

UNDERSTANDING PATIENT PREFERENCES ON SELECTION OF A HOSPITAL FOR CARE: FOCUSING ON MOTHER AND CHILDCARE UNIT

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

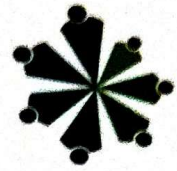
By

Pratyusha Mohanty

Under the Supervision and Guidance of

Mr. S.P. Chattopadhyay

2024



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24 May 2024

CERTIFICATE

This is to certify that **Dr. Pratyusha Mohanty** in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IHMR University, Jaipur has successfully completed her internship in Marketing at SRV Hospitals during **18th March 2024 to 24th May 2024**

Yours Sincerely,

For SRV Hospital



Hiral Mourya

Sr. Manager Human Resources

79, Kamal Charan Building, Road Number 02,
Kamdhenu Nagar, Goregaon (w), Mumbai 400062,
Maharashtra, India

209 600 600 / 86579 82283 / 022 6884 0000



www.srvhospital.com



info@srvhospital.com



DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Understanding Patient Preferences on Selection of a Hospital for Care: Focusing on Mother and Childcare Unit** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

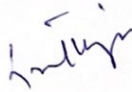
Pratyusha Mohanty
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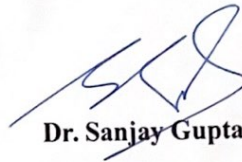
Date 5/07/24

CERTIFICATE

This is to certify that dissertation titled **"Understanding patient preferences on selection of a hospital for care: Focusing on Mother and childcare unit."** is a record of the research work undertaken by Dr. Pratyusha Mohanty in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.



Dr. S.P. Chattopadhyay
Faculty Guide
IIHMR University, Jaipur
Date 4/07/2024



Dr. Sanjay Gupta
School Dean
IIHMR University, Jaipur
Date 04/07/2024

ABSTRACT

Introduction:

In recent times, the choice has become an important factor in healthcare as patients can compare hospitals and healthcare providers using the abundance of information at their disposal. Patients now want to be more involved in their treatment decision-making process and at times seek information about their conditions as well as different types of available treatment options. This makes them aware consumers. They hold the key to the domain of healthcare marketing and the best way to understand patients' expectations is to understand the factors that affect their decision-making process.

Methods:

The prospective observational study was conducted on 100 patients availing treatment from mother and childcare unit.

Results:

This study highlights the major factors that affect patients' decisions when it comes to selecting a mother and childcare hospital. These factors are competent medical and support staff, emergency and laboratory services, the reputation of the hospital among the public, cost of services, hospital location and infrastructure.

Discussion:

The significance of this study is derived from this need to explore the concept of patient choice and preferences before selecting a hospital from the consumer's (patients') perspective. Patient choice factors and the service response to those factors form an important part of the patient's experience with a provider, thus impacting their satisfaction.

Conclusion:

The study thus sheds light on the way patients select a hospital and the measures the hospital administration needs to take to increase their acceptance by the patients, leading to greater patient satisfaction and hence patient loyalty.

Keywords: Consumer research, Employees' perspective, Hospital choice, Patients, Patient expectations, Health care.

ACKNOWLEDGMENT

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All the volunteers who voluntarily took part in this study deserve my sincere gratitude. Their openness to share their insights and experiences has been crucial in illuminating the topic and enhancing the study's conclusions. In the subject of patient preferences before selecting a hospital focusing on the mother and childcare units, their contributions will surely increase our understanding.

Throughout this entire journey, I want to thank my family and friends for their constant support and understanding. I have persevered and been determined to finish this thesis because of their support, love, and faith in my abilities. The scientific community, academics, and experts in mother and child welfare deserve my gratitude. Their written works, presentations at conferences, and conversations served as a solid foundation for this research, forming my perspective and directing its course. Thank you for your constant support, belief, and contributions.

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CHAPTER 1: INTRODUCTION

In the increasingly competitive healthcare landscape, understanding patient preferences has become a critical imperative for hospitals and healthcare providers. Rapid advances in medical science recently and the growth in technologies in the healthcare domain along with the increase in health literacy and awareness amongst the public have led to higher expectations of the services provided by the hospital. Patients today are more informed, discerning, and empowered in their healthcare decision-making process and at times seek information about their conditions as well as different types of available treatment options. This makes them aware consumers. The choice of a hospital is no longer based solely on proximity or physician referrals, but on a multitude of factors that shape the patient's perception of quality, comfort, and overall satisfaction. Maternal and child healthcare services are susceptible and imperative areas, where patients seek not just medical expertise, but also a nurturing environment, personalized attention, and a sense of trust and security. The selection of a hospital for maternal and childcare services is an important decision for expectant mothers and parents, significantly influencing health outcomes and overall patient satisfaction. The choice of a hospital encompasses various factors, including the quality of care provided, the hospital's reputation, cost considerations, proximity to home, and the availability of specialized services. Understanding the potential consumers of products or services is critical to the long-term success of the company. The same applies to hospitals too. Knowing the consumer is critical for hospital administrators. Understanding the key factors that influence patient preferences in these specialized units can provide invaluable insights for hospitals to enhance their service offerings, improve patient experiences, and ultimately, strengthen their competitive positioning as they attempt to adapt to rising costs, constantly changing regulations, and an increasingly competitive environment, all of which affect the occupancy rate and long-term survival of hospitals. In recent times, choice has become a crucial factor in the healthcare industry as patients can compare hospitals and healthcare providers using the abundance of information at their fingertips. In a developing country like India, where access to publicly funded healthcare facilities is comparatively difficult due to the lack of infrastructure, manpower, ease of access, and other resources, patients are left with no choice but to turn to private healthcare providers. Comparing the public and private healthcare providers in the country, as of 2020, the country had 43486 private hospitals accounting for 11.8 lakh beds, in contrast to the 25778 public hospitals with a total of 7.14 lakh beds. Around 2013, the private health-related expenditure per capita purchasing power parity (PPP) saw a significant increase and has maintained a constant growth rate ever since pointing to the affluence of healthcare consumers.

Due to this new paradigm in healthcare services, hospital administrators consider patients' expectations and perceptions, so that they must address the issue of improving the perceived quality of healthcare services. According to Swamy (1975) patient's Preferences and Satisfaction is the real testimony to the efficiency of the hospital administration. As hospitals serve all the members of society, the expectations of the consumer differ from individual to individual. In general, providing good quality healthcare is an ethical obligation of all healthcare providers and receiving good quality care is a right of all patients. The healthcare sector is facing unparalleled challenges in an increasingly customer-oriented environment. A lot of health problems need intensive medical treatment and personal care. Treatment cannot be given in a patient's house or in the clinic. This is

possible only in a hospital, for it consists of large number of professionally and technically skilled people who apply their knowledge and skill with the help of world-class expertise, advanced sophisticated equipment and appliances.

Technological advancement in recent years has made dramatic changes in health care service provider's practices. Health care systems are now a challenge for every government, state, political parties and insurance agencies due to high competition in this field. The health care system that was dominated by non-profit/public hospitals is now provided increasingly by

This competition results in satisfying patients through improvement in service, quality dimensions, building trust and getting positive reputation. This research is based on healthcare as a major area within the service sector. The service environment in a large hospital is complex, with multiple interactions occurring internally: health is a significant field of study from both technical and organizational perspectives providing specific prior research that may be used as a basis for, and extension into service quality; and the implications of not getting service delivery right in healthcare in terms of costs to patients, families, community, and the government are significant.

The healthcare industry in recent years has restructured its service delivery system in order to survive in an unforgiving environment resulting from maturation of the industry. reduced funding and increased competition. The restructuring has focused on finding effective ways to satisfy the needs and desires of the patients. Consumer Preferences and Satisfaction is a basic requirement for healthcare providers because, the Preferences and Satisfaction related to quality of healthcare is provided by hospitals. Preferences and Satisfaction is important when patients themselves and institutional healthcare service buyers make selection decisions.

All people are consumers of health services, and it is important to know their expectations on health care services. Users of health services want safe, appropriate interventions, treatment, and care that consider their dignity and respect. They want information that is accurate, timely, and relevant. Consumers believe that if this is to happen, then consumers of health services must be involved and consulted, not only in relation to their own healthcare, but also about service planning and delivery, health evaluation and research (Graham, 2001). Patient Preferences and Satisfaction measures therefore provide healthcare managers with useful information about the structures, process, and outcomes of care. They alert administrators of the positive and negative aspects of their institutions. Patients Preferences and Satisfaction assessments help maximize an organization's quality and the value of the care it provides (Bell et al., 1997, Kelsey, 2001). To the patients, the appearance of the environment and employees, reliability, dependability of the service delivery, responsiveness, competence, understanding of the patients, access, courtesy, communication, credibility, and security, all indicate quality care.

CHAPTER 2: LITERATURE REVIEW

Authors Name and Year	Title	Methodology	Results
Usman Tauseef, Misbah Anjum, Zubair Ahmed Khoso, Syed Habib Ahmed, Noshaba Noor, Muniba Jalil (Dec 2023)	Preference of the patient's family for family-centred care in a paediatric hospital	The qualitative study was conducted at the National Institute of Child Health, Karachi, from October 2021 to August 2022, and comprised family members of the hospitalised children. Data was collected through three focus group discussions that were guided by a semi-structured questionnaire. Using the 4-step Fereday and Muir-Cochrane guidelines, data was coded and subjected to thematic analysis.	Of the 21 subjects, 13(62%) were males and 8(38%) were females. The overall mean age was 32.24±7.58 years (range: 18-50 years). In terms of relationship with the patient, 9(43%) were fathers and 6(28.6%) were mothers. Each focus group discussion had 7(33.3%) subjects. Thematic analysis showed that the participants perceived family-centred care positively. Eight categories emerged depicting family perception and experience of family-centred care in a tertiary-care setting.
Swati Singh ¹ , Vani Lakshmi ² , G Somu ³ and Rajesh Kamath ^{1,*}	Determinants of Hospital Choice among Patients and Perceptions of the Same among Hospital Employees in a Tertiary Care Corporate Hospital	The prospective observational study was conducted on 252 patients and 56 employees of a tertiary care corporate hospital in Mumbai, using a	This study highlights the major factors that affect patients' decisions when it comes to selecting a hospital. These factors are competent medical

	in Mumbai, India.	structured questionnaire.	and support staff, emergency and laboratory services, the reputation of the hospital among the public, cost of services, hospital location and infrastructure. Looking at the same situation from an administrative employee's perspective gives us an insight into how they think patients decide on a hospital.
Daniela Koller, Werner Maier, Nicholas Lack, Eva Grill & Ralf Strobl	Choosing a maternity hospital: a matter of travel distance or quality of care?	This is a cross-sectional secondary data analysis based on all first births in Bavaria (2015-18) provided by the Bavarian Quality Assurance Institute for Medical Care. Information on the mother and on the hospital were included. The Bavarian Index of Multiple Deprivation 2010 was used to account for area-level socioeconomic differences. Multiple logistic regression models were used to estimate the strength of association of the	We included 195,087 births. Distances to perinatal centers were longer than to other hospitals (16 km vs. 12 km). 10% of women with documented risk pregnancies did not deliver in a perinatal center. Regressions showed that higher age (OR 1.03; 1.02–1.03 95%-CI) and risk pregnancy (OR 1.44; 1.41–1.47 95%-CI) were associated with choosing a perinatal center. The distances travelled show high regional variation

		predicting factors and to adjust for confounding.	with a strong urban-rural divide.
Calbert H. Douglas, and Mary R. Douglas	Patient-friendly hospital environments: exploring the patients' perspective	An exploratory study of patient's perceptions based on qualitative semi-structured personal interviews.	The research found that there was much similarity in the priorities, issues and concerns raised by patients in each of the four directorates. Patients perceived the built environment of the hospital as a supportive environment. Their accounts in each area pointed to the significance of the factors that immediately impacted on them and their families.. Responses suggest that patient attitudes and perceptions to the built environment of hospital facilities relates to whether the hospital provides a welcoming homely space for themselves and their visitors that promotes health and wellbeing.
Raed Mohammed Ali, Dr. M.Jamal Mohamed Zubair	Understanding patients' choice of Hospital: an interpretive study	The study used the interpretive approach to analysis and discuss the data. The interpretive approach	The study confirmed that quality and cost of treatment is the basic standard considered in the

		includes different informal discussions in which the researcher shares a sense of time, space, with respondents.	choice of Indian hospitals, also confirmed that Arabian patients got a positive impression about the Indian hospitals.
Mona Ringdal ^{1,2*} , Wendy Chaboyer ^{1,3} , Kerstin Ulin ^{1,4} , Tracey Bucknall ^{5,6} and Lena Oxelmark	Patient preferences for participation in patient care and safety activities in hospitals	Exploratory qualitative study. Data were collected over a four-month period in 2013 and 2014. Semi-structured interviews were conducted with 20 patients who were admitted to one of four medical wards at a university hospital in Sweden. Data were analysed using thematic analysis.	Nine men and eleven women, whose median age was 72 years (range 22–89), were included in the study. Five themes emerged with the thematic analysis: endorsing participation; understanding enables participation; enacting patient safety by participation; impediments to participation; and the significance of participation. This study demonstrated that patients wanted to be active participants in their care and safety activities by having a voice and being a part of the decision-making process, sharing information and possessing knowledge about their conditions. These factors were

			all enablers for patient participation.
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CHAPTER 3: METHODOLOGY

Aim

The aim of the study was to explore the factors affecting patient's preferences before choosing hospitals with special reference to Mother and Childcare units.

Research Questions

- What are the key factors influencing patient preferences when selecting a hospital for mother and childcare?
- What strategies can healthcare providers implement to better align their services with patient preferences?

Objectives

- To identify the primary factors influencing patient preferences in selecting mother and childcare units.
- To evaluate the relative importance of these factors in patient decision-making.
- To provide actionable recommendations for healthcare providers to improve service quality and patient satisfaction.

Hypothesis

Patients prioritize hospitals for maternal and childcare services based on a combination of quality of care, hospital reputation, cost, proximity, and availability of specialized services, with significant variations across different demographic groups.

Methodology

A qualitative approach is an appropriate method for such an exploratory study. Therefore, focus group discussions and individual interviews were used for data collection.

Additionally, a questionnaire survey was conducted to supplement the qualitative data. During semi-structured interviews, participants were asked to describe the process they used to select a hospital for treatment, to identify hospital factors that influenced their choice, and to discuss the utility of both available and hypothetical hospital quality

measures. During focus groups, participants were asked to identify and suggest hospital factors and quality measures influencing a patient's hospital choice for treatment.

Sample Size

A sample of 100 patients who have recently chosen a hospital for maternal and childcare services. A subset of 30 patients from the survey sample for in-depth interviews.

Data Collection Methods

- Surveys: Structured Google questionnaires were distributed to participants to collect data on demographics, hospital choice factors, and satisfaction levels.
- Interviews: Semi-structured interviews were conducted to explore deeper insights into patient preferences and experiences.

Inclusion Criteria

- Mothers who have recently delivered in a hospital.
- Parents seeking childcare services in a hospital.

Exclusion Criteria

- Patients who have not utilized maternal or childcare services in the past year.

Duration of the Study: 3 months

Study Tools

- Questionnaire
- Interviews
- Research Articles

Data Analysis Plan

The data analysis plan details the procedures for analyzing the collected data, including statistical techniques for quantitative data and thematic analysis for qualitative data. It

highlights the steps involved in identifying patterns, trends, and relationships to address the research objectives and support the hypotheses.

Ethical Considerations

- Informed Consent:** All participants will be informed about the study's purpose, procedures, and their right to withdraw at any time without any consequence.
- Confidentiality:** Participants identities and personal information will be kept confidential, and data will be anonymized.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

Findings:

As mentioned earlier, 100 patients were given a questionnaire which they filled according to their preferences and requirements. Data was analysed according to their choices from the questionnaire.

Age:

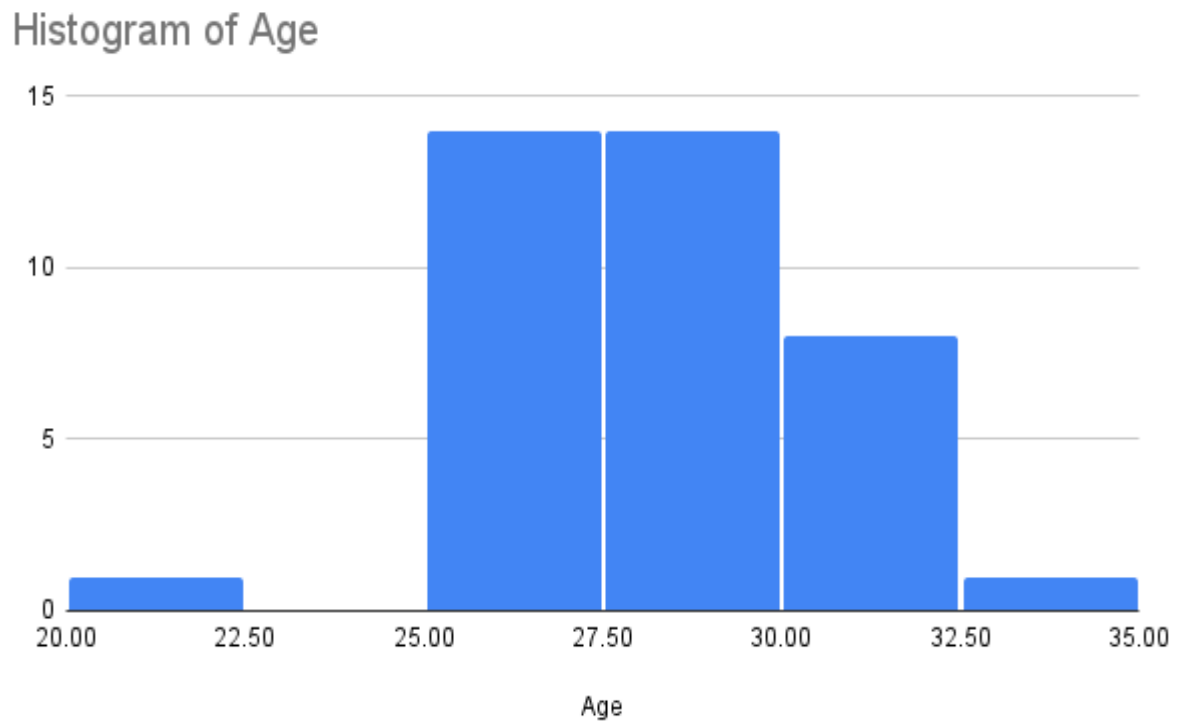


Fig: 4.1: Age Distribution of the Sample group of patients availing treatment at Mother and Childcare Unit

Out of the total of 100 responses, the majority were in the age group range of 25-30. While the minimum and maximum were 22 and 37 years. The patients were mainly from the reproductive age group seeking medical attention for themselves or their children.

Location:

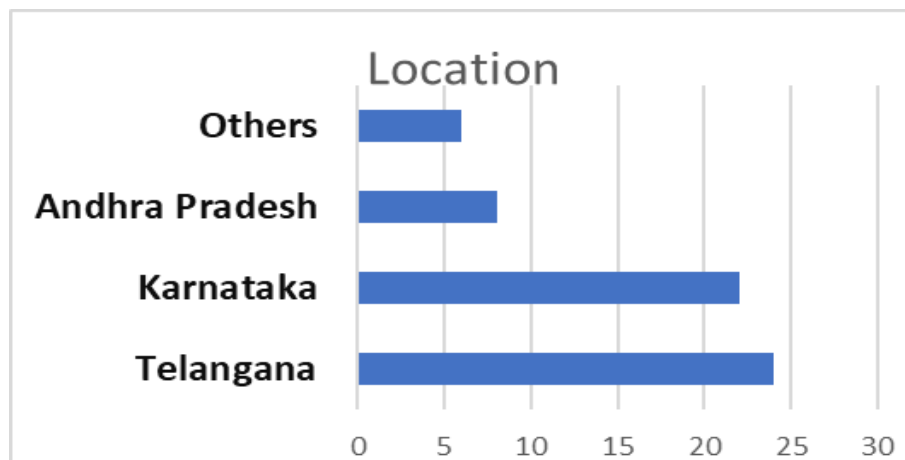


Fig : 4.2 : Distribution of the sample group of patients based on their location

The majority of the responses are from Telangana, followed by Karnataka and Andhra Pradesh. While others include those from Odisha and Tamil Nadu.

Type of Treatment availed recently:

Type of treatment availed recently

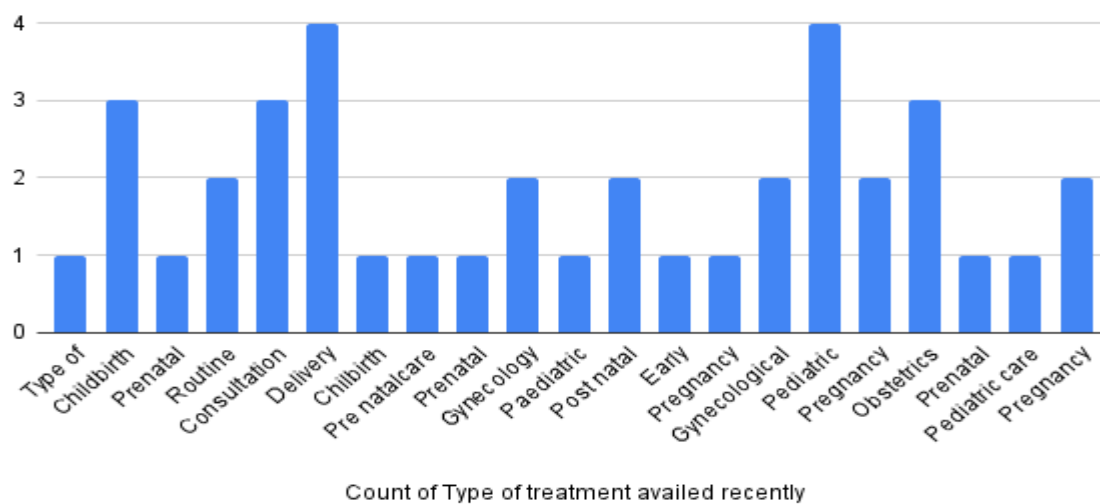


Fig: 4.3: Distribution of the type of treatment availed recently from the mother and childcare units

The responses ranged from gynecological consultations to childbirth and pediatrics. The number of responses related to childbirth are 40, pediatric are 40, others are 20.

Aspect of the care most important for the patients:

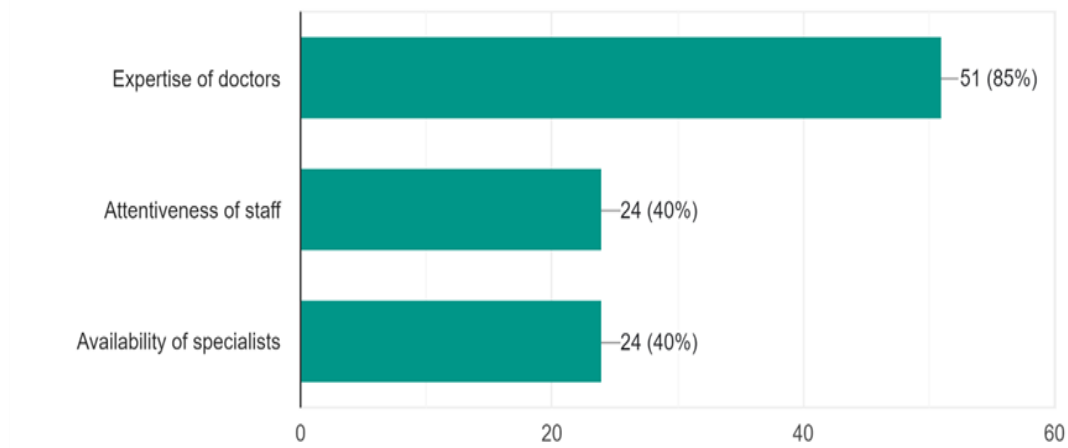


Fig: 4.4: Distribution of aspect of care most important among the patients

About 85% of the participants had chosen the expertise of the doctors as the most important factor, while attentiveness of staff and specialists availability were given equal importance by 40% of the participants.

Factors impacting the selection of the hospitals among the patients:

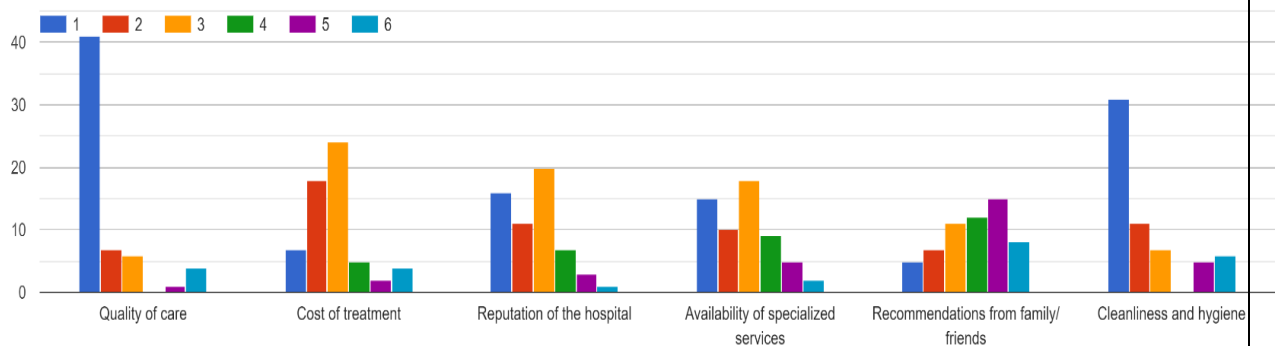
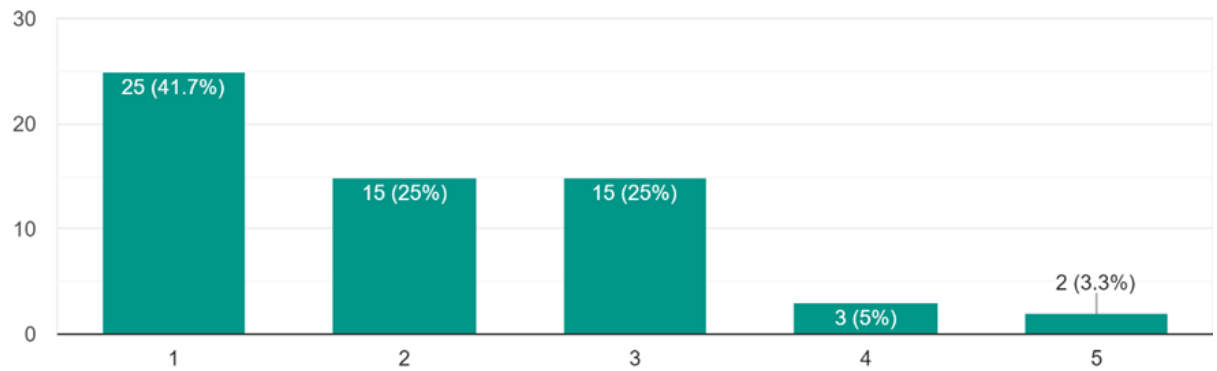


Fig: 4.5: Distribution of the factors important before selecting a hospital in rank-wise

The sample group of patients was given a variety of options, and the participants were asked to rank them in order of importance. The most important factors for the majority were cleanliness hygiene and quality of care, followed by the cost of treatment, reputation of the hospital, the availability of specialists, and Recommendations from family/friends.

Importance of the location of the hospital:



1- Very Important, 2 – Important, 3 – Neutral, 4 – Not Important, 5 – Can be ignored.

Fig: 4.6: Distribution of the opinion of the participants about the importance of the location of the hospital for selection of treatment.

For the importance of location, a majority of the participants chose that it's a very important factor while decision-making, while an equal number of people chose it as important and neutral factor for selecting a hospital.

Willingness to travel farther for better quality care:

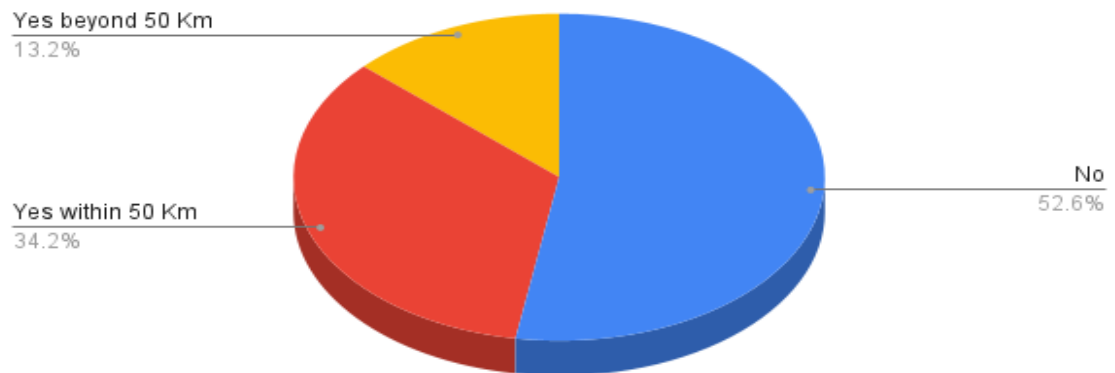


Fig: 4.7: Distribution of patient population willing to travel farther distance for treatment.

Though the location of the hospital was an important factor as discussed above, a majority of 52% of the participants chose not to travel farther from their base location for treatment. The other half of the participants were welcoming to the idea of travelling to a different

location if the care would be better than the existing nearby ones. Among them, 34% of the participants were free to travel a distance within 50 km whereas the rest 13% of the participants were ready to travel beyond 50 km to avail better facilities and treatment.

Cost of the treatment:

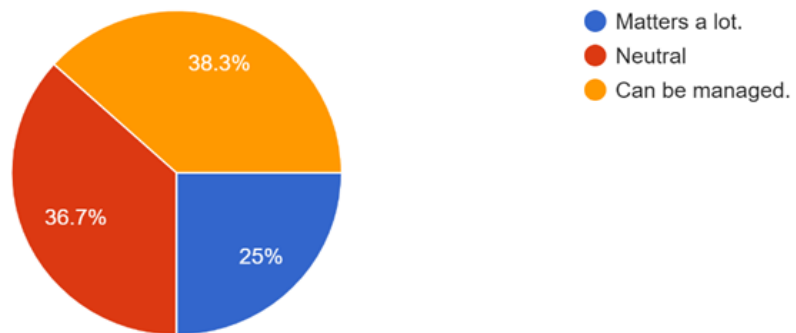
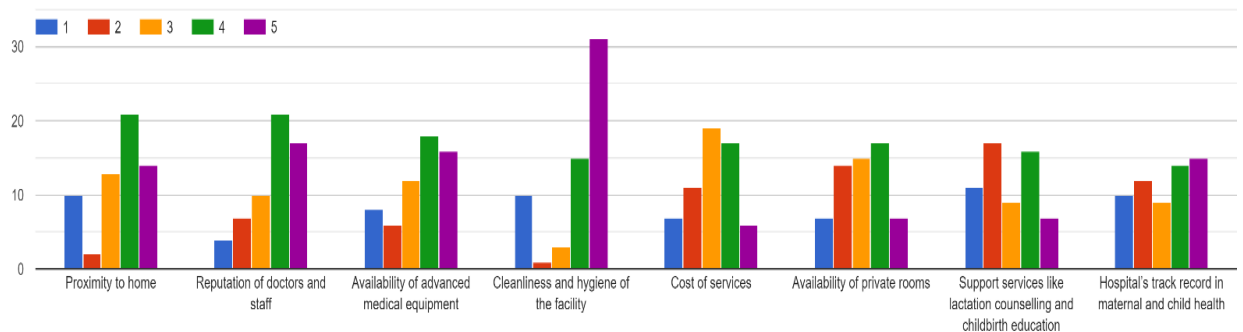


Fig: 4.8: Distribution of cost factors before selection of a hospital

While the cost of a healthcare service is important, keeping in mind that majority of healthcare expenses in India are Out Of Pocket expenses, majority (38.3%) said that they can manage the cost, while an almost close percent of 36.7% said that they are neutral to costings, while for a good chunk of 25%, it mattered.

Important Factors Before Choosing a Mother and Childcare Hospital:



On a Scale of 1 to 5, where 1 = Not Important and 5 = Very Important

Fig: 4.9: Distribution of importance of the above factors before choosing a hospital

The factors that are important when choosing a hospital are many and range from distance to cost. The participants were given various options and were asked to rank the given services according to their preferred choice of order of importance. The following order was found from all the responses-

1. Cleanliness and hygiene
2. Proximity to home, reputation of doctors and staff
3. Cost, availability of private rooms
4. Availability of advanced medical equipment
5. Support services (lactation, counselling, etc)
6. Hospital's track record

Factors that would be deciding factor to choose one hospital over another:

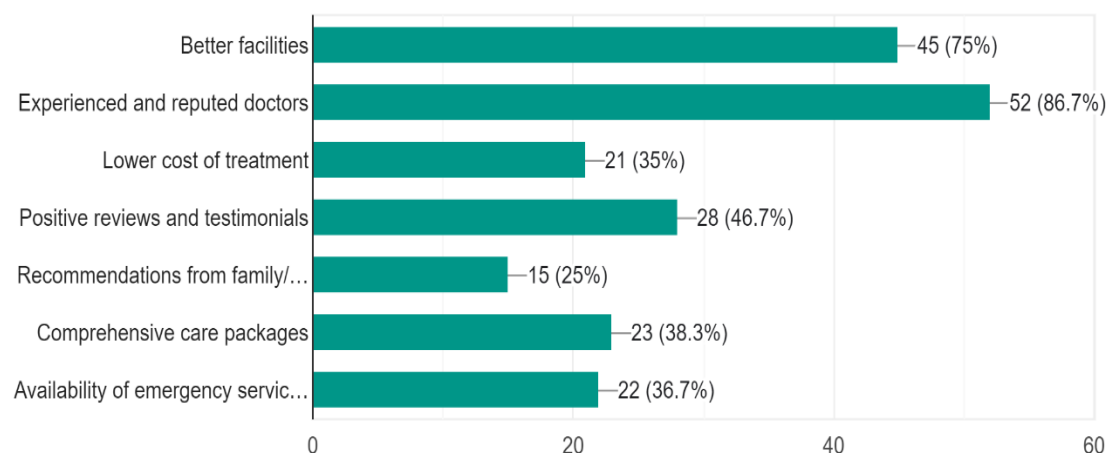


Fig: 4.10: Choices for mother and child care unit over another hospital.

When choosing a hospital many factors can alter the decision from one to another, in the questionnaire that participants were given various options that could affect their choice of hospital, majority preferred experienced and reputed doctors, followed by better facilities. Positive review and testimonials was also a major deciding factor for choosing one hospital over another. Comprehensive care packages even were preferred by a good chunk of participants.

CHAPTER 5: RESULTS AND DISCUSSION:

This analysis of patient preferences for selecting a hospital, specifically focusing on mother and childcare units, reveals several key insights that are crucial for healthcare providers to understand and address. The sample for the study consisted of diverse 100 patients, majorly in the reproductive age category of 25-30 years. This age group is highly and particularly interested in maternal and childcare; hence, services need to be targeted to meet their needs.

The responses were mostly from the states of Telangana, Karnataka, and Andhra Pradesh, which indicates the regional preference and probably points to the availability and quality of the services offered in terms of maternal and childcare. Health care providers must take these local demands into consideration and strive to improve their services to suit these populations. In either case, the more muted responses in states like Odisha and Tamil Nadu serve to indicate a certain level of unawareness or inaccessibility to better-quality maternal and childcare facilities, which could point to a potential target in terms of growth and development.

The different kinds of treatments that were recently availed by patients, from gynecological consultations to even childbirth and pediatric services, all point out that hospitals should offer both maternal and child care. An almost equal divide between gynecological and pediatric care suggests dual attention in these units is necessary to address the needs of maternal and child health.

Patients highly value the doctors' expertise, with 85% marking it as the best aspect of care. This preference underscores the need for hospitals to invest in highly qualified and experienced medical professionals. Additionally, factors such as attentiveness of staff and availability of specialists are also critical, emphasizing the importance of a holistic and supportive healthcare environment.

The most significant factors influencing hospital selection are cleanliness and hygiene, followed closely by the quality of care, cost, and hospital reputation. This indicates that while patients are highly concerned with the immediate environment and the standard of medical care, they also consider financial aspects and the hospital's standing in the community. Hospitals must maintain stringent hygiene standards and provide high-quality care to meet patient expectations and build a strong reputation.

Importance of Location and Willingness to Travel : While the location of the hospital is an important factor for many patients, a significant portion is willing to travel farther for better quality care. This suggests that hospitals offering superior services and facilities can attract patients from a wider geographic area. Healthcare providers should therefore focus not only on accessibility but also on the quality of care to expand their patient base.

Cost remains a critical factor for patients, with a significant number indicating that they can manage healthcare expenses. However, a notable portion of patients are neutral or

concerned about costs, reflecting the importance of affordability in healthcare services. Hospitals need to balance providing high-quality care with cost-effective solutions to cater to a broad range of economic backgrounds.

In the given sequence, patients thought about the factors to the top which were the most crucial considerations before hospital visit: its cleanliness, hygiene, and location in relation to one's home. Also, significantly valued factors were the reputation of doctors and staff, cost, and availability of private rooms. This holistic view shows that patients consider many aspects of care in their decision making, from environmental factors to personal comfort and financial considerations.

The best hospitals to go to are determined by the experience and reputation of doctors, the facilities offered and upgraded, and positive testimonials and reviews. This reiterates the importance of keeping the quality of care high, investing in infrastructure, and building a positive experience with patients to construct a sound, reputable brand within the healthcare market.

Conclusion:

It helps see what influences the choice a patient makes for selecting a hospital for maternal and childcare services. Healthcare providers are certainly under obligation to deliver appropriate medical care, maintain cleanliness and hygiene, provide specialized services, and maintain a good reputation to meet the expectations of patients. Hospitals can enhance satisfaction levels, gain diverse patients, and increase overall health outcomes in both maternal and childcare departments by catering to the aforementioned factors.

CHAPTER – 6 : RECOMMENDATIONS:

- According to the report, hospitals that specialize in maternity and childcare ought to put in place a number of strategic initiatives in order to accommodate patient preferences and raise the standard of treatment in general. First and foremost, they ought to give top priority to the hiring and ongoing education of highly skilled medical professionals, guaranteeing that gynecology, obstetrics, and pediatric specialists are always on hand to offer knowledgeable advice and the best of treatment. It is however, pertinent to mention herewith that, in order to establish and maintain patient trust and provide high-quality care, hospitals need to indulge heavily in medical competence.
- Hospitals, in order to ensure patient happiness and safety, they need to uphold stringent and highest standards of cleanliness and hygiene. To maintain a clean and infection-free environment, hospitals should use sophisticated cleaning technologies and procedures along with stringent, routine sanitation measures. Infection prevention procedures will have to be further enhanced in maternity wards and neonatal care units in order to ensure that expectant mothers and their babies are safeguarded from any possible health concerns.
- B. To invest in integral, comprehensive, and important aspects that need to be present. This is to be done in order to attend to the varied needs of patients, and hospitals should extend a wide range of services in that context. For moms and kids, this includes pediatric care, ordinary consultation of an obstetrician, services for parturition, after labor care, psychological support, and even services related to lactation in order to ensure comprehensive care.
- • Hospitals should provide a wealth of services in all areas, ranging from pediatrics to obstetric consults, maternity services, postpartum care, psychological support, and even lactation counseling, among others.
- Creating and maintaining a robust name make it easy to attract new patients while retaining ones. The hospitals should major in ensuring that patient's needs are met and offer them regular and high-quality care. Attracting new patients and building trust can be supported when favorable patient reviews and patient test at done by seeking and actively promoting them through follow_up.

- Pricing matters should be resolved so that the service will be made more accessible. The hospital must offer cost-effective solutions to the patients and induct just-in-time policies and offer financial counseling to help them control all expenses related to healthcare. Expanding more relations with insurance carriers, which hold flexible payment, can help the patient alleviate part of their financial stress.
- Accessibility can be enhanced by placing hospitals at a strategic distance from major cities, while an excellent care service will in turn attract patients who are willing to further travel for more treatment. These patients can, in most cases, be interlinked with transportation support or working firms within the transportation industry to seek the care.
- Engaging with the community through health awareness programs and feedback will help to consistently meet the needs of patients. Community outreach and education of potential patients on the services offered and the worth of motherhood and childcare will help create awareness and result in trust-building with more patients. A feedback loop of this kind would allow hospitals to receive patients' inputs and give them ample information to make fairly informed decisions on how to upgrade the services and facilities.
- • Operationalizing these recommendations will assist hospitals in improving health outcomes, enhancing patient satisfaction, and subsequently building a strong, reliable reputation within the business of maternity and childcare. As many needs and preferences of patients will be catered to, these actions will ensure comprehensive care of superior quality.

CHAPTER 7 : REFERENCES

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