

**PATIENT SATISFACTION IN OUTPATIENT DEPARTMENT IN NAVCHETAN
MULTISPECIALTY HOSPITAL, PATHANKOT, PUNJAB**

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

Sunidhi Guraba

Under the Supervision and Guidance of

Dr. Deepti Sharma

2024



॥ श्री गणेशाय नमः ॥

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TO WHOM IT MAY CONCERN

This is to certify that Dr. Sunidhi Guraba Student of Hospital & Health Management from IIHMR University, Jaipur (RJ) has completed her professional training with Operations Department in our organization from 18th March 2024 to 17th June 2024.

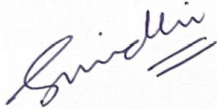
We found her sincere, hard working with good behavior.
We wish her success in her future endeavours.




Dr. Puneet Sharma
Director
Navchetan Hospital Pathankot

DECLARATION BY THE STUDENT

I hereby declare that this dissertation titled **Patient Satisfaction in Outpatient Department in Navchetan Multispecialty Hospital, Pathankot, Punjab** 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

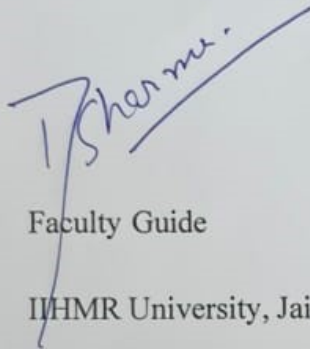


Dr. Sunidhi Guraba

Date - June 2024

CERTIFICATE

This is to certify that dissertation titled **Patient Satisfaction in Outpatient Department in Navchetan Multispecialty Hospital, Pathankot, Punjab** is record of the research work undertaken by **Dr. Sunidhi Guraba** in partial fulfilment 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 her approach to the research study has been sincere, scientific, and analytical.



Faculty Guide

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School Dean

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Date: 07/07/2024.

DECLARATION BY THE STUDENT

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Dr. Sunidhi Guraba

Date - June 2024

ABSTRACT

Introduction: Patient contentment is a vital gauge for healthcare quality and it significantly impacts the operational efficiency of Outpatient Department (OPD) in multispecialty hospitals. This research paper aims at studying the factors that affect patient satisfaction in OPDs from multispecialty hospitals and coming up with measures to improve on these.

Objective: The primary objective of this thesis is to evaluate and understand the factors influencing patient satisfaction in the outpatient department (OPD) of a multispecialty hospital and provide a robust framework for understanding patient satisfaction in the OPD of multispecialty hospitals to support continuous improvement in healthcare service quality.

Methodology: Quantitative surveys and qualitative interviews were used under mixed methodology approach to get all-round data about the patients attending OPDs. Questionnaire survey included standardized items that measure different aspects of patient contentment such as, accessibility, waiting time, staff behavior, communication and facility cleanliness, among others.

The research participants involved 120 patients, chosen at random, and were from a number of OPD disciplines. The statistical analysis done showed that shorter waiting times, competent and polite staff, clear communication and clean environment are the major determinants of patient satisfaction. They also stressed on personalized care as well as follow-up procedures.

Results: Although overall patient's satisfaction is high to some extent, the study findings reveal several areas that need to be addressed such as reducing waiting time and improving communication skills among healthcare providers. Recommendations for hospital management include implementing a more efficient appointment scheduling system, regular staff training programs, and upgrading facilities to ensure a pleasant and supportive environment for patients.

Conclusion: This thesis argues in favor of monitoring and evaluating indicators of patient satisfaction on an ongoing basis so as to promote the concept of patient centeredness in service

delivery. By this way multi-specialty hospitals can improve patient experiences which will result in better health outcomes leading to increased loyalty among clients.

ACKNOWLEDGEMENT

I take this opportunity to express my sincere gratitude towards all those who have contributed their valuable efforts in bringing this project to a logical end.

I am highly indebted to Dr. Puneet Sharma, Managing Director, Navchetan Multispecialty Hospital, without his guidance this project report would not be able to be accomplished.

I feel privileged to express my overwhelming sense of gratitude to Dr. Deepti Sharma, Associate Professor, IIHMR University, Jaipur who permitted me to conduct the research project.

Last but not the least I would like to thank all those who have directly or indirectly helped me in completing this project.

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INTRODUCTION

Patient satisfaction has been a recurrent theme in previous studies on OPD. In particular, Press Ganey Associates (2013) study stressed the correlation between patient loyalty and satisfaction indicating that satisfied patients are more likely to come back to the same health facility and recommend others. Similarly, Chahal and Mehta (2013) found out that key factors influencing patient satisfaction in OPDs were waiting times, staff behavior, and physical environment of healthcare facility.

Though these talking points exist; there is the need for further investigation into the intricacies involved with patient satisfaction in multispecialty hospitals' outpatient departments (OPDs). There is a gap that this thesis seeks to fill by examining in details determinants of patient satisfaction within the OPD setting such as accessibility, waiting time, staff competence, communication and cleanliness of the facility.

The outpatient department (OPD) serves as a major point of contact for people seeking medical care in a multi-specialty hospital's dynamic and intricate atmosphere. The importance of understanding and improving patient satisfaction in the OPD cannot be overemphasized, given the wide range of services offered and the number of patients handled.

1. OPERATIONAL DEFINITIONS:

Patient Satisfaction: The belief that a person's healthcare needs are met is defined as patient satisfaction. Recent research shows that high patient satisfaction with medical care enhances the quality of life by strengthening the doctor-patient relationship.

Patient Feedback Form: A form filled out by patients on their experiences at the hospital or any one section for that matter is known as a patient feedback form.

2. IMPORTANCE OF PATIENT SATISFACTION

An Indicator of Healthcare Quality: Patient satisfaction is an indirect measure that shows satisfaction. A high level of satisfaction means that the hospital operates effectively and meets the needs as well as expectations of their patients.

Impact on Health Outcomes: Enhancing patient experience results to improved health outcomes like greater compliance to medical advice and treatment plans though better health status, faster recovery rates among others.

Patient Retention and Loyalty: It sustains patient volumes when satisfied patients return for future medical care and refer the institution to other persons who they know may need similar services.

Reputation and Competitive Advantage: Contented patients' mouth to mouth referrals are priceless marketing tools for bringing in new clients.

Financial Performance: High revenues can be achieved by increasing patient satisfaction through repeat visits and referral. This is because it reduces cost associated with litigation complaints.

Compliance and Accreditation: A number of accreditation bodies as well as

regulatory agencies view patient satisfaction as a vital component for certification thus high scores on this parameter facilitate attaining this status or maintaining it.

Staff Morale and Engagement: When staff morale and job satisfaction are high, it is often due to the fact that healthcare providers receive positive feedback and appreciation from their patients.

Care that focuses on the patient: The care provided should take into consideration what will make the patient satisfied because this typifies patient-centered care.

Efficient Medical Services: Patient satisfaction surveys usually offer a window for identifying areas where things can be done better hence efficient service delivery.

Secure Management of Risks: Understanding how satisfied patients are with their care assists in detecting potential problems within processes related to caring for patients thereby enabling proactive management and prevention of circumstances which may result in adverse incidents occurring.

Improved communication: Measuring patient satisfaction can help identify insufficient health provider-patient communication channels, thus improving transparency and trust.

Cultural Responsibility: It helps hospitals know its diverse population of patients by evaluating the level of patient satisfaction. This promotes cultural competence resulting in equitable treatment for all patients.

Feedback for Continuous Improvement: Regularly measuring patient satisfaction provides valuable feedback that can be used for continuous improvement initiatives, ensuring that the hospital evolves to meet changing patient expectations and standards of care.

Knowing the importance of Patient Satisfaction, Navchetan Multispecialty Hospital's front desk has feedback register. Any patient wishes to can write their feedback down in the register which is duly addressed by the managerial staff at the earliest.

3. ABOUT NAVCHETAN MULTISPECIALTY HOSPITAL:

Navchetan Multispecialty Hospital was established with the aim of delivering healthcare services at an affordable cost while ensuring optimal patient care through state-of-the-art facilities.

VISION

The hospital's primary goal is to set a standard in delivering high-quality and affordable healthcare services accessible to all individuals in need.

MISSION

The hospital's mission is to:

- A) Ensure that top medical professionals provide accessible and affordable quality treatment.
- B) Foster an environment of honesty, transparency, equality, and ethical practices.
- C) Evolve into a Center of Excellence in healthcare services adhering to international standards.

QUALITY POLICY

The quality policy of Navchetan Multispecialty Hospital aims to deliver modern, consistent, and continuously improving healthcare services to enhance patient safety, satisfaction, and clinical outcomes.

ACCESSIBILITY

Navchetan Multispecialty Hospital is strategically situated within a 3-kilometer radius from all parts of Pathankot city, conveniently adjacent to the main railway and bus stations, allowing quick access in 5-10 minutes. This ensures that emergencies can swiftly reach the hospital without difficulty.

INFRA STRUCTURE

The hospital premises cover an area of 17,500 square feet, featuring excellent parking facilities and top-tier security measures.

DEPARTMENTS

Navchetan Multispecialty Hospital has presently:

- Orthopedics & Joint Replacement Department,
- Obstetrics& Gynecology department along with an Infertility Centre,
- General Surgery Department
- General Medicine Department
- Psychiatric Department

- Neurosurgery Department
- De-addiction Department
- Emergency Department

BED STRENGTH

The hospital is at present 35 bedded with the following breakdown:

WARDS	NO. OF BEDS
Emergency ward	07
Intensive Care Unit	08
Private Ward with AC	06
General Ward (Male)	05
General Ward (Female)	05
Day Care Unit	02
Pre-cum Post Natal Care Ward	02
Total	35

Outpatient Department at Navchetan Multispecialty Hospital:

The OPD is located on the ground floor of the hospital. The patient flow in the OPD is as follows:



Diagnostic
and
Imaging

Report
collection

consultation

OP
Pharmacy

Patient exit

REVIEW OF LITERATURE

1.	
Authors	Rajendra harnagle, T. vijay sagar and jeffy binu
Study Location	Government hospital, Rajouri district, Jammu and Kashmir
Sample Size	Large no. Of patients in a 300 bedded hospital
Sampling Technique	Convenience sampling
Salient Features	• Hospitals often assess themselves based solely on formal, non-psychological criteria. However, patients typically do not respond to these statistical measures in the same way. • The research on logistics services and client satisfaction at this hospital was conducted as a community-based, questionnaire-driven analytical study. • The study examined patient satisfaction regarding the availability of doctors during emergencies, doctor-patient interactions, waiting times in specialist OPDs, satisfaction levels with treatments, the demeanor of treating doctors, availability of prescribed medications, and the cleanliness of hospital facilities, including toilets. • Patients expressed the least satisfaction with the waiting time in the OPD and the cleanliness of the toilets.

2.	
Authors	Dr. Susmit Jain, Dr. Richa Pareek
Study Location	Manipal hospital, Jaipur
Sample Size	100
Sampling Technique	Convenience sampling (non-probability sampling)
Salient Features	• The primary reason for visiting a hospital is to receive necessary medical services and achieve recovery. However, attending to both clinical and non-clinical services can significantly improve patient satisfaction. • Patient satisfaction impacts clinical outcomes, patient retention rates, and the frequency of medical malpractice claims. • A study was conducted among 100 outpatient department (OPD) patients to assess their experiences regarding appointment scheduling, registration process, fees, consultation, laboratory services, radiology services, pharmacy services, and subsequent waiting times. The study utilized a structured questionnaire with 42 questions rated on a five-point Likert scale. • The study identified five significant sources of dissatisfaction: delays in dispatching radiology reports and laboratory reports, unavailability of certain medications in the OPD pharmacy, waiting times before doctor consultations, and lengthy queues at the registration counter.

3.	
Authors	Dr. P. Gayatri, Dr. K. Padma Leela, Dr. K. Vishnu prasad ³ , Dr. K. Gnaneshwar raj
Study Location	Mb multispecialty hospitals, Visakhapatnam, Andhra Pradesh, India
Sample Size	419
Sampling Technique	Convenience sampling
Salient Features	• Patient feedback is crucial for identifying issues and formulating effective strategies for quality improvement within healthcare organizations. • A cross-sectional observational study was conducted among patients visiting the outpatient department of M.B. Multi-specialty Hospital, utilizing a bilingual structured questionnaire. • Patients were most satisfied with physician care, attentive listening, and ease of access to healthcare services. • Outpatients expressed significant dissatisfaction with the waiting times at the registration counter, delays in getting appointments with consultants, and the tardiness in receiving laboratory reports. • The key factors influencing patient satisfaction were associated with effective communication, empathy, and compassionate care from hospital staff.

4.	
Authors	Syed Arshad Hussain Andrabi, Hamid Shamila, Rohul Jabeen, Anjum Fazli
Study Location	Skims, Soura, Srinagar
Sample Size	400
Sampling Technique	Convenience sampling
Salient Features	• Significant factors such as inadequate systems and caregiver stress impact both the quality of care and patient satisfaction. • The study included 400 OPD patients to assess their perceptions of the hospital, reasons for choosing it, views on the registration process, basic amenities, and perceptions of doctors and other staff members. • The primary factor influencing the choice of the health facility was the expertise of the doctors. • It was found that the strongest predictor of client satisfaction was the behavior of healthcare providers towards patients.

5.	
Authors	Mr. R. Narasimman, Dr. Kiyyapan
Study Location	AMC multispecialty hospital, Tamil Nadu
Sample Size	150
Sampling Technique	Convenience Sampling
Salient Features	• The outpatient department (OPD) serves as a window into the clinic, reflecting the operational efficiency of the hospital and serving as the initial point of contact between patients and hospital staff. • The study examined satisfaction based on the actions and care provided by medical, nursing, and support staff, aiming to explore the correlation between patient attitudes and their satisfaction levels regarding various hospital facilities. • The primary influence over overall patients' satisfaction is an improvement in communication between patients and healthcare providers. • Addressing these together could significantly enhance patients' loyalty through, minimizing service completion times, enhancing facility cleanliness, improving nursing care, ensuring pharmacy medication availability, and reducing wait times for laboratory reports.

METHODOLOGY

Rationale of the study:

The justification for this dissertation comes from its grounding on key issues such as patient satisfaction as a critical component of healthcare quality and its significant impact on various aspects of hospital performance. Furthermore, it is important to note that the outpatient department (OPD) in a multispecialty hospital is the most strategic point where patients come face-face with medical facilities hence giving an assessment towards patients' satisfaction. Several factors justify the importance and necessity of this study:

1. Central Role of the OPD
2. Comprehensive Care Environment
3. Impact on Patient Outcomes
4. Healthcare Quality Improvement
5. Economic Implications
6. Regulatory and Accreditation Requirements
7. Benchmarking and Competitive Advantage
8. Staff Performance and Engagement
9. Patient-Centered Care
10. Operational Efficiency
11. Contribution to Existing Literature

To comprehend the whole picture, this dissertation intends to provide a detailed understanding of patient satisfaction in the OPD of a multi-specialty hospital. The research findings will help managers to decide on operational changes that will facilitate better health outcomes as well as improve patient care and increase organizational efficiency.

Research Question:

1. What are the key determinants of patient satisfaction in outpatient departments (OPD) at a multispecialty hospital?
2. How do factors such as waiting time, staff behavior, facilities, and communication affect patient satisfaction in OPD settings?
3. What role does perceived quality of care play in shaping patient satisfaction in a multispecialty hospital OPD?
4. What strategies or interventions can be implemented to improve patient satisfaction in OPD settings at a multispecialty hospital?

Research Objectives:

1. To study the satisfaction levels of the patient in Navchetan Multispecialty Hospital, Pathankot
2. To suggest measures to improve the services provided to the OPD patients.
3. To suggest recommendations to improve the Quality of care.

Methodology:**Study Setting:**

The study of Patient Satisfaction is done in the Outpatient Department of Navchetan Multispecialty Hospital, Pathankot.

Study Design: Descriptive (cross sectional) study design

Study Population: Patients attending OPD

Sample size: 120

Sampling technique: Convenience sampling (non-probability sampling)

Study Instrument: Patient satisfaction forms, MS Excel

Inclusion Criteria: All patients visiting the Outpatient department above 18 years of age.

Study Duration: The study was conducted for a duration of three months i.e. from 18th March 2024 to 17th June 2024.

RESULTS

A: REGISTRATION AND CHECK IN

REGISTRATION AND CHECK IN			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Time taken at the registration desk to get an appointment for doctor/service	<15 mins	97%
		15-30 mins	3%
		>30 mins	0%
2.	Adequacy of information provided at the registration desk	Very Good	36%
		Good	61%
		Neutral	3%
		Unsatisfactory	0%
3.	The behavior of the staff at the registration desk	Very Good	35%
		Good	58%
		Neutral	7%
		Unsatisfactory	0%

1. Time taken at the registration desk to get an appointment for doctor/service **(Fig. 1.1)**

A large no. of respondents (97%) indicated that time taken at the registration desk was very reasonable (<15 mins). Very few (3%) had to wait for 15-30 mins at the registration desk. If the patients/attendants do not see a consultant in his cabin they would go to enquiry at registration counter which could have caused overcrowding of registration counters.

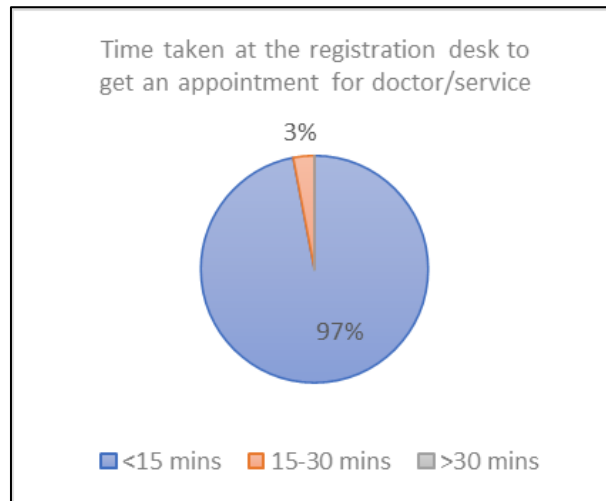


Fig 1.1

2. Adequacy of information provided at the registration desk (Fig. 1.2)

97% of the patients felt that the information provided at the registration desk was adequate. Training should be provided to the staff so that 3% of neutral patients/ attendants can be converted to satisfied. The information should be verified properly before transmitting it to the enquirer.

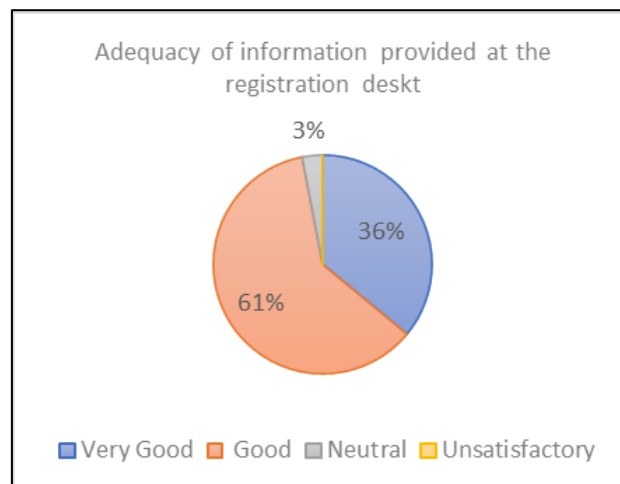


Fig 1.2

3. The behavior of the staff at the registration desk (Fig. 1.3)

A large majority of the respondents (93%) patients/attendants reported very good/ good behavior of the staff at the registration desk, and 7% neutral can be converted further by staff training and continuous feedback.

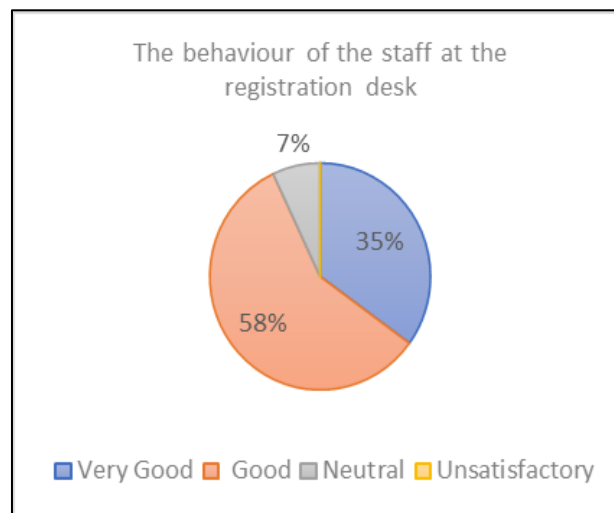


Fig 1.3

B: WAITING AREA

WAITING AREA			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Upkeep and cleanliness of waiting area	Very Good	18%
		Good	53%
		Neutral	25%
		Unsatisfactory	2%
2.	Cleanliness of toilets	Very Good	9%
		Good	21%
		Neutral	62%
		Unsatisfactory	8%
3.	Waiting period in Specialist OPD	<15 mins	23%
		15-30 mins	57%
		30 mins - 1 hour	16%
		>1 hour	4%

1. Upkeep and cleanliness of waiting area (Fig 2.1)

The present study indicates that a large no. of patients (25%-neutral 2%-unsatisfactory) feel that upkeep and cleanliness of the waiting area is not up to the mark. The OPD in charge should be held accountable for the maintenance of the waiting area than just the sweeper.

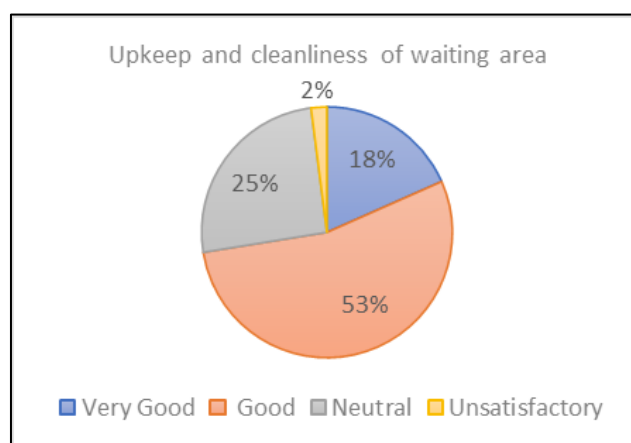


Fig 2.1

2. Cleanliness of toilets (Fig 2.2)

The present study reveals that 8% respondents found the cleanliness levels of toilets unsatisfactory. The hygienic and cleanliness status of any organization can be gauged by its toilets and washrooms. Urgent corrective measures need to be put in place to rectify this. The nurses and medical officers should take regular rounds of patients' toilets. Patients too should be encouraged to keep the toilets clean and not to throw paper, bandages etc. in toilets.

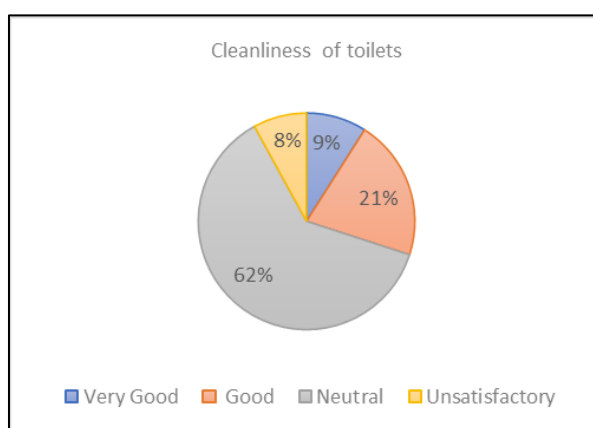


Fig 2.2

3. Waiting period in Specialist OPD (Fig. 2.3)

About 70% of the patients responded that they had to wait for even less than half an hour for their turn for consultation. A small minority (4%) indicated that they had to wait for more than an hour to see the specialist. This waiting time can be reduced by ensuring that all the doctors are in their chambers during the working hours.

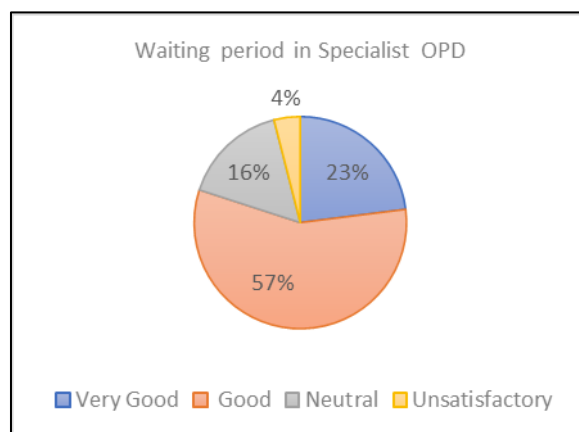


Fig 2.3

C. DOCTOR CONSULTATION			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Clarity of the diagnosis explained	Very Good	81%
		Good	18%
		Neutral	0%
		Unsatisfactory	1%
2.	Time spent by the doctor	Very Good	86%
		Good	9%
		Neutral	5%
		Unsatisfactory	0%
3.	Level of satisfaction with treatment	Very Good	83%
		Good	16%
		Neutral	1%
		Unsatisfactory	0%

- **Clarity of the diagnosis explained (Fig 3.1)**

Almost all of the patients (99%) believed that they were explained the diagnosis clearly. Only 1% faced difficulty in understanding the diagnosis as they were not comfortable with doctor's language and terminology. Doctors should be advised to talk to the patient in local language and explain the diagnosis in layman terms and also take feedback from the patients.

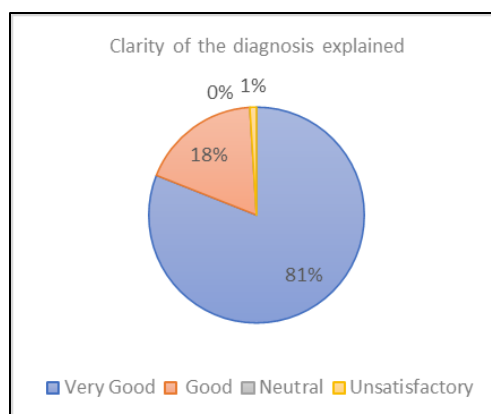


Fig 3.1

- **Time spent by the doctor (Fig 3.2)**

Majority of patients were satisfied with time spent by doctor. In fact, a huge no. of patients (86%) was very satisfied. Not involving doctors in administrative work could help them give good time to the patients.

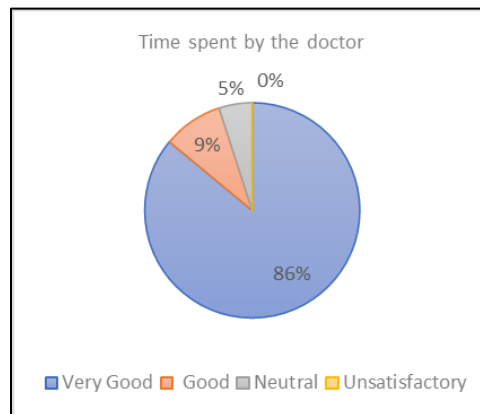


Fig 3.2

- **Level of satisfaction with treatment (Fig 3.3)**

With high level of satisfaction of patients as a result of treatment, there is improved confidence in doctor which leads to better patient compliance as well as better health status reflected through quick recovery from illness. A good 99% of the patients were satisfied with the treatment. Only 1% responded with neutral level of satisfaction.

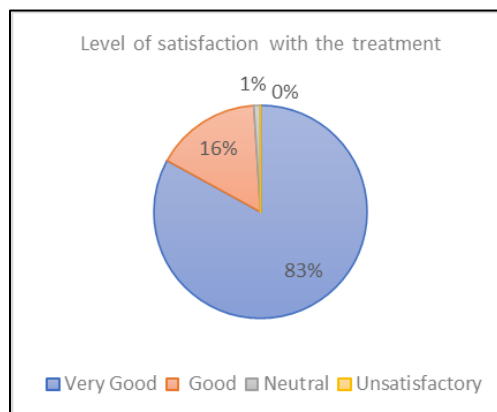


Fig 3.3

D. LAB INVESTIGATIONS, IMAGING AND DIAGNOSTIC PROCESSES			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Waiting time prior to the test	<15 mins	84%
		15-30 mins	14%
		>30 mins	2%
2.	Time taken to receive the reports	Same day	79%
		1-2 days	17%
		>2 days	4%
3.	Explanation of the reports by nurse/consultant	Very Good	35%
		Good	53%
		Neutral	8%
		Unsatisfactory	4%

- **Waiting time prior to test (Fig 4.1)**

Most of the patients indicated a reasonable waiting time prior to test. Only 2% of the population had to wait for more than half an hour. To take care that even 2% doesn't have to wait this long, extra staff should be deployed during peak hours.

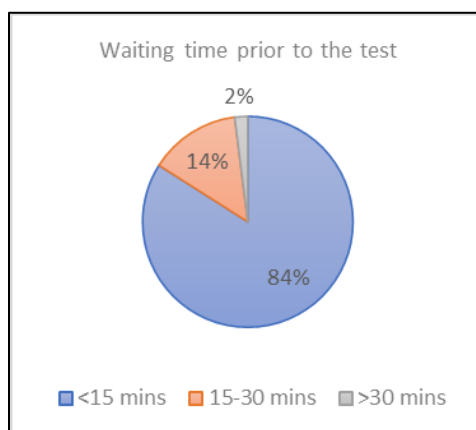


Fig 4.1

- **Time taken to receive the reports (Fig 4.2)**

96% of the patients received the reports of lab investigations and imaging on the same day or within a day or two. 4% of the patients cited a delay in getting the investigation reports. Ensure clear and transparent communication with patients about the expected timeframes for receiving investigation reports at the time of ordering tests and the hospital should have a fixed TAT (Turnaround Time).

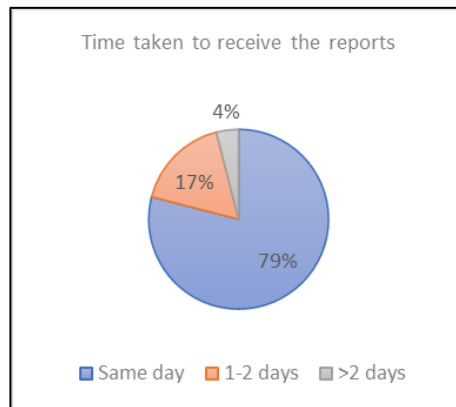


Fig 4.2

- **Explanation of the reports by nurse/consultant (Fig 4.3)**

Though 88% patients felt that investigation results were explained to them by the staff but still 12% (12%-neutral, 4%-unsatisfactory) were dissatisfied with explanation of their test reports which indicates significant room for improvement. Trained staff should be deployed and provided with guidelines/checklists to explain reports to the patients.

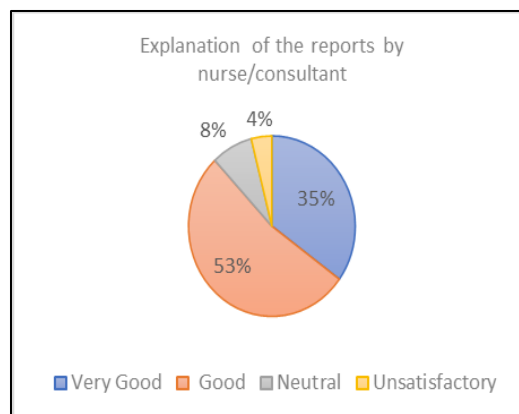


Fig 4.3

E. PHARMACY			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Availability of medicine	Always	98%
		Sometimes	2%
		Rarely	0%
2.	Waiting time at pharmacy	<15 mins	96%
		15-30 mins	4%
		>30 mins	0%
3.	Clarity of medication instructions	Very Good	9%
		Good	88%
		Neutral	3%
		Unsatisfactory	0%

- **Availability of medicine (Fig 5.1)**

98% of patients indicated that medicines that were prescribed to them were always available at the hospital pharmacy. Only 2% felt that they were sometimes available. No patient felt that they were rarely available. It is not sufficient for a patient to be just well attended; he must also be able to get the medicines directed by the doctor. That's why the role of pharmacy, which hands out medicines, is central in attaining satisfaction among patients.

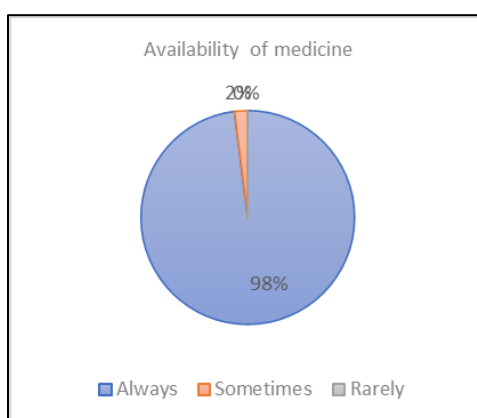


Fig 5.1

- **Waiting time at pharmacy (Fig 5.2)**

Most of the patients (96%) had to wait for even less than 15 mins to get medicines at the pharmacy. Only 4% of the patients had to wait for 15 to 30 mins. Ensure adequate staffing levels at peak times to handle patient volumes efficiently.

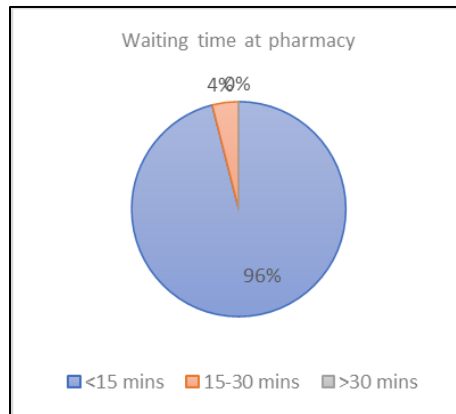


Fig 5.2

- **Clarity of medication instructions (Fig 5.3)**

97% of the patients felt that the medication instructions given to them were clear. Only 3% of the patients gave a neutral response with respect to clarity of medication instructions. Standardized protocols for medication education that include clear instructions on dosing, frequency, timing, potential side effects, and special instructions (e.g., with food) should be developed to improve patient satisfaction with medication instructions.

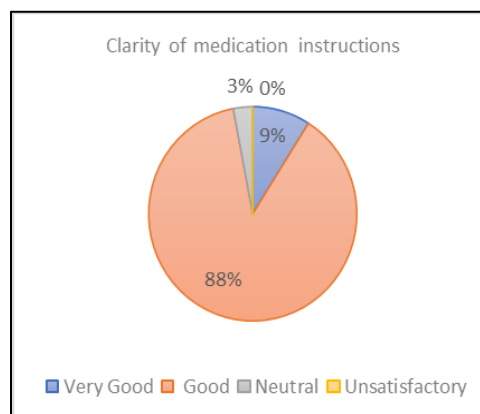


Fig 5.3

F. OPD AND HOSPITAL PREMISES			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	Upkeep and cleanliness of the OPD and Hospital premises	Very Good	45%
		Good	43%
		Neutral	11%
		Unsatisfactory	1%
2.	Clarity of signages present to guide way to specialist's chamber, imaging, sample collection area, pharmacy	Very Good	0%
		Good	17%
		Neutral	72%
		Unsatisfactory	11%
3.	Adequate parking in/near the hospital premises	Freely Available	4%
		Satisfactory	93%
		Unsatisfactory	3%

- **Upkeep and cleanliness of the OPD and Hospital premises (Fig 6.1)**

88% of the patients were satisfied with the upkeep and cleanliness of the premises. 12% of the patient did not feel that upkeep and cleanliness was up to the mark, thereby indicating scope for improvement.

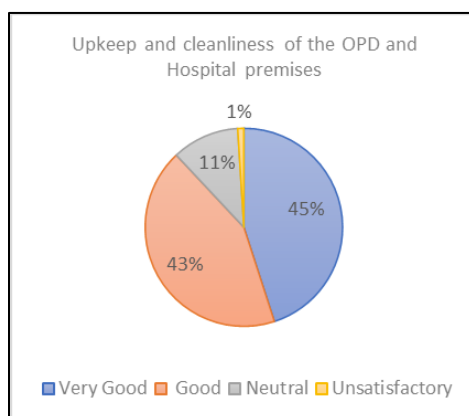


Fig 6.1

- **Clarity of signages present to guide way to specialist's chamber, imaging, sample collection area, pharmacy (Fig 6.2)**

Only 17% of the patients indicated satisfaction with the signages. A huge 83% patients found difficulty with finding way to various departments from the signages. They had to take instructions from the staff for the same.

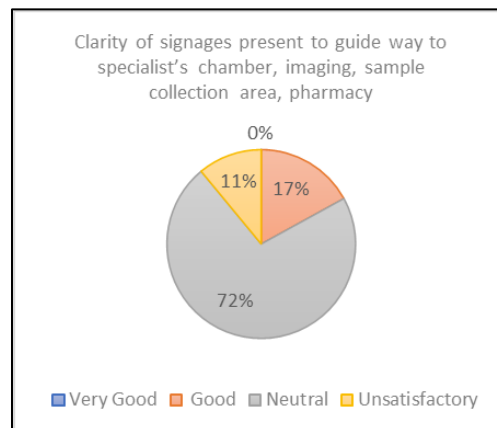


Fig 6.2

- **Adequate parking in/near the hospital premises (Fig 6.3)**

97% patients were satisfied with the parking space available. Only 3% felt the parking space inadequate which could be on the days of free medical checkup camps.

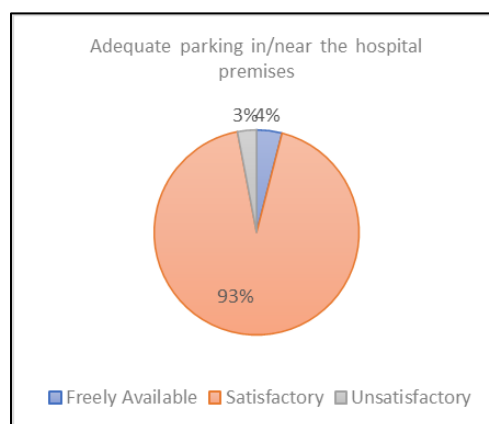


Fig 6.3

G. BEHAVIOUR OF THE STAFF			
S. No.	CATEGORY	RESPONSE	PERCENTAGE
1.	The behavior of the staff was friendly and of care towards the patients	Very Good	81%
		Good	16%
		Neutral	3%
		Unsatisfactory	0%
2.	Staff guided you well, with directions, whenever asked	Very Good	52%
		Good	36%
		Neutral	12%
		Unsatisfactory	0%
3.	Does the staff look happy and at peace	Very much	68%
		Yes	30%
		No	2%

- **The behavior of the staff was friendly and of care towards the patients (Fig 7.1)**

97% of the patients were happy with the staff's behavior. Only 3% gave a neutral response which indicates high level of patient satisfaction with respect to this factor.

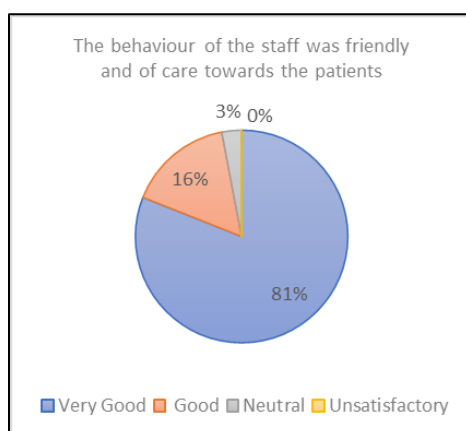


Fig 7.1

- **Staff guided you well, with directions, whenever asked (Fig 7.2)**

88% of the patients felt that they were guided well by patients. 12% patients had a neutral response. This gives room for improvement by continuous patient feedback.

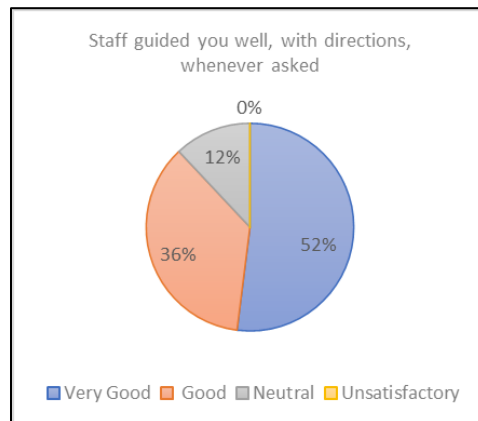


Fig 7.2

- **Does the staff look happy and at peace (Fig 7.3)**

98% of the patients could sense that staff was happy and at peace themselves. This is a major factor affecting patient satisfaction as happier the staff is more empathetic will they be towards patients.

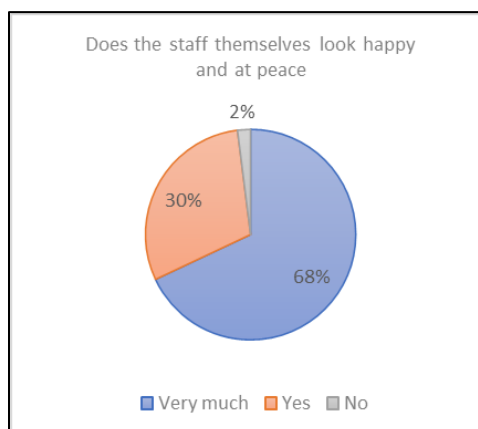


Fig 7.3

Why did you choose Navchetan Multispecialty Hospital OPD as a patient?

Maximum patients responded that they chose Navchetan Multispecialty Hospital because of previous experience, recommendation or hospital reputation.

S. No.	Why did you choose Navchetan Multispecialty Hospital OPD as a patient?	
1.	Navchetan Hospital Doctor recommendation	0%
2.	Previous Experience	59%
3.	Recommendation by some other doctor	1%
4.	Recommendation by family/ friends/ colleagues	23%
5.	Through social media, radio, newspaper, camps, any other advertisement or hospital reputation	17%

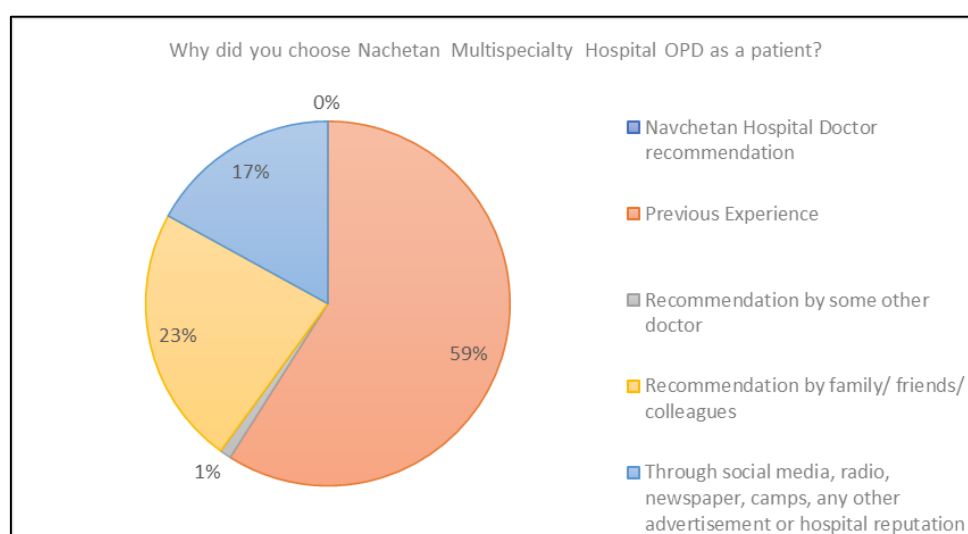


Fig 8

DISCUSSION

This thesis has explored various dimensions of patient satisfaction within the outpatient department of Navchetan Multispecialty Hospital. The findings indicate generally high levels of satisfaction. However, challenges such as cleanliness concerns in waiting areas and delays in receiving investigation reports highlight areas for improvement. Addressing these issues through enhanced staff training, streamlined processes, and infrastructure investments can significantly enhance patient experience and satisfaction.

The patients were satisfied with the registration process. The consultants/doctors and staff behavior were the main reasons for the patients being satisfied with the hospital. The patients could get the prescribed drugs from the hospital pharmacy itself. The waiting time for the registration, consultation, pharmacy and receiving the investigation reports was found to be appropriate.

LIMITATIONS:

- The limitation of the study is that the feedback form did not cover all the processes of the outpatient department, for example questions related to billing process, so a wide picture of the patient's perspective can be captured.
- Another limitation is that the feedback form is only in English language. Patients who are not so good in English found the form to be tough. Some of the patients were hesitant to ask questions if they were unable to understand the questions. There is a possibility that the patients might have answered randomly to the options given in the feedback question.

RECOMMENDATIONS

The major areas of concern were:

- **Behavior of staff at registration desk:** A significant no. of patients was not very satisfied with behavior of staff at registration desk. Training initiatives for the 7% neutral responses could further enhance staff-patient interactions, possibly reducing neutrality and increasing overall satisfaction.
- **Upkeep and cleanliness of the waiting area:** Addressing this is crucial as the waiting area cleanliness significantly impacts patient comfort and perception of care quality. 25% patients gave neutral and 2% unsatisfactory which makes a huge proportion. The OPD in charge should be held accountable for the maintenance of the waiting area than just the sweeper.
- **Cleanliness of toilets:** 8% patients were unsatisfied with cleanliness of toilets. The nurses and medical officers should take regular rounds of patients' toilets. Patients too should be encouraged to keep the toilets clean and not to throw paper, bandages etc in toilets.
- **Waiting period in Specialist OPD:** 4% patients waited for over an hour. Strategies to reduce wait times, such as optimizing scheduling and ensuring doctor availability during scheduled hours, could enhance patient satisfaction.
- **Time taken to receive reports:** Ensuring transparent communication on expected turnaround times (TAT) and optimizing processes could reduce delays and improve satisfaction.

- **Explanation of laboratory reports by staff:** 12%patients were dissatisfied with report explanations. Training and guidelines for staff could improve communication of complex medical information to patients.
- **Clarity of signages:** 83% patients found it difficult to navigate due to unclear signage. Improving signage clarity could reduce patient confusion and reliance on staff directions.
- **Guidance provided by staff:** Feedback mechanisms and ongoing training can address neutrality (12%) and further improve patient guidance.

CONCLUSION

Through this study on patient satisfaction, it was very clear that patient satisfaction is greatly affected by quality of healthcare and services. Mostly hospitals evaluate their performance only with respect to some formal and non-psychological parameters like bed capacity, type and number of specialist staffs, procedures carried out, modernity of buildings and equipment used, and financial provisions among other things. Nonetheless these statistical aggregates hardly ever affect directly patient's satisfaction. Therefore, perhaps the health sector can resolve this by concentrating more on quality of healthcare services. Patient/client satisfaction will be achieved when their perception about the quality of care & services received from healthcare settings have been positive, satisfactory & met their expectation.

It is imperative for healthcare providers to prioritize patient-centered care initiatives. Future research should focus on longitudinal studies to track changes in patient satisfaction over time and explore the impact of specific interventions. By continuously striving for excellence in service delivery and responsiveness to patient feedback, hospitals can not only meet but exceed patient expectations, thereby fostering trust, loyalty, and positive health outcomes.

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ANNEXURE: THE QUESTIONNAIRE

QUESTIONNAIRE TO ASSESS THE LEVEL OF PATIENT SATISFACTION IN AN OPD			
Date:		Registration No:	
Patient's Name:		Contact:	
Who is filling?	Patient	Family	Friend
Name of the Doctor/Consultant:			

A: REGISTRATION AND CHECK IN			
1. Time taken at the registration desk to get an appointment for doctor/service			
<15 mins	15-30 mins	>30 mins	
2. Adequacy of information provided at the registration desk			
Very Good	Good	Neutral	Unsatisfactory
3. The behaviour of the staff at the registration desk			
Very Good	Good	Neutral	Unsatisfactory

B: WAITING AREA			
1. Upkeep and cleanliness of waiting area			
Very Good	Good	Neutral	Unsatisfactory
2. Cleanliness of toilets			
Very Good	Good	Neutral	Unsatisfactory
3. Waiting period in Specialist OPD			
<15 mins	15-30 mins	30 mins-1 hr	>1hr

C. DOCTOR CONSULTATION			
1. Clarity of the diagnosis explained			
Very Good	Good	Neutral	Unsatisfactory
2. Time spent by the doctor			
Very Good	Good	Neutral	Unsatisfactory
3. Level of satisfaction with treatment			
Very Good	Good	Neutral	Unsatisfactory

D. LAB INVESTIGATIONS, IMAGING AND DIAGNOSTIC PROCESSES			
1. Waiting time prior to the test			
<15 mins	15-30 mins	>30 mins	
2. Time taken to receive the reports			
Same day	1-2 days	>2 days	
3. Explanation of the reports by nurse/consultant			
Very Good	Good	Neutral	Unsatisfactory

E. PHARMACY			
1. Availability of medicine			
Always	Sometimes	Rarely	
2. Waiting time at pharmacy			
<15 mins	15-30 mins	>30 mins	
3. Clarity of medication instructions			
Very Good	Good	Neutral	Unsatisfactory

F. OPD AND HOSPITAL PREMISES			
1. Upkeep and cleanliness of the OPD and Hospital premises			
Very Good	Good	Neutral	Unsatisfactory
2. Clarity of signages present to guide way to specialist's chamber, imaging, sample collection area, pharmacy			
Very Good	Good	Neutral	Unsatisfactory
3. Adequate parking in/near the hospital premises.			
Freely Available	Satisfactory	Unsatisfactory	

G. BEHAVIOUR OF THE STAFF			
1. The behaviour of the staff was friendly and of care towards the patients			
Very Good	Good	Neutral	Unsatisfactory
2. Staff guided you well, with directions, whenever asked			
Very Good	Good	Neutral	Unsatisfactory
3. Does the staff look happy and at peace.			
Very Much	Yes	No	

Any suggestions you would like to give us to improve our services?

Why did you choose Navchetan Multispecialty Hospital OPD as a patient?			
Navchetan Hospital Doctor recommendation		Previous Experience	
Recommendation by some other doctor		Recommendation by family/ friends/ colleagues	
Through social media, radio, newspaper, camps, any other advertisement or hospital reputation			