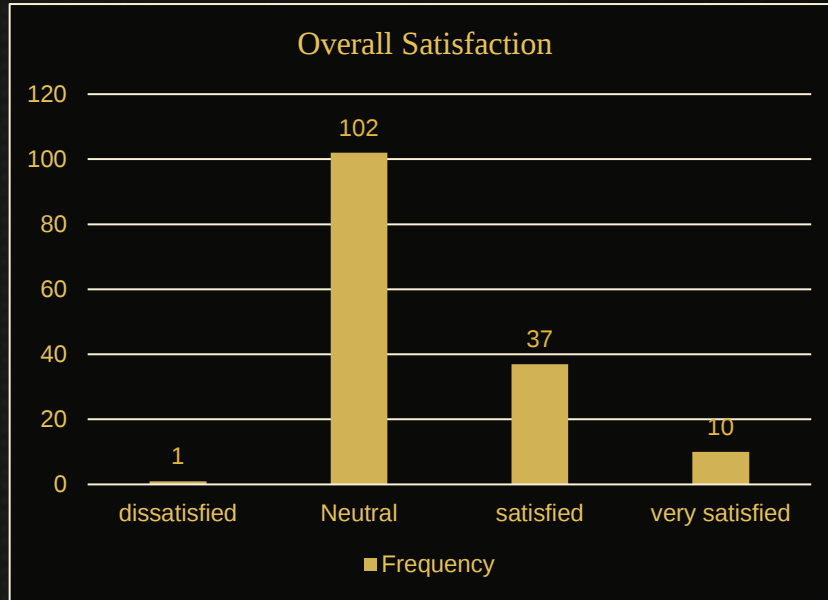
□ Level of Satisfaction for the Explanation of Dosage



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



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.



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.
- 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.
- 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.

Conclusion

- 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.
- The overall patient satisfaction is one of the significant parameters of the healthcare organization's quality and the primary indicator of healthcare services' efficiency. **Overall Patient experience is predominantly Neutral** as respondents were dissatisfied with the factors such as **non-availability of reading materials** and **entertainment**, **increased waiting time** and **the registration process**.
- This highlights a critical area for improvement, possibly through streamlining the registration process, reducing wait times and improvement in the quality and availability of reading materials and entertainment.
- 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.



Recommendations

- 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.
- Potential recommendation for **enhancing communication** and depending on the type of patients that require attention, interpreters in some departments may be hired to assist with effective communication and better understanding of the patients care.
- 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.



- 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.
- Employing more housekeeping and transport staff would ensure that the patients' needs are met without delay hence increasing satisfaction levels across the hospital departments.
- Charging facilities of various electronic gadgets ease the inconveniences of patient and visitors, especially, during their stay at the hospital.



- 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.
- 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.
- 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.



Thank you!

