

SYNOPSIS

PATIENT SATISFACTION IN OUTPATIENT DEPARTMENT IN NAVCHETAN MULTISPECIALITY HOSPITAL, PATHANKOT, PUNJAB

INTRODUCTION:

The modern patient has higher expectations for the healthcare system, is more informed and aware, and has access to information. Therefore, it is more crucial than ever to solve problems with service delivery in this setting. Positive patient perceptions are more likely to result in positive patient outcomes. Negative patient attitudes and unhappiness with the medical care received, however, result in poor compliance and, in certain situations, patients turn to negative word-of-mouth that discourages others from obtaining medical care from the system.

RESEARCH QUESTIONS

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?

OBJECTIVES

1. To study the satisfaction levels of the patient in Navchetan Multispeciality Hospital, Pathankot, Punjab
2. To suggest measures to improve the services provided to the OPD patients.

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3. To suggest recommendations to improve the Quality of care.

HYPOTHESIS

This thesis aims to investigate the myriad factors influencing patient satisfaction within the outpatient department (OPD) of a multispecialty hospital. It is hypothesized that various aspects of healthcare delivery significantly impact patient satisfaction levels. Firstly, it is hypothesized that a higher perceived quality of care within the OPD positively correlates with increased patient satisfaction. Additionally, shorter waiting times are expected to be associated with heightened levels of patient satisfaction, indicating the importance of efficient service delivery. Furthermore, positive interactions with healthcare staff, facilitated by effective communication and empathy, are anticipated to lead to greater patient satisfaction.

Lastly, it is anticipated that higher levels of patient satisfaction within the OPD will result in increased patient loyalty and positive word-of-mouth referrals, highlighting the potential impact on the hospital's reputation and patient retention strategies. Through empirical investigation and analysis, this thesis seeks to elucidate the complex interplay of factors shaping patient satisfaction in the OPD of a multispecialty hospital.

MATERIAL AND METHODS

Study Setting:

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

Study Design:

Prospective study design

Study Population:

Patients attending OPD

Sample size: 120

Sampling technique: Systematic random sampling technique

Study Instrument: Patient satisfaction forms, MS Excel

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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.

ETHICAL CONSIDERATIONS: Informed consent is to taken from Navchetan Multispeciality hospital. Privacy of data is regularly maintained in OPD and interviews are taken with the consent of patients, their relatives.

IMPLICATIONS OF RESEARCH: This research will be useful for the hospital to keep an account of the factors affecting levels of patient satisfaction in opd and thus patient loyalty and retention.

REFERENCES

[A Cross-Sectional Study of Patient's Satisfaction Towards Services Received at Tertiary Care Hospital on OPD Basis | National Journal of Community Medicine \(njcmindia.com\)](#)

[A-study-to-assess-patient-satisfaction-in-out-patient-department-of-a-tertiary-care-hospital-in-north-India.pdf \(researchgate.net\)](#)

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