

Synopsis for Dissertation Submitted



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Master of Business Administration (MBA)
in
Hospital and Health Management

By

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TITLE:

To understand patient experience in dental clinic.

INTRODUCTION:

Dental care is an essential component of overall health and well-being, with patient satisfaction playing a crucial role in determining the quality of care provided. Understanding patient experiences in dental clinics is vital for improving service delivery, enhancing patient outcomes, and fostering trust between practitioners and their clientele. Despite the significance of patient satisfaction, there is a paucity of comprehensive research specifically focused on this aspect within the context of dental clinics.

This study aims to address this gap by investigating various facets of patient experience in dental settings, including but not limited to wait times, communication with staff, perceived quality of care, and overall satisfaction with the visit. By delving into these areas, we seek to elucidate factors that contribute to positive patient experiences and identify areas for improvement within dental clinic settings.

The importance of this study lies in its potential to inform dental practitioners, policymakers, and healthcare administrators about strategies to optimize patient satisfaction and enhance the quality of care provided. Furthermore, the findings from this research are expected to have broader relevance and applicability, as they can serve as a foundation for developing evidence-based interventions aimed at improving patient experiences not only in dental clinics but also across various healthcare settings.

In summary, this study endeavours to shed light on the nuances of patient satisfaction in dental clinics, thereby contributing to the advancement of patient-centred care practices and ultimately improving the overall healthcare experience for individuals seeking dental treatment.

RESEARCH QUESTION:

What factors contribute to patient satisfaction in dental clinics, and how can dental practitioners optimize service delivery to enhance patient experiences and overall quality of care?

OBJECTIVE:

To assess the factors influencing patient satisfaction in dental clinics, including wait times, communication effectiveness, perceived quality of care, and overall satisfaction, in order to identify areas for improvement and develop recommendations for optimizing service delivery.

HYPOTHESIS: Null Hypothesis (H0):

There is no significant relationship between various factors such as wait times, communication effectiveness, perceived quality of care, and overall satisfaction with the patient's experience in a dental clinic.

Alternative Hypothesis (H1):

There is a significant relationship between factors such as shorter wait times, effective communication with staff, perceived high quality of care, and overall satisfaction with the patient's experience in a dental clinic, indicating that positive experiences in these areas lead to higher levels of patient satisfaction.

Additionally, the alternative hypothesis could propose directional relationships between specific factors and patient satisfaction. For example:

Alternative Hypothesis (H1):

1. Shorter wait times are positively correlated with higher levels of patient satisfaction in a dental clinic.
2. Effective communication with staff leads to increased patient satisfaction in a dental clinic.
3. Perceived high quality of care is positively associated with greater patient satisfaction in a dental clinic.
4. Overall satisfaction with the dental clinic visit is influenced by positive experiences with wait times, communication, and perceived quality of care.

STUDY DESIGN:

Descriptive survey approach is used to present this study.

Descriptive study is a type of research design that aims to describe or characterize a phenomenon or population without manipulating or controlling any variables. Instead, it focuses on observing and documenting the characteristics, behaviours, or attributes of the subject of interest.

SETTING:

Name of the Place: Only braces Dental Clinic

Description:

Only Braces Dental Clinic is a modern, state-of-the-art dental facility located in Malviya Nagar, Jaipur.

The clinic is designed to provide comprehensive dental care services in a comfortable and welcoming environment. With a team of experienced dentists, hygienists, and support staff, Only Braces Dental Clinic offers a wide range of services to cater to the needs of patients of all ages.

The clinic features advanced dental equipment and technology to ensure high-quality care and optimal patient comfort. From routine cleanings and check-ups to complex dental procedures such as root canals, dental implants, and cosmetic dentistry, Only Braces Dental Clinic is equipped to handle a variety of dental needs.

With convenient appointment scheduling, flexible payment options, and a focus on patient education and preventive care, Only Braces Dental Clinic aims to be the premier destination for dental care in the community.

STUDY POPULATION:

Inclusion Criteria:

1. Patients aged 18 years and above.
2. Patients who have visited Only Braces Dental Clinic for dental treatment within the past six months.
3. Patients who have completed their dental treatment during their visit to the clinic.
4. Patients who are willing to participate in the survey and provide consent for their data to be used for research purposes.

Exclusion Criteria:

1. Patients under the age of 18.
2. Patients who have not visited Only Braces Dental Clinic within the past six months.
3. Patients who have not completed their dental treatment during their visit to the clinic.
4. Patients who are unable to provide informed consent or participate in the survey due to cognitive or communication barriers.

Study Tools:

The study will utilize a structured questionnaire designed to assess various aspects of patient satisfaction with their experience at Only Braces Dental Clinic. The questionnaire will include closed-ended questions to gather quantitative data on factors such as wait times, communication with staff, perceived quality of care, and overall satisfaction with the visit. Additionally, open-ended questions may be included to allow patients to provide qualitative feedback and suggestions for improvement. Data collected from the questionnaire will be analysed using descriptive statistics to summarize the findings and identify patterns or trends in patient satisfaction.

DURATION OF THE STUDY:

3 Months starting from 1st April'2024-1st July'2024

SAMPLE SIZE:

Based on the patient visiting the dental clinic for the treatment from 1st of April'2024-1st of July'2024

SAMPLING TECHNIQUE:

Simple random sampling as we are including every patient feedback coming to the clinic during the duration of the study.

DATA COLLECTION PROCEDURE:**1. Selection of Participants:**

- Patients who meet the inclusion criteria will be approached by the research team while they are waiting for their appointment at Only Braces Dental Clinic.
- The purpose of the study will be explained to potential participants, and informed consent will be obtained from those willing to participate.

2. Questionnaire Administration:

- A structured questionnaire will be developed based on the research objectives and hypotheses, incorporating items to measure variables such as wait times, communication effectiveness, perceived quality of care, and overall satisfaction.
- The questionnaire will be administered to participants either in-person at the clinic or through an online survey platform, depending on their preference and convenience.
- Trained research assistants will be available to assist participants in completing the questionnaire if needed, ensuring clarity and understanding of the questions.

3. Measurement of Variables:

- a. Wait Times: Participants will be asked to indicate the duration of time they waited before being seen by a dentist or dental hygienist.
- b. Communication Effectiveness: Participants will rate the effectiveness of communication with clinic staff on a Likert scale, assessing factors such as clarity, friendliness, and responsiveness.
- c. Perceived Quality of Care: Participants will rate their perception of the quality of care received during their visit to the clinic, considering factors such as professionalism, expertise of the dental staff, and cleanliness of the facilities.
- d. Overall Satisfaction: Participants will provide an overall satisfaction rating for their experience at Only braces Dental Clinic, indicating their level of satisfaction on a numerical scale or through qualitative feedback.

4. Data Collection Period:

- Data collection will be conducted over a specified period, with the research team being present at the clinic during peak hours to maximize participant recruitment.
- The data collection period will be sufficient to achieve the desired sample size and ensure representation of different patient demographics and visit types.

5. Confidentiality and Data Management:

- Participant confidentiality will be maintained throughout the data collection process, with all responses anonymized and securely stored.

OPERATIONAL DEFINITIONS:

1. Exposure Variables:

a. Wait Times:

- **Definition:** The amount of time elapsed from the patient's scheduled appointment time to the time they are called in to see the dentist or dental hygienist.
- **Measurement:** Wait times will be measured in minutes and recorded using a stopwatch or by referring to the clinic's appointment scheduling system.

2. Outcome Variables:

a. Communication Effectiveness:

- **Definition:** The perceived effectiveness of communication between the patient and clinic staff, including receptionists, dental assistants, and dentists.
- **Measurement:** Communication effectiveness will be assessed using a Likert scale ranging from 1 (poor) to 5 (excellent) based on patient self-report. Specific aspects of communication, such as clarity of instructions, friendliness of staff, and responsiveness to questions, will be evaluated.

b. Perceived Quality of Care:

- **Definition:** The patient's perception of the quality of care received during their visit to Dental Clinic, encompassing factors such as professionalism, expertise of dental staff, and cleanliness of facilities.
- **Measurement:** Perceived quality of care will be assessed using a Likert scale ranging from 1 (poor) to 5 (excellent) based on patient self-report. Patients will be asked to rate their satisfaction with various aspects of care provided, including the competence of the dentist, cleanliness of treatment rooms, and overall atmosphere of the clinic.

c. Overall Satisfaction:

- **Definition:** The patient's overall satisfaction with their experience at the Dental Clinic, reflecting their global assessment of the visit.
- **Measurement:** Overall satisfaction will be assessed using a numerical scale ranging from 1 (very dissatisfied) to 5 (very satisfied) or through qualitative feedback provided by patients. Patients will be asked to rate their overall satisfaction level based on their perception of wait times, communication effectiveness, perceived quality of care, and any other relevant factors influencing their experience.

DATA ANALYSIS PLAN:

1. Software:

- Statistical analysis will be conducted using IBM SPSS Statistics software, version 27.0. This software provides a comprehensive set of tools for data management, descriptive statistics, and inferential analysis.

2. Descriptive Statistics:

- Descriptive statistics will be calculated to summarize the characteristics of the study sample and the variables of interest. Measures such as means and percentages will be used to describe wait times, communication effectiveness, perceived quality of care, and overall satisfaction.

ETHICAL CONSIDERATION:

Informed Consent:

- Informed consent will be obtained from all study participants before their participation in the research. Patients will be provided with detailed information about the study objectives, procedures, potential risks and benefits, and their rights as participants. They will be given the opportunity to ask questions and clarify any concerns before providing their consent voluntarily.

Data Security:

- Measures will be implemented to ensure the security of data collected during the study. Confidentiality will be maintained during data collection, analysis, and reporting. Individual responses will be aggregated and reported in a way that prevents identification of specific participants.

Privacy:

- Patient privacy will be protected throughout the study to maintain confidentiality. Participants' personal information, such as names and contact details, will be anonymized and replaced with unique identifiers to prevent identification.

IMPLICATIONS:

1. Population:

• **Improved Patient Experience:** By identifying factors that contribute to patient satisfaction in dental clinics, the research can lead to improvements in service delivery, communication practices, and overall patient experience.

• **Informed Decision Making:** The findings of the study can inform policymakers, healthcare administrators, and dental practitioners about areas for improvement within dental clinic settings. This can lead to the development of evidence-based interventions and policies aimed at enhancing patient-centred care practices.

- **Enhanced Trust and Engagement:** Positive patient experiences in dental clinics are associated with increased trust in healthcare providers and greater engagement in preventive dental care.

2. Industry:

- **Quality Improvement Initiatives:** Dental clinics can use the research findings to identify areas for improvement and implement quality improvement initiatives aimed at enhancing patient satisfaction. This may involve streamlining appointment scheduling processes, improving communication with patients and investing in staff training and development.

- **Competitive Advantage:** Dental clinics that prioritize patient satisfaction and provide high-quality care are likely to gain a competitive advantage in the healthcare market. Positive word-of-mouth referrals and online reviews from satisfied patients can enhance the clinic's reputation and attract new clients, leading to increased patient retention and revenue generation.

- **Compliance with Regulatory Standards:** The research findings can also help dental clinics ensure compliance with regulatory standards and accreditation requirements related to patient-centred care and quality improvement.