

KOUSHIK ROY

MBA (Hospital & Health Management)

Dissertation Organization- Sankara Eye Hospital

1. Title: A Study on Patients' Expectations toward Service Quality at a Super Speciality Hospital.

2. Introduction: In today's healthcare landscape, patient satisfaction and perception of service quality play a vital role in shaping the success and reputation of hospitals. With the rising importance of patient-centred care, understanding and meeting patient expectations are crucial for ensuring optimal healthcare delivery. This research proposal aims to investigate and compare patient expectations towards service quality at an eye care hospital with the service quality provided by all units of Sankara Eye hospital. By identifying gaps between patient expectations and actual service quality, this study seeks to inform strategies for improving patient satisfaction and enhancing healthcare delivery.

3. Research Questions:

- a. How does the perceived service quality at our hospital compare to patient expectations?
- b. What factors contribute to any gaps identified between patient expectations and the actual service quality?
- c. Which unit is doing well in terms of providing service quality to patients?
- d. What strategies can be implemented to bridge the identified gaps and improve overall service quality?

4. Objectives:

- (i) To assess the patient's expectations towards service quality at an eye care hospital.
- (ii) To evaluate the service quality provided by all units of Sankara Eye Hospital.
- (iii) To compare patient's expectations with the perceived service quality in all units of Sankara Eye hospital.
- (iv) To compare the performance of all units in terms of service quality.
- (v) To identify areas of improvement in service delivery based on the comparative analysis.

5. Hypothesis:

- i. **Null Hypothesis (H0):** There is no significant difference between patient expectations towards service quality at an eye care hospital and the actual service quality provided by Sankara Eye Hospital.
- ii. **Alternative Hypothesis (H1):** There is a significant difference between patient expectations and the actual service quality provided by Sankara Eye Hospital.

6. Materials & Methods:

- **Study Design:** The appropriate study design for this research would likely be a Randomized Controlled Trial (RCT). In an RCT, participants are randomly assigned to

different groups, one of which receives the intervention while the other serves as the control group. This study will also adopt a cross-sectional comparative research design. Data will be collected simultaneously from patients at Sankara eye hospital to enable a direct comparison of patient expectations and perceived service quality.

- **Setting:** The research work is to be conducted at all units of Sankara Eye Hospital. Sankara Eye Hospital is a specialized care hospital for ophthalmology.
- **Study Population:**
 - **Inclusion Criteria:**
 - (i) Paying Patients.
 - (ii) Patients visiting the Outpatient Departments (OPD).
 - (iii) Patients who are admitted to the hospital (IPD).
 - (iv) Patients with all age groups and all genders.
 - (v) Patients who are willing to participate in the study by providing feedback on their experience.
 - **Exclusion Criteria:**
 - (i) Non-Paying Patients.
 - (ii) Patients who are unable or unwilling to provide feedback or participate in this research.
 - (iii) Patients who have already previously participated in this study to avoid duplication of responses.
 - **Study Tools:**
 - (i) Patient Expectation Survey Questionaries
 - (ii) Likert Scale Tool
 - (iii) SERVQUAL Model
 - (iv) DMAIC Tool
 - (v) MS-Excel
- **Duration of Study:** 3 months
- **Sample Size:** 1740 Patients (OPD - 1300, IPD - 440)
- **Sampling Technique:** Convenience sampling will be utilized to select patients who meet the inclusion criteria and are willing to participate in the study. Convenience sampling is chosen for this study because it ensures every patient from OPD and IPD has an equal chance of being selected.
- **Data Collection Procedure:**
 - (i) Participants will be approached in waiting areas of both departments (OPD & IPD) and invited to participate in the study.
 - (ii) Informed consent will be obtained from willing participants.

- (iii) Participants will be asked to complete the demographic form and the patient expectation and perception questionnaire.
- (iv) Data will be collected anonymously to ensure confidentiality and encourage honest responses.
- (v) Collect and compile data for analysis.

- **Operational Definitions:**

- (i) Patient Expectations: The anticipated level of service quality as perceived by patients before receiving care.
- (ii) Patient Perceptions: Patients' assessments of the actual service quality experienced during their visit to the hospital.
- (iii) Service Quality: The degree to which healthcare services meet patients' needs and expectations.
- (iv) Gaps: Discrepancies between patient expectations and the actual service quality provided.

7. Data Analysis Plan: Data Analysis Plan is mainly included with MS-Excel which will be used for storing and analysing the data of patient expectations towards service quality. Data will also be analyzed using appropriate statistical methods such as descriptive statistics, t-tests, and regression analysis to compare patient expectations and perceptions of service quality. Qualitative data from interviews will be analyzed thematically.

8. Ethical Considerations: Ethical considerations play a crucial role in ensuring the integrity of such endeavours –

- i. Informed consent will be obtained from all participants.
- ii. Confidentiality and anonymity of participants will be strictly maintained.
- iii. Ethical approval will be sought from relevant institutional review boards.

9. Implications of Research: The research on “Patient’s Expectations towards Service Quality at an Eye Care Hospital” offers direct benefits to both the population and this healthcare organization. By identifying and implementing strategies to improve service quality and patient satisfaction, healthcare providers can enhance the overall patient experience, leading to increased trust, compliance, and loyalty among patients. This, in turn, can result in improved health outcomes, higher patient retention rates, and positive word-of-mouth referrals, thereby contributing to the overall well-being of the population.

10. References:

- (i) IIHMR Digital Library
- (ii) Internet (ResearchGate etc.)