

Patient Satisfaction with Health Check-Up Services: A study of a Corporate Hospital.

Dissertation Submitted to



The IIHMR University, Jaipur

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Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

Dr. Sheenu Jain

2022

DECLARATION BY STUDENT

I hereby declare that this dissertation titledis 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Debarghya Sarkar

04/07/22

CERTIFICATE

This is to certify that Debarghya Sarkar in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed his internship at Sterling Hospital, Vadodara during March 21, 2022 to June 18, 2022.

Place: Vadodara, Gujrat

Mr. Soham Chhaya

Date: 04/07/22

Sterling Hospital, Vadodara

CERTIFICATE

This is to certify that dissertation titled is a record of the research work undertaken by (Name of Student) in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management)/MBA (Pharmaceutical Management)/MBA (Rural 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

School Dean

IIHMR University, Jaipur

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Date

Abstract

The study is done with the data collected from the health checkup department sterling hospital, Vadodara. The purpose of the study is to examine the patients satisfaction with the services provided during health checkup in a corporate hospital. It is a cross-sectional study which includes qualitative questionnaires. A random sample of 200 patients was collected for the study. This study will show us the result which of the department needs to improve or modify their services for the smooth workflow of day to day health checkups.

Research Question: - What are the factors with the health-checkup services that affect the patient satisfaction?

Objective: - To determine quality of services provided by health checkup department.

Study Design : - The research will be cross- sectional descriptive study.

Setting : - The study will be done with the data and observations collected from Health Checkup department in Sterling Hospital Vadodara, Gujrat.

Study Population

- Inclusion Criteria : - The feedback of the patients done their Health Checkup in the Hospital are included.
- Exclusion Criteria : - The feedbacks of OPD based checkups are not included.
- Study tools :- The feedbacks are being collected with the help of feedback form questionnaire.

Duration of Study : - It will require around 8 weeks to collect data and another 4 weeks to compile and analyze data.

Sample Size :- The Sample Size is taken of 200 patients those who have completed the health check up from the Hospital.

Sampling Technique : - The study is based on simple random sampling

Data Collection Procedure :- The data is collected from the feedback form of Health Checkup Department. Generally, after the completion of Health Checkup the Feedback form is made to fill by the patient.

Ethical Considerations :- Consent will be taken from the patients whose data will be used, even the permission of the Health checkup Department and Hospital will be taken.

Implication of Research :- The research is done for the first time for the hospital, so it will help to understand the loop-holes of the health checkup department. The research will also help to find out the necessary changes and modification needed to be done for better satisfactory responses of the patients.

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CHAPTER1: INTRODUCTION: - There are people who have the good sense of realizing the importance of knowing their health status even when they are hale and healthy just to keep themselves FIT to carry on their chosen activities in life. Some have the wisdom to understand that preventing a health problems is the best way of finding a solution to it.

A few have the rarest common senses of paying maximum attention to the minutest signals of their illness so that they can find out what it is early and get the best possible cure fully. Many are reasonably scared about sickness and suffering and some of them have an irrational fear of disease and death. Most of the people go for health check ups, for their own reasons. But all of us should go for them, for reasons beyond our own!

Because, health check ups are very useful in detecting diseases or condition which do not cause much trouble in the beginning but eventually lead to a lot of suffering and even unexpected death. High BP, too much of cholesterol, obesity, diabetes, heart diseases, different types of anemia, many diseases of liver, lung (esp, Occupational diseases), thyroid, kidney, uterus and ovaries, most of the hereditary, familial and congenital disorders, some of cancers (breast, cervix, and blood), HIV, Hepatitis B and other sexually Transmitted Diseases can be detected early in these checkups and can be treated or managed with better results and at a lesser cost.

Instructions needed to follow before health checkups.

- a. Get enough sleep minimum of 6 hours before the checkup.
Lack of sleep may cause abnormal results like vital sign, heartbeat and blood heat. The doctor may not be able to assess if any change could be a real abnormality.
- b. Don't eat or drink a minimum of 8-10 hours before the check-up. Water however could be freely taken to avoid dehydration effects on glucose and cholesterol tests within the program.
- c. Drinking alcohol is prohibited before 24 hours of the tests. Doctors or nurses should be informed before the test.
- d. Hypertension's medicine can be taken as per doctor's permission.

- e. If the patient have any chronic disease or illness the prescription need to be brought along with.
- f. The clothing worn should have access to upper arm.
- g. For females 7 days of menstruation period need to be avoid as it might affect the urine sample.
- h. The screening for breast cancer should not be done during menstruation period.
- i. X-ray need to be cancelled if the patient is pregnant.

The purpose of the study is to examine the patients satisfaction with the services provided during health checkup in a corporate hospital. It is a cross-sectional study which includes qualitative questionnaires. A random sample of 200 patients was collected for the study. This study will show us the result which of the department needs to improve or modify their services for the smooth workflow of day to day health checkups.

CHAPTER2: Literature Review

Chandra, S., Ward, P. and Mohammadnezhad, M., 2022. *Factors Associated With Patient Satisfaction in Outpatient Department of Suva Sub-divisional Health Center, Fiji, 2018: A Mixed Method Study.*

- The study is based on Suva division health center Fiji, 2018
- Mixed method cross-sectional study is used for employing both quantitative and qualitative design.
- 410 random sample is collected from filling up structured questionnaire.
- The questionnaire mainly focused on socio-demographic features, waiting time, doctors communication and patient trust.

Lessons learned

- Most of the patients were totally satisfied
- The study cleared the patient satisfaction is associated with patient trust over doctors and staffs
- The waiting time needed to be reduced.

CHAPTER3: Methodology

3.1. Research Question: - What are the factors with the health-checkup services that affect the patient satisfaction?

3.2. Objective: - To determine quality of services provided by health checkup department.

3.3. Study Design : - The research will be cross- sectional descriptive study.

3.4. Setting : - The study will be done with the data and observations collected from Health Checkup department in Sterling Hospital Vadodara, Gujrat.

3.5. Study Population

- Inclusion Criteria : - The feedback of the patients done their Health Checkup in the Hospital are included.
- Exclusion Criteria : - The feedbacks of OPD based checkups are not included.
- Study tools :- The feedbacks are being collected with the help of feedback form questionnaire.

3.6. Duration of Study : - It will require around 8 weeks to collect data and another 4 weeks to compile and analyze data.

3.7. Sample Size: - The Sample Size is taken of 200 patients those who have completed the health check up from the Hospital.

3.8. Sampling Technique: - The study is based on simple random sampling.

3.9. Data Collection Procedure: - The data is collected from the feedback form of Health Checkup Department. Generally, after the completion of Health Checkup the Feedback form is made to fill by the patient.

3.10. Ethical Considerations :- Consent will be taken from the patients whose data will be used, even the permission of the Health checkup Department and Hospital will be taken.

3.11. Implication of Research: - The research is done for the first time for the hospital, so it will help to understand the loop-holes of the health checkup department. The research will also help to find out the necessary changes and modification needed to be done for better satisfactory responses of the patients.

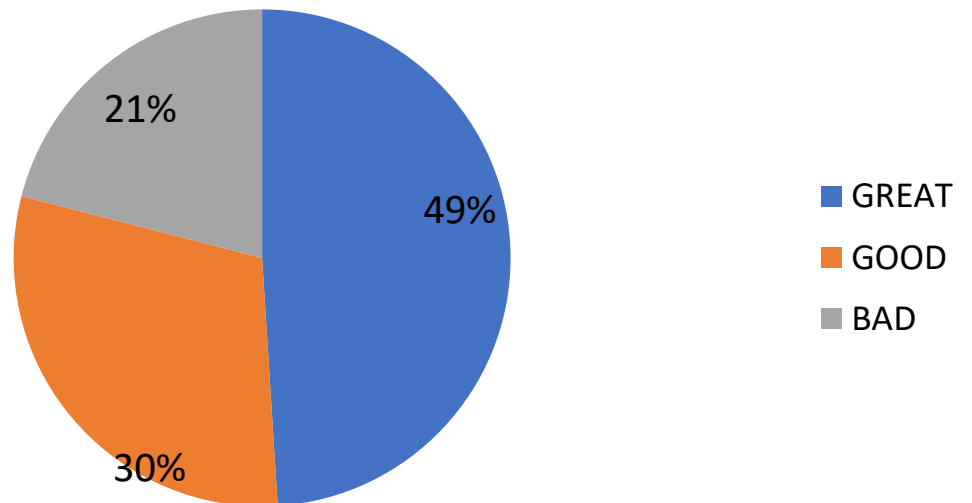
CHAPTER4: Results

4.1. Analysis of the objective

The data are collected from the feedback questionnaire filled by the patients those who come for health-checkups in the hospital. The data are collected to understand the quality of services provided by health-checkup department. Graphs are being shown to analyze the objective. This will have a visual presentation and will be easy for the readers.

Questionnaire for the quality of services provided by the health-checkup department.

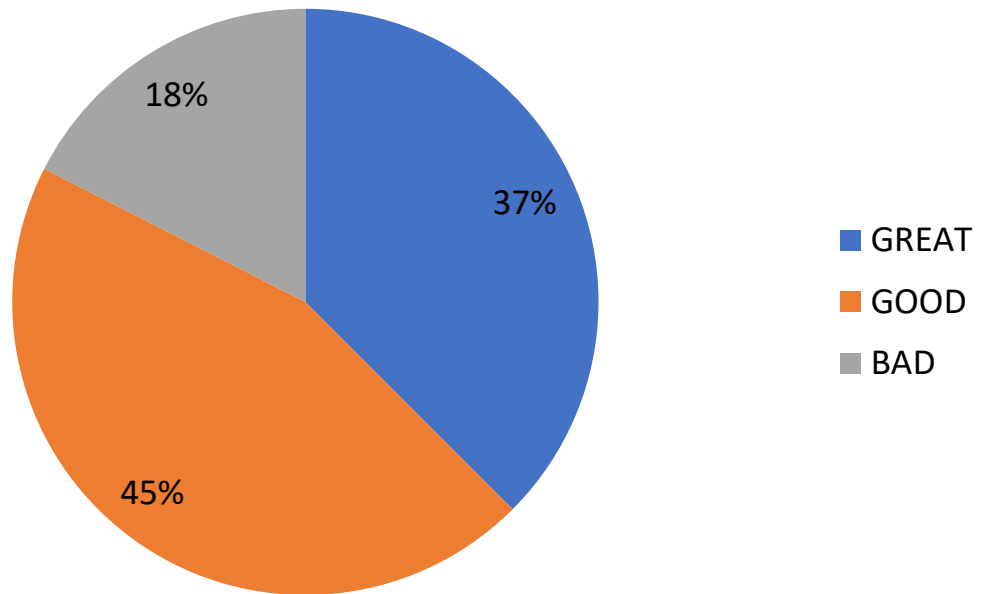
FIG 1: How would you rate your initial assessment?



From fig 1:- The above diagram shows that most of the patients are satisfied with their initial assessment. The few patients those who are not satisfied, they were late from their appointment time due to which their process of assessment were done a bit fast.

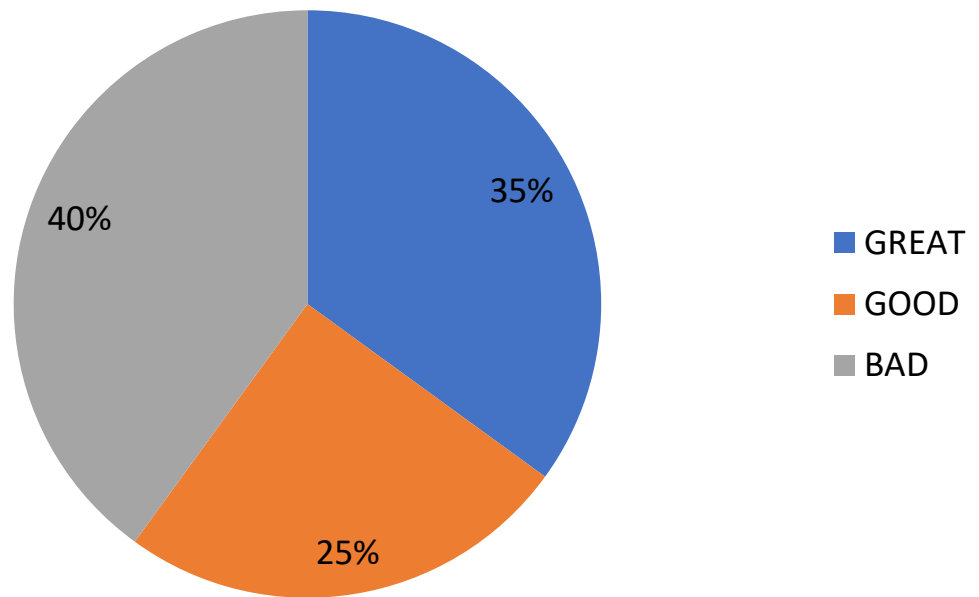
Medical Services

FIG 2: How would you rate your medical consultations?



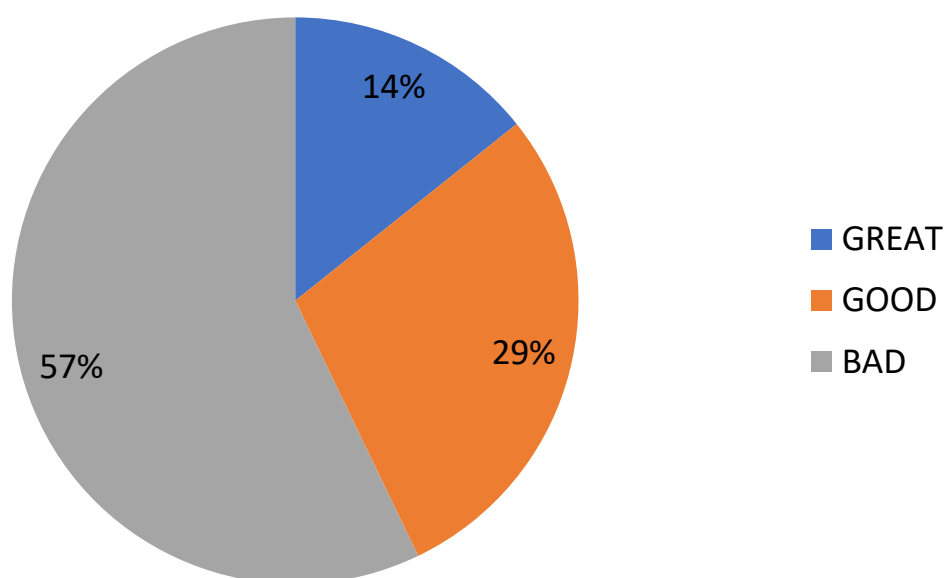
From fig 2: - The above diagram shows that most of the patients are satisfied with their medical consultations with the doctors. The few patients are not satisfied with the consultations as it was found there caused a miscommunication between the doctors and the patients.

FIG 3:How would you rate laoratory Services?



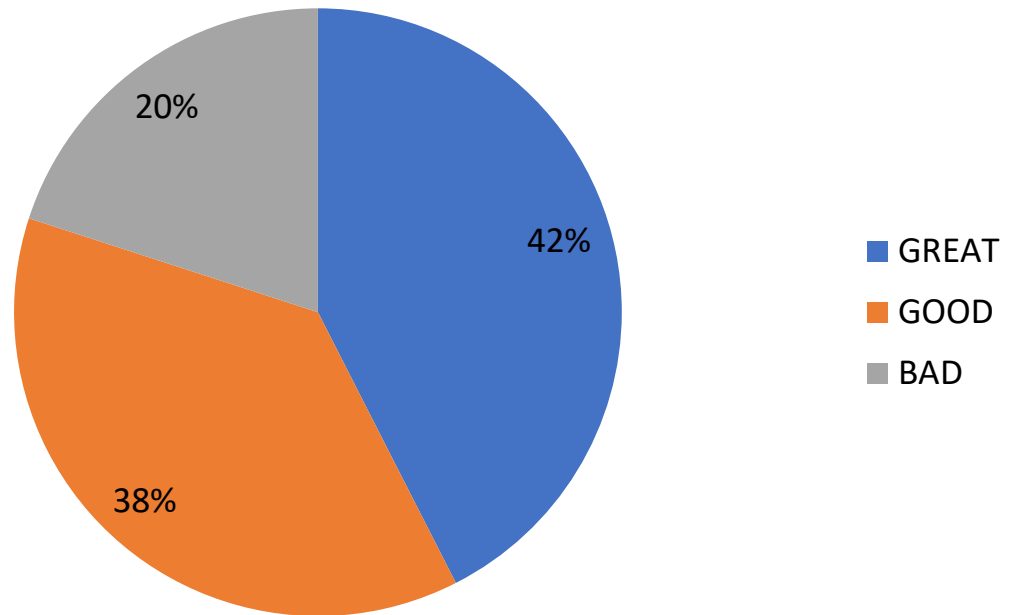
From fig 3: - The above diagram shows that least number of the patients is satisfied with their laboratory services. Most of the patients are not satisfied with the laboratory services which are found that lack of man power to collect the sample which results in long waiting time.

FIG 4: How do you rate your diagnostic services?



From fig 4: - The above diagram shows that least number of the patients is satisfied with the diagnostic services. Most of the patients are not satisfied with the diagnostic services. It is found that due to lack of sufficient number of instrument and man power the waiting time is huge.

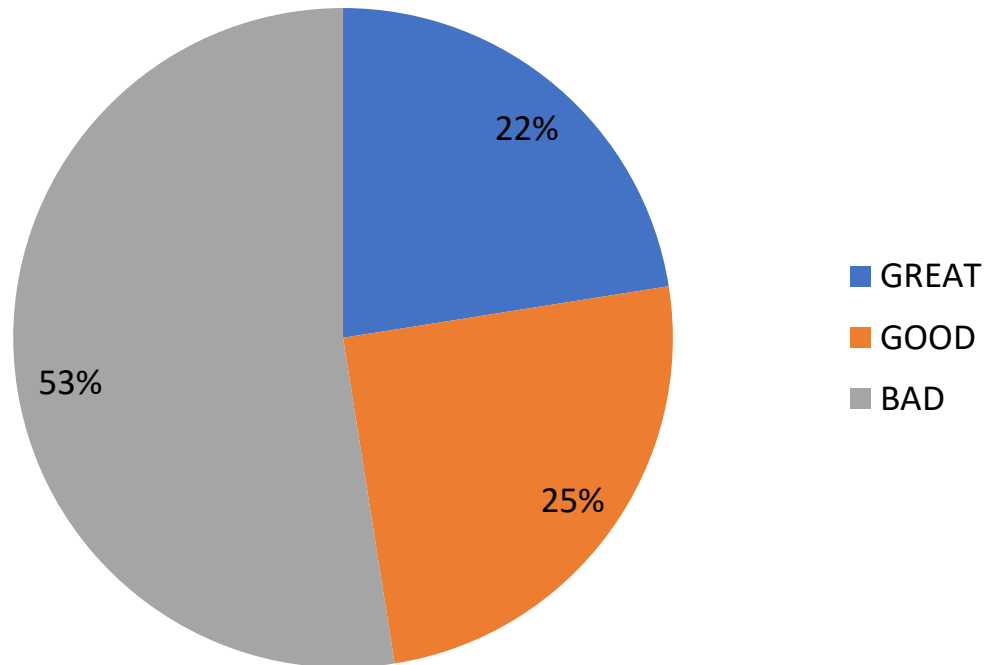
FIG 5:How would you rate the behaviour of medical staffs?



From fig 5: - The above diagram shows the behavior of the medical staffs is satisfactory to most of the patients. The behavior of the medical staffs are not satisfactory for few of the patients. It is found that due to gap in communication the patients are not satisfied

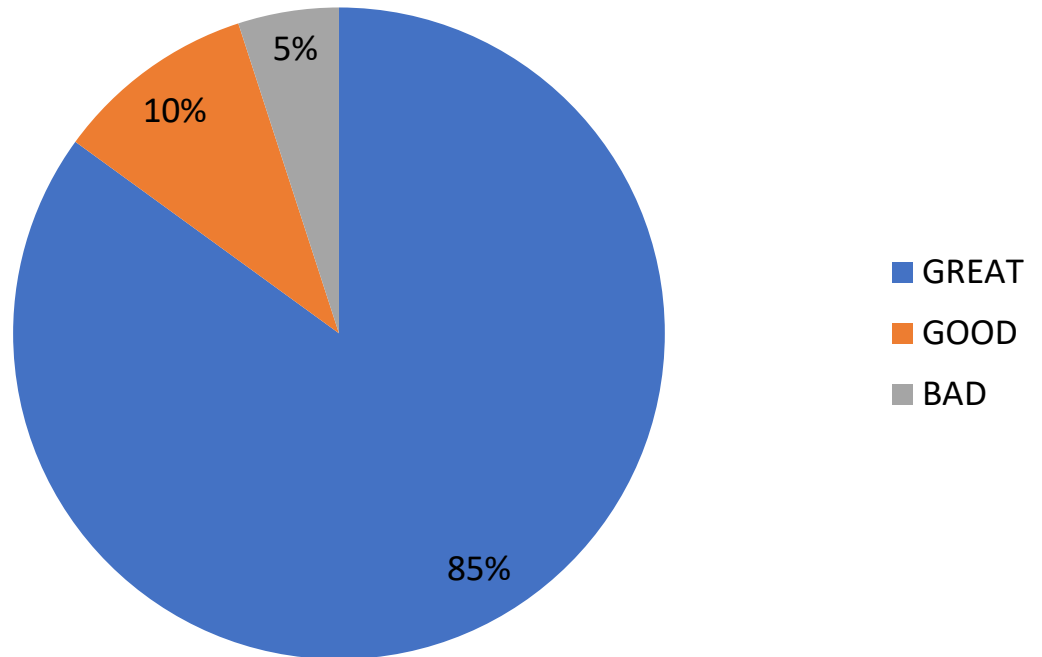
.

FIG 6: How would you rate the behavior of diagnostic staffs?



From fig 6: - The above diagram shows that least number of the patients is satisfied with the behavior of the diagnostic staffs. Most of the patients are not satisfied with the behavior of diagnostic staffs. It is found that due to huge patient queue for the diagnostic services, the staffs sometimes lose their temper.

FIG 7:How would you rate the behavior of co-ordinators?



From fig 7: - The above diagram shows that most of the patients are satisfied with the behavior of the coordinators. Very few of the patients are not satisfied. It is found that as sometimes maybe any of the coordinators are on leave which results sometimes in delay to guide the patients.

CHAPTER5: Discussion: - Health checkup is one in all the important factors for leading a healthy life. We all know health is wealth, so health checkup for an individual a minimum of once in an exceedingly year plays a vital role. Health Checkup is beneficial because it diagnose the emergence of varied chronic disease which can help the patient to treat it at early stages. Health checks are usually incorporated into routine treatment. Having examination is additionally a time to look at your lifestyle to work out what improvements are often made. There are various corporate hospitals that provide health-checkup packages at various rates. The patients choose between the hospital and goes for health checkup. The corporate hospitals not only provide their packages but also have tie ups with various

companies for their employee health check-ups. The health checkup is also responsible for repetition of same patient.

According to the objective it is found that the quality of health-checkup services in the hospital is good with some limitations in the department. The sub- departments like the laboratory and the diagnostic department is responsible for the loop-holes created in the services provided by the health-checkup department.

5.1. Limitations of the study

- More data could have been collected but not all patients are eager to fill the feedback form.
- Hospital authority was not eager to share the negative feedbacks.
- The collection time of the data was during the peak hours of the hospital which created hindrance.
- Various data received was incorrectly done.

5.2. Strengths of the study

- This is the first time such study has been conducted to understand patient satisfaction with the services provided by health-checkup department.
- The study has cleared the strong and the weak areas of the department.
- The study has brought up few recommendations to work on.

CHAPTER6: Conclusion

This chapter will conclude the study by summarizing all key points related to answering the research question and objective. It will discuss implications of the study for future research.

The aim of the study is to find the satisfaction of patients with the services provided by health checkup department of the hospital. According to the objective it is found that the quality of health-checkup services in the hospital is good with some limitations in the department. The sub- departments like the laboratory and the diagnostic department is responsible for the loop-holes created in the services provided by the health-checkup

department. The research question as it says the factors that affect health-checkup is also cleared out from the study. Overall the study shows us the health checkup services are fair with some loopholes which need to be rectified.

Recommendation

- More recruitment is needed for laboratory for smooth functioning of sample collection.
- The waiting time of the sample collection lab can be reduced by arranging one more opd sample collection room dedicated for health checkup patients.
- The number of instruments need to be increased in the diagnostic department for smooth functioning.
- The staffs need to be in cool-tempered while dealing with the patients.

Annexures

1. Confidentiality: Study tools-

Confidentiality: This survey is completely anonymous, and your information will be kept confidential. The analysis of the results of survey will be shared without allowing the identification of individuals.

Participation in this research is voluntary.

By accepting to fill this questionnaire you are voluntarily participating in this study. You can withdraw from the study at any moment also you do not need to give any reason. If you are willing to participate, I would like to ask some questions.

Questionnaire

- **How would you rate your initial assessment?**
- **How would you rate your medical consultations?**
- **How would you rate laboratory Services?**
- **How do you rate your diagnostic services?**
- **How would you rate the behaviour of medical staffs?**
- **How would you rate the behavior of diagnostic staffs?**
- **How would you rate the behavior of co-ordinators?**

Reference

Chandra, S., Ward, P. and Mohammadnezhad, M., 2022. *Factors Associated With Patient Satisfaction in Outpatient Department of Suva Sub-divisional Health Center, Fiji, 2018: A Mixed Method Study.*

