

**PATIENT SATISFACTION IN OUTPATIENT DEPARTMENT AT SANTOKBA  
DURLABHJI MEMORIAL HOSPITAL, JAIPUR**

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

Preeti Bharti

Under the Supervision and Guidance of

Dr Sanjay Gupta

2024

Our Ref. :  
No. 1269

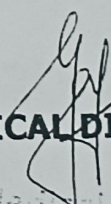
Date.....  
July 03, 2024

**TO WHOMSOEVER IT MAY CONCERN**

This certificate is awarded to Ms. Preeti in recognition of having successfully completed her Internship for the period from 01.04.2024 to 30.06.2024 in the Quality Department of this hospital under the guidance of Dr. Gajendra Nath Gupta. She has successfully completed her Topic "Patient Satisfaction in OPD at SDMH".

During the period of her internship programme with us she was found to be punctual, hardworking, and a keen learner.

We wish her all the best for her future endeavors.

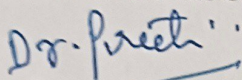
  
**MEDICAL DIRECTOR**

Medical Director  
Santokba Durlabhji Memorial Hospital  
Bhawani Singh Marg  
JAIPUR



### DECLARATION BY THE STUDENT

I hereby declare that this dissertation titled at **Patient Satisfaction in the Outpatient Department at Santokba Durlabhji Hospital, Jaipur** 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

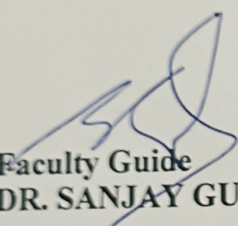
  
Dr. Preeti Bharti

Date- June 2024



## CERTIFICATE

This is to certify that dissertation titled **Patient Satisfaction in the Out-patient department** at **Santokba Durlabh Ji Hospital, Jaipur** is a record of the research work undertaken by **DR. PREETI BHARTI** 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.

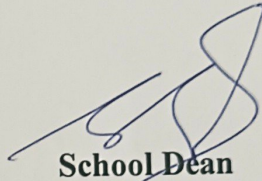


Faculty Guide  
**DR. SANJAY GUPTA**

**IIHMR University, Jaipur**

Date -

06/07/2024



School Dean  
**DR. SANJAY GUPTA**

**IIHMR University, Jaipur**

Date -

06/07/2024

## **ACKNOWLEDGEMENT**

Owing to the help extended by the senior and the junior staff of the hospital, I would like to express my gratitude cordially to them. The congenial vibe of the hospital, proper guidance and the helping attitude of the hospital staffs all added to the completion of my dissertation and internship.

And at the last but not the least, it was the guidance and assistance imparted by **Ms. Shailja Ahuja (Quality Manager)**, **Dr. GN Gupta (Medical Director)** of the hospital and mine faculty mentor **Dr. Sanjay Gupta (Dean)** of IIHMR university, which actually made it possible for me to cover my dissertation and internship completely.

## **TABLE OF CONTENTS**

| <b>S.NO.</b> | <b>TOPIC NAME</b>                                 | <b>PAGE NO.</b> |
|--------------|---------------------------------------------------|-----------------|
| 1            | <b>INTRODUCTION</b>                               |                 |
| 1.1          | OPERATIONAL DEFINITIONS                           | 1               |
| 1.2          | IMPORTANCE OF PATIENT SATISFACTION TOOL           | 1-2             |
| 1.3          | ABOUT THE HOSPITAL                                | 2-4             |
| 2            | REVIEW OF LITERATURE                              | 6               |
| 3            | <b>METHODOLOGY</b>                                |                 |
| 3.1          | RATIONALE OF THE STUDY                            | 7               |
| 3.2          | RESEARCH QUESTION                                 | 7               |
| 3.3          | OBJECTIVES                                        | 7               |
| 3.4          | METHODOLOGY                                       | 7-8             |
| 3.5          | ABOUT PATIENT FEEDBACK FORM AT DURLABHJI HOSPITAL | 8               |
| 4            | <b>RESULTS</b>                                    | 9               |
| 5            | <b>DISCUSSION</b>                                 | 20              |
| 6            | <b>CONCLUSION</b>                                 | 23              |

### **LIST OF FIGURES**

| <b>FIGURE NO.</b> | <b>NAME</b>                                                          | <b>S.NO.</b> |
|-------------------|----------------------------------------------------------------------|--------------|
| 4.1               | Patient satisfaction towards parking area                            | 9            |
| 4.2               | Patient satisfaction towards the reception area                      | 10           |
| 4.3               | Patient satisfaction towards the waiting area                        | 11           |
| 4.4               | Patient satisfaction towards behaviour of the medical/ nursing staff | 13           |
| 4.5               | Patient satisfaction towards diagnosis and treatment                 | 16           |
| 4.6               | Patient satisfaction towards different services                      | 18           |
| 4.7               | Patient satisfaction towards the quality of food services            | 19           |

### **LIST OF TABLES**

| <b>TABLE NO.</b> | <b>NAME</b>                                                          | <b>S.NO.</b> |
|------------------|----------------------------------------------------------------------|--------------|
| 4.1              | Patient satisfaction towards parking area                            | 9            |
| 4.2              | Patient satisfaction towards the reception area                      | 10           |
| 4.3              | Patient satisfaction towards the waiting area                        | 11           |
| 4.4              | Patient satisfaction towards behaviour of the medical/ nursing staff | 13           |
| 4.5              | Patient satisfaction towards diagnosis and treatment                 | 16           |
| 4.6              | Patient satisfaction towards different services                      | 18           |
| 4.7              | Patient satisfaction towards the quality of food services            | 19           |

## **ABSTRACT**

### **INTRODUCTION-**

Patient satisfaction is a crucial indicator of healthcare quality, reflecting patients' perceptions of the care they receive. This study aims to assess the level of satisfaction among patients attending the Outpatient Department (OPD) at Durlabh Ji Hospital in Jaipur. Factors contributing to satisfaction will help identify areas for improvement and enhance overall patient experience.

### **OBJECTIVE-**

To determine the satisfaction level of OPD patients at Durlabh Ji Hospital?

To suggest measures to improve the services provided to the patients?

To propose recommendations for enhancing patient satisfaction and improving healthcare delivery and Quality of care?

### **METHODOLOGY-**

A prospective study conducted in the Outpatient department of Durlabh Ji hospital from 1<sup>st</sup> April to 30<sup>th</sup> June. A sample size of 120 outpatients was taken which included OPD patients who were above 18 years of age. Systemic random sampling technique was used. The tools used were Hospital's feedback form, MS Excel.

### **RESULTS-**

The patients were satisfied with the services of the hospital, like quality of food, physician consultancy and treatment plan, diagnosis. The main areas of improvement include behaviour of the staff, cleanliness of washrooms, waiting time and sitting arrangement in the waiting area. Improvement in services are required for the enhanced overall quality of healthcare services and hospital.

### **CONCLUSION-**

Patient satisfaction study is of great importance for delivering quality healthcare. Factors like communication, waiting times, cleanliness, behaviour, significantly influence how patients perceive their perception. Improving these can enhance overall patient satisfaction, leading to better health outcomes and a positive healthcare environment. The hospital comes to know the areas for improvement through patient's point of view.

## **CHAPTER 1: INTRODUCTION**

Patient satisfaction is a major of healthcare providers and organization that meet the needs and expectations of their patients. It reflects the degree of contentment a patient experiences throughout their healthcare journey. Effective communication, minimal wait time, cleanliness of facilities, and the overall ambience contribute to the patient's wholesome satisfaction.

Patient's feedback plays a crucial role in shaping healthcare services. Positive comments shows areas of success providing encouragement and recognition for healthcare providers. Conversely, negative feedback serves as a guide for improvement, indicating those aspects or fields that may have been overlooked but significantly impact the patient experiences.

### **OPERATIONAL DEFINITIONS-**

**Patient satisfaction-** Patient satisfaction is the measure that one's overall healthcare needs are fulfilled and are being satisfied. It improves the doctor – patient relation and improves Quality of life.

**Patient feedback form-** A form is given and questions are asked that allows the hospital management to receive their perception and overall experience with the hospital. It is basically a questionnaire-based survey.

Patient satisfaction feedback tool is important because –

Data helps in performance evaluation for the organizations to assess areas for improvement.

Data helps in knowing patient's preferences and experiences efficiently and effectively.

Data helps in tracking improvements or declines in patient satisfaction. Also, where staff training or training programs are needed.

Data helps in improving reputation and loyalty.

### **1.3 ABOUT SANTOKBA DURLABHJI HOSPITAL, JAIPUR**

The Santokba Durlabh Ji Trust was founded in 1958 with a vision to provide quality care to the common man – without favour, discrimination.

The Santokba Durlabh Ji Memorial Hospital was established in 1971.



.

The hospital is a private and trust-managed, autonomous, not-for-profit hospital. It is a multidisciplinary, 525-bed, tertiary care hospital. It provides several wards, operation theatres, ICUs, laboratories, utility and support services, specialties and super specialties, and is one of the best blood banks in the country.

NOT an oxymoron. The goal, and will always remain our destiny. We achieve a. To reach a higher level of divinity which, is not only therapeutic but also transformational.

**VISION** - Quaternary healthcare hub for delivery of affordable quality medical care.

**VALUES**

Efficiency

Empathy

Integrity

Progressiveness

Trust

**MISSION-**

It is committed to provide quality health care and at most affordable rates to all sections of society, irrespective of caste, creed or color.

**CENTRE OF EXCELLENCE-**

Anaesthesia

Dentistry

Dermatology

Dietetics and Nutrition

Cardiology

Cardiothoracic Surgery

Critical Care medicine

Gastroenterology

Gastro Intestinal Surgery

General Medicine

General Surgery

Geriatric Medicine

ENT

Executive health check - up  
Obstetrics and Gynecology  
Ophthalmology  
Orthopedics  
Nephrology  
Neurology  
Neuro Surgery  
Pediatrics and Neonatology  
Pediatric surgery  
Pediatric Neurology  
Pediatric Cardiology  
Physiotherapy  
Plastic surgery  
Psychiatry  
Pulmonary Medicine (Chest & T.B)  
Rehabilitation  
Speech Therapy & Audiology  
Urology  
Vitreous– Retinal

Services that are available 24 x 7 in the hospital include:

Emergency Services  
Ambulance Services  
Pharmacy Services  
Laboratory Services and Imaging Services for IPD  
Blood Bank

The hospital also provides various diagnostic services and, utility services, and ICUs.

#### **OUTPATIENT DEPARTMENT AT SANTOKBA DURLABH JI-**

The OPD is located on the first, second, third, fourth floor.

The patient flow in OPD is as follows-

Patient comes at enquiry for consultation.



The registration form is filled by the patient



Patient directed to reception for registration.



Patient demographic details entered.



Patient deposits consultation fees as per hospital policy



Unique Identification Card is generated



Patient is briefed about the consultant and respective floor.



Nursing staff calls the patient and patient file is kept on the table.



After consultation patients goes for diagnostic tests.



Report collection





Consultation room after the results received



OPD pharmacy



Patients exits from the hospital

Before the patient leaves the hospital, the floor manager interacts with the patient/attendant.

The floor manager asks and provides the patient feedback form asking their valuable feedback.

## **CHAPTER 2: REVIEW OF LITERATURE-**

| STUDY TOPIC                                                                                | AUTHORS                                           | STUDY LOCATION                    | METHODS       | SALIENT FEATURES                                                                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------|---------------------------------------------------|-----------------------------------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| "Improving Patient Satisfaction in Outpatient Departments: Strategies and Best Practices." | Khan, S., & Khan, A. (2019).                      | Different geographical locations. | Article       | Identifies and discusses various strategies and best practices aimed at enhancing patient satisfaction. Like improving communication, reducing waiting times, enhancing facility amenities, and optimizing staff-patient interactions. |
| Patient Satisfaction with Services of the Outpatient Department.                           | Grover, A., Joshi, A., & Anantharaman, V. (2015). | India                             | Article       | Measuring overall patient satisfaction levels among patients visiting outpatient department. Identification of areas for improvement needed to enhance patient satisfaction.                                                           |
| A Hospitalization from Hell: A patient's perspective on quality                            | Paul D. Cleary (2003)                             | United states                     | Questionnaire | Examining the services of a hospital through the patient's eye is important.                                                                                                                                                           |
| Patient satisfaction                                                                       | Bhanu Prakash (2010)                              | India                             | Article       | Patient as a consumer<br>Service Excellence                                                                                                                                                                                            |

## **METHODOLOGY**

### **3.1 RATIONALE OF THE STUDY**

This study will help the decision makers to assess the patient satisfaction surveys data and will be of utmost importance for determining the services given to the patients.

### **3.2 RESEARCH QUESTION-**

What is the satisfaction level among OPD patients in Durlabh Ji Hospital?

### **3.3 RESEARCH OBJECTIVES-**

To determine the satisfaction level of OPD patients at Durlabh Ji Hospital?

To suggest measures to improve the services provided to the patients?

To propose recommendations for enhancing patient satisfaction and improving healthcare delivery and Quality of care?

### **STUDY SETTING-**

Patient satisfaction study was done in the Out Patient department of Durlabhji Hospital, Jaipur

### **STUDY DESIGN-**

Prospective study design.

**STUDY POPULATION-** Patients concerned with the OPD

**SAMPLE SIZE-** 120

**SAMPLING TECHNIQUE-** Systematic random sampling technique.

**STUDY INSTRUMENT-** Patient satisfaction forms, MS Excel

INCLUSION CRITERIA-Patients aged 18 years and above attending the OPD at Durlabh Ji Hospital during the study period.

STUDY DURATION- The study was conducted for a duration of three months , from 1<sup>st</sup> April to 30<sup>th</sup> June.

### **3.5 ABOUT THE PATIENT SATISFACTION FEEDBACK FORMS AT SANTOKBA DURLABHJI MEMORIAL HOSPITAL, JAIPUR.**

Durlabh Ji hospital's mission is to deliver quality healthcare. Considering that in mind when the patient and his/her attendant after OPD consultation returns the Floor Manager asks their valuable feedback on the entire OPD process, so that the services from the patient's perspective and what steps should be taken to improve them.

The feedback form consists of seven major questions each of which has maximum four to five sub questions. The patient/attendant is asked to impart useful feedback of the entire OPD services. The feedback form can be completed manually or digitally by scanning a QR code or by clicking on the link given to the registered mobile phone number.

The patient/ attendant has answered the questions by selecting the following options-

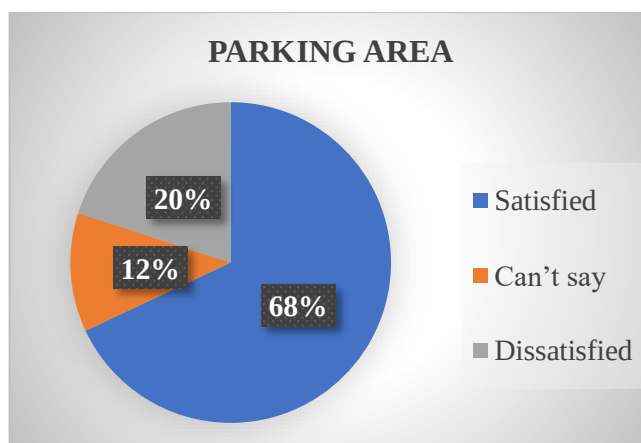
- a. YES/SATISFIED
- b. CAN'T SAY
- c. NO/DISSATISFIED

The patient feedback is of great value to recognize the strength and opportunities of the hospital's quality improvement.



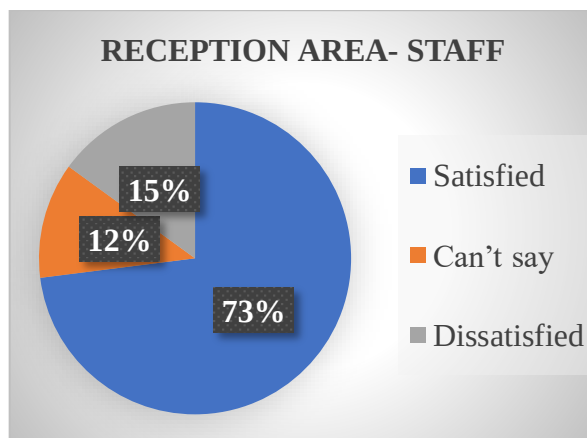
## **CHAPTER 4: RESULTS**

| 1. Patient satisfaction towards parking area |                                                             |              |                   |
|----------------------------------------------|-------------------------------------------------------------|--------------|-------------------|
| S.NO                                         | Particulars                                                 |              | % of satisfaction |
| 1                                            | Was parking available and staff was courteous and attentive | Satisfied    | 68%               |
|                                              |                                                             | Can't say    | 12%               |
|                                              |                                                             | Dissatisfied | 20%               |
|                                              |                                                             | Total        | 100%              |

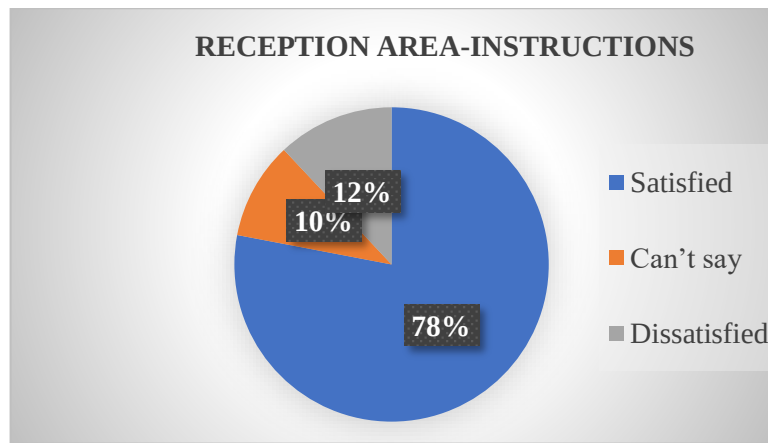


Analysis- According to the survey, 68% of the patients were satisfied with the parking; parking area was available to them, 12% did not use or said nothing, 20% could not avail the facility.

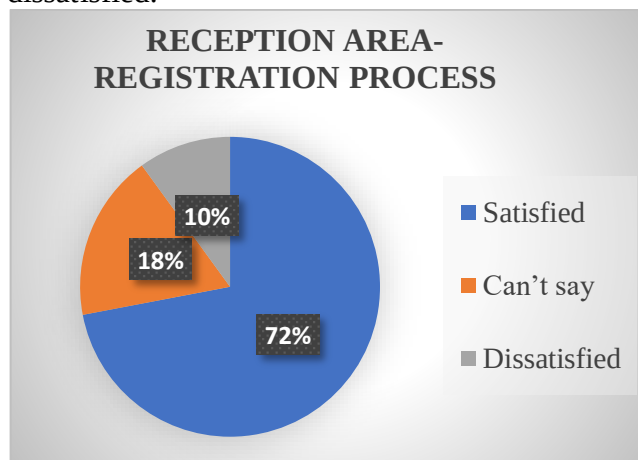
| 2. Patient satisfaction towards reception area |                                                       |              |                   |
|------------------------------------------------|-------------------------------------------------------|--------------|-------------------|
| S.NO                                           | Particulars                                           |              | % of satisfaction |
| 2.1                                            | Reception area staff was friendly and helpful         | Satisfied    | 73%               |
|                                                |                                                       | Can't say    | 12%               |
|                                                |                                                       | Dissatisfied | 15%               |
|                                                |                                                       | Total        | 100%              |
| 2.2                                            | Instructions were clearly informed about registration | Satisfied    | 78%               |
|                                                |                                                       | Can't say    | 10%               |
|                                                |                                                       | Dissatisfied | 12%               |
|                                                |                                                       | Total        | 100%              |
|                                                |                                                       |              |                   |
| 2.3                                            | Overall the registration process was good             | Satisfied    | 72%               |
|                                                |                                                       | Can't say    | 18%               |
|                                                |                                                       | Dissatisfied | 10%               |
|                                                |                                                       | Total        | 100%              |



Analysis – According to the study, 73% were satisfied; 12% said nothing about the process; 15% were dissatisfied.

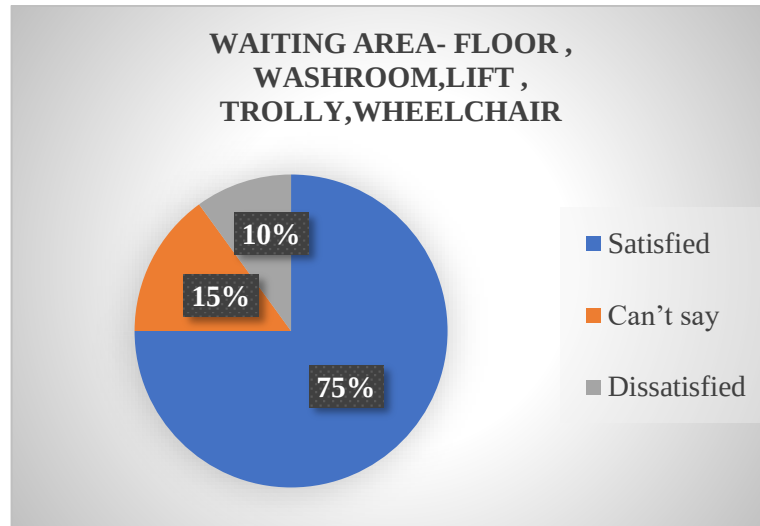


Analysis- 78% were satisfied with the instructions given; 10% didn't share their opinion;12% were dissatisfied.

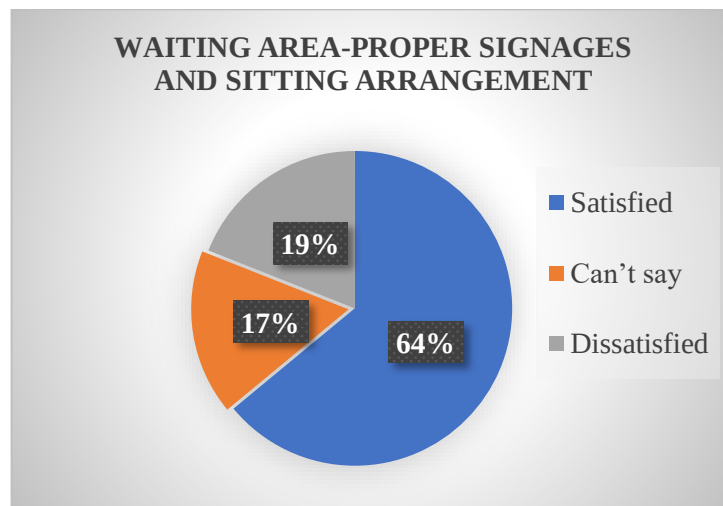


Analysis- 72% were satisfied with the overall registration process; 18% did not respond;10%were dissatisfied.

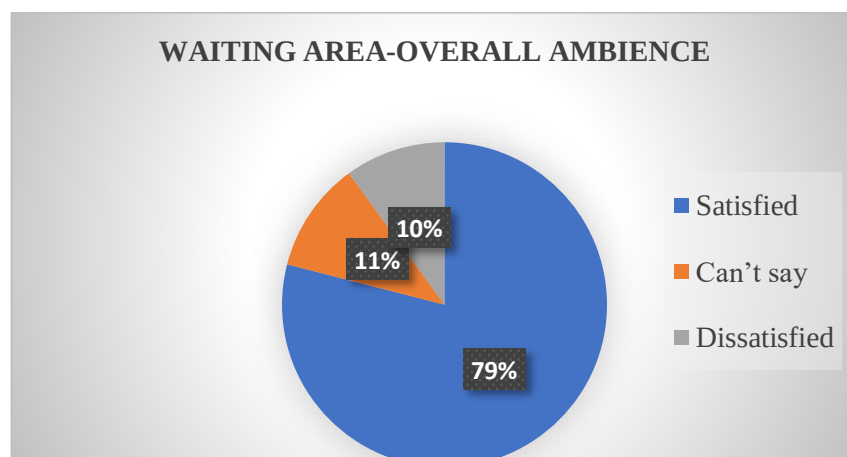
| 3. Patient satisfaction towards waiting area |                                                                         |              |                   |
|----------------------------------------------|-------------------------------------------------------------------------|--------------|-------------------|
| S.NO                                         | Particulars                                                             |              | % of satisfaction |
| 3.1                                          | Floor and washroom was cleaned, trolley, wheelchair ,lift was available | Satisfied    | 75%               |
|                                              |                                                                         | Can't say    | 15%               |
|                                              |                                                                         | Dissatisfied | 10%               |
|                                              |                                                                         | Total        | 100%              |
| 3.2                                          | Proper signages and sitting arrangement                                 | Satisfied    | 64%               |
|                                              |                                                                         | Can't say    | 17%               |
|                                              |                                                                         | Dissatisfied | 19%               |
|                                              |                                                                         | Total        | 100%              |
| 3.3                                          | Overall ambience                                                        | Satisfied    | 79%               |
|                                              |                                                                         | Can't say    | 11%               |
|                                              |                                                                         | Dissatisfied | 10%               |
|                                              |                                                                         | Total        | 100%              |
| 3.4                                          | Dustbin was present in the examination room                             | Satisfied    | 72%               |
|                                              |                                                                         | Can't say    | 18%               |
|                                              |                                                                         | Dissatisfied | 10%               |
|                                              |                                                                         | Total        | 100%              |



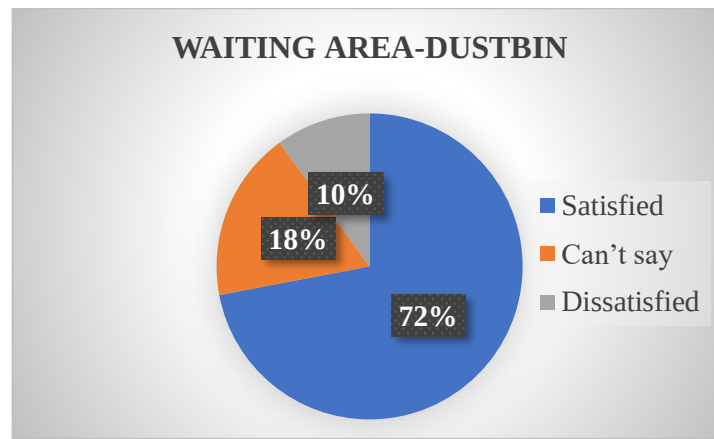
Analysis- 75% were satisfied with the facilities,10% were dissatisfied:15% did not respond.



Analysis- 64% were satisfied with the signages and sitting arrangement;19% were dissatisfied:17% did not respond.



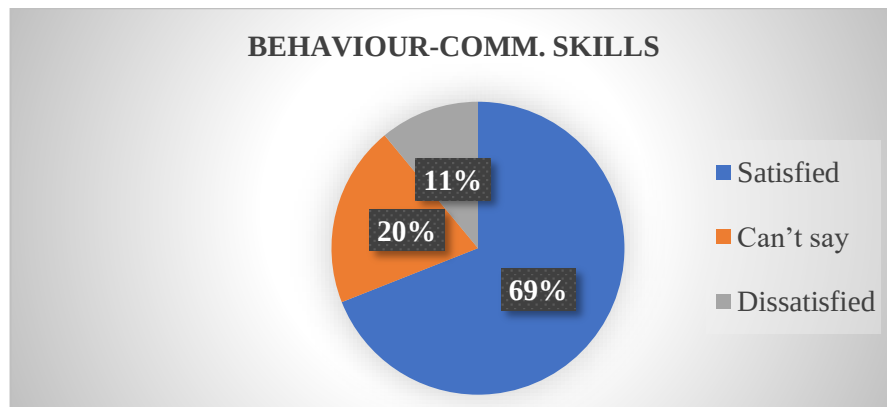
Analysis- 79% were satisfied, 11% said nothing, 10% dissatisfied.



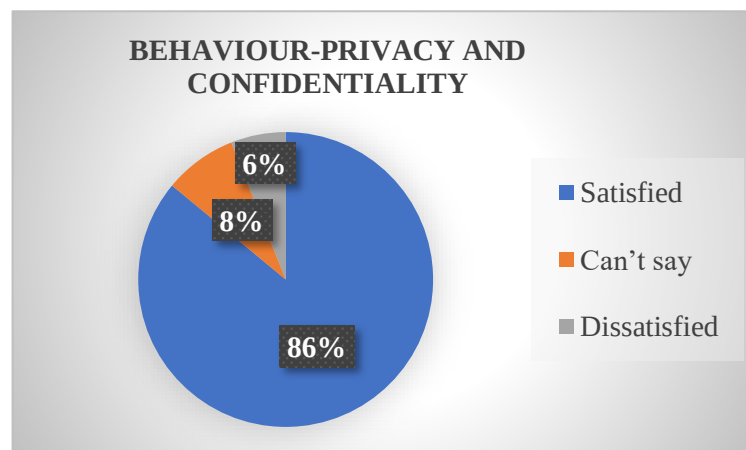
Analysis- 72% were satisfied they said dustbin was present; 18% did not respond; 10% were dissatisfied.

| 4. Patient satisfaction towards behaviour of medical/nursing team |                                                  |              |                   |
|-------------------------------------------------------------------|--------------------------------------------------|--------------|-------------------|
| S.NO                                                              | Particulars                                      |              | % of satisfaction |
| 4.1                                                               | Communication skills                             | Satisfied    | 69%               |
|                                                                   |                                                  | Can't say    | 20%               |
|                                                                   |                                                  | Dissatisfied | 11%               |
|                                                                   |                                                  | Total        | 100%              |
| 4.2                                                               | Privacy and confidentiality                      | Satisfied    | 86%               |
|                                                                   |                                                  | Can't say    | 8%                |
|                                                                   |                                                  | Dissatisfied | 6%                |
|                                                                   |                                                  | Total        | 100%              |
| 4.3                                                               | Doctors gave sufficient time                     | Satisfied    | 90%               |
|                                                                   |                                                  | Can't say    | 6%                |
|                                                                   |                                                  | Dissatisfied | 3%                |
|                                                                   |                                                  | Total        | 100%              |
| 4.4                                                               | Behaviour of the staff/doctor was friendly, good | Satisfied    | 73%               |
|                                                                   |                                                  | Can't say    | 17%               |
|                                                                   |                                                  | Dissatisfied | 10%               |
|                                                                   |                                                  | Total        | 100%              |
| 4.5                                                               | Staff services and level of care is good         | Satisfied    | 81%               |
|                                                                   |                                                  | Can't say    | 11%               |
|                                                                   |                                                  | Dissatisfied | 8%                |
|                                                                   |                                                  | Total        | 100%              |

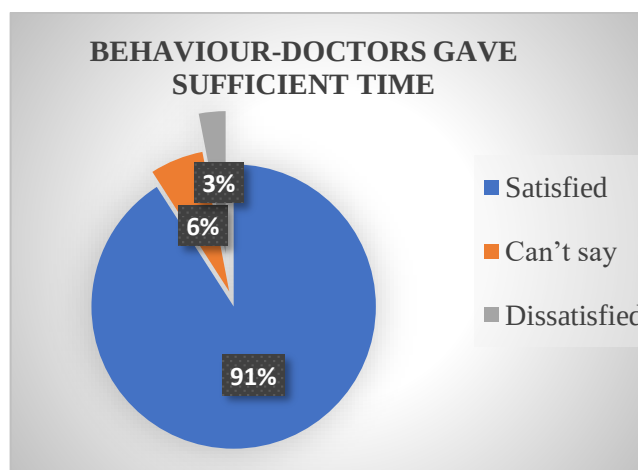




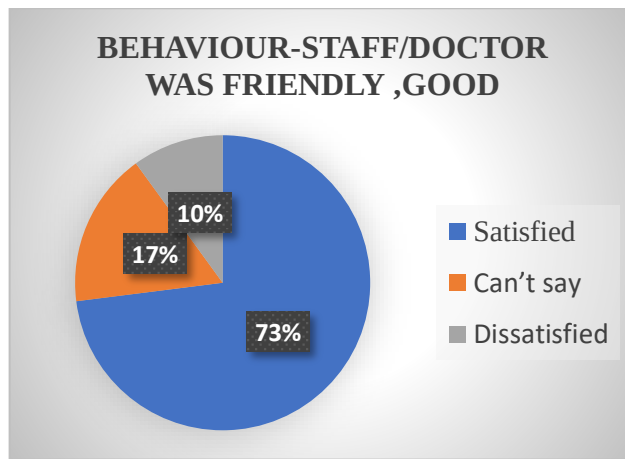
Analysis- 69% were satisfied with the communication skills, 20% did not respond; 11% were dissatisfied.



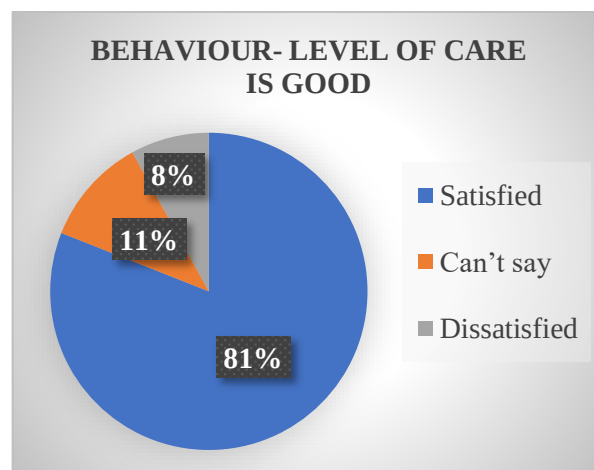
Analysis- 86% were satisfied, 8% said nothing and 6% dissatisfied.



Analysis- 91% were satisfied with the consultation time, 6% said nothing, 3% were dissatisfied.

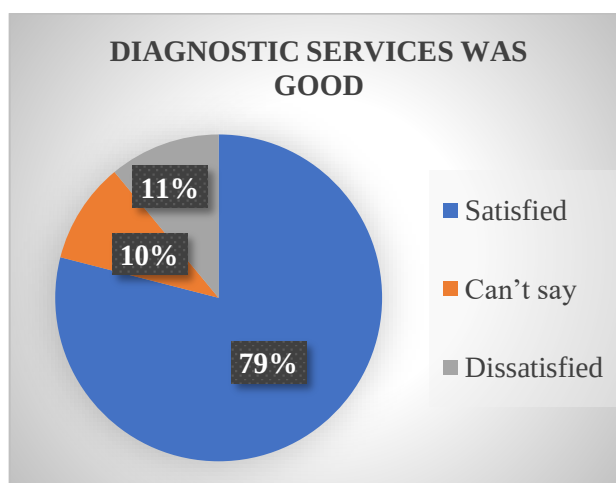


Analysis-73% were satisfied with the behaviour; 17% did not respond; 10%dissatisfied.

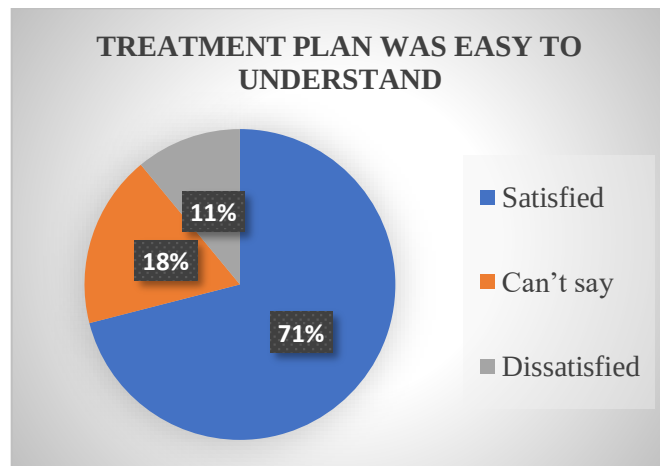


Analysis-81% were satisfied with the care they received; 11%said nothing, 8%were dissatisfied.

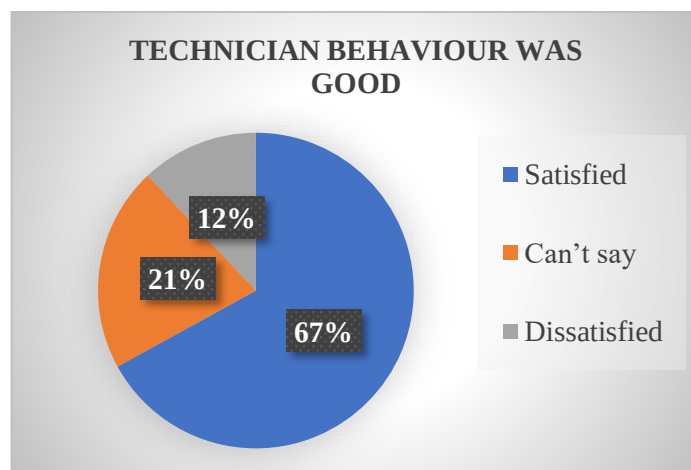
| 5. Patient satisfaction towards diagnosis and treatment |                                                                       |              |                   |
|---------------------------------------------------------|-----------------------------------------------------------------------|--------------|-------------------|
| S.NO                                                    | Particulars                                                           |              | % of satisfaction |
| 5.1                                                     | Diagnostic services was good                                          | Satisfied    | 79%               |
|                                                         |                                                                       | Can't say    | 10%               |
|                                                         |                                                                       | Dissatisfied | 11%               |
|                                                         |                                                                       | Total        | 100%              |
| 5.2                                                     | Treatment plan was easy to understand, satisfied with consultation    | Satisfied    | 71%               |
|                                                         |                                                                       | Can't say    | 18%               |
|                                                         |                                                                       | Dissatisfied | 11%               |
|                                                         |                                                                       | Total        | 100%              |
| 5.3                                                     | Staff/technician behaviour was good and explained about the procedure | Satisfied    | 67%               |
|                                                         |                                                                       | Can't say    | 21%               |
|                                                         |                                                                       | Dissatisfied | 12%               |
|                                                         |                                                                       | Total        | 100%              |



Analysis- 79% were satisfied were satisfied with the diagnostic services; 10% did not respond; 11% were dissatisfied.

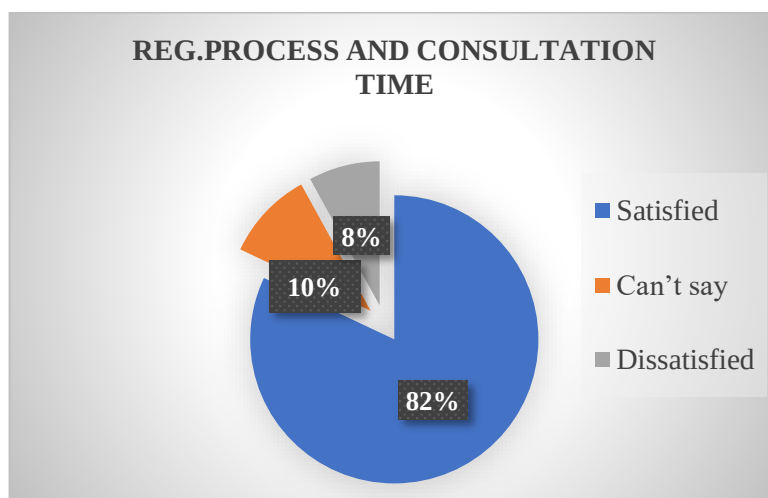


Analysis- 71% were satisfied with the treatment; 18% did not respond; 11% were dissatisfied.

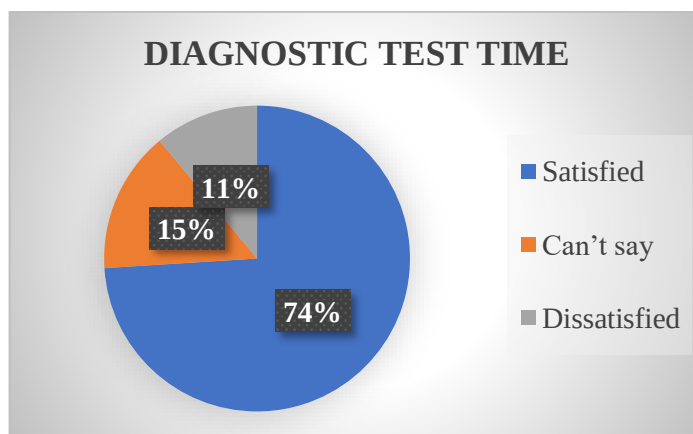


Analysis- 67% were satisfied; 21% did not respond; 12% were dissatisfied.

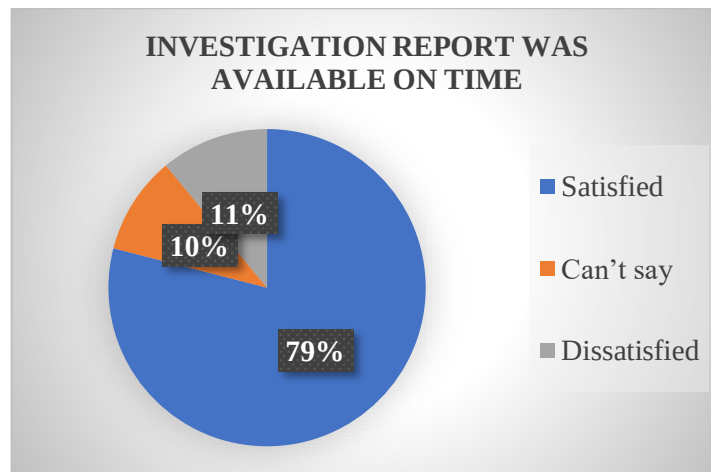
| 6. Patient satisfaction towards different services |                                                            |                   |      |
|----------------------------------------------------|------------------------------------------------------------|-------------------|------|
| S.NO                                               | Particulars                                                | % of satisfaction |      |
| 6.1                                                | Registration process and consultation time was appropriate | Satisfied         | 82%  |
|                                                    |                                                            | Can't say         | 10%  |
|                                                    |                                                            | Dissatisfied      | 8%   |
|                                                    |                                                            | Total             | 100% |
| 6.2                                                | Diagnostic test time was appropriate                       | Satisfied         | 74%  |
|                                                    |                                                            | Can't say         | 15%  |
|                                                    |                                                            | Dissatisfied      | 11%  |
|                                                    |                                                            | Total             | 100% |
| 6.3                                                | Investigation report was available on time                 | Satisfied         | 79%  |
|                                                    |                                                            | Can't say         | 10%  |
|                                                    |                                                            | Dissatisfied      | 11%  |
|                                                    |                                                            | Total             | 100% |



Analysis-82% were satisfied; 10% said nothing; 8% were dissatisfied.

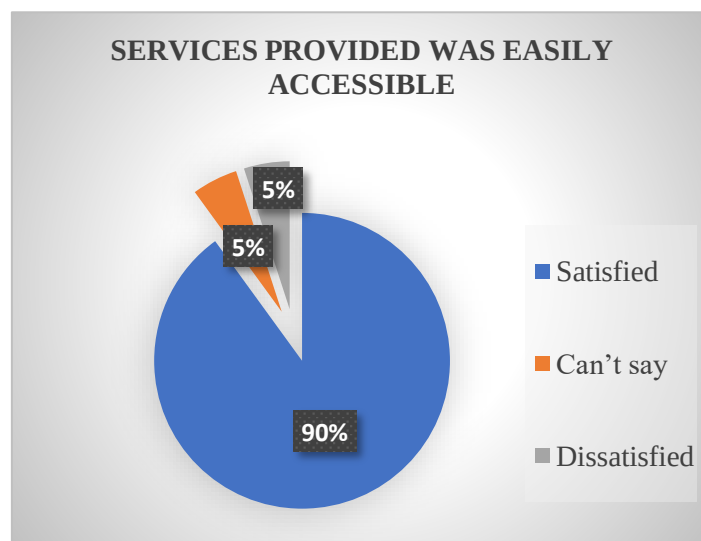


Analysis-74% were satisfied; 15% did not respond; 11% were dissatisfied.



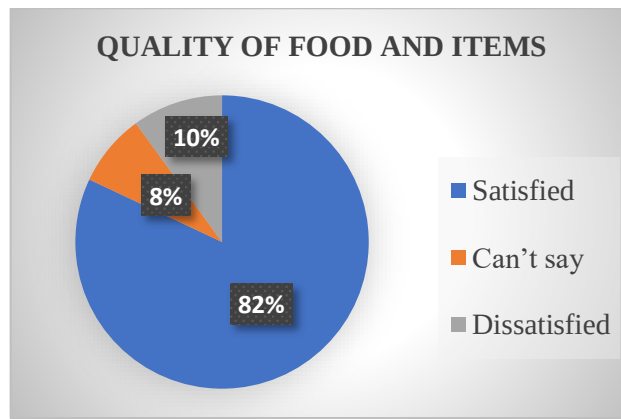
Analysis-79% were satisfied; 10% said nothing; 11% were dissatisfied.

| 7 .Patient satisfaction towards quality of food services |                                                                  |              |                   |
|----------------------------------------------------------|------------------------------------------------------------------|--------------|-------------------|
| S.NO                                                     | Particulars                                                      |              | % of satisfaction |
| 7.1                                                      | Services provided was easily accessible                          | Satisfied    | 90%               |
|                                                          |                                                                  | Can't say    | 5%                |
|                                                          |                                                                  | Dissatisfied | 5%                |
|                                                          |                                                                  | Total        | 100%              |
| 7.2                                                      | Quality of food services was satisfactory and item was available | Satisfied    | 82%               |
|                                                          |                                                                  | Can't say    | 8%                |
|                                                          |                                                                  | Dissatisfied | 10%               |
|                                                          |                                                                  | Total        | 100%              |



Analysis- 90% were satisfied; 5% were dissatisfied; 5% did not respond.





Analysis- 82% were satisfied with the food items quality; 8% said nothing; 10% were dissatisfied.

## **CHAPTER 5: DISCUSSION**

The study of patient satisfaction, clearly helped us to know that what patient satisfaction is and what is its role in the organization including quality of services gaining patient footfall and patient retention. During three months of dissertation study it was seen that patients are overall satisfied with the OPD services at the Durlabh Ji. Taking feedback played an important role in knowing the patient's perspective on the OPD services being provided, so that the important corrective actions can be taken into account.

The patients were satisfied with the registration process, detailed instructions regarding the registration, presence of clear signages, ambience and different services like quality of food, investigation time, registration time. The patients were also satisfied with the consultation time and treatment provided. The patients were also happy because they were greeted well. The doctors were the main reason for the patient satisfaction. The hospital floor was neat and clean, the dustbins were arranged and kept on place.

The main area for the improvement was the behaviour of the technicians/staff towards the patients and attendants, parking area/ lift issues, cleanliness of washrooms and sitting arrangement in the waiting area.

## RECOMMENDATIONS-

### TRAINING AND DEVELOPMENT-

Offering several training programs to improve the behaviour of the staff/technicians such as communication, teamwork, interaction with the patients. Encouraging continuous learning through programs for professional development. Provide regular feedback and appraisal for the good behaviour. Provide counselling and train to handle conflicts and behavioural issues fairly. Also provide flexible working hours or shifts if feasible.

### PARKING AND LIFT ISSUES-

Due to the new set-up of the onco-centre nearby the parking space patients/attendants were facing several issues. If feasible a new parking area should be provided. Clear signages for near the allotted area so that patients are well acquainted with the new area provided. Monitoring the parking area and security personnel should advise patients for the parking area

For the lift issues, analyze the usage patterns of lifts to identify peak times and congestion. A queuing system during the peak times should be implemented.

Installation of additional lifts to handle the volume of users.

### SITTING ARRANGEMENT IN THE WAITING AREA-

The arrangement of more chairs/foldable chairs should be there. Modular seating to accommodate more people in lesser area. Patients who cannot stand foldable chairs can be an option. Monitor after making arrangement and adjustments as required. Reassess the seating needs and make improvements over time. The chairs were increased in number later on.

### CLEANLINESS OF THE WASHROOMS-

Regular cleaning schedules and monitoring the GDA staffs throughout the day. Conduct regular inspections to ensure cleanliness. Provide adequate trash bin and ensure they are emptied regularly. Necessary supplies like handwash, toilet paper, sanitizer should be there.

Regularly check them as well. Use disinfectants and cleaning agents.

## LIMITATIONS-

The limitations of the feedback form is that it did not covered the questions related to OPD pharmacy which also should be taken into account. For quality improvement it should be monitored and if any problem the patients are facing should be resolved.

The number of feedbacks taken by the floor manager on different days was only five in number. According to the patient footfall which is more, it should be increased in number. More number of surveys will help in differentiating the patient's perspective and their valuable opinions and also improving the overall healthcare and quality of services received.

## **CHAPTER 6: CONCLUSION**

Thus it is evident that Quality Assessment of a healthcare organization is largely based on its patient's satisfaction. It is literally quintessential or integral part of a healthcare organization.

Patient's satisfaction affects clinical outcomes, patients retention, and medical malpractices claims. Its efficacy lies in the timely, efficient and patients centered delivery of quality healthcare.

Moreover the physical environment of the OPD including cleanliness, soothing vibe, and accessibility, of the patient to the healthcare provider also contributes to patient's satisfaction. By taking up focus on these aspects and continuously seeking patient's feedback, healthcare organizations can effectively enhance patient satisfaction in OPDs. Consequently it leads to improved and a holistic healthcare delivery and patient well-being which is the first and foremost objective or the motto of a healthcare provider. Patient satisfaction in the OPD may be summed up as "Patients may forget your name, but they will never forget how you made them feel"

## **REFERENCES –**

Khan S, Khan A. Improving patient satisfaction in outpatient departments: strategies and best practices. 2019.

Grover A, Joshi A, Anantharaman V. Patient satisfaction with services of the outpatient department.

Paul D. Cleary. A Hospitalization from Hell: A Patient's Perspective on Quality. January 7,2003

Bhanu Prakash. Patient Satisfaction. September 2010.

## **ANNEXURES: THE QUESTIONNAIRE**

### **1) Patient satisfaction towards parking area-**

1.1 Was parking available to the patient and staff behaviour was courteous and attentive?

a.) Satisfied b.) Can't say c.) Dissatisfied

### **2) Patient satisfaction towards the reception area-**

2.1 The reception staff was friendly and helpful?

a.) Satisfied b.) Can't say c.) Dissatisfied

2.2 The instructions were clearly informed to you regarding registration?

a.) Satisfied b.) Can't say c.) Dissatisfied

2.3 Over all the registration process was good?

a.) Satisfied b.) Can't say c.) Dissatisfied

### **3) Patient satisfaction towards the waiting area-**

3.1 The floor and washroom was cleaned properly and wheelchair/ trolley/lift was available?

a.) Satisfied b.) Can't say c.) Dissatisfied

3.2 Proper signages were present and sitting arrangement was good?

a.) Satisfied b.) Can't say c.) Dissatisfied

3.3 How was the overall ambience of waiting area?

a.) Satisfied b.) Can't say c.) Dissatisfied

3.4 The arrangement of dustbin was present in the examination room?

a.) Satisfied b.) Can't say c.) Dissatisfied

4) Patient satisfaction towards behaviour of the medical / nursing staff -

4.1 The communication skills of medical staff was appropriate?

a.) Satisfied b.) Can't say c.) Dissatisfied

4.2 The privacy and confidentiality was maintained?

a.) Satisfied b.) Can't say c.) Dissatisfied

4.3 Doctors gave sufficient time to explain the disease?

a.) Satisfied b.) Can't say c.) Dissatisfied

4.4 The behaviour of the staff/ doctor was friendly and good?

a.) Satisfied b.) Can't say c.) Dissatisfied

4.5 Staff services and level of care is good?

a.) Satisfied b.) Can't say c.) Dissatisfied

5) Patient satisfaction towards diagnosis and treatment-

5.1 The diagnostic services provided were good?

a.) Satisfied b.) Can't say c.) Dissatisfied

5.2 The treatment plan was easy to understand and you were satisfied with the consultation?



a.) Satisfied b.) Can't say c.) Dissatisfied

5.3 The staff/ technician behaviour was good and explained you about the diagnostic procedure?

a.) Satisfied b.) Can't say c.) Dissatisfied

6) Patient satisfaction towards different services-

6.1 The time taken in registration process and consultation was appropriate?

a.) Satisfied b.) Can't say c.) Dissatisfied

6.2 The time taken to complete the diagnostic tests was appropriate?

a.) Satisfied b.) Can't say c.) Dissatisfied

6.3 The time taken to receive the investigation report was appropriate?

a.) Satisfied b.) Can't say c.) Dissatisfied

7) Patient satisfaction towards the quality of food services-

a.) Satisfied b.) Can't say c.) Dissatisfied

7.1 The services provided were easily accessible-

a.) Satisfied b.) Can't say c.) Dissatisfied

7.2 Quality of food was satisfactory and you received the items as required?

a.) Satisfied b.) Can't say c.) Dissatisfied

8) Any other suggestions for improvement?

## MY DISSERTATION-1 Preeti.docx

### ORIGINALITY REPORT

7%

SIMILARITY INDEX

6%

INTERNET SOURCES

0%

PUBLICATIONS

8%

STUDENT PAPERS

### PRIMARY SOURCES

1

Submitted to IIHMR University

Student Paper

3%

2

www.sdmh.in

Internet Source

3%

3

dspace.sctimst.ac.in

Internet Source

1%

Exclude quotes On

Exclude matches < 14 words

Exclude bibliography On

