



SUMMER TRAINING REPORTS BY

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PART A
SUMMER
TRAINING
REPORT



SUMMER TRAINING REPORT

(ASSIGNED BY FACULTY MEMBER)

**A REVIEW ON NURSING STAFF
BEHAVIOUR AND PATIENT SATISFACTION
IN PUBLIC AND PRIVATE HOSPITALS**

INTRODUCTION

Health care services is changing quickly and the need to improve quality in its transformation is also increasing day by day. Patient satisfaction is one of the key factor for healthcare servicing quality. Therefore, patient satisfaction is a important and commonly used indicator for measuring the standards in health care.

Patient satisfaction has become important because of the increasing practice of applying a consumer policy viewpoint to health care while also safeguarding patient-rights and taking their views into account.

A satisfied patient also tends to return more frequently when in need of health care. Moreover, a satisfied patient is more willing to recommend the hospital that provided his or her care to others. It is the patient's perception of what constitutes patient satisfaction that really matters a lot. Nobody apart from the patient can tell the health care professionals what is important. For this reason, the concept should be thought to be an adequate indicator of nursing care quality.

- According to Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey, **patient satisfaction** is defined as “ **it is the extent to which patients are happy with their healthcare, both inside and outside the doctor’s office. A measure of care quality, patient satisfaction gives providers insights into various aspects of medicines, including the effectiveness of their care and their level of empathy.**”
- Nursing care also plays role in major health care services. After doctors, the contribution of nurses in the healing process of the patients has been seen high. As they are there 24*7 in the wards to look after the patient and their needs. The nurses should need to know that what are the various factors that influence patient satisfaction. Even though there are many capable doctors in the hospitals to look after the patients, but it is not possible without appropriate nursing care as the doctors cannot be available as per the time the patient needed.
- “ **Organization must consistently include the latest guidelines and standards in their rules, procedures and instructions to meet the demand and evaluation in nursing care (Han et al;2003)**”. Mahon (1996) concluded, “ **Quality of care as measured by patient’s satisfaction is most closely tied to patient satisfaction with the quality of nursing care because most health care is nursing care**”.

LITERATURE REVIEW

S. N o.	Title	Author	Year	Context	Type	Framework / Model	Methodology	Results	Discussion	Recommendations/ Strengths & weaknesses	Conclusion
1	PATIENT SATISFACTION WITH NURSING CARE.	WAL MUN TANG et al	2013	KUALA LAMPUR, MALAYSIA	DESCRIPTIVE STUDY	INTERACTION MODEL OF CLIENT HEALTH BEHAVIOR WITH 3 MAJOR ELEMENTS:- CLIENT SINGULARITY, CLIENT-PROFESSIONAL INTERACTION AND HEALTH OUTCOME.	IN THIS DESCRIPTIVE STUDY, 115 PARTICIPANTS WERE REQUIRED FOR THE SAMPLE SIZE IN A PUBLIC HOSPITAL IN THE FEDERAL TERRITORY OF KUALA LAMPUR, MALAYSIA IN 2013. DATA ANALYSED WITH PREDICTIVE ANALYTICS SOFTWARE (PASW) VERSION 19.0 AND DESCRIPTIVE STATISTICS USING (MEAN & STANDARD DEVIATION) T-TEST STATISTICAL PROCEDURE WAS ALSO APPLIED FOR EACH OF THE DEMOGRAPHIC VARIABLES.	FINDINGS REVEALED THAT THE PATIENTS RATED THEIR SATISFACTION OF NURSING CARE AT MODERATE LEVEL OF SATISFACTION. HIGHLY SATISFIED WITH THE AFFECTIVE SUPPORT SHOWN BY THE NURSES THAT COMPRISES OF RESPECT, SMILE & caring.	1. STUDY SHOWED PATIENTS WERE MODERATELY SATISFIED WITH THE NURSING CARE AND RECEIVED HIGH MEAN AND SD I.E. (M=3.13; SD=0.68) 2. STUDY REVEALED AFFECTIVE SUPPORT WITH RESPECT AND CARING BEHAVIOR AS A HIGHEST CONTRIBUTORS TOWARDS PATIENTS SATISFACTION. 3. IN THE AREA OF NURSING CARE THE LOWEST SATISFACTION REVEALED THAT PATIENTS EXPRESSED LACK OF AUTONOMY IN RELATIONS TO MANAGING THEIR HEALTH CARE. 4. THE STUDY FOUND A SIGNIFICANT DIFFERENCE OF PATIENT'S SATISFACTION AND ETHNICITY DUE TO THE DIFFERENCES IN TERMS OF CULTURE AND LANGUAGES. 5. FINDINGS WERE ALSO SUPPORTED WITH THE PREVIOUS STUDIES AND HENCE THEY WERE NOT CONSISTENT WITH THE PREVIOUS STUDIES.	1. THERE WAS A POTENTIAL NON-RESPONSE BIAS AND THE FINDINGS MAY NOT BE GENERALISED. 2. THE SAMPLE OF THE STUDY WAS FOR THE LIMITED PATIENTS ONLY. THEREFORE, A REPLICATION OF THE STUDY WAS RECOMMENDED IN ORDER TO JUSTIFY STATISTICAL CONNECTION.	1. THE STUDY SHOWS MODERATE LEVEL OF SATISFACTION WITH AFFECTIVE SUPPORT AND PATIENTS WERE MODERATELY SATISFIED. 2. NO STATISTICAL DIFFERENCE WERE FOUND ON PATIENT'S SATISFACTION WITH DEMOGRAPHIC CHARACTERISTICS. 3. SIGNIFICANT DIFFERENCES WERE FOUND IN TERMS OF ETHNICITY. 3. REPLICATION OF THE STUDY IS RECOMMENDED ALSO INCLUDE THE USE OF QUALITATIVE APPROACH TO EXPLORE PATIENT'S PERCEPTION OF SATISFACTION & MEANING OF 'QUALITY CARE'.

2	PATIENT SATISFACTION WITH NURSING CARE.	MOHAMMAD HUSSAIN KHAN, RASHEED HASSAN et al	2018	pakistan	cross sectional study	Henderson's basic nursing care model. (VIRGINIA HENDERSON (1897-1996) with 6 dimensions of quality of care. data were analysed using MS Excel software for descriptive statistics.	cross sectional study was conducted at District Headquarter Hospital Dera Ismail Khan, Pakistan used questionnaire regarding satisfaction which was administered by the investigator line with Henderson's basic nursing care model. Six dimensions of care were selected for examination.	out of 153 eligible patients, 122 agreed to participate. response rate was 79.7%. overall patients were satisfied with care provided 55%. among 6 dimensions of care, 94% patients liked nursing practice of keeping privacy of patients. 90% patients were highly satisfied with the regularity in routine check-up. overall the data showed that patient expectations were not sufficiently met.	1. Findings showed that patients experienced moderate to low level of satisfaction with many dimensions of nursing care. 2. patients got positive level of satisfaction only with two aspects of care out of six. 3. patients felt that the nurses were good at providing privacy when needed. 4. they also felt that the nurses were excellent as they were regular in routine vital signs check-up. 5. they have very -ve experiences about nurse's behavior. their interpersonal and communication skills were poor. 6. the nursing technical skills were also less than 60%. 7. all these patient's dissatisfaction areas reflected the poor monitoring system of nursing care.	1. nursing care is a key determinant of overall patient satisfaction during hospital admission. 2. the nurses need to know what factors influence patient satisfaction. 3. to develop and test nurse-sensitive indicators that are related to patient satisfaction. 4. communication skills & interpersonal skills should be emphasized. 5. promotion of continued education, innovation, and research in nursing care.	patient's view have become an important element in the evaluation of health care. the nurses need to know what factors influence patient satisfaction to improve the quality of health care.
3	ATTITUDES OF NURSES TOWARDS PATIENT CARE AT A RURAL DISTRICT HOSPITAL IN THE KWAZULU-NATAL PROVINCE OF SOUTH AFRICA	J.L.M. HASKINS et al	2013	SOUTH AFRICA	Explorative qualitative study	NA	the study adopted an exploratory, qualitative research paradigm. Purposive sampling was used to identify participants. written informed consent was obtained from each participant. two researchers analysed the data and have access to the audio recordings, transcript and translations.	in this study we have overcome that the patients were moderately satisfied.	1. in this study, patients were abused, poor patient care and poor staff morale and retention. 2. shortages of the nurse staff absenteeism in all the wards should be investigated. 3. citing stress, burnout due to staff shortages and high workloads. 4. other management issues such as lack of basic equipments, poor communication, lack of respect by the manager were reported as reasons for poor nursing care. 5. patients were vulnerable and nurses need to act professionally regardless of patient's responses.	different information might have been obtained during in-depth individual interviews. although participants were assured of anonymity but might not have discussed all their experiences freely in FGDs.	1. it describes poor nursing practices and abuse of patients. 2. any nurse who abuses patients must be disciplined. 3. staff shortages should be addressed. 4. poor attitudes of the nurses towards the patients should be acknowledged and addressed.

4	T OF PATIENT SATISFACTI ON WITH NURSING CARE IN SELECTED WARDS OF THE LAGOS UNIVERSITY TEACHING HOSPITAL (LUTH)	LOWE A FOLAMI F* and ODEYEMI O	2019	NIGERIA	cross sectional study	JEAN WATSON'S THEORY ON HUMAN CARING	University Teaching Hospital (LUTH), Idi- Araba, Lagos State. Sample size estimated using total enumeration method means that the total population of the selected wards were used. Age group- 18 or above. Convenient non- probabiliy sampling technique was used for this study.	The findings revealed that only 77% of the patients shoed excellent satisfaction with the quality of nursing care received during their stay on the ward.	showed excellent satisfaction with the quality of nursing care received during their stay in the ward. 25% reported good satisfaction in the ward and 1.7% showed poor satisfaction during the stay in the ward. This agrees with the study on patient satisfaction with the nursing care carried out by Muhodwa, Leshabari, Mwangwu, Mbembati& Ezekeil (2008) showed 3.5% poor satisfaction, 18.0% good satisfaction and 78.5% excellent satisfaction with the quality of nusing care.	This study recommended that the patient suggestions for improving the quality of nursing care should be implemented and annual continous educatioanl programs on patient satisfaction should be made compulsory for all the nurses.	1.The study indicates that there is need to evaluate quality nursing care for better improvement. 2. All health care workers especially the nursing staff should be made aware of their regular in- service training programs conducted to refresh and update knowledge and skills on different aspects of patient care.
5	ASSESSMEN TOF NURSE- PATIENT COMMUNIC ATION AND PATIENT SATISFACTI ON FROM NURSING CARE	Mojgan Lotfi, Vahid Zamanza deh et al	2019	Iran	Descriptive- correlatio nal study	Not Mentioned	Participants were all patients admitted to the Burn wards at the Sina Hospital of Tabriz in 2018. Nurse-patient communication and patient satisfaction were assessed using at the time of discharge. Data were analysed by Spss applying descriptive and inferential staistics. Morgan's table & G*power has been used for the same size. Data has been collected from 295 patients. Pearson correlation coefficient was used to determine the relationship b/w the patient satisfaction and nurse-patient	1. most patients were dissatisfied with the nursing care. 2. more than 80% of the patients did not know their nurses. 3. patients were dissatisfied from the kind of communication and consequently patient satisfaction was reported very low.	1.imprvng the satisfaction of patients in the hospital should be the priorities of the hospital managers. 2. in this study the patient's satisfaction was significantly correlated with sex. 3. the highest degree of dissatisfaction was observed in men and the patients who were hospitalized for loner period of time. 4. in other studies no significant relationship between gender or hospitalization time with patient satisfaction from nursing services. (Abbasi et al, 2015; Joolaei et al, 2011; Mogadasiyan et al 2013).	1. least attention was paid to the professional communication between the nurse and the patient and the satisfaction of the patient from the nursing care. 2. Hospital & nursing mangers shuld reconsider their activites priorites and patient satisfaction should be on the top list. 3. therefore, by educating staff, especially nurses , identifying motivating factors, as well as identifying dissatisfaction factors, improved patient satisfaction.	1. participants were not satisfied with the quality of care given by the nursing staff. 2. nurse- patient communication was also very low. 3.study concluded with paying special attention to professional communication between nurse and patients. 3. it is also very important to train nurses, and motivate them to participate actively to satisfy patients needs and care.

6	ASSESSMENT OF PATIENTS SATISFACTION IN MEDICAL AND SURGICAL WARDS IN A TERTIARY CARE HOSPITAL	Naveed Ahsan, Javed Akhtar Chawla, et al	2012	Pakistan	Cross-Sectional study	Not Mentioned	cross sectional study was conducted at Ayub Teaching Hospital, Abbottabad in 2012. the interviewer based patient satisfaction questionnaire was used to estimate the patient satisfaction. Non- probability convenience sampling technique was used. Data were analysed using SPSS-16 to calculate relative frequencies and means.	total of 305 patients were included in the study. 73% of the patients were satisfied with the attitude of nurses in medical ward as compared to surgical ward i.e. 66%.	the overall satisfaction level in the study is high as compared to a study done in Nigeria. 84% patients had negative experiences as they observed nurses were not attentive to their needs particularly during night duty. nurses were lacking behind in confidence and awareness level.	1. there were certain limitations such as the convenient sampling which may be the source of selection bias in the study. 2. the patients who were serious in condition were excluded and not interviewed so their perception about the quality of care was not reflected. 3. it was limited only to the surgical and medical wards of the hospital, the result may not be applicable to other departments.	1. overall level of satisfaction was fair in both the wards. 2. attitude of doctors and nurses were appreciated. 3. unemployed patients were mostly satisfied. 4. explanation of disease before the surgery was not given hence the healthcare team should make sure that they explain all the risks and benefits to the patient. 5. the cleanliness conditions need to be improved. 6. provision of free medicines to poor patients need consideration.
7	INPATIENT SATISFACTION WITH NURSING CARE AND FACTORS INFLUENCING SATISFACTION IN A TEACHING HOSPITAL IN CHINA	Yilan Liu, MSN et al	2006	China	cross sectional and descriptive study	Not Mentioned	the study was examined in a teaching hospital in China 2006. self designed questionnaire administered to 320 inpatients selected by a convenience sampling method. data was collected face to face between trained data collectors and inpatients. all data were analysed by using statistical package for social science for windows, version 11.0. sociodemographic data were measured by descriptive statistics. Wallis tests were used to test the difference in satisfaction with nursing care among the patients based on demographic	the mean score for overall satisfaction with nursing care was 3.99 ± 0.84 . positive relationship was found between the patient satisfaction with the nursing care. no statistically significant difference in satisfaction with nursing care between male and female.	Overall the respondents demonstrated a high level of satisfaction with the nursing care except for satisfaction in the subscale of promptness in providing care. participants with different occupations had varied perceptions of the quality of their nursing care similar to way of payment and education level.	the research has two main limitations. 1- investigation was conducted in only one large teaching hospital in China. 2- the sample size may not be sufficiently large in comparison with the other studies. 3. large scale has to be taken to verify these findings.	study has significant implications. remedy measures based on the findings can be taken into account to improve nursing care. the findings help both nursing administrators and staff in their efforts to improve quality of care and patient satisfaction with nursing care.

8	A STUDY TO ASSESS THE PATIENT SATISFACTION WITH NURSING CARE IN NEUROMEDICAL UNITS, SCTIMST	LUU JOY	2011	TRIVIAN DRUM	CROSS SECTIONAL STUDY	not mentioned	in Shree Chitra Tirunal Institute for Medical Sciences and Technology, Trivandrum 2011. 25 patients were selected for this study. the data was analysed by using Epi Info version 3.2. Convenience sampling method was used. Pilot study also conducted.	there was no significant difference between the satisfaction with quality of nursing care with regards to the age and economic category of the patients. female patients were less satisfied than males.	this study shows there is significant relationship between the sex and patient satisfaction but no significant relationship between age and economic category and patient satisfaction	similar study can be reported by increasing the size of the sample. similar study would be reported in out patient department of this institute.	based on the study conclusion, the study finds lack of correlation with the limited sample. therefore the studies using more no samples might be useful to validate the findings.
9	ADULT PATIENT SATISFACTION WITH NURSING CARE, IN GOVERNMENT HOSPITAL LAHORE PAKISTAN	Rabia Abdul Ghafoor et al	2018	Lahore, Pakistan	Quantitative descriptive cross sectional study	not mentioned	study was conducted in government hospitals in Lahore, Pakistan. convenient sampling method was used to collect data. criteria was to collect data from the age group of 18 or above. sample size=200 patients data collection imputed into SPSS version 21 for analyses. statistical computer software for data analysis and processing of mean, median, percentage and frequency of different variables was calculated.	the study revealed that vast no of respondents. 69.9% were gratified with nursing care provided to them others out of 194 respondents, 44 participants are 69.9% positively remarks that nurses are always cheerful, soft hearted and kind. 32 respondents are neutral. 22.7% respondents have negative response. study showed that mostly participants remained satisfied with care of nursing.	according to the study results with the absence of physical pain resulting in a higher level of satisfaction. in these skills the nurses should be mastered over time to give injections, and prick fingers without much pain. in this study 57.7% participants are strongly agree that they feel little pain when nurses prick their fingers for obtaining blood to test and on the other side 50% disagree.	1. communication gap between nurses and patients lead most patients to dissatisfaction so nurses should improve the way of conveying information to the patients. 2. exit interviews should be done in the future on patient satisfaction with nursing care in order to minimize social desirability biases.	Study results showed that mostly participants were satisfied with the care of nursing. just suggested with some improvements especially with respect to interpersonal relation. time to ensure quality of nursing further research is needed to study in-depth the socio-cultural and environment parameters relevant to patient satisfaction of nursing care.

10	Patient satisfaction with nursing care provided in selected areas of Tertiary care Hospital	Mahadeo Shinde Kavita Kapurkar	2014	KARAD	DESCRIPTIVE CROSS SECTIONAL STUDY	not mentioned	study was proposed to the tertiary care such as preventive, promotive, rehabilitative and curative services provided in Krishna Hospital and Medical Research Centre, Karad. convenience sampling technique used. 100 samples from medical, surgical, obstetrics and gynecological can fulfilled the inclusion criteria of the study. age- 18 or above. patients who are receiving the nursing care in wards.	majority of patients 61% in obstetrics and gynaecology, 73% in medicines, 61% in surgery were moderate experience with nursing care. patient satisfaction with nursing care was significantly high in surgical patients.	satisfaction with nursing care was found to increase when patients become older in their age. on the other hand no correlation was found between patient satisfaction and age, gender or education.	the findings of the study have implications for 1. Nursing Practice :- there is need to evaluate quality nursing care for better improvement. 2. Nursing Education:- plan training program should be organised for nursing staff about quality care. workshops should be organised to up to date knowledge skills and practices of nurses. 3. Nursing Administration and Nursing Research should also be the part of the implications.	the study assumed that patient satisfaction with nursing care is a good indicator for the quality of nursing care and patient satisfaction gives information to nurses about the care aspects that enhance satisfaction.
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RATIONALE

The motivation behind doing this survey is to comprehend and distinguish the connection between nursing staff conduct and patient fulfilment. Persistent fulfilment is a critical pointer of the nature of care. Thus, quality work incorporates examinations that guide out- patient fulfilment with nursing care. The different investigations have been done and what sort of structures they have utilized in their examinations. As India is lacking behind in some of the methodologies that has been used in patient satisfaction in- regards to quality of nursing care, the main purpose of doing this review was to better understand what will be the best method used for improving patient satisfaction with quality of nursing care? As patient satisfaction is one of the key indicator in health care industry, hence it is important to have a review.



OBJECTIVES

To understand the relationship between nursing staff behavior and patient outcomes.

RESEARCH METHODOLOGY

STUDY DESIGN- Review of Secondary Literature

METHODOLOGICAL APPROACH

A review was conducted and researches panning over nursing staff behaviour and patient satisfaction. I got a total of 30 articles as a result for my literature review. Out of which 10 articles were considered, I have reviewed 10articles on patient satisfaction with nursing care.

SEARCH METHOD

Some terms identifying nursing staff behaviour and patient satisfaction were trial and the accompanying inquiry terms were created: truncations “behaviour” joined with nursing staff (truncated) and “patient satisfaction” (truncated), utilizing the Boolean administrator “AND”.

Cross referencing within the articles has helped me in providing the data.

Study of currently available national and international literature on the subject.

Secondary data collection was done using Google scholars, Medline, Pub-med databases, Research Gate online Platforms.

Some of the data has been collected from the library access of IIHMR. The teachers were very kind and has helped me in providing the data for my literature review

I got 30 articles as a result for my literature review in total. Out of 30 articles, I have reviewed 20 articles on patient satisfaction with nursing care. Out of 20 articles 10 articles were the case studies and the remaining 10 were the systematic literature review.

RESULTS

According to the literature reviewed in one of the studies about patient satisfaction with nursing care, it was a descriptive research design which determine medical wards adult patients' satisfaction in a public hospital in the Federal Territory of Kuala Lumpur, Malaysia (Wai Mun Tang et al) in 2013. Questionnaires were prepared among 115 patients. Instrument used was Patient Satisfaction With Nursing Care Scale (PSNCS). As a result the level of patient satisfaction was moderate as they received ($M=3.13$, $SD=0.68$). The participants reported that with the ($M=3.38$; $SD=0.62$) has the four highest ratings towards the satisfaction given by the nurses with respect smile and care. The lowest ratings were ($M=3.03$; $SD=0.68$) for not letting the patient taking their own decision. 1. study showed patients were moderately satisfied with the nursing care and received high mean and SD i.e.($m=3.13$; $SD =0.68$) 2. study revealed affective support with respect and caring behaviour as a highest contributors towards patients satisfaction. 3. in the area of nursing care the lowest satisfaction revealed that patients expresses lack of autonomy in relations to managing their health care. 4. the study found a significant difference of patient's satisfaction and ethnicity due to the differences in terms of culture and languages.

- In the contrast The findings revealed that only 77% of the patients showed excellent satisfaction with the quality of nursing care received during their stay on the ward in Lagos University Teaching Hospital in 2019. Whereas the study done in Burn wards at the Sina Hospital of Tabriz in 2018, the findings revealed that 1. most patients were dissatisfied with the nursing care. 2. more than 80% of the patients did not know their nurses. 3. patients were dissatisfied from the kind of communication and consequently patient satisfaction was reported very low.
- Mojgan Lotfi, Vahid Zamanzadeh et al; (2019) conducted a study on Assessment of nurse-patient communication and patient satisfaction from nursing care. The study revealed that more than 80% of the patients were dissatisfied with the quality of nursing care provided to them as they even don't know their nurses. Some of them were dissatisfied with the communication skills and their behaviour.
- What is most significant today is to explain the idea of patient satisfaction and to clarify from the point of view of the patient, for example to investigate what it is that causes the patient to see giving nursing care starting at great quality. Different articles demonstrated their structure/models for the information assortments. Information investigation has been done based on 4,5,6,7-point Likert type scale utilizing different programming forms to settle the information.
- It is essential to build up a perception instrument for estimating patient satisfaction who have correspondence troubles or who experience the ill effects of dementia in light of the fact that no such instrument is accessible today.

- The majority of the examinations were on the determination one-sided. In most of the studies there were no framework used, the questionnaires were prepared among the patients itself. In most of the studies the hospitals has made sections for the questionnaire on the basis of different departments and the data were analysed. According to those the data were analysed on the basis of the departments. No accurate data can be collected. Therefore the sample size was only for limited patients only. It has been considered not generalised. Non potential bias responses were getting. There is no doubt that out of 10 studies that were based on patient satisfaction with nursing care quality, 60% patients were moderately satisfied with the nursing care quality. But in each studies there were no properly used criteria for it. Therefore, it is important to rebuild the procedures and the best framework should be used for analysing the data for patient satisfaction with quality of nursing care.

RECOMMENDATIONS

The outcomes were featured on a some of the experiences encountered by the patients. Patient's perception was on- what will be the attitude of the nurses towards the patients, how they were dealt with, how they needed to be spoken with, how they value nurse-patient relationship and lastly how the patient saw the hierarchical and environmental factors. The following recommendations has been made:-

- Follow up ought to be made for the patient after their release for their conclusions in regards agreeable to them with nursing care while on confirmation.
- it is the hour of digitalisation. everything is going on the web, individuals are occupied in their day by day lives. In the event that no time is there, mailing ought to be done and catch up can be taken by them by giving polls. As per this, the information can be dissected on how patient is fulfilled. As it is reasonable moreover.

Savage of time by not being genuinely there.

- Patient's satisfaction is a important part. For improving the nature of nursing care, patient's opinions should be taken into considerations.
- Various Program should be established to award nursing staff with the quality nursing care as per the understanding proposal. As it can further motivate the nursing staff or any other health care staff members.
- These award programs should be done once in a year for telling them that they are the part of the organisation and the moments they will cherish and will consider their work sincerely.

CONCLUSIONS-

- Based on the findings of the various studies, the following conclusions were on the considerations. In most of the studies it has been seen that the sample size of the studies are less in number, therefore the study findings are lacking generalization. Studies using more number of samples with proper framework might useful to validate the findings.
- Patient satisfaction is regularly utilized in arranging and assessment of care. It is subsequently vital for administrators to incorporate with patient's perspective and sentiments in the arranging and assessment of care.

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PART B
ONLINE COURSE REPORT
BEGINNING OF PROJECT
MANAGEMENT AND DIGITAL
MARKETING



BEGINNING OF PROJECT MANAGEMENT AND DIGITAL MARKETING

COURSE DESCRIPTION

My both the courses are from different platforms. I have selected the Project Management online course which was done from **UDEMY app**. an app which provides both free and paid online courses. It is an excellent tool for learning. And the second online course i.e. Digital Marketing covered from **MY CAPTAIN**. It is an online mentoring platform by young people from across the globe to mentor school and college students in their fields of interested passions. My Captain by The Climber, Bangalore, is an Education Company. I have been certified in both online courses.

Project Management is an exciting place to be. Project managers helps to shape the success of organizations, implement new technology, change the business landscape, and have influence over all areas of a business. They also earn a good income and often move up the organizational chain into full-time management positions.

BENEFITS OF PROJECT MANAGEMENT:-

It improves the chances of achieving the desired results.

Better efficiency in delivering services.

It improves customer satisfaction.

It improves the effectiveness in delivering services.

It improves the growth and development within our team.

It increases in quality & quantity.

DIGITAL MARKETING

Digital Marketing is a valuable asset to our business's growth and helps to establish an authoritative online presence.

The digital economy is embedded in every corner of our lives and it isn't likely the situation is going to change any sooner. One of the most important reasons why digital marketing is taking up the traditional marketing channels as a result of the internet has enabled businesses to interact with targeted audiences in real time.

Digital marketing is infinitely more affordable when compared to traditional marketing channels. It is a canopy for marketing.

BENEFITS OF DIGITAL MARKETING:-

It increases brand awareness and reach your target customers and better return of interest.

Can save a lot of money.

It makes possible a direct communication path between our business and our consumers.

It enables real-time customer service.

Provides significant measurement and analysis of consumer behavior and engagement.

OBJECTIVES:-

- ▶ Project Management course is easy to follow, has a logical approach. Projects use processes to move things forward. These processes are universal to all projects regardless of the industry we may work in. These processes are grouped into logical chunks and that's the primary focus of the course. The major learning components of the project management lifecycle:
- ▶ Initiating the project
- ▶ Planning the project
- ▶ Executing the project
- ▶ Monitoring and controlling the project
- ▶ Closing the project

- Here Digital Marketing is to promote the products through certain online mediums in such a way that the demand for it rises which indeed creates the curiosity in the mind of the consumers to buy the products. Digital Marketing is used in :-
 - Social Media Marketing
 - Content Marketing
 - Email Marketing
 - SEM (Search Engine Marketing)
 - Website
 - SEO (Search Engine Optimization)



DIGITAL MARKETING

- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- LEAD GENERATION
- PAY PER CLICK
- CONVERSION RATE OPTIMIZATION



STRATEGIC MARKETING

- ADVERTISING STRATEGY FOR FACEBOOK, INSTAGRAM, LINKEDIN, WEBSITES & YOUTUBE
- OPTIMIZE SOCIAL PLATFORMS FOR ENGAGEMENT
- IDENTIFY GOALS AND DEVELOP A CLEAR ADVERTISING STRATEGY
- DESIGN AWSEOME CREATIVE THAT CONVERTS
- CONSTANT CAMPAIGN OPTIMIZATION FOR BEST RESULTS
- REGULAR REPOTING, ANALYTICS, AND CLIENT COMMUNICATION



SOCIAL AND MEDIA MANAGEMENT

- Social media audience development
- Visual branding and strategy
- Grow a large ,targeted social media following
- 77convert followers into customers
- Social media analytics and optimization
- Social media campaigns, contests and giveaways
- Bloggers/influencer outreach and collaborations.



WEBSITE DESIGNING

- WEBSITE AND BLOG DESIGN + DEVELOPMENT
- E-COMMERCE STORE DESIGN
- DOMAIN NAME SETUP
- HOSTING SETUP
- COPYWRITING
- EMAIL NEWSLETTER DESIGN
- LOGO DESIGN
- GRAPHIC DESIGN AND BRANDING
- ONGOING WEBSITE MAINTENANCE



CONTENT CREATION

- FASHION AND LIFESTYLE PHOTOGRAPHY
- BEAUTIFUL, BRANDED FLAT LAY IMAGES
- VIDEO CONTENT FOR ALL MEDIA
- E-COMMERCE AND PRODUCT PHOTOGRAPHY
- ADVANCED PHOTOS AND VIDEO EDITING
- PROFESSIONAL PHOTOGRAPHY EQUIPMENT
- RELATIONSHIPS WITH STUDIOS AND MODELING AGENCIES

Content Creation



Framework

SEARCH ENGINE OPTIMISATION

- Website Analysis
- Keyword Analysis
- On – Page SEO
- Off – Page SEO



SEARCH ENGINE MARKETING

- Generate new leads
- Sell products
- Build their brand
- Divert from their competitors



METHODOLOGY

In both the courses we got sufficient material to understand the certified course. The material for project management:-

Videos for all the sessions.

Research papers as a reading material for assignments.

Reading material for better understanding for all the sessions.

The mentor gave lecture for each sessions on the videos itself.

The material for digital marketing:-

Reading material for better knowledge and understanding.

Videos how to perform a task given by the mentor.

Various videos on some topics to understand them better.

Live sessions on zoom was also scheduled every Wednesdays and Saturdays.

Timings were 9:00pm -10:30pm

KEY LEARNINGS

Both the courses were fascinating and while learning I have acknowledged that Project Management is not an easy job including the initiation, planning, executing, controlling and closing the project. The best project managers use robust project management tools to keep all aspects of their projects organized. The project manager has variety of skills to get the job done. This include not only the technical, business and management skills but also number of soft skills. They are not only dealing with systems and processes but also maintain the strong relationship quality

Communicating skills are improved.

How to negotiate with the people or the organizations

Creating a project schedule and achieving the goals in that timeframe.

As we all know that starting anything new is a bit risk. So here also planning a new project whether it is small or big inherently we have to take a risk. So before executing the project, manage the risk to get the project succeed.

How to manage budget of any project ?

A good sense of humor is also required for planning something.

Venturing any project takes time. From research to planning and the time to execute, many a times there will be a havoc situation. Any mistake or kind of frustration may lead to mishaps. So I have learned and it is really very important that we should have patience while working until we succeed.



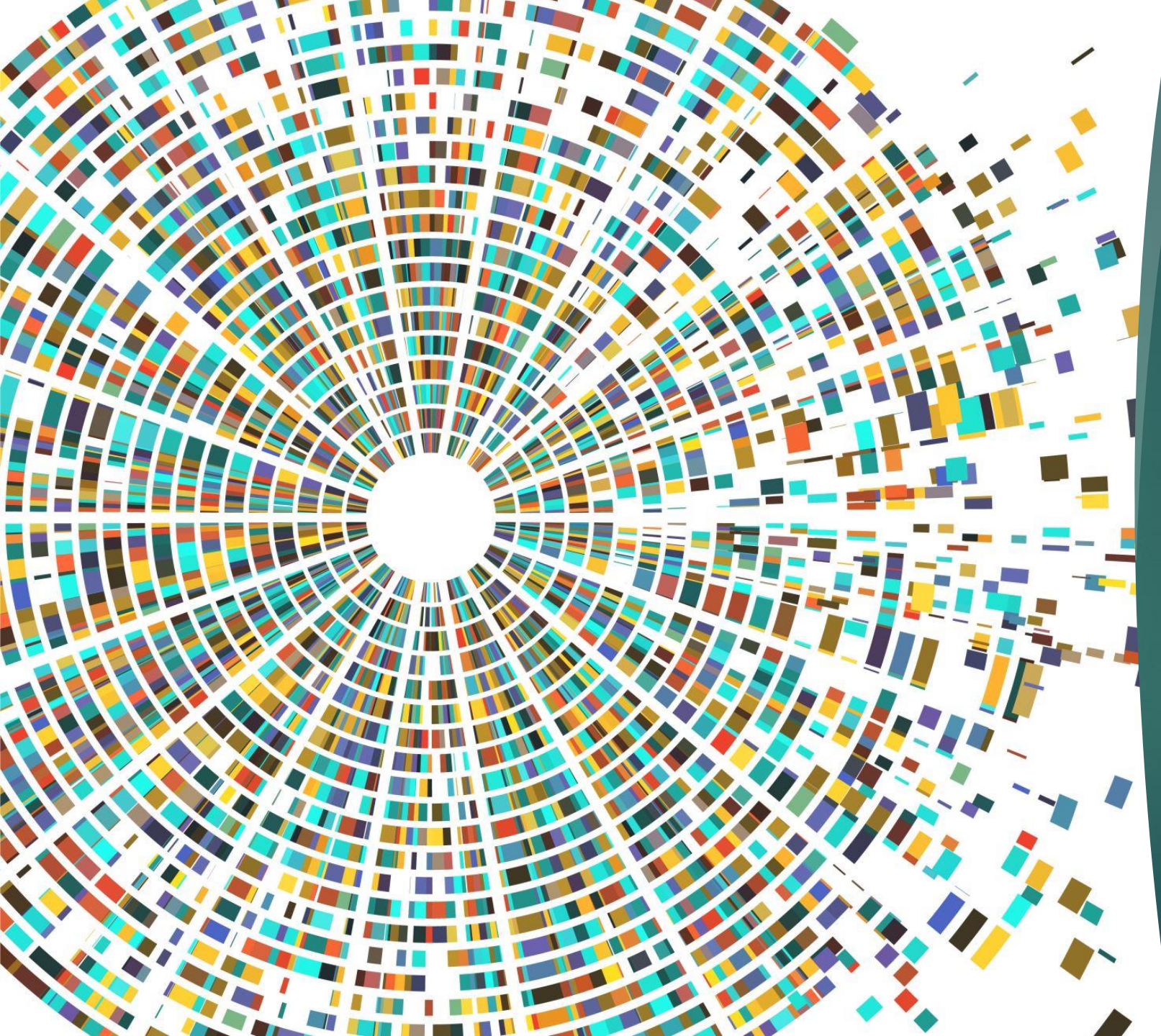
Technology is continuously evolving, prompting marketers and entrepreneurs to dive into digital marketing to increase brand awareness, reach their target market, and ultimately drive sales and profit. Digital marketing skills can be learned with patience, hard work and determination. I opt to choose DIGITAL MARKETING as my second online course for a new learnings. I have taken this course very seriously and it is really very interesting.

I want to confess one thing that before this scenario that we all are facing, I have decided that during my two months of internship I have to persuade two courses side by side i.e., Digital marketing and German classes. I was eager to know how digital marketing actually works? Lot of questions have came to my mind. How will I gone a do so much of work? Am I capable to handle pressure? What will be the purpose of doing digital marketing and so on. And this lockdown and working from home, I have realized that in these 70 days approx. I have been working on many things and when i have started working on this course, day by day It has became very interesting. I have became very calm and patiently completing my assignments. This was a one month online course and I have acknowledged lot of new things. I came to know the difference between traditional market and digital market.



I have made google ads, Instagram ads, face book ads, youtube ads. I have worked for an Infrastructure company for my experience. From that I got more knowledge. It took more research how to plan a business model. Reading articles also helped me out in executing the business model. This made me innovative me.

“INNOVATIONANDME”



THANK YOU