

PATIENT SATISFACTION SURVEY IN CCA AMRITSAR

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

Gagandeep Singh

Under the Supervision and Guidance of

Dr Anupam Mehrotra

2024

Appendix E: Completion Certification

CERTIFICATE

This is to certify that Dr Gagandeep Singh in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her/his internship at Cancer Centers of America during March 14 - June 13, 2024.

Place:
Date:

Preceptor/Head of the Organization
Name of the organization



Declaration by Student

I hereby declare that this dissertation titled **"Patient satisfaction survey in CCA Amritsar"** is the bonafide record of my original research work. 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text

Signature 
Gagandeep Singh

CERTIFICATE

This is to certify that dissertation titled "Patient Satisfaction Survey in Cancer Centre of America Amritsar" is a record of the research work undertaken by **Dr Gagandeep Singh** 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 be 'Anurag'.

Faculty Guide
IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to be 'S. S. Singh'.

School Dean
IIHMR University, Jaipur

Date: 1/07/2024

Date: 01/07/2024.

ABSTRACT

Introduction

Cancer centers of America –CCA a newly built cancer center hospital in Amritsar. It provides all the oncology services under one roof & provides complete care to its patients. It works mainly on 3 principles –patient centric approach, ethical approach, clinical excellence. This hospital consists of 4 departments which are specialized in their respective area. They have experienced doctors with and highly trained medical professionals. Their mission is to provide best oncological services to all the sections of society. Patient care is an integral part of the hospital. Therefore special attention is paid to patient satisfaction in all the departments individually .CCA has a great scope to deliver its services as cancer is widely spread in Punjab due to the use of fertilizers & other agents used in production of wheat & Rice. They have a total of 3 hospitals in Nashik , Ludhiana & Amritsar& having its corporate office in Hyderabad .It provides regions most advanced & effective care to the people of Amritsar . It is backed by United States board certified oncologist & healthcare experts. CCA is a comprehensive oncology platform created to make quality world class cancer care affordable & accessible.

Methodology

To assess the patient satisfaction a cross sectional study was done in which a self-administered questions was circulated in all patients who visited CAA. For the ease in understanding verbally this form was recited in front of patients who have problem in English. This form was verbally recited in Punjabi. Data analysis was done in the month of April & may. Convenience sampling was done to collect data. Data was collected only once from the patients. The sample size was 116.

Data analysis was done by giving handouts. Results were analyzed through pie charts. Scale was used for most questions in a ranking system –from 1 to 5 such as 1 , 2 , 3 , 4 , 5. Questions about waiting time were also included in questionnaire.

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CHAPTER 1

INTRODUCTION

About CCA –Amritsar

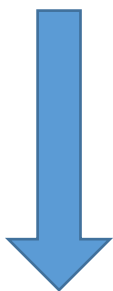
CCA Amritsar is one of the branches of CCA group. It was launched in 2023. Dr Sivaji is the COO of CCA group. It works on three principles in which first one is that they put patient always first, every department has the experienced doctors & the trained medical professionals to help & guide patients. Their patient centric approach keeps them different from the crowd. Integrating the latest technology with experienced medical professional for efficient & time saving result with best outcomes.

Services offered in CCA

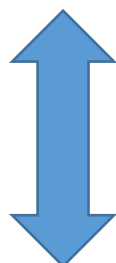
- 1 OPD Services
- 2 Chemotherapy
- 3 Radiation therapy
- 4 PET scan

STANDARD OPERATING PROCEDURE IN CCA

Patient arrival at reception counter, then referred to Pod.



In OPD all the previous documents are scanned & a new file is made by front desk staff. Vitals are taken by the nursing staff such as weight, blood pressure etc. Then patients visit the doctors & all their history is recorded in the emir system.



Then financial counselling is done by one of the staff members about what should be the expenses of drugs etc.



As the prescription is made by consultant, the patient goes to chemotherapy, radiation therapy or both. In chemotherapy ward drugs are administered in cycles. Medicines are brought from the pharmacy & billing is done on the front desk. These medicines are generally very costly. Pet scans are also advised by the doctor. These scans are taken by technologist under the guidance of nuclear medicine doctor.

BACKGROUND

Patient satisfaction is widely used metrics in hospitals. It is very important tool to assess the quality of hospital & healthcare facility. There are many factors which are influenced by patient satisfaction like malpractice in hospital & healthcare facilities, patient retention & clinical outcomes. It has an important effect in delivering the high quality healthcare efficiently & in timely manner. Hospital or healthcare facility should be patient centric to make the hospital successful & for patient retention.

CAA uses patient safety assessment tool to analyses the patient satisfaction & his/her experience in hospital. A 2 page booklet is provided to the patient or his attendants as a feedback form which is filled at the time of discharge.

Broad Objective

To assess patient satisfaction level in CAA.

SPECIFIC OBJECTIVE

- 1 To determine the elements that influence patient satisfaction.
- 2 To assess the issues that pod patient experience.
- 3 To assess patient satisfaction within cca in terms of doctor patient interaction & overall health facilities.

CHAPTER 2

LITERATURE REVIEW

A review of literature was done with the help of PubMed and Google scholar to get an understanding on the current state of the subject. Not many studies have been done on this subject on the Indian context.

Table 1

Name of Author	Title of study	Salient features
Teshome Mulisa, Fasil Tessema & Hailu Merga	Patients' satisfaction towards radiological service and associated factors in Hawassa University Teaching and referral hospital, Southern Ethiopia	Sample size – 321 Sample technique – stratified sample technique Study location – Southern Ethiopia Finding of the study: - Majority of patients who took the part in survey were all satisfied with the service provided by the hospital. - Satisfaction level of patient was influenced by the waiting time of procedure, education level, occupation of respondent.
Wafaa Yousif Abdel Wahed1, Shaimaa Elsayed Mabrook1	Assessment of patient satisfaction at Radiological Department of Fayoum University Hospitals	Sample size – 306 Sample technique - cross-sectional study Study location - Fayoum city, Egypt Finding of the study: - Patients who are younger, and lower education and outpatients are much satisfied. - Old age patients, and those who have higher education are less satisfied.
Ogbonnia Godfrey Ochonma, Charles Ugwoke Eze, Soludo Bartholomew Eze & Augustine Obi Okaro	Patients' reaction to the ethical conduct of radiographers and staff services as predictors of radiological experience satisfaction	Sample size – 300 Sample technique- cross-sectional descriptive study Study location - Enugu metropolis, Southeast Nigeria
		Finding of the study: - Radiology technicians did not meet the criteria of ethical conduct by properly filling out consent form. - Also did not performed well as in telling the patient what to expect in examination. - Although they did well in some areas like courtesy, maintaining professional boundaries with patients.

Silvia Ondategui- Parra ¹ , Sukru M. Erturk ² and Pablo R. Ros ²	Survey of the Use of Quality Indicators in Academic Radiology Departments	Sample size – 132 Sample technique - cross-sectional study Study location - United States Finding of the study: • The use of customer satisfaction indicator is not a standardized process. • It is also not fully established for academic radiology department.
Tonio Schoenfelder, Joerg Klewer, Joachim Kugler	Determinants of patient satisfaction: a study among 39 hospitals in an in-patient setting in Germany	Sample size – 8428 Sample technique - random sampling Study location – Germany Finding of the study: • Finding showed that there are 10 determinants of patient satisfaction. • Some of them are kindness of nursing staff, result of overall treatment from the hospital. • Variable related to patient's perception of care is important when it comes to assessing patient satisfaction.
Gregory D. Kennedy, MD, PhD, ¹ Sarah E. Tevis, MD, ¹ and K. Craig Kent, MD	Is There a Relationship Between Patient Satisfaction and Favorable Outcomes?	Sample size - 171 hospitals Sample technique - Study location – USA Finding of the study: • Some variables significantly affect patient satisfaction like large hospital, low mortality, high level of surgical volume. • Low mortality rate in any hospital is directly associated with high patient's satisfaction level of that hospital.
J. Margo Brooks- Carthon PhD, RN, Ann Kutney-Lee PhD, RN, Douglas M. Sloane PhD, Jeannie P. Cimiotti DNSc, RN, Linda H. Aiken PhD	Quality of Care and Patient Satisfaction in Hospitals With High Concentrations of Black Patients	Sample technique - Cross-sectional secondary analysis Study location - Florida, Pennsylvania, New Jersey, and California Finding of the study: • Patients who are treated with high concentration of black people they were less likely satisfied with the care provided by the hospital.

METHODOLOGY

To assess the satisfaction level of patients in CCA a self administered questionnaire was used for study purpose . Total 10 questions were incorporated in survey form.A feedback /complaint question was also added at the end to understand the frequency of nature of complaint so that we can resolve it.

Handouts were given at the appointment or at the time of discharge.

The sample size for this study was 116 patients.Questions related to waiting time,behavior of nursing staff,cleaniness,discounts provided.

Data was transferred in excel sheet & analysed in the form of pie charts

There were 10 questions in the questionnaire as follows

1 was there anyone to assist you to the concerned area for eg wheel chair & availability of staff.

2 How much was waiting time for appointment

3 How was your interaction with the Consultant

4 Was there availability of pharmacy & pet scan services.

5 Were you satisfied with the charges or fees

6 Were any discounts provided.

7 Was the location of hospital accessible

8 How was the cleanliness & sterilization of the hospital.

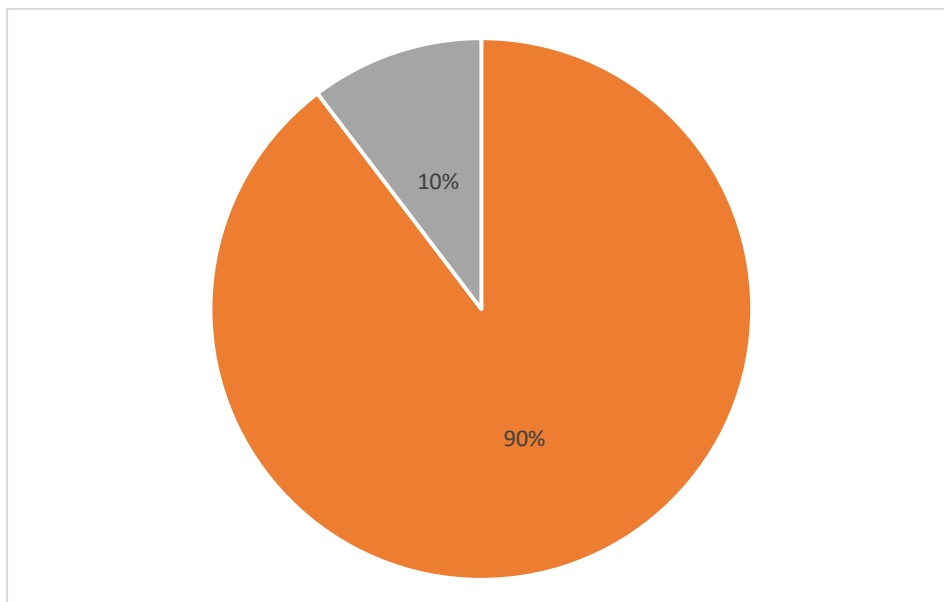
9 How was the parking facility

10 How was the behavior of nursing staff

Question no 3 was in the form of a likert scale from 1 to 5

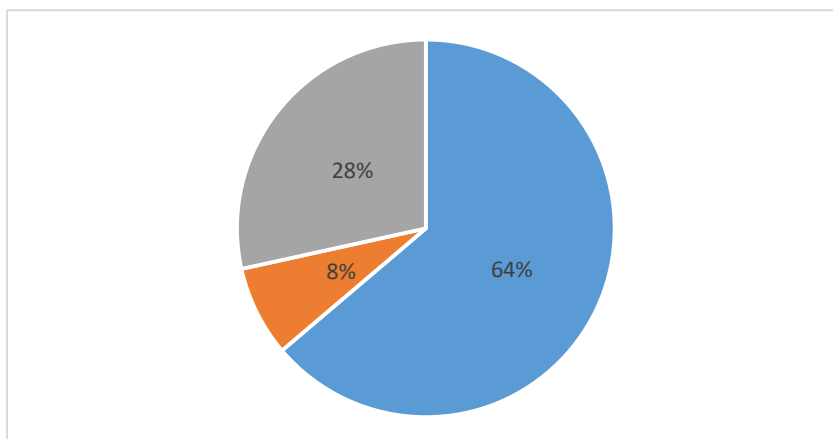
Result:

1. Was there anyone to assist you to the concerned area for example availability of staff & wheel chairs.



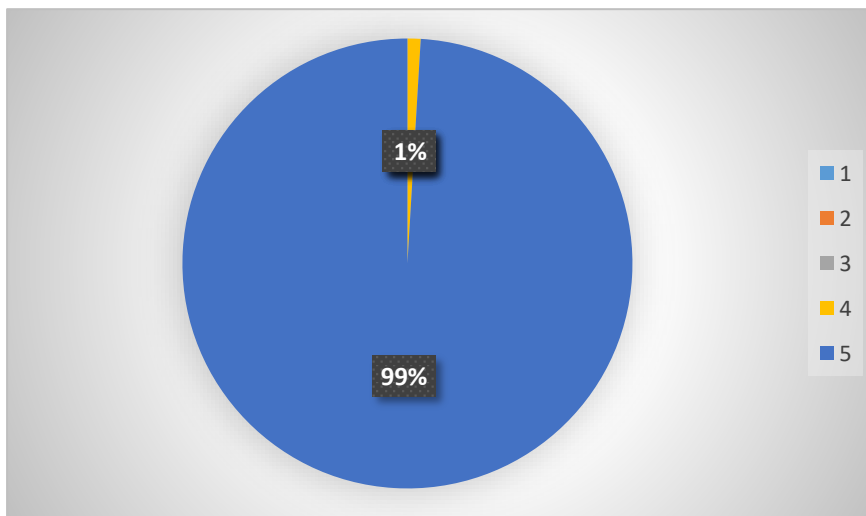
90% people said yes & 10 % people said no. This was about that the staff at the reception counter how they responded.

2. How much was waiting time for appointment



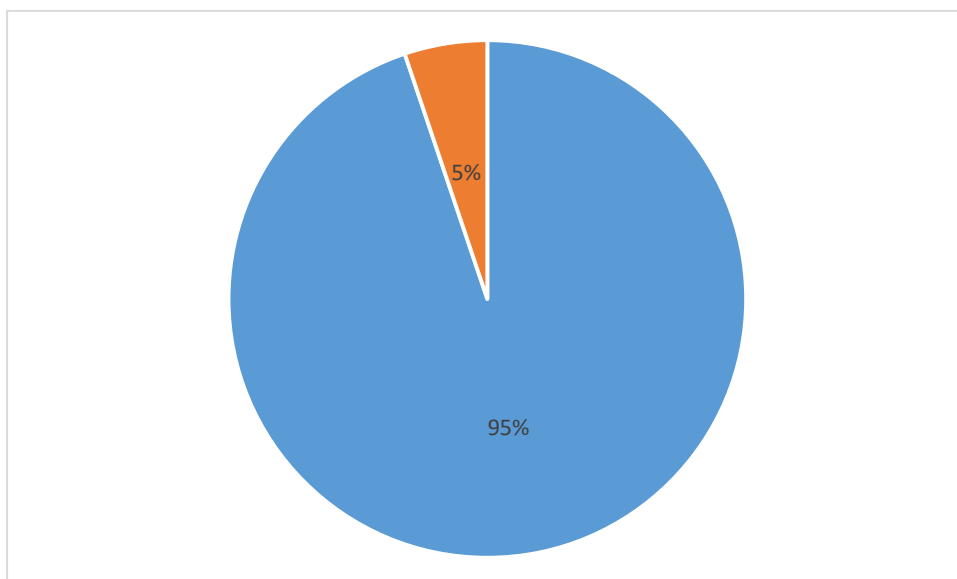
How much was the waiting time for appointment 64 % were for less than 30 minutes & 9% were in between 30 minutes & 1 hour . 33% were for more than 1 hour.

3 How was patient interaction with the consultant



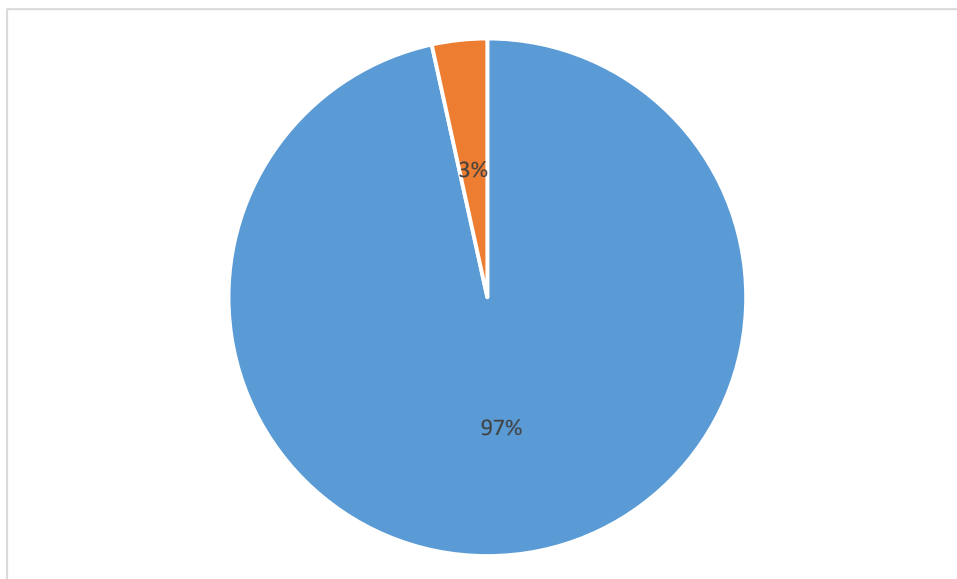
The interaction with the consultant was such that around 105 persons were fully satisfied with the interaction with the consultant & 11 persons were somehow partially satisfied with the consultant.

4. Was there availability of pharmacy & PET scan services



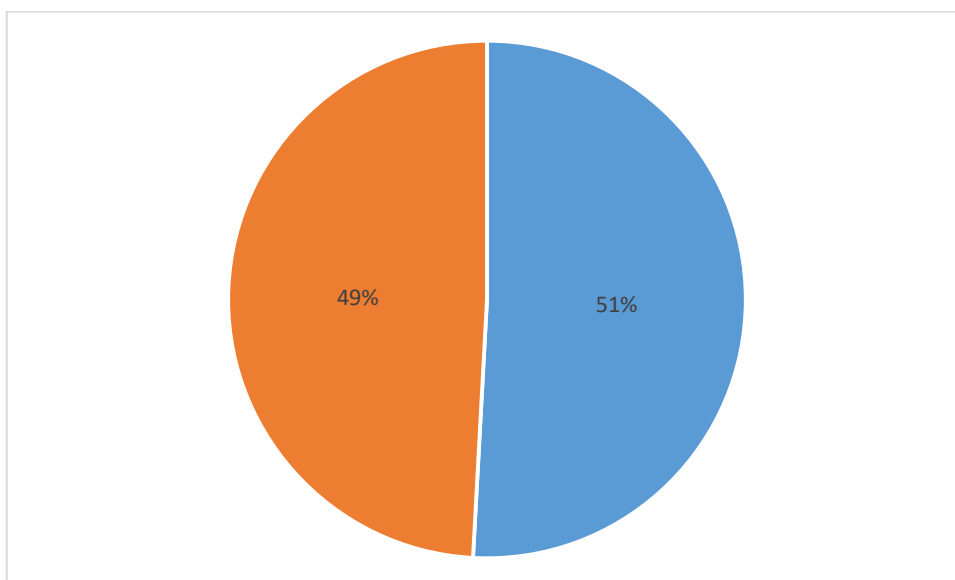
95 % of people received pharmacy services & pet scan services . 5% of people were not able to receive the medicine.

5 were patients satisfied with the charges & fees



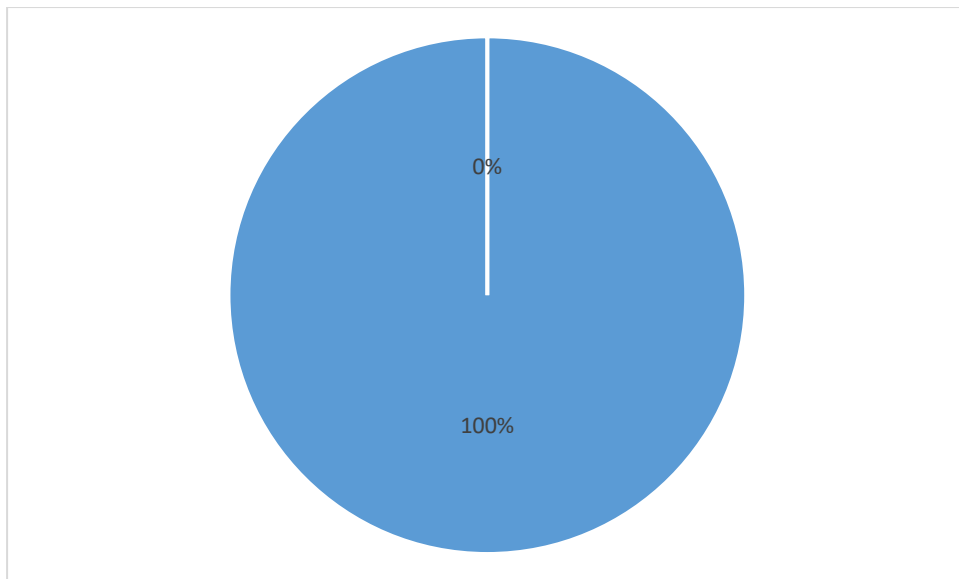
97 % of patients were satisfied with the charges & fee however 3 % showed dissatisfaction.

6 Were any discounts provided



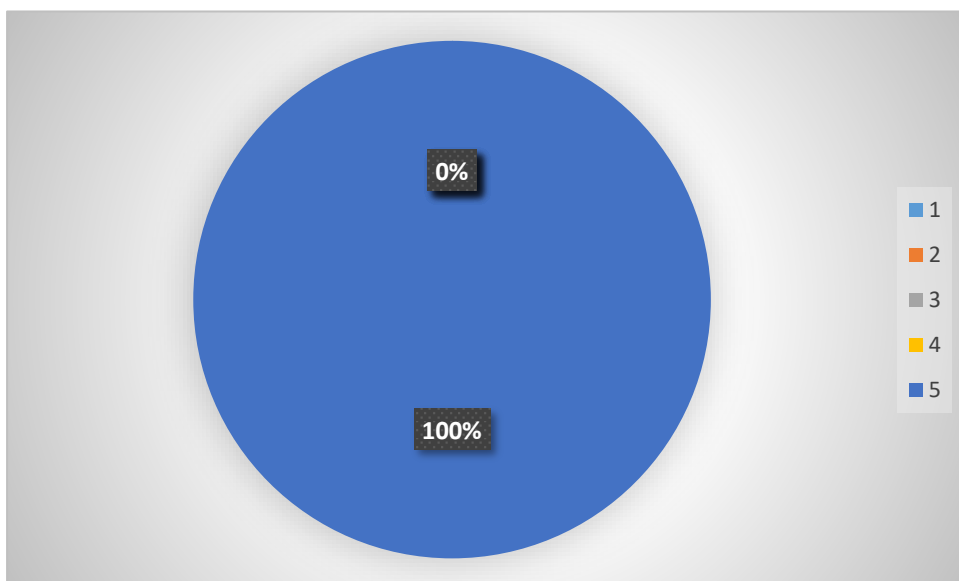
51% people received the discount & 49% were not able to receive it.

7. Was the location of the hospital accessible



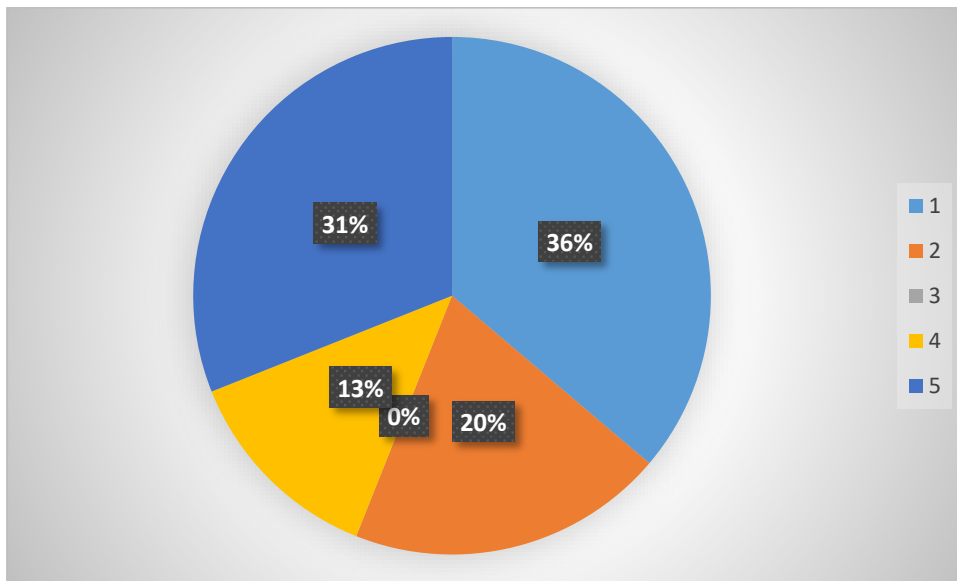
Each & everyone was able to access the hospital as this hospital is associated with Amandeep hospital & all the patients were local and from near by districts.

8.How was the cleanliness & sterilization of the hospital



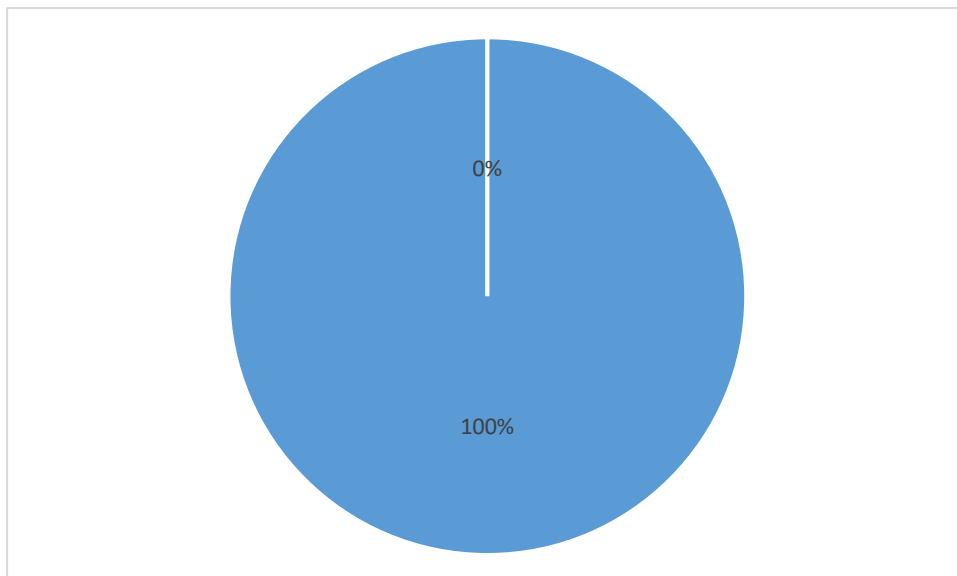
Regarding the cleanliness of the hospital all the 116 people were satisfied with the cleanliness & sterilization.

9. How was the parking facilities



Only 36 % were fully satisfied with the parking facilities , 20% recorded their satisfaction level 4 on a likert scale from 1 to 5 , no one opted for three , 20 % opted for 2 & 36 % opted for 1 such that they were not fully satisfied.

10 How was the behavior of nursing staff with the patients



Each & every patient was satisfied with the behavior of the nursing staff.

The satisfaction levels were higher for behavior of nursing staff , location of accessibility of hospital and were lower for parking facility.

DISCUSSION

It is found from the survey that majority of patients were satisfied with the services provided by the CCA Amritsar . The aspects that were covered in survey were waiting time , doctor patient interaction , nursing staff behavior , cleanliness , convenience of finding the hospital . These all have been ranked as good or excellent by majority of patients . But still some of the patient were not satisfied with the waiting time some had to wait for atleast around 1 hour or more . In the parking there was a lot of problem as more than 50 % patients were unsatisfied with the parking . All these elements influence patient satisfaction in any healthcare facility. The sample size was 116 & the purpose of the research was to assess the satisfaction level of patients coming to CCA Amritsar .

CONCLUSION

After completing the survey & analysis it can be concluded that satisfaction level of patients in CCA is higher . Majority of patients were satisfied with the services provided in CCA. Although there were some gaps which needs improvement like waiting time & improvement in parking facilities . Some feed back & suggestions were also there reducing waiting time. By incorporating those feedback into the workflow can fill those gaps. Recommendation of hospital by patient is very important aspect as it shows patient retention. Majority of patients were likely to recommend the hospital to their

family & friends. Patient satisfaction is a very important metric used to measure the quality of hospital or any healthcare facility. It is also important for giving timely oncology services, patient centered services in a hospital.

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