

**ASSESSING THE TIMELESS AND EFFICIENCY OF THE OVERALL
ADMISSION PROCESS AT FORTIS MEMORIAL RESEARCH INSTITUTE,
GURGAON**

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in

Hospital and Health Management

By

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Under the Supervision and Guidance of

Dr Varsha Tanu

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1st Jul 2024

To Whomsoever It May Concern

This is to certify that Mr. Hitendra Nath Baro has undergone Training Course as an Management Trainee in the department of Medical Administration - Quality from 01-April-2024 From 30-Jun-2024 at Fortis Memorial Research Institute and can be mutually extended thereafter.

During his training he exhibited a high level of professionalism and a tremendous zest for learning.

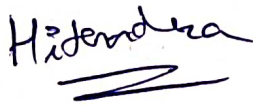
We wish Mr. Hitendra Nath Baro all the best in his future endeavors.

For Fortis Hospitals Limited


Ravi Ranjan Kumar Ravi
SBU Head HR

DECLARATION BY THE STUDENT

I hereby declare that this dissertation which has been titled “ASSESSING THE TIMELINESS AND EFFICIENCY OF THE OVERALL ADMISSION PROCESS AT FORTIS MEMORIAL RESEARCH INSTITUTE, GURGAON.” is the authentic record of my research work during my dissertation period in FMRI, Gurugram. I declare that it has not been submitted to any other university or institution for the awarding of any degree or diploma. Information derived from the published or unpublished work of others have been duly acknowledged in the text reports.

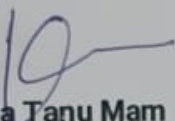


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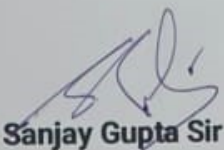
CERTIFICATE

This is for certifying that the dissertation titled ASSESSING THE TIMELINESS AND EFFICIENCY OF THE OVERALL ADMISSION PROCESS AT FORTIS MEMORIAL RESEARCH INSTITUTE, GURGAON is an authentic record of the research project undertaken by Dr. Hitendra Nath Baro for the partial fulfilment of the requirements for qualification for MBA Degree in Health and Hospital Management from IIHMR University, Jaipur. Under my work, supervision and approach the research study undertaken has been sincere, scientific, and analytical.



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ABSTRACT

Introduction:

In an ever dynamic landscape of the healthcare industry, the efficiency of the admissions department in processing each and every step of the admissions process to admit the patient to the room of their preference is not merely a transactional interaction but a holistic journey aimed at enhancing patient wellness. Fortis Memorial Research Institute, nestled in the bustling city of Gurgaon, stands as a beacon of quality healthcare, committed to providing comprehensive and holistic medical care to its patients. As part of its endeavor to optimize patient care services, a thorough assessment of the efficiency of the admissions process of the PCS-IPD department was undertaken.

This assessment seeks to look into various aspects of satisfaction faced by the patient or their attendants with respect to the overall efficiency of the admissions process and resolving queries they may have during their arrival at Fortis Memorial Research institute's IPD facilities. By evaluation of the efficiency, timeliness of the admissions process as well as the effectiveness of query resolution provided, this study aims to identify areas of strength and areas of improvement that needs upgrading within the overall PCS-IPD department of the hospital.

Fortis Memorial research institute, renowned for its avant-garde infrastructure and extremely efficient Patient Care Services personnel, identifies the importance of patient satisfaction and patient experience in achieving positive health outcomes with the various services and information that is being provided to them. Hence, this assessment not only serves as a means to assess the current status quo but also as a proactive measure to enhance the overall patient care services in the hospital, especially with respect to the admission process efficiency at every step and also resolution of any queries that the patient or their attendant had with regards to being admitted in the in-patient department of the hospital.

OBJECTIVE:

1. To assess the level of patient satisfaction with specific aspects of care in IPD at Fortis Hospital.
2. Understand patients' views on how well the hospital cares for them, comparing it to similar places.

METHODOLOGY:

STUDY DESIGN:

A TAT survey was conducted on 140 to 160 randomly selected populations coming to the admissions department to finish their necessary formalities before being admitted to their room of choice. Patient or their attendants feedback was also used as a tool for collecting data from the randomly selected sample. The data was collected from 140 patients by noting down the time taken for each and every step of the admission process, starting from the moment the admission price estimate was taken to the moment the patient was admitted to their allotted room.

SETTING:

Fortis Memorial Research institute – PCS IPD admissions department. To assess efficiency and timeliness of each step of the admissions process and patient satisfaction with regards to staff efficiency when it comes to answering their queries.

STUDY POPULATION:

Inclusion criteria: Patients arriving to the Patient care services IPD(In patient department) to undergo the admission process to get admitted to their desired room categories during the study period.

Study tools: Tools used are observations and time noting the time taken in each and every step of the admissions process and also conducting structured interviews with patients regarding the issues they faced in the admissions department with respect to their various

queries being answered effectively.

DURATION OF STUDY:

Around 3 months duration of sample data collected.

SAMPLE SIZE:

Sample of approximately 140 to 150 patients coming for admissions in Patient Care Services of the IPD admissions department will be included.

DATA COLLECTION PROCEDURE:

The data will be collected via observing and noting the time taken for each and every step of the overall admissions process and also gathering feedback from patients regarding the efficiency of the staff with regards to handling various patient queries.

RESULTS:

The admission process and query handling assessment conducted at Fortis Memorial Research institute in Gurgaon comprehensively evaluates the timeliness and effective execution of each and every step that need to be taken for a patient's admission and satisfaction with the query handling of the PCS-IPD department. Patient satisfaction is a central focus, encompassing feedback on the quality of query handling, the communication skills and adequacy of staff members and the overall experience while going through the process. The assessment also scrutinizes the efficacy of staff performance, including metrics such as query handling, correct documentation, guidance regarding the approximate cost for admission etc. An extremely important aspect under scrutiny is the availability of trained staff with good communication skills and knowledge of the process at all times to help patients with their estimate counselling, admission process paperwork, timely allocation of room and guidance through any other confusion that the patient or attendant may have. Also what is very important, communication between department staff and patients or their attendants, as well as the provision of emotional support and providing important information to patients and their families or attendant, are assessed for their efficiency.

CONCLUSION:

In conclusion, the patient satisfaction assessment and TAT collection of the Patient care services-Inpatient Department (PCS-IPD) at Fortis Memorial Research Institute, Gurgaon provided an extremely important and informative insight into various steps of the overall procedure of the pre admission process before getting admitted to their allocated room and the various queries or questions that a patient can come with. Through the utilization of structured interview questions and Turnaround time collection, the assessment has shed light on areas of strength and also areas of weaknesses that can use much needed improvement.

This assessment or study has highlighted the importance of efficient and informative communication between department staff and patients, the effective execution of each and every step of the admission process, allocating rooms in a timely manner that follows the hospital standards, presence of GDA staff to guide patients to their allocated rooms and overall keeping the patients happy with the performance and efficiency of staff in the department.

While certain aspects may align with the desired standards, there are areas for enhancement in other aspects of the overall PCS IPD department. Identifying gaps through targeted interventions and improvements is crucial to elevating the efficiency of the admission process and query handling and ensuring optimal patient experiences within the PCS IPD department of Fortis memorial research institute, Gurgaon.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my esteemed organization guides and mentors Minakshi Chopra mam (Head of PCS department) and Mr. Manjit Singh (IPD Head) whose unwavering guidance, expertise, and encouragement have been instrumental in the completion of this dissertation thesis.

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Thank you for your constant support, belief, and contributions.

Dr. Hitendra Nath Baro

MBA HM 27

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Table of Contents

S.NO	CONTENTS	PAGE NO.
1.	About FMRI, Gurgaon	1
2.	Introduction	
	Literature review	
	Methodology	
	Results	
	Discussion	
	Conclusion	
	Recommendations	
	References	

List of Figures

Fig 1	Patient satisfaction with the overall efficiency of the admission process
Fig 2	Was the estimate counselling helpful enough?
Fig 3	Were patients satisfied with the efficiency of bed management allocating them their preferred room types?
Fig 4.	Staff efficiency at handling different types of patient queries.
Fig 5.	Were patients satisfied with the staff's efficiency at educating the patients about the steps in the entire admissions process.
Fig 6.	Patient satisfaction with regards to competence of the staff members when it came to dealing with patients from various backgrounds

Fig 7.	Overall turnaround time analysis of all the 141 patients in the sample size that applied for various room types including single room, twin room, General ward or Daycare ward.
Fig 8.	Turnaround time of patients coming to the admissions department to get admitted to hospital's Daycare wards
Fig 8.1	Below 45 min and above 45 min
Fig 8.2	Distribution of daycare TAT duration (below and above 45 min)
Fig 9.	Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the General ward of the hospital
Fig 9.1	Distribution of general ward bed type TAT duration (below and above 45 min)
Fig 9.2	Distribution of general ward bed type TAT duration
Fig 10.	Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the Twin sharing ward of the hospital
Fig 10.1	Distribution of Twin sharing room type TAT duration.
Fig 10.2	Distribution of Twin sharing room type TAT duration (below and above 45 min)
Fig 11.	Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the Single category ward of the hospital
Fig 11.1	Distribution of Single room type TAT duration
Fig 11.2	Distribution of Single room type TAT duration (below and above 45 min)

ABOUT FMRI, GURUGRAM

Brief look on the organization's History:

Fortis is amongst one of the leading healthcare providers in the continent of Asia. Fortis Memorial Research Institute [FMRI] in Gurugram is a multi-specialty hospital with highly reputed and skilled doctors, surgeons as well as nurses. This facility is well equipped and up to date in terms of having the latest medical technology to provide the best patient care and healthcare services. Each and every medical and non-medical staff in this organization strive towards contributing towards the best possible patient care services and patient well being. Fortis Memorial Research Institute is known for its center of Excellence in Robotic Surgery and Neurosciences. This hospital has 1000 beds across various branches in India and also possesses 15 OTs or Operation theatres. Fortis Memorial Research Institute is a JCI & NABH accredited hospital. NABH certified this hospital for Nursing excellence and hospital lab quality is also proven due to its accreditation status from NABL. FMRI, Gurugram is the first hospital in India to perform robotic assisted Joint replacement surgery and laparoscopic left lateral donor hepatectomy.

Meaning of the Fortis Logo:

What the Fortis brand's logo signifies is a symbol of human values such as trust, ethics, service, and quality. The union of the green coloured hands and the red dot represents Fortis's path towards excellence in healthcare services. The hand's green colour represents compassion, quality of nurturing, quality signifying generosity, wellbeing, and health. The red dot on the Fortis logo stands for energy, spirituality, courage, and also as a symbol of good luck.

Admission Process:

1. For admitting a patient in the Fortis Memorial Research Institute-Gurgaon, one should get an admission note from the doctor and need to submit it to the admission counter.
2. If the patient is a holder of a health insurance policy, then he/she will be directed to the insurance desk.
3. A Unique Identification Number [UID] will be generated for the patient and all the medical records will be supported and saved by the hospital for future reference.

Discharge Process:

1. The discharge process of an admitted patient will be handled by the respective IP coordinators.
2. The unused medicines will be returned, and a discharge summary will be prepared by the concerned department.
3. In case any discharge medications or medical devices are prescribed, then the doctor will explain how to use them.
4. Finally, the final bill shall be handed over to either patient or caretaker.

Guideline for Visitors:

1. During time of admission, passes for visitors will be issued and all the visitors are requested to wear these passes while on the premises of the hospital.
2. For the sake of patient safety, the visitors are limited during visiting hours.
3. Visitors below 12 years old are restricted on patient floors to protect children from any infections.
4. Hand sanitization is mandatory before and after visiting.
5. Use of cell phones is prohibited in the areas where patient monitoring & medical equipment are in operation.

Patient & Attendant Responsibilities:

1. Providing complete and correct information including full name, address, date of birth, name of the insurance company, past illness, and medical details.
2. Updating the doctors and nurses (basically medical staff involved in the patient's care) about the effectiveness of the treatment or operation.
3. Must bring only necessary items to the hospital, leave valuables at home.
4. By hospital rules and safety regulations, noise levels must be as low as possible while talking or attending a phone call.
5. The attendant or patient handles keeping appointments on time. If not, call the doctor or hospital.

Patient & Attendant Rights:

1. As the patient or caregiver, you have the right to be treated with respect, dignity, and compassion in a safe and clean environment.
2. Protecting and respecting patient's privacy and confidentiality in treatment options, and examinations.
3. A clear and detailed explanation from the doctor regarding the diagnosis, benefits, and risks of each treatment.
4. Protection from physical mistreatment and carelessness from any hospital staff.

5. Either patient or attendant can request a copy of their medical records.

Location that was Selected in Gurugram:

1. FMRI-Gurugram

Services that the hospital specializes in:

Fortis Memorial Research Institute [FMRI]-Gurgaon is amongst the best when it comes to Multi speciality medical services within the state of Haryana and provides the following specialties:

1. Robotic surgery
2. Oncology
3. Renal sciences
4. Orthopedics
5. Obstetrics & Gynecology
6. Cardiology
7. Organ transplants
8. Bariatric & Metabolic surgery

Facilities in the hospital:

1. International patient care
2. Pharmacy
3. Diagnostic center
4. Operation theatres
5. Ambulance service
6. Blood banks
7. Cafeteria
8. ATM services
9. Car Parking
10. Security
11. Laundry
12. Housekeeping
13. Guest relation manager

In-patient wards visiting hours:

1. In-wards - 10 A.M. to 11 A.M.
2. 4 P.M. to 7 P.M.

3. ICU - 11:30 A.M. to 12:30 P.M.
4. 4:30 P.M. to 5:30 P.M.

Total number of beds in the hospital: 330

Number of Operation Theatres: 15

Number of Intensive care unit beds in the hospital: 105

PCS Department (Patient care services department):

1. Admission Process
2. Discharge process
3. Guidelines for visitors
4. Patient and attendant responsibilities
5. Patient and attendant rights

Centre of excellence in Fortis Memorial research center, Gurgaon:

1. Centre of excellence in robotic surgery
2. Centre of excellence in oncology (Medical, surgical, Gynae, Radiation)
3. Centre of excellence in Cardiology and Cardiac surgery
4. Centre of excellence in transplants (Kidney and liver transplant)
5. Centre of excellence in hemato oncology
6. Centre of excellence in Bone Marrow Transplant
7. Centre of excellence in gastroenterology
8. Centre of excellence in GI surgery
9. Centre of excellence in Neurology
10. Centre of excellence in Neuro and Spine surgery
11. Centre of excellence in urology and robotic surgery
12. Centre of excellence in orthopedics
13. Centre of excellence in Joint replacement and sports medicine

14. Centre of excellence in minimal access and bariatric surgery
15. Centre of excellence in pediatrics

Overall, Fortis Memorial research institute was established in 2006 by Apollo Tyres Limited, one of the leading tire manufacturers in India. Spread across 9 acres, Fortis Memorial research institute is a 330 plus bed; state-of-the-art, multi-specialty hospital located in Gurgaon.

FMRI is one of the first hospital to earn accreditation from JCI and NABH within Gurugram. Designed as one of the most advanced hospitals in India, FMRI is able to provide a depth/wide array of expertise when it comes to the field of advanced medical & surgical interventions and also a comprehensive mix of inpatient and outpatient medical services. FMRI has put modern technology in the hands of renowned and experienced doctors from across the nation as well as outside of India to set new standards in the healthcare industry. The medical practices and procedures followed in the hospital are research oriented and benchmarked against the best standards and practices around the world. Top quality services, in a warm, empathetic patient centric environment, along with affordability, has made FMRI one of the most revered and respected healthcare providers in the nation.

MISSION AND VISION statement of FMRI, Gurugram:

Mission and Vision of Fortis Memorial Research Institute-

To be one of the globally respected healthcare organizations known for its clinical and medical excellence and distinctive patient care.

CORE VALUES OF FORTIS:

1. Being patient centric:
 - Commitment to patient outcomes and experience for our patients.
 - Treat patients and their caregivers with compassion, care.
 - Our patient needs will come first.
2. Importance to Integrity:
 - Being principled, open and honest.
 - Model and live according to our 'values.'
 - Demonstrating moral courage to speak up and do the correct things.

3. Focus on working as a team:

- Proactively support each other and operate as one team.
- Respect and value people at all levels with different opinions, experiences and backgrounds.
- Demonstrate moral courage to speak up and do the right things.

4. Ownership

- Taking responsibility and pride in what we do.
- Mindset of taking the initiative and going further than the call of duty.
- Always maintaining true to our commitment and agreement made.

5. Being Innovative

- Continuous improvement and innovation and exceeding expectations.
- Adopting a 'can-do' attitude all the time.
- Always challenging ourselves towards doing things differently.

These codes of conduct are strictly maintained in Fortis memorial research institute.

CHAPTER 1- ADMISION PROCESS ASSESMENT AS A TOOL FOR ANALYSING PATIENT SATISFACTION.

At Fortis Memorial Research Institute in Gurgaon, good patient care services is one of the most key priorities, and the PCS-IPD (Patient care services-In patient department) services reflect a commitment to effective, timely, comprehensive and compassionate care. Here are the key aspects of their services: As the healthcare industry evolves, patient satisfaction has emerged as a crucial metric for healthcare organizations and clinics to monitor and enhance. Patient satisfaction serves as a key performance indicator (KPI) that gauges how effectively the various departments of a hospital are fulfilling the needs and expectations of their patients.

This KPI is essential because it not only reflects the quality of care delivered but also shows whether the processes, steps and formalities that a patient has to go through are being done efficiently or not. Here we will explore the significance of patient satisfaction as a KPI in healthcare, its importance, and strategies for measuring and improving the effectiveness of the admission process where there is any room for improvement. Whether you are a healthcare provider, administrator, or patient, gaining insights into patient satisfaction can help elevate the standard of care and contribute to better health outcomes.

Medical Services:

Doctors and Nurses: Fortis Memorial Research Institute possesses in their ranks a team consisting of extremely skilled and experienced medical team consisting of doctors and nurses who are focused and dedicated to providing accurate and timely care based on the specific needs or requirements of the patient. The doctors and nurses are praised for their professionalism, expertise, efficiency, knowledge, compassionate and empathetic approach, and also their ability to communicate in an efficient manner with patients, their families or attendants with regards to the care that needs to be provided to them based on their specific needs and questions.

Specialized medical services: FMRI, Gurgaon provides an extremely varied range of specialized medical services which includes medical help in areas like oncology, cardiology, neurology, gastroenterology, etc. This helps in making sure that patients with a wide variety of problems, conditions, medical problems and requirements can be catered to in the most efficient and patient centric manner possible.

Support Services:

Food and Beverages: Proper nutrition depending on the specific need and medical condition of the patient is focused on to ensure the patient's healthy recovery, and FMRI, Gurgaon provides well-balanced meals tailored to meet the specific dietary and health needs of patients. The nutrition department works closely with the medical staff to make sure that meals contribute to the overall health, wellness and recovery of the patients.

Housekeeping: Cleanliness and hygiene are paramount and are maintained to the highest standards. Cleanliness and hygiene are extremely vital/important for preventing infections and the diseases caused due to them and thus ensuring there is a safe environment for the patient's recovery process. The housekeeping staff at Fortis Memorial Research Institute is trained when it comes to following strict protocols to keep the facilities clean and sanitized.

Medical Response and Emergency Services:

Prompt Medical Response: FMRI is equipped with regards to handling various medical emergencies efficiently. This will include having an efficient response team of healthcare professionals available round the clock to address any urgent or serious medical needs that arise during a patient's stay in the hospital.

Patient's wellness assessment at Fortis Memorial Research Institute, Gurgaon involves an efficient and comprehensive evaluation of various aspects of a patient's health and well-being during their stay in the hospital. This shall include medical services provided by highly skilled, qualified and experienced doctors and nurses, that ensures personalized and expert care tailored towards the specific needs of each patient and medical requirements. The hospital also emphasizes on the importance of support services, for example nutrition and housekeeping services to maintain hygiene and provide balanced meals that support the patient's efficient recovery.

Additionally, the hospital also ensures prompt and efficient medical responses during any emergency which in turn enhances patient safety. Emotional and psychological support programs, along with a secure patient portal for easy access to medical records and communication, further contributes to the overall wellness and satisfaction of patients and their families or attendants.

All in all, Fortis Memorial Research Institute in Gurugram strives towards providing a holistic and efficient approach when it comes to caring for patients, ensuring that all aspects of patient care and well-being are addressed and taken care of during not just their stay in their respective IPD wards but also the overall pre admission process before being admitted in their respective wards, resolving any queries or questions that the patient or the attendant may have.

SIGNIFICANCE OF THE STUDY:

Patient satisfaction in the PCS or Patient Care Services Department is influenced by several key factors that are integral to a comprehensive wellness assessment. Effective communication between healthcare providers and patients is essential, ensuring that patient's feel heard and understood and that all their queries are resolved promptly. Timely access to care by ensuring minimal wait times when it comes to getting their preferred room being allocated to them, proper documentation, guiding them and informing them about their cost estimates during the patient's room stay and any services being provided which enables the patient or their attendant to make an informed decision regarding what they want from the hospital. The quality of care, efficiency and timeliness of the admission process before the patient gets admitted, the competence and empathy of healthcare professionals, competency in patient query handling is paramount. The cleanliness, overall hygiene, comfort of healthcare facilities also plays a crucial role in patient satisfaction. Additionally, the availability of clear information and education about care, treatment options, necessary documents empower patients and helps them make informed decisions.

Last but not the least, the staff must be possessing cultural competency and sensitivity to the diverse needs, queries and preferences. This is vital for delivering personalized and respectful care. All in all these factors contribute to providing a holistic and efficient care for the patients which in turn brings a positive effect to patient satisfaction rates.

PROBLEM STATEMENT:

The primary issue observed in the PCS IPD department of Fortis Memorial Research Institute with regards to patient satisfaction with the overall admission process revolves around ensuring that each and every step of the admission process is being done correctly and efficiently. This includes each and every step of the admission process starting from the moment the patient comes to the department to get the approximate estimate done, proper documentation of their details, allocating the correct room based on their preferences, being competent when it comes to answering their various queries, ensuring regular updates on the status of the room that was allocated and finishing the final admission process as efficiently and quickly as possible. This also includes the quality and effectiveness of communication between various staffs of the department that includes the Front Office assistant, the GDA staff, the bed manager, the assistant manager, nursing staff etc. Additionally, it also involves assessing the accuracy and clarity of information and education being provided to patients or their attendants about their room/ward options and any other formalities related to the admission process as well as the cultural competency and sensitivity of the staff when it comes to handling the diverse needs and preferences of patients of various backgrounds. Addressing these factors is crucial for enhancing patient satisfaction and improving health outcomes.

KEY WORDS:

1. PCS
2. IPD
3. Admissions
4. ARF or Admission Request form
5. Estimate Counselling
6. Bed management

CHAPTER 2 : LITERATURE REVIEW

Serial Number	Author	Title	Study Location	Sample size and technique	Salient Features
1.	Vicky Hong	How to improve the Hospital Pre-admission process?			The article focusses on the challenges faced by patients during the pre-admission process and all the various ways that can help improve the overall process. Example:

					providing ample information, eliminating paper process, centralized location for paperwork, automated reminders and selecting and training the right staff etc.
2.	Amit Bansal, MD,FCCD ; Carl Henry Reynolds V, MD, FACP ; Raymond L Bejerano, MD and Walter A Polashenski Jr., MD	The effects of standardization of the admission process and effect on patient satisfaction and experience	Rochester general hospital, Rochester, New York	198 sample size, retrospective study	A standardized procedure for admission of patients by development of dedicated admission teams P-cat. Teams dedicated towards patient admission. Goal is to analyze effect of standardization of admission process using P-CAT on patient satisfaction.

3.	Sara Heath	Patient satisfaction suffers under poor hospital admission and discharge	Hospital setting	Around 3000 adult patients sample size	The data is based on surveying of just under 3000 adult patients experiencing an overnight hospital stay in the past 6 months and also focusses on serious staffing problems in the hospital setting.
4.	Renee Cressionie, Beth Norris, Eric DeGravelle, Jill Mabry, Shel Sothern patient access manager	Focus towards significant reduction of inpatient admission TAT and elevate satisfaction level of patients?	Hospital setting		The study focusses on how the admission process is tied to satisfaction, reimbursement , uncovering gaps in the admission process, mapping out a solution.

5.	Fabian Rothlisberger, Stefan Boes, Sara Rubinelli, Klaus Schmitt, Anke Scheel-Sailer	Challenges and potential improvements in the admission process of patients with spinal cord injury in a specialized rehab clinic	Swiss Paraplegic center (acute and rehabilitation clinic)	8 health professionals (medical doctors, physical therapists, occupational therapists, nurses)	Semi-structured interviews with eight health professionals (medical doctors, physical therapists, occupational therapists, nurses) at the Swiss paraplegic center (acute and rehabilitation clinic) were conducted based on a maximum variety purposive sampling strategy. The interviews were analyzed using a thematic analysis approach.
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6.		Significant reduction of inpatient admission times and improving patient satisfaction levels	Thibodaux Regional Medical Center		Article focusses on admission process tied to satisfaction reimbursement , uncovering gaps in the admission process, mapping out a solution, multi-faceted vision for improvement of the inpatient admission process.
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Patient satisfaction is a critical metric in healthcare, reflecting the efficiency of work being done by the hospital staff from the patient's perspective. The literature reveals that patient satisfaction is influenced by various factors, including communication with department staff, the perceived competence of staff in terms of answering their queries and being able to finish the process with minimum delay, the environment of care facilities, and the efficiency of services and care being provided. Studies consistently show that effective communication and a compassionate, patient-centered approach are extremely important in not just achieving but also maintaining high levels of satisfaction. Moreover, the integration and analysis of patient feedback into quality and process improvement initiatives for increasing the efficiency of the department's functioning has been highlighted as essential for enhancing care delivery. The overall consensus is that patient satisfaction not only impacts patient retention and compliance but also serves as an important indicator of healthcare quality and outcomes.

METHODOLOGY

STUDY DESIGN:

An observational study was conducted on 140 to 150 randomly selected population that came to the PCS IPD department to apply for admissions. Patient Satisfaction Questions are used as tool for collecting data from the randomly selected sample with regards to their views on the efficiency of the admission process and query handling. The questionnaire was filled by proper feedback taken from the 140-150 patients every day by observing and recording the time taken for each and every step of the admission procedure for the sample size patients.

SETTING:

Fortis Memorial and Research Institute – PCS IPD department in the hospital. To understand and record timeliness of patient admission process with respect to its various steps, this includes the moment the patient enters the department till the patient is done with their final admission process and also taking feedback from patients regarding their views on the efficiency of the process and what they think about the efficiency of the department staff.

STUDY POPULATION

1. Inclusion criteria: Patients coming to the department to apply for admissions over a 2 to 3 months period.
2. Study tools: Tools used are feedback from patients regarding the general issues faced in the department with respect to delays faced in the admission process and their overall satisfaction with the efficiency of staff in the hospital in terms of not just completing the process but also handling patient queries. This can include Turn Around Time collection for each and every step of the admissions process, interviews and questions regarding the efficiency and competence of the staff handling the process in the department. (CROSS-SECTIONAL STUDY)

DURATION OF STUDY:

2 to 3 months duration of sample data collected.

SAMPLE SIZE:

140 to 150 sample of patients in the admissions department coming to fulfill their admission related formalities for getting admitted to their preferred room types.

DATA COLLECTION PROCEDURE:

Observation data will be collected on the admission process steps and their turn around times. Interviews will be conducted to gather information on issues faced during the admission process with the help of a set of questions designed for this study.

DATA ANALYSIS PLAN:

The data will be analyzed using Microsoft Excel and check the gap between the Turnaround time standards set by the hospital for the pre admission process against the actual time taken. Statistics such as frequencies and averages shall be calculated to summarize the turnaround times and identify problems faced by patients during the process. Graphical representations like bar charts and pie charts will also be used to visualize the data and identify patterns or trends. If required, the data will be further analyzed using basic statistical tests like t-tests or chi-square tests to compare turnaround times between different groups depending on what type of room the patient was admitted to or by determining the association between various factors and delays or issues in the

admission process in the admissions department of FMRI, Gurugram.

Serial number	Questions asked to patients	Satisfied	No opinion	Not Satisfied	Total Patients
1.	Was the patient satisfied with the overall efficiency of the admission process?	125	5	11	141
2.	Was the estimate counselling helpful enough?	120	3	18	141
3.	Was the bed management efficient with regards to allocating the desired bed category?	120	4	17	141
4.	Was the staff efficient at handling different types of patient queries?	110	6	25	141
5.	Was the staff efficient at educating the patients about the overall steps and documents needed for the admission process?	135	3	3	141
6.	Was the staff adept at communicating to patients from different cultures and backgrounds?	125	3	13	141

ETHICAL CONSIDERATIONS:

Informed consent was taken from all the patients included in the study as well as the admission department's staff. Measures shall be taken so that it is ensured that data security, privacy and confidentiality are maintained. The study will adhere to ethical principles of analysis, respect for people, beneficence and justice.

IMPLICATIONS OF RESEARCH:

This study will lead to a better understanding of any gaps or issues in the overall admission process at Fortis Memorial Research Institute. The findings will contribute to reducing turnaround times, increasing the overall efficiency of the admission process, and lessening communication gaps between employees, ultimately leading to more efficient performance and higher patient satisfaction

RESEARCH QUESTIONS:

1. What is the overall TAT taken for the entire admission process to be finished properly for patients coming to the department for admissions? Whether the overall TAT is within the standards set by the hospital? If there is any delay in certain situations then why is it happening?
2. Are patients satisfied with the timeliness of the admission steps that they have to go through?
3. Are patients or their attendants satisfied with the competency and communicating skills of the staff in terms of guiding and educating them with any queries or questions they have regarding the overall admission procedure?
4. Are the department staff competent enough to communicate with patients coming from various areas and backgrounds?

GAP ANALYSIS:

A gap analysis of patient satisfaction in the PCS-IPD (Patient Care services-In-patient department) admissions department at Fortis Memorial Research Institute, Gurgaon was carried out through a set of questions related to the admission process in the department which involves identifying areas where current processes and timeliness may fall short of meeting patient needs and standards set by the hospital. Also, overall Turnaround time was recorded for the admission process that the patient had to go through. Key aspects to consider include communication efficiency between department staff and patients, efficient and timely completion of each and every step of the process, accessibility to information related to any queries the patients had, coordination of services among different staff involved in the admission process, and patient satisfaction with their overall experience. By assessing these areas, any gaps between current practices and desired standards set by the hospital can be identified, allowing for targeted interventions and

improvements based on the specific gaps noticed which in turn will enhance patient wellness and satisfaction in the PCS IPD admissions area of Fortis Memorial Research Institute, Gurgaon.

Why is tracking patient satisfaction important?

Tracking patient satisfaction is crucial for various reasons. It helps healthcare organizations gauge how well they meet patient needs and expectations, highlighting areas for improvement in services, processes, and policies. Additionally, higher patient satisfaction is linked to better adherence to treatment plans, improved health outcomes, and reduced likelihood of patients losing trust and seeking care elsewhere, ultimately lowering healthcare costs. Moreover, satisfied patients are more likely to trust, recommend, and return to the provider, enhancing patient retention and revenue. Overall, focusing on patient satisfaction allows healthcare providers to continually enhance the quality of care and build strong, loyal patient relationships.

Patient satisfaction refers to a patient's level of contentment with their clinical treatment and overall hospital experience. It will play a pivotal part when it comes to determining the care quality and services provided by a hospital. Here are some key points related to this study:

Importance of Patient Satisfaction level:

1. Patient satisfaction study is a legitimate measure for assessing the quality of care and efficiency of services being provided.
2. It reflects a patient's general consensus towards their healthcare experience.
3. Satisfied patients are more likely to seek care in the future and comply with treatment recommendations thus helping creating a base of patients loyal to the hospital.
4. Understanding patient feedback helps identify areas with any gaps in their overall process that require certain improvements and those that are working well in healthcare service delivery.
5. Patient satisfaction is an important tool in modern day healthcare. It helps in determining the healthcare quality and other services delivered, efficiency of

procedures related to any other formality and impacts the patient's overall experience in the hospital. When patients feel satisfaction after being treated, it will lead to enhanced patient communication, resulting in improved health outcomes.

- Here are some reasons why patient satisfaction matters:
- 6. Clinical Success: Greater patient satisfaction correlates with better clinical outcomes. When healthcare consumers feel valued by their healthcare service providers, they are more likely to feel engaged in their care, leading to improved health results.
- 7. Branding and Customer Acquisition: High patient satisfaction can positively affect a healthcare provider's branding. Satisfied patients are more likely to recommend the facility to others, potentially attracting new customers.
- 8. Legal Implications: Poor patient satisfaction can have legal implications for healthcare providers. Dissatisfied patients may be more likely to pursue legal action, such as medical or any other process malpractice suits.

DATA ANALYSIS AND FINDINGS:

It is already mentioned in the research paper that around 140 to 150 patient's admission process TAT was recorded for this study. Patients were interviewed how they feel about the overall process efficiency and the overall competency of the staff working there. Their feedback was collected taking into consideration different aspects of the PCS IPD admissions department. Questions about the overall timeliness and efficiency of the admission process as well as the competency of the department staff and their overall experience during their stay.

During the study conducted in Fortis Memorial research institute Gurgaon, every day during the admission processes being undertaken for various types of patients with different types of needs and preferences it was clear that there were a good few issues in the hospital during the patients going through the admission process for which the gaps were to be analyzed and given solutions upon.

Questions asked to patients regarding the timeliness of the admission process and the efficiency of the admission staff

- Fig1. Patient satisfaction with the overall efficiency of the admission process:

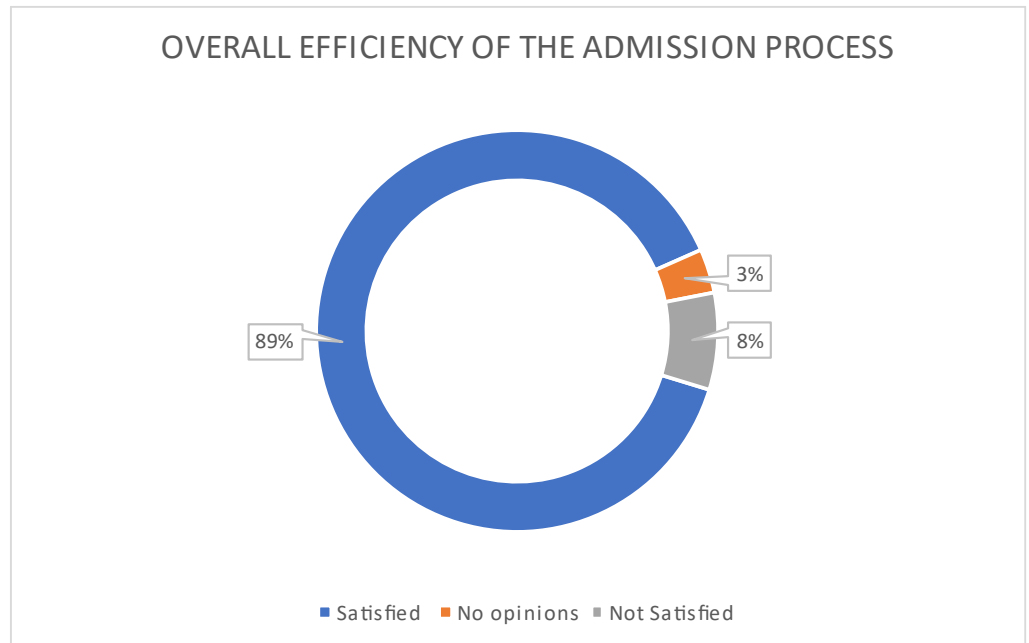


Fig. 1

Based on this first table we can see that out of a sample size of 141 patients around 88% patients were satisfied with the efficiency of the overall admission process. Majority of the sample size gave positive feedback regarding this. On the other hand, about out 7 to 8% had certain complaints regarding the efficiency of the process and 3.5% did not have any opinions regarding the matter.

- Fig 2. Was the estimate counselling helpful enough?

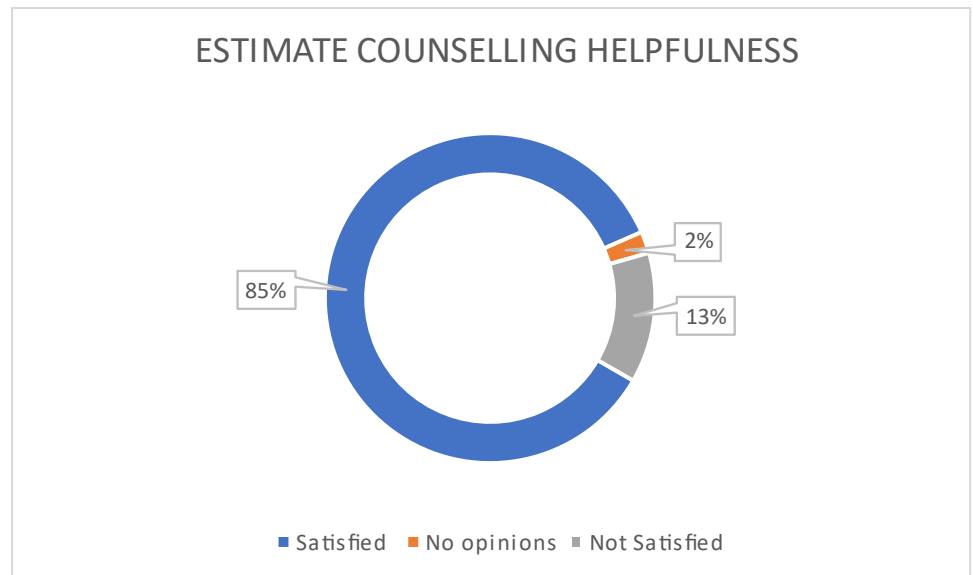


Fig. 2

Based on this pie chart we can conclude that out of the total sample size of 141 patients around 85% patients were satisfied with the estimate counselling provided by the Counselling staff. Around 2% had no opinions and about 12 to 13% had certain complaints. All in all, this shows that majority of the patients are satisfied with the accuracy of the estimate counselling provided.

- Fig 3. Were patients satisfied with the efficiency of bed management allocating them their preferred room types?

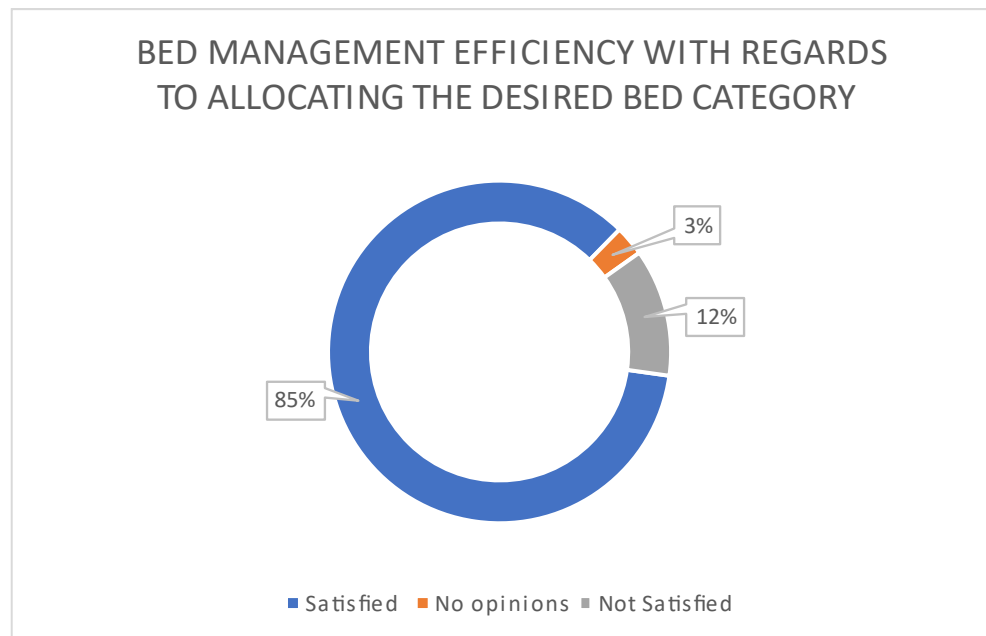


Fig. 3

Based on the above pie chart it was noted that 85% population of the total sample size were satisfied by the performance of the bed management team when it came to allocating them their desired room types. While on the other hand 2 to 3% had no opinions on this and around 12% were a little unsatisfied. So, an overall conclusion can be made that majority of the sample size population gave positive feedback regarding this.

- Fig 4. Staff efficiency at handling different types of patient queries.

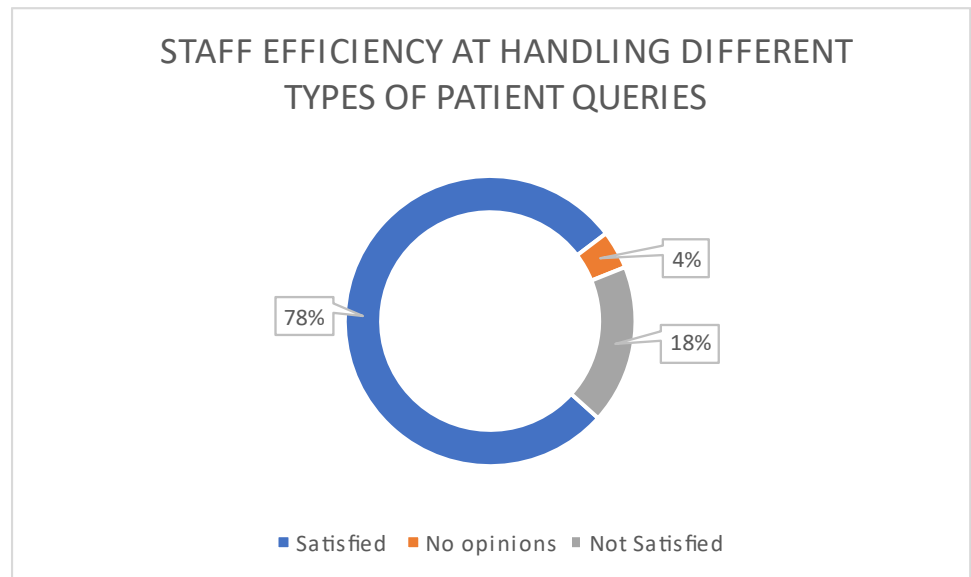


Fig. 4

Based on the above pie chart we can see that around 78% patients of the sample size were satisfied with the department staff's abilities at handling their queries. 4.25% had no opinions regarding this and about 17 to 18% were unsatisfied regarding the same. So, overall, we can conclude that majority of the sample size under study were satisfied with competency of the department staff when it came to handling their queries.

- Fig 5. Were patients satisfied with the staff's efficiency at educating the patients about the steps in the entire admissions process?

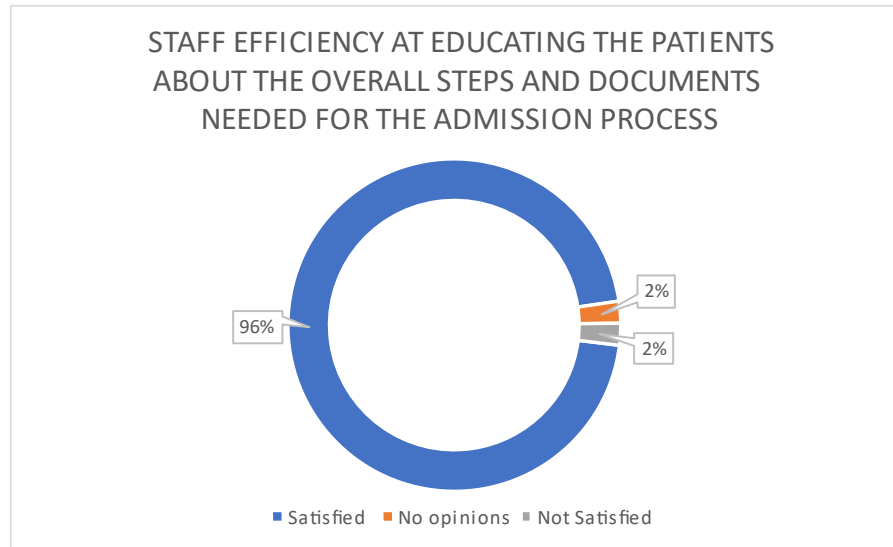


Fig. 5

Based on the Pie chart given above we can see that around 95% of the sample size were happy with the way the department staff educated them about the overall admission process of the hospital. On the other hand, around 2% were not satisfied and another 2 to 3% had no opinions regarding the same. So overall, majority of the patients in the sample size had positive feedback regarding the efficiency of the department staff when it came to educating the patients or their attendants about the overall admission process of the hospital.

- Fig 6. Patient satisfaction with regards to competence of the staff members when it came to dealing with patients from various backgrounds?

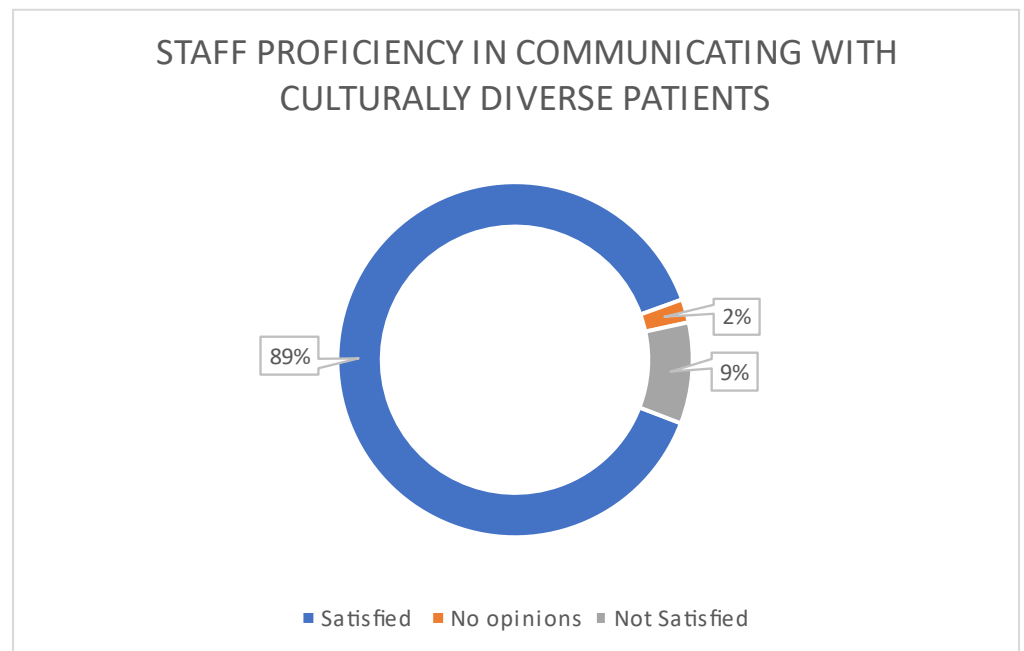


Fig. 6

Based on the Pie chart given above we can see that around 88 to 89% patients in the sample size were satisfied with the communication skills of the department staff. Around 9% had a few complaints regarding this while another 2% had no opinions on the same. So once again we can make an overall conclusion that majority of the patients in the sample size had largely positive feedback regarding the communication skills of the department staff.

ADMISSION PROCESS OF FORTIS MEMORIAL RESEARCH INSTITUTE, GURGAON

Admission process in a broad sense refers to a sequence of processes that a patient must go through, in order to get admitted to their desired room categories or wards based on their medical needs and what the doctor has suggested.

Admission process steps followed in FMRI, Gurgaon:

1. **Arrival:** Arrival of patient to the admission department with an ARF (admission request form). The admission request form is a document given by the doctor that plays the role of an official suggestion with regards to the patient getting admitted on a specified date.
2. **Estimate counselling:** The patient or the attendant must go to the counselling room in order to get a cost estimate done which may vary depending on their preferred room type, the kind of medical treatment or surgery that they need to go through, the length of stay told by the doctor, whether they are going to pay via cash or insurance etc. The patient or their attendant are given a document detailing the estimated cost based on various factors.
3. **Documentation:** During this the patient or their attendant fill a consent form stating that they agree with the rules, rights and their responsibilities during their stay in the hospital. They also have to give a copy of their identity documents like Adhaar card, PAN card or policy card in case they are an insurance holder. BPL patients need to get an approval letter from the NOTARY.
4. **Bed allotment:** The bed manager's responsibility is to now allocate a room whose status is vacant in the Hospital information system and caters to the preferred bed type of the patient. In case the preferred room type is not vacant then a room of the same type shall be allocated, where the admission process of the previous patient is underway.
5. **Final admission process:** Once the Patient's allocated room becomes vacant then the FOA or Front Office Assistant proceeds with the final admission process where in they enter the patient's admission related details in the HIS(Hospital

information system) and creates the final admission docket which will consist of the estimate form, identification document copies, consent form, hospital letterhead containing details like the patient's name, UHID number, room number, medical process to be done, name of the consulting doctor etc.

6. Money Deposit: A certain percentage of money based on the estimated amount needs to be deposited first as security amount by the patient in the discharge lounge of the hospital. Once that money has been deposited a GDA staff will be sent with the patient and the final admission docket to the floor where their allocated room is located thus finishing the admission process.

TURNAROUND TIME OR TAT:

Turnaround time or TAT in a general sense refers to the total time taken to complete a particular process or task from start to finish. It includes all the steps and waiting periods involved in completing the task or process.

TAT in Fortis Memorial Research institute's admission department:

Like many other hospitals the Fortis Memorial research institute also has its own standards when it comes to the turnaround time to be followed in finishing the full admission process of the patient from the moment the patient comes to the department and gets their estimate counselling done to the moment the patient or his/her attendant submits the security deposit in the discharge lounge and is finally guided to their allocated room by a GDA staff.

The Turnaround time standard followed by Fortis memorial research institute, Gurgaon for their admissions process is a maximum of 45 minutes starting from the moment the patient comes to the admissions department of the hospital and gets their estimate counselling done to the moment the patient or his/her attendant submits the security deposit in the discharge lounge and is finally guided to their allocated room by a GDA staff.

TURNAROUND TIME DATA ANALYSIS

- Overall turnaround time analysis of all the 141 patients in the sample size that applied for various room types including single room, twin room, General ward or Daycare ward.

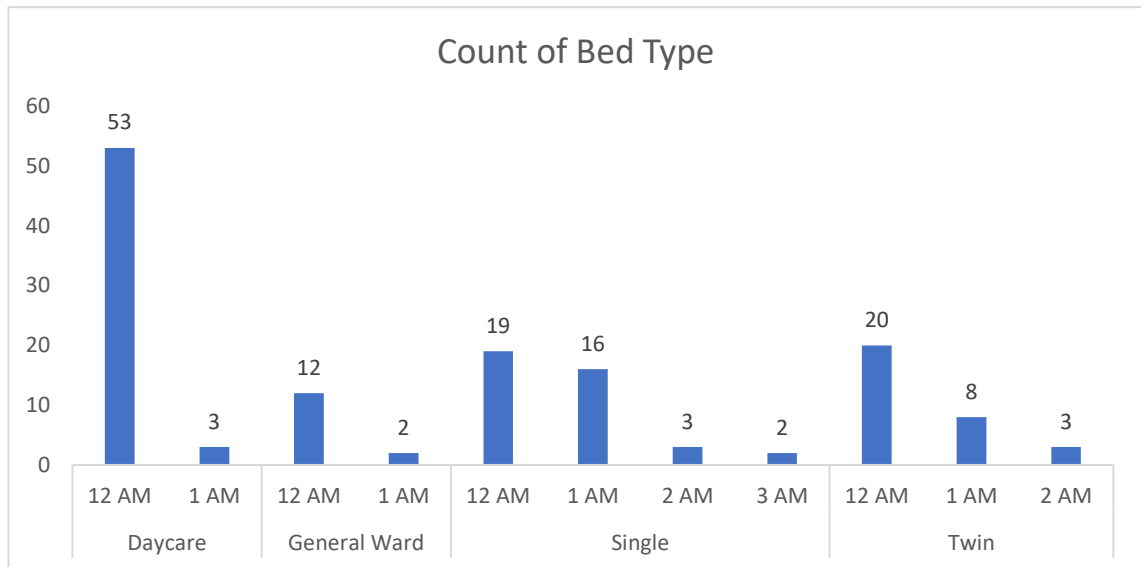


Fig. 7

Based on the above line graph we can see that out of the 141 patients in the sample size around 84 patients or about 59 to 60% got admitted to their desired room or ward categories below the hospital's turnaround time standard of 45 minutes. While the other 40% or 57 patients out of the sample size of 141 had a turnaround time higher than the Fortis memorial research institute's standard of 45 minutes for their admission process to finish.

Out of the sample size of 141 patients

1. 56 applied for daycare admissions
2. 14 applied for admission to the hospital's general ward.
3. 31 patients who came to apply for a room of the Twin sharing category.
4. 40 patients applied for a single patient occupancy type room.

- Turnaround time of patients coming to the admissions department to get admitted to hospital's Daycare wards

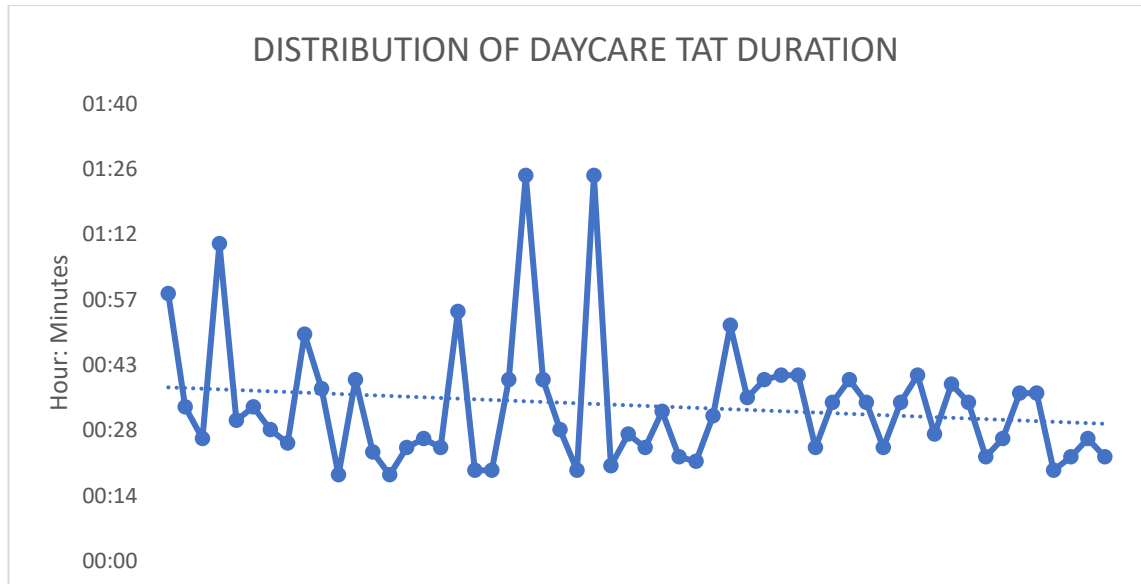


Fig. 8 Daycare TAT chart

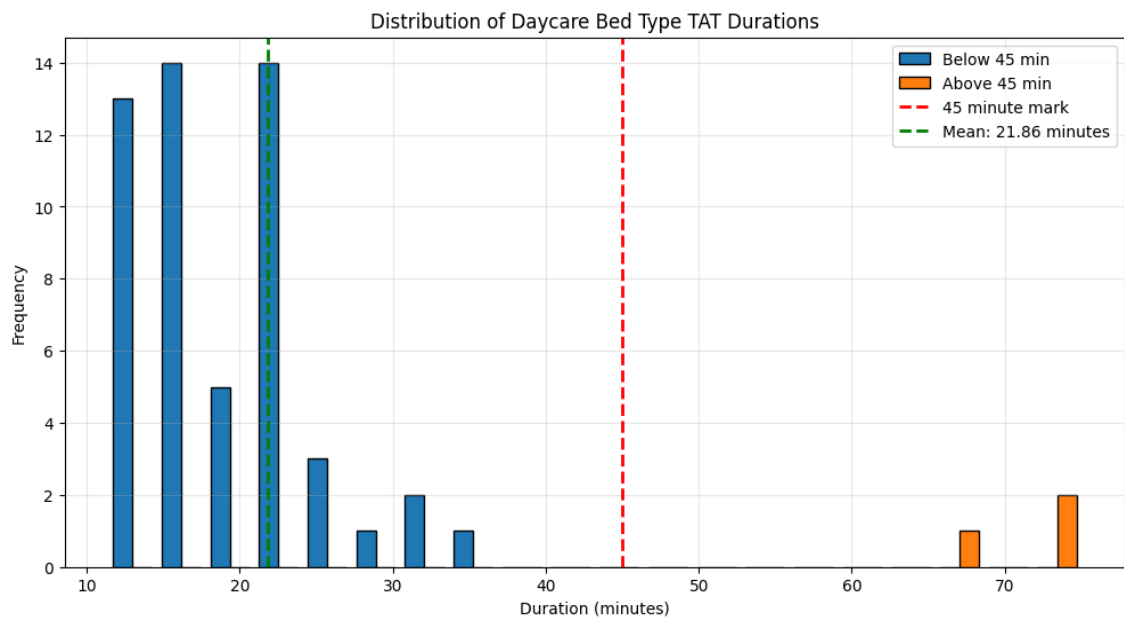


Fig. 8.1 Below 45 min and above 45 min

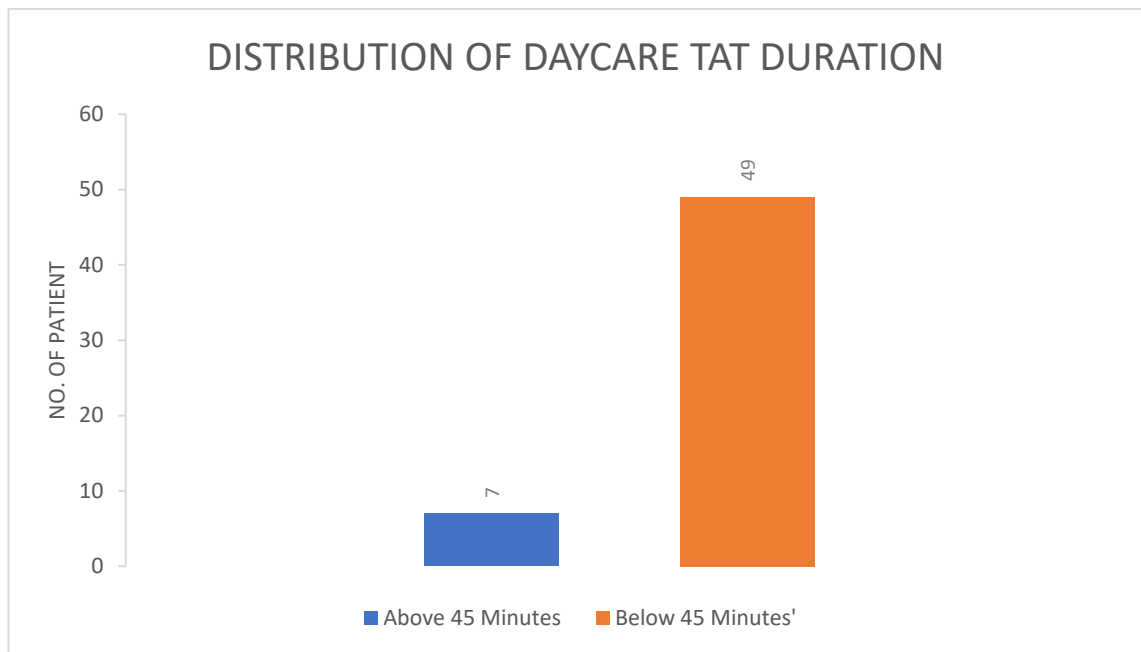


Fig. 8.2 Distribution of daycare TAT duration

From the above bar chart, we can see that 49 out of the 56 patients who got admitted to the daycare ward had a turnaround time of less than 45 minutes. That is about 87.5% of the daycare patients in the sample size. While on the flipside about 7 or roughly 12.5 % of the patients applying for daycare admissions had a turnaround time of over 45 minutes. This shows a highly positive result with regards to turnaround time being followed for patients applying for admissions in the Daycare ward of the hospital.

- Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the General ward of the hospital

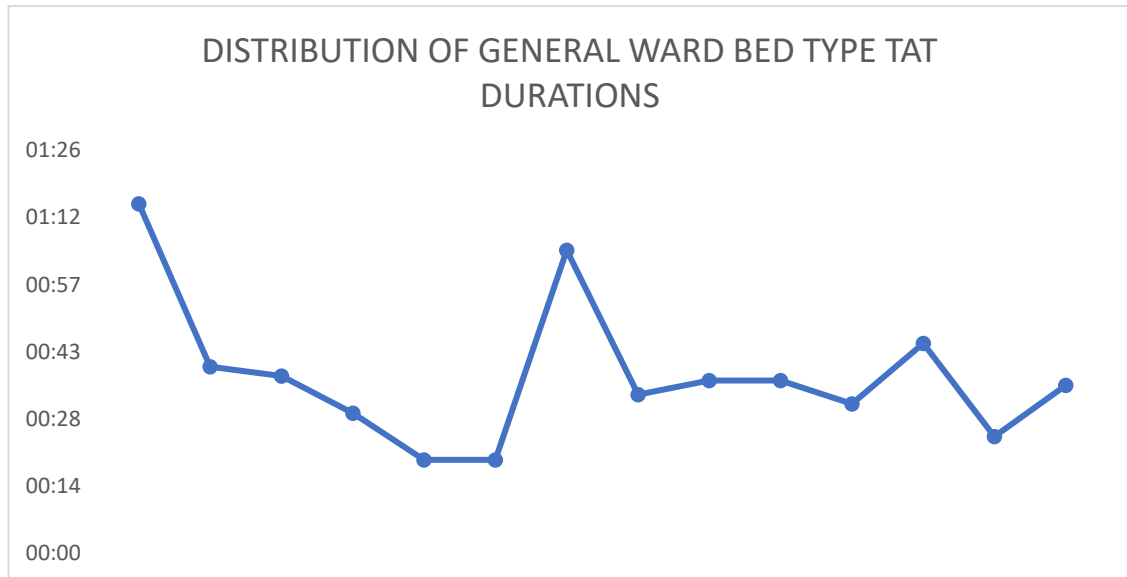


Fig. 9

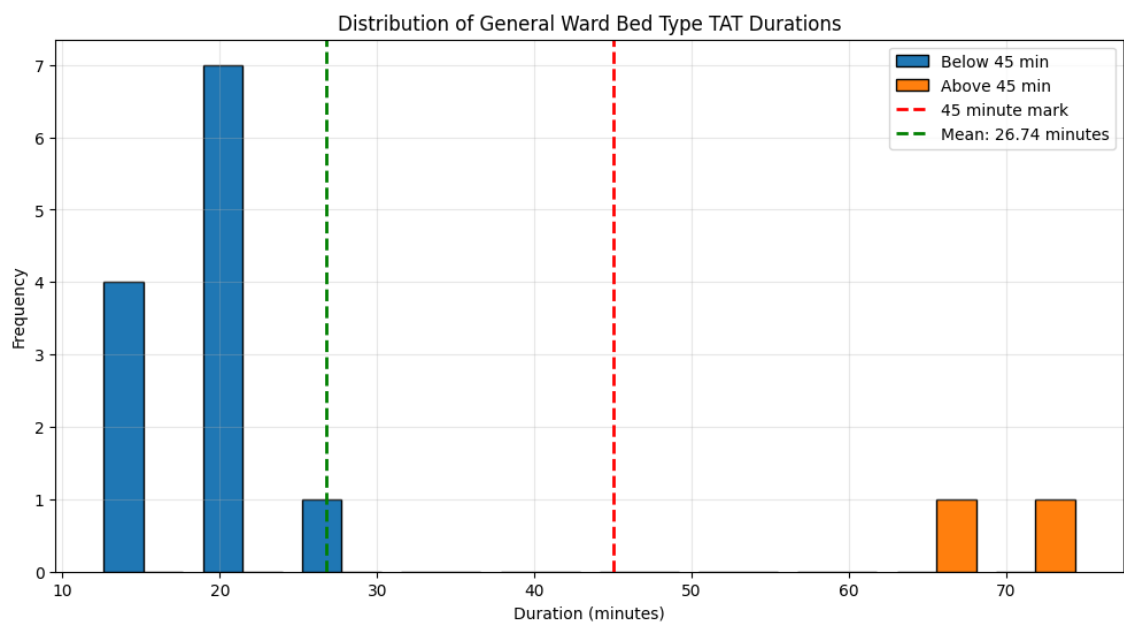


Fig 9.1

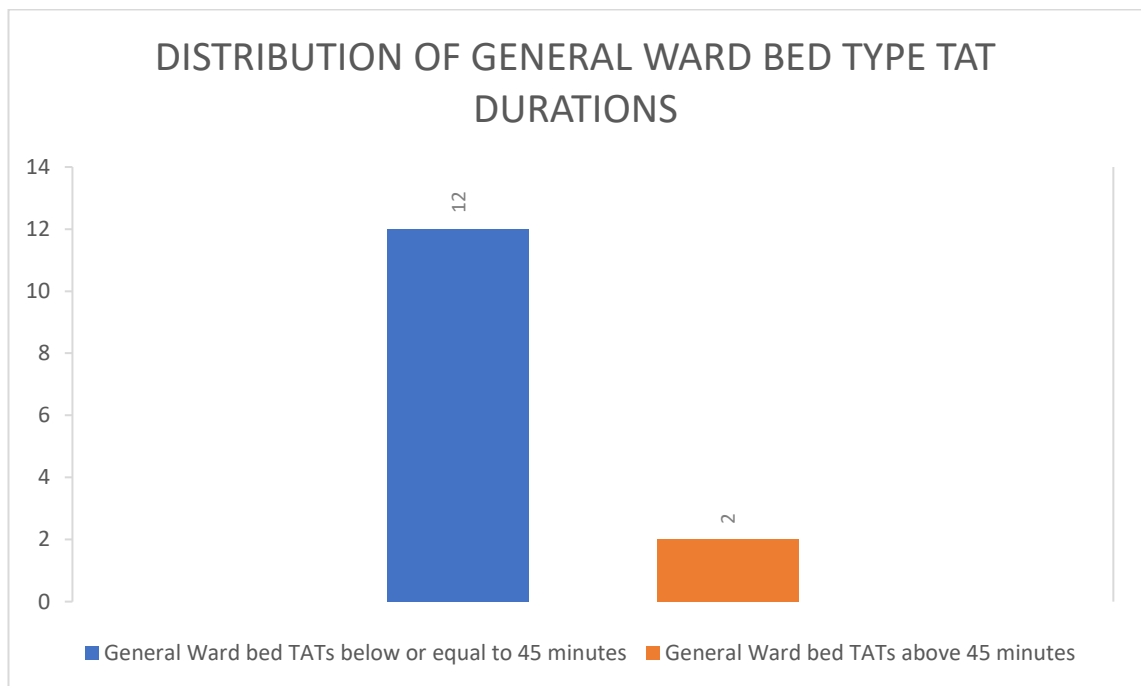


Fig 9.2

Based on the bar chart that we have in front of us, we can say that out of the 14 patients who were admitted to the general ward of the hospital 12 of them had a turnaround time below the 45-minute standard set by the hospital for its admissions department. That is about 85% of the patients in the study sample who were admitted to the General ward of the hospital. Only 2 or 15% of the patients in the sample who were admitted in the general ward had an overall Turnaround time above the 45 minutes standard set by the hospital for their admissions department. Thus, it can be said that patients being admitted in the General ward of the hospital mostly had a mostly positive result in terms of having a good turnaround time for the general ward admissions.

- Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the Twin sharing ward of the hospital

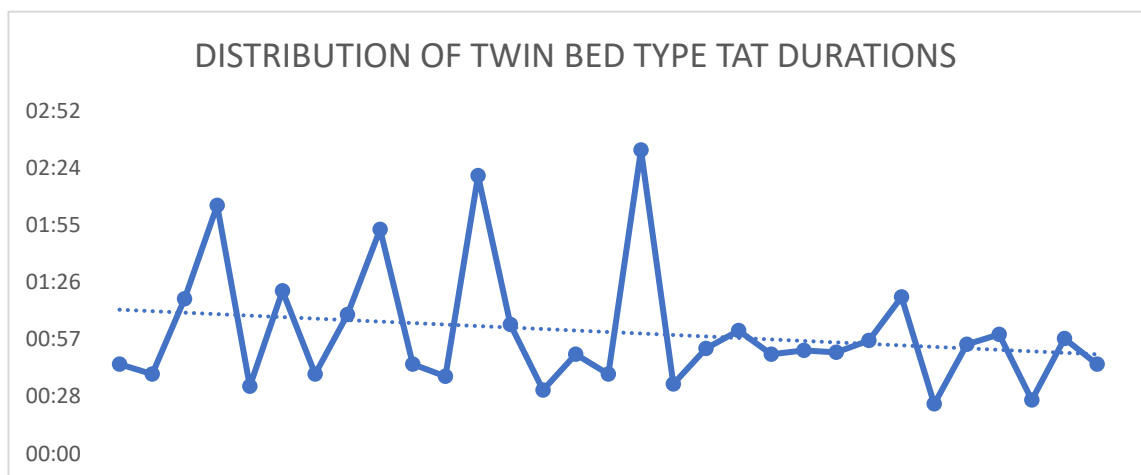


Fig.10

Fig 10.1

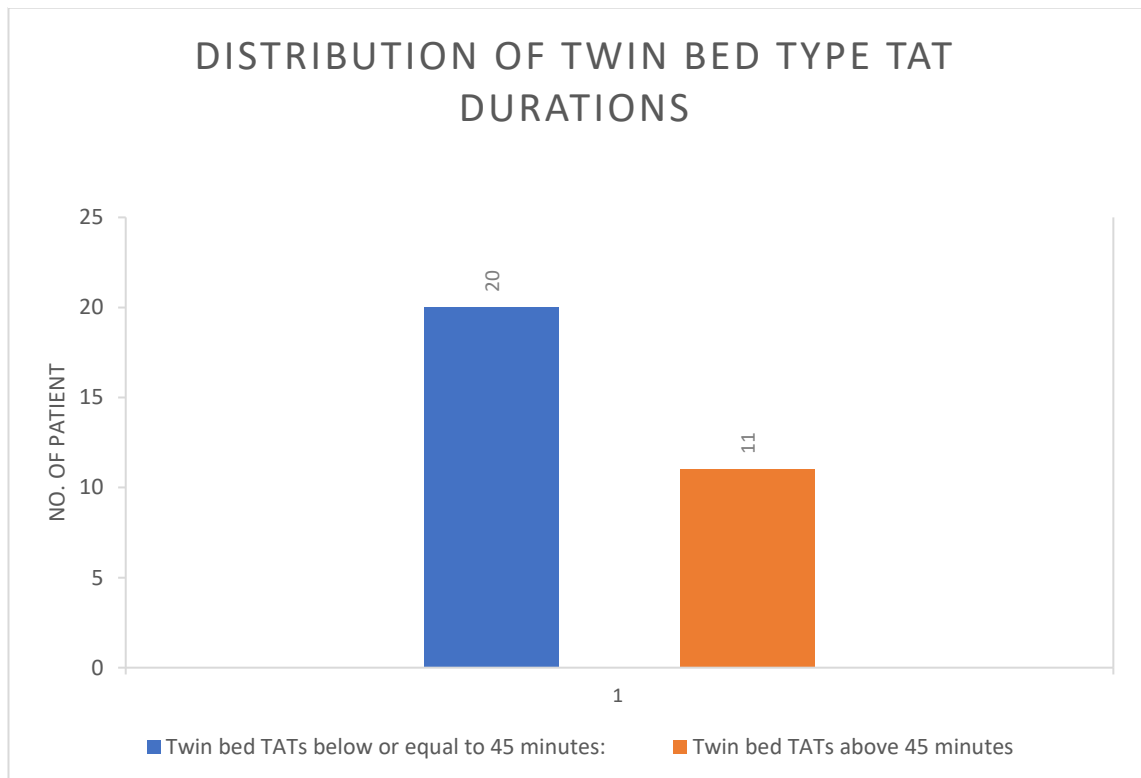
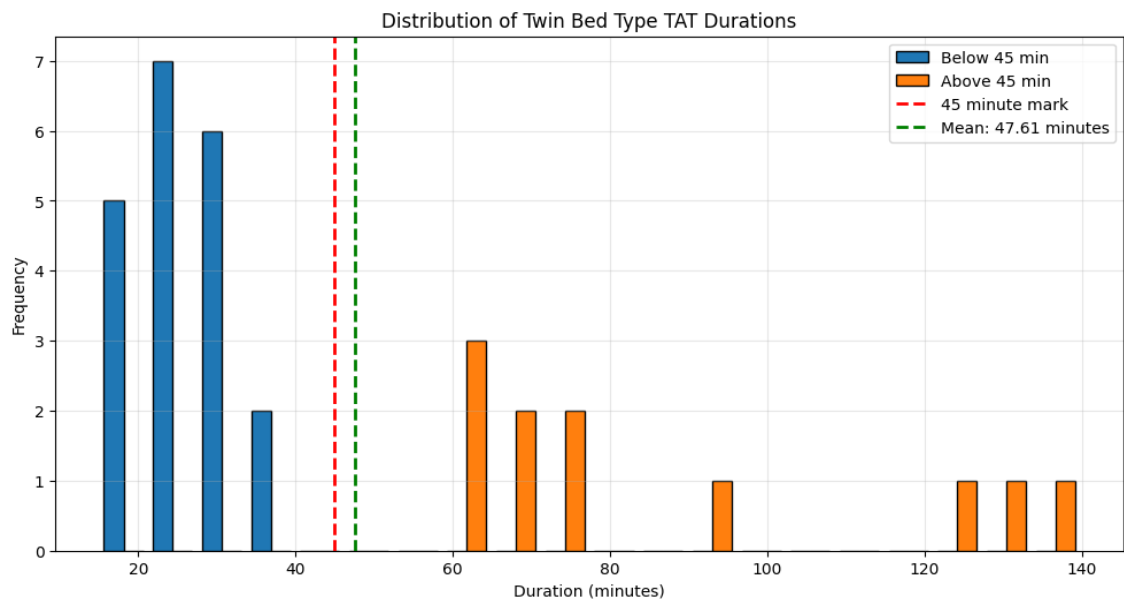


Fig 10.2

Based on the above bar chart we can say that out of the 31 patients who were admitted in the Twin sharing rooms 11 or about 39% had a turnaround time above the 45 minutes standard set by the hospital for its admissions department. On the other hand, 20 or about 61% of the patients admitted to Twin sharing room had a turnaround time lower than the 45 minutes standard set by the hospital. This shows that the majority turnaround time of the 31 patients in the study sample who were admitted in the Twin sharing room of the hospital had a lower turnaround time than the 45 minutes standard set by the hospital for

their admissions department. This shows there is room for improvement in the efficiency of the admissions process of Fortis memorial research institute.

- Turnaround time for patients who arrived at the hospital's admissions department and got admitted to the Single category ward of the hospital

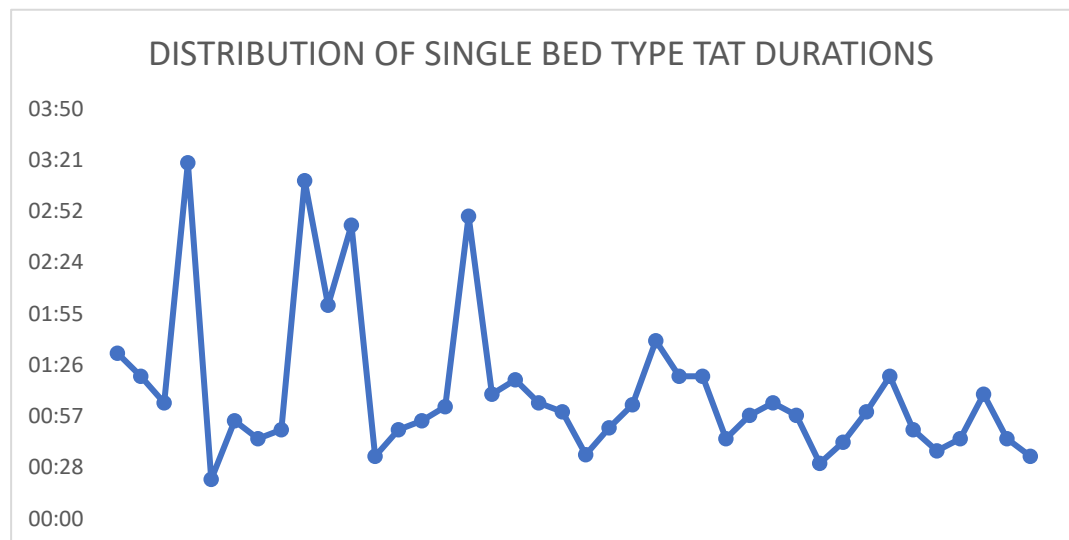


Fig. 11

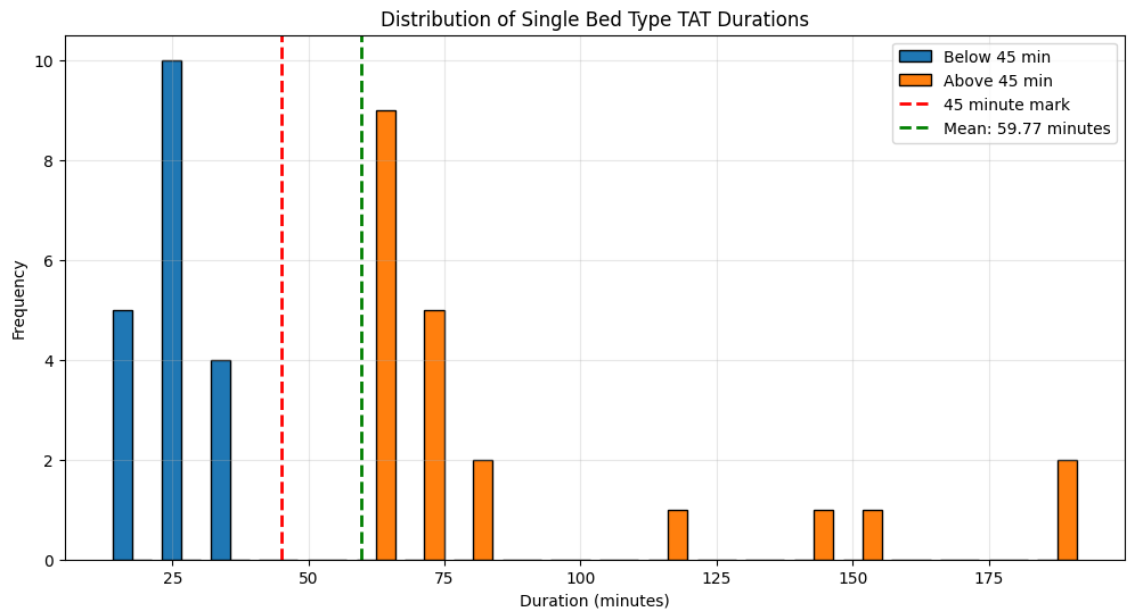


Fig. 11.1

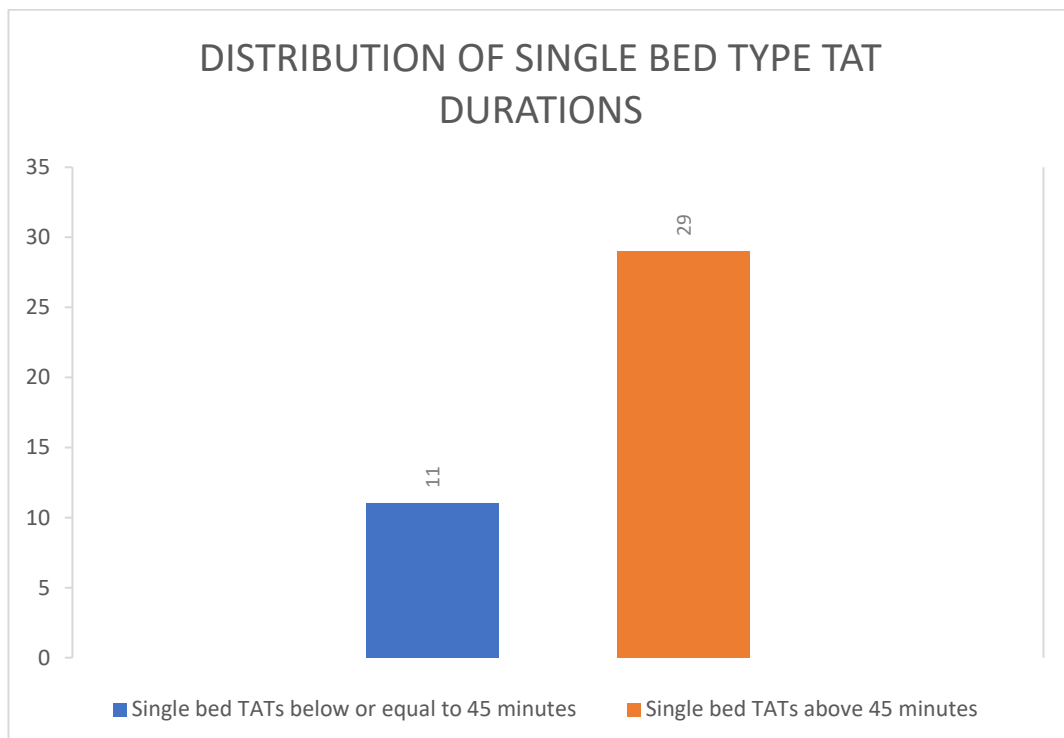


Fig. 11.2

Based on the above bar chart, we can say that 11 out of the 40 patients who were admitted in a single sharing room had a turnaround time below or equal to the 45 minutes standard set by the hospital. That is about 27% of the study population who were admitted to a

single sharing room. On the other hand, about 29 out of the 40 patients who were admitted to the single sharing room had a turnaround time higher than the 45 minutes standard set by the hospital. That is around 73% of the study sample who were admitted to a single sharing room of the hospital. Thus, for the majority of patients for this room type had a turnaround time higher than the standards set by the hospital for the admissions process in the admissions department which means there are lots of room for future improvement.

Points of discussions with regards to the overall admission process

The efficient functioning of the hospital's admission process is important in the sense that it contributes a lot to the overall satisfaction of what the patient experiences while being in the department and going through the various admission steps. So, it is paramount that any issues with regards to the admissions department or the processes taken place there needs to be identified and dealt with as quickly as possible to improve the overall efficiency and timeliness of the process which in turn will lead to improved patient experience in the department.

Issues noticed in the workings of the admissions department:

1. Room availability issues:

- a. The Twin sharing and Single sharing type of rooms are the ones who generally have a higher level of occupancy in FMRI which sometimes leads to a lack of timely admissions of more incoming patients applying for these room categories.
- b. Room availability issues can also be due to delayed discharges of the patient who are already in a room that has been allotted to another patient after the discharge of the already admitted patient is done.

2. Staff related issues:

- a. Shortage of GDA staff in the department. This leads to problems for patients who have mobility related issues as it is the task of the GDA to guide the patient to their respective rooms after the final documentation

process has been done.

- b. Front office assistant timeliness. Even though the department is not lacking in terms of the number of FOA/Front Office Assistant staff, but issue sometimes lies in the fact that certain FOA staff take too long to come back from their breaks leading to increased pressure on the other FOA staff during times of rush, especially if the staff is a new member in the department which leads to increased delay in the admissions process as well.
- c. Bed manager is sometimes late for their shift leading to delay in the allocation of preferred room type of the patient which in turns leads to delay in the admission process as well.

3. Late arrival of final approval:

- a. An admitted patient with an insurance can only be discharged once the final approval has arrived from the insurance company after which the final discharge summary can be further processed. There is sometimes delay in the arrival of a patient's final approval leading to delay in the admission process of the patient who is supposed to come to that room later after the previous patient whose discharge summary is still pending.

4. Communication gaps between staff:

- a. Sometimes there are communication gaps between the nursing staff and bed management staff regarding the vacancy status of a room that has been allocated for another patient for a later time.
- b. For example, the discharge process of the previous patient in the allocated room has already been done and the room is now vacant for further admissions but due to communication gaps the bed manager was not intimated regarding that due to which the room was not labelled as vacant in the hospital information system. This means even though the room is vacant but because it is not vacant in the HIS system the Front office staff cannot go through with the final admission process of the next patient who is supposed to be admitted in that room leading to further delay and patient frustration with the overall admission process of the hospital.

5. Patient education related issue:

- a. Patients arriving to the admissions department for their admission related formalities are supposed to bring with them certain identification related documents for their admission process documentation. Sometimes patient is not aware of the documents they are supposed to bring for their documentation process which in turn leads to further delay in the overall admissions process and negatively affecting patient satisfaction with the overall admission process.

6. Doctor's coordinator related issue:

7. The coordinator of the specific consulting doctor of a patient has the responsibility to guide the patient with regards to what documents are needed for their admission process and guide them through any other confusion the patient has with regards to any step of the overall admission process.
8. But sometimes the coordinators are unable to guide the patient through the process due to various reasons. Sometimes due to the coordinator being inexperienced and lacking knowledge about the documents needed for the patient or sometimes either due to negligence.

9. Estimate related issue:

- a. Sometimes the cost estimate made by the ones doing the estimate counselling ends up being far too inaccurate due to important details not being taken by the staff and making an estimate without taking those details into consideration.
- b. Details like the patient's preferred room type, whether the patient will pay via cash or has an insurance policy, type of procedure to be done are sometimes not asked for properly by the counselling department before making the estimate.

10. Errors in the final admission process:

- a. Sometimes the final admission process ends up facing errors due to a front office assistant not taking into consideration whether the allocated room is vacant and the discharge process of the previous patient living there has been completed or not. This leads to the next patient going to their

allocated rooms expecting it to be empty but instead finding out it is still occupied.

Recommendations:

1. Hiring more GDA staff:

- a. Hiring more GDA staff in the department to handle the intense patient rush that the department faces. This will help in making sure there is ample GDA staff to guide patients disabled mobility to reach their rooms on time leading to positive feedback from the patient.

2. Time limits for breaks:

- a. There should be a standardized time limit for the front office assistant staff's breaktime, and it should be made sure that they return on time so that the admission related work can be handled more effectively especially during times of increased patient rush and if needed relieve any other FOA staff who are still to take a much needed break.

3. Bed manager availability:

- a. Time limits for breaks for bed managers needs to be there as well to make sure that there is someone in the bed manager's office to answer patient queries regarding bed availability, allocating rooms of preferred type to the patient when available, taking regular updates on the status of the allocated room and updating the front office assistants as soon as an allocated bed type becomes vacant to ensure that the final admission process can take place in a timely manner minimizing delays as much as possible.

4. Ensuring proper communication:

- a. It should be ensured that staffs are constantly trained with regards to communicating with each other the moment there is a certain progress in the overall admission process. For example: This will include the bed manager constantly taking updates regarding the status of an allocated room and intimating the front office assistants regarding the same once the allocated room is vacant or letting the GDA know that there is a certain patient with compromised mobility who will need help and guidance to

reach the room allocated to that particular patient. This can also include situations where the bed manager changes the room being allocated to the patient and this information must be communicated to the front office assistant as well to ensure that the patient is being admitted to the correct room in a timely manner.

5. Opening new In-patient rooms:

- a. If possible, the organization should try opening new rooms of certain types. The types that see a high number of patient rush on a daily basis leading to a lot of delays. For example: New Twin sharing and single sharing rooms as these two room categories face a lot of patient rush. This can lead to better handling of bed crunch related situations in the in-patient's department. This will help improve the efficiency of the overall admissions process.

6. Training of doctor coordinators:

- a. Doctor coordinators must be trained with regards to properly communicating the information regarding the admission process to the patient. For example, the coordinator must know and be able to inform the patient about the documents that need to be submitted for the admission or TPA formality process so that the patient is already ready with those documents before coming to the admissions department. This will also lead to more efficiency in the overall admission process especially when it comes to proper documentation.
- b. All in all, I feel the above mentioned recommendations will contribute to increasing the overall efficiency, timeliness of the overall admission procedure that a patient has to go through when he/she arrives in the IPD-PCS department of the hospital. These steps can also improve the quality of communication between the staff and patients but also the quality of communication between the staff working in the department. All these factors will contribute to improved timeliness of the overall procedure leading to higher levels of patient satisfaction with regards to the overall admission process and the performance of the staff working in the admissions department of Fortis memorial research institute, Gurugram.

CONCLUSION:

The study on patient satisfaction and timeliness of admission process and its efficiency at Fortis Memorial Research Institute's PCS-IPD department highlights the importance of a holistic approach to healthcare that encompasses not just quality medical care but also an efficient process that helps the patient reach the comfort of their preferred room types with minimal delay which in turn contributes to better patient care, it also encompasses the need for competent and well trained staff who are compassionate and are also have the knowledge and communication skills to answer the various queries that a patient can have during the overall process further reducing any confusion or worries that a patient and his/her attendant may have. Fortis Memorial Research Institute has demonstrated an overall impressive performance in these areas, resulting in positive patient feedback. However, the continuous improvement of certain identified areas, such as staff coordination both within the department and inter-departmental, staff availability, communication skills, staff training and patient involvement in decision-making, is essential to maintaining and enhancing patient satisfaction. The insights and information gained from this study provide an extremely valuable and important foundation for hospital management to implement strategies aimed at further improving the efficiency of the admission process, staff and patient education, thus improving overall patient care services and ensuring that patients have a positive and supportive hospital experience.

In conclusion, assessing patient satisfaction within the PCS IPD department of Fortis Memorial Research Institute, Gurgaon was not merely a box-ticking exercise; it will act as an important step towards a continuous improvement cycle. By actively gathering feedback through surveys, focus groups and online reviews, the hospital gains invaluable insights into the journey a patient faces when going through any kind of process within the hospital. Analyzing this data helps in the identification of strengths and weaknesses in areas like healthcare provider communication, staff to staff communication, staff to patient communication leading to knowledge about overall communication transparency and also the timeliness and efficiency of the overall admissions process in the department.

Equipped with this knowledge, Fortis Memorial Research Institute can implement targeted action plans. This might involve communication skills training for department staff, specific actions to improve Turnaround time and reduce the delay in the overall admissions process, better training for staff to be able to handle various patient related queries. Crucially, the hospital must communicate these changes to patients and staff,

fostering transparency and trust.

Investing in staff development through training programs empowers healthcare providers, nurses, Front office assistants, GDA staff, bed manager etc. to address patient concerns effectively. Going further beyond mere patient satisfaction, Fortis memorial research institute also aims to cultivate a loyal patient base. This will be achieved by meeting and also exceeding expectations of the patient throughout the patient's journey during their healthcare needs journey in the hospital, fostering an environment that is efficient in its work but is also compassionate and empathetic, and actively addressing feedbacks given by the patients or their attendants (both positive and negative) and taking necessary actions if needed based on the given feedback by the patient. Patients who are satisfied and happy with the hospital's performance become loyal and powerful advocates, sharing positive experiences and propelling the hospital's reputation forward which also helps in the long-term financial health of the organization.

To stay further ahead of the competition, Fortis Memorial Research Institute can benchmark its patient satisfaction scores and process efficiency against general standards followed in the overall industry and also what best practices are being followed. Furthermore, embracing technological advancements and upgradation like mechanism for real-time feedback and data-driven personalization can further enhance patient experience and satisfaction. Ultimately, by prioritizing patient satisfaction assessment, overall process efficiency and timeliness and then utilizing it to strive towards continuous improvement, Fortis Memorial Research Institute, Gurugram can solidify its position as a leader when it comes to efficient healthcare delivery, offering exceptional and a wide variety of medical services within a compassionate, empathetic and comfortable environment.



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