

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

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in
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By

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RESEARCH PROPOSAL SYNOPSIS

1.TITLE:

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

2. INTRODUCTION:

Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care. Patient satisfaction is thus a proxy but a very effective indicator to measure the success of doctors and hospital. Within the Department of Gastroenterology and Hepatology, ensuring high levels of patient satisfaction is paramount due to the sensitive nature of the conditions treated and the necessity for ongoing care management.

3.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?

4.OBJECTIVES: 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.

5.HYPOTHESIS:

- Healthcare providers and staff factors does not influence patient satisfaction.

- Healthcare providers and staff does influence the patient satisfaction.

6.MATERIAL AND METHODS:

STUDY DESIGN: Descriptive Cross-sectional Study.

SETTING: Apollo Health City, Hyderabad.

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.
- Study tools: Questionnaire.

DURATION OF THE STUDY: 1st April 2024 to 30th June 2024

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

SAMPLING TECHNIQUE: Convenient sampling

DATA COLLECTION PROCEDURE:

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.

7.DATA ANALYSIS PLAN:

Qualitative data analysis using thematic analysis and Quantitative data analysis using descriptive statistics.

8.ETHICAL CONSIDERATIONS:

Obtaining ethical considerations from hospital and informed consent from study participants.

9.IMPLICATIONS OF RESEARCH:

- Quality improvement initiatives
- Enhanced patient-centered care
- Resource allocation
- Provider performance evaluation
- Patient empowerment

10.REFERENCES:

1. [Bhanu Prakash](#) **Patient Satisfaction** 2010 Sep-Dec; 3(3): 151–155.
2. Berg JS, Dischler J, Wagner DJ, Rias JJ, Palmer-Shevlin N. Medication compliance: A healthcare problem. *Ann Pharmacother*. 1993;27:S1–24. [[PubMed](#)] [[Google Scholar](#)]