

A study on Determining the quality control norms through patient
satisfaction towards health services at CLINIKK Healthcare

By

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled '**A study on Determining the quality control norms through patient satisfaction towards health services at CLINIKK Healthcare**' 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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Date: 02/07/2022

CERTIFICATE

This is to certify that dissertation titled is a record of the research work undertaken by Dr. Himani Mudia 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.

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Date

Abstract

Clinikk is creating India's first managed care model, which is revolutionizing health insurance in the country. Our program, which was introduced in 2018, combines outpatient care and health insurance to fulfil the demands of India's 600 million people. The aim of the study was to identify the quality control standards at CLINIKK Healthcare based on patient satisfaction of health services. This integrated health approach is redefining healthcare delivery and decreasing health insurance claims, which generally cover higher catastrophic costs, by focusing on preventative healthcare. The objective of this study was to observe and analyse the quality norms for the care team, as a baseline for training and managed care, to evaluate the degree of patient satisfaction with the care team's service at CHH and the variables that affect that level of satisfaction, and ultimately to offer recommendations for improving the patient experience. For 100 Clinikk Healthcare respondents, a convenience sample technique was used to collect responses from ten major Bangalore neighbourhoods, including Banergatta, Bommanahalli, Banashankri, Kormangala, Adugodi, Puthenahalli, Srirampura, Chamrajpet, Nagarbhavi, and Peenya.

An observational questionnaire was prepared for checking the quality norms at each of these locations on a binary scale of Yes/No based-on observations while a modified structured questionnaire was prepared for measuring the satisfaction of the customers on a scale of 1 to 5, with 1 denoting "no response" and 5 denoting "excellent." For the data gathered, the perceived satisfaction levels were converted to percentages. Excel and SPSS version 28.0 were utilised for data analysis. The result showed that the overall impact and Clinikk patient satisfaction was due to the doctor services moderately by the nursing services and least by the PCC services. On the quality control front, the perceived satisfaction level of the procedure performed by care team, more attention is needed to improve the patient care coordinator responsibilities and communication skills of the nurses.

KEY WORDS- Patient satisfaction, Clinikk health hub, quality norms, healthcare, observational, data analysis, Doctor, PCC, Nurses services.

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Success is never achieved through the efforts of a single person. It is accomplished by equal contributions from individuals functioning as a team, which results in attractive outputs. I am grateful to my parents for their ongoing love, support, and blessings.

I would like to offer my heartfelt thanks to my mentor, Dr. Monika Choudhary, for her continual support and advice over the course of the study.

I would like to thank Clinikk Healthcare Limited for allowing me to be a member of their organisation and for supporting me in learning the process flow and the operation of medical operations during this research. I am grateful to my mentor, Dr. Sapna Ramani Sardana (Head of Operations) for sharing her expertise, support, and experience in this sector, which served as a helpful resource in completing my studies.

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BACKGROUND

About the Organisation

Clinikk is creating India's first managed care model, which is revolutionizing health insurance in the country. Our program, which was introduced in 2018, combines outpatient care and health insurance to fulfil the demands of India's 600 million people. This integrated health approach is redefining healthcare delivery and decreasing health insurance claims, which generally cover higher catastrophic costs, by focusing on preventative healthcare. This also makes health-care finance more long-term. CLINIKK healthcare encompasses initiatives geared toward improving patient care and lowering the demand for medical services through better care coordination and improved disease management for both patients and caregivers. It follows that when appropriate interventions are made for specific individuals within a given group, health risks are reduced and healthcare costs are decreased.

Clinikk has come up with a 360-degree healthcare module for its customers. To make sure that the culture and norms for the care teams are efficient and smooth as well as within the quality of the healthcare industry, it is mandatory to offer high-quality services and products that fully exceed customer demands and expectations, sponsors of companies must create, manage, and monitor their quality control and quality assurance systems, as well as their essential standard operating procedures and other quality documentation.

Product and Services-

Clinikk Smart Silver

Free Doctor Consultation

Free unlimited in-person and tele-consultation with doctors

30 % Discount on OPD

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan.

Eligible for a one-month subscription fee waiver

30 % Discount on OPD

Health Insurance-Health Insurance of ₹ 5 Lakhs with super top-up options and Personal Accident Coverage from Care Health Insurance.

In-house Paediatrician

Free unlimited consultation with in-house paediatrician.

Health Insurance of ₹ 5 Lakhs with super top-up options and Personal Accident Coverage from Care Health Insurance

30 % Discount on OPD

Clinikk Smart Gold

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

In-house Paediatrician

Free unlimited consultation with in-house paediatrician with OPD benefits up to the limit

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan.

Eligible for a one-month subscription fee waiver

Free OPD Benefits

Free In-house OPD Benefits (Medicines + Diagnostics (In-house & external) + Medical procedures) up to defined OPD benefit limit

Health Insurance

Health Insurance of **₹ 5 Lakhs** with top-up options + Personal Accident Coverage from Care Health Insurance

OPD Limit

Self - 10,000

Couple - 15,000

Family - 20,000

Clinikk Smart Diamond

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

In-house Paediatrician

Free unlimited consultation with in-house paediatrician with OPD benefits up to the limit.

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan. Eligible for a one-month subscription fee waiver.

Free OPD Benefits

Free In-house OPD Benefits (Medicines + Diagnostics + Medical procedures) up to defined OPD benefit limit.

Reimbursement on Specialist Consultation

Customers gets reimbursement for all expenses related to specialist care up to OPD benefit limit (Doctor Consultation + Pharmacy + Diagnostics + Medical Procedures)

Health Insurance

Health Insurance of **₹ 5 Lakhs** with top-up options + Personal Accident Coverage from Care Health Insurance

Clinikk Smart Senior

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan. Eligible for a one-month subscription fee waiver

Reimbursement on Specialist Consultation

Customers gets reimbursement for all expenses related to Secondary care up to OPD benefit limit

(Doctor Consultation + Pharmacy + Diagnostics + Medical Procedures)

Free OPD Benefits

Free In-house OPD Benefits (Medicines, Diagnostics & Medical procedures)

OPD Limits (Including Specialist Care)

Self - 15,000

Couple - NA

Family - NA

OPD Limits (Including Specialist Care)

Self - 15,000

Couple - 20,000

Family - 25,000

Core values:

Inclusivity- Clinikk is an equal opportunity employer. This means providing everyone with equal access to opportunities and resources.

Empathy- Empathy is at the core of what we do. Respect and empathy for our subscribers and colleagues is non-negotiable.

Integrity- We value high integrity and the commitment to do what's best for our subscribers. There is zero tolerance policy towards not following this value.

Vision –

- Affordable & Accessible Quality Healthcare Services
- Health Insurance for everyone irrespective of income
- To be a 1-stop solution for all healthcare services
- Top quality Healthcare System and Financial Protection for 60 Crore Indians

CHAPTER 1

INTRODUCTION

The Deloitte insights report 2018 questioned their customers to find consumer-experience trends with the health care system, demonstrating that consumers in all of their age group tend to utilise technology in all aspects, including health care. Adoption of these technologically based health can assist physicians and other care providers in broadening their reach. Simple access, simplicity, and keeping patients out of the waiting room, as well as hassle-free visits, may all contribute to a better patient experience (2).

Patient satisfaction is a relative notion that represents people's perceived needs, hopes for medical facilities and gratifying encounters with excellent treatment. They serve as the backbone of the healthcare system and have high standards for professionals in the field. The needs of persons seeking care for their health should always be effectively met. A patient's expression of satisfaction or dissatisfaction reflects on the general calibre of medical services rendered. Patient satisfaction is a measure that should be used to evaluate the quality of care in the healthcare system, despite its advantages and disadvantages (3).

A key sign of providing outstanding care is the level of patient satisfaction. It is a key method of evaluating the effectiveness of healthcare delivery, and its evaluation helps to improve healthcare services. Poor patient satisfaction affects clinical outcomes, patient retention, and the prompt provision of top-notch medical services. The main purpose of our research study was to provide Clinikk with a useful tool to help it improve quality control standards through patient satisfaction thereby identifying areas for improvement that would help to increase patient engagement, making it the patients and community's top choice for receiving medical care via various digital platforms.

1.1 Research Question

What and how is the satisfaction level of patients and quality check according to standard norms towards services provided by Clinikk Healthcare?

1.2 Aim

The aim of this study was to evaluate and raise patient satisfaction with Clinikk's Healthcare services by assessing the quality of patient care provided and finding areas for improvement.

1.3 Objectives

- To observe and analyse the quality norms for the care team, as a baseline for training and managed care.
- To evaluate the level of satisfaction of patients and the factors that are associated with satisfaction level for the service provided at CHH by the care team.
- To provide the suggestions for improving overall patient experience.

CHAPTER 2

REVIEW OF LITERATURE

This review of literature mainly points out the important studies that have been done on patient experience regarding different services like mobile health applications, in healthcare in tertiary care. A brief idea was taken on how the studies were carried out in the background, and the methods of analysis that were used for the conclusions. Since our topic focuses on patient satisfaction in a primary healthcare setup, these literatures helped us in setting up the base of our research.

In healthcare, it is important to see how technology helps us in improving the services especially in the remote location areas where all the facilities are not accessible every time. A study was conducted in three public hospitals in China by Chuntao Lu et al. (2018) to assess the influence of mobile applications as well as the difference in user and non-user experiences on patient satisfaction. A sample of 300 respondents from a Chinese outpatient questionnaire used in the study was randomly selected. Chi-square and t-tests were used for comparing the demographic traits of users and non-users and to determine the degree of significance between them. To determine the connection between the mobile app and the patient experience, a regression analysis was conducted. Most mobile app users, as opposed to non-users, were the young population who are highly educated and in need of specialised specialists for health services. The study indicates that using mobile applications to access health services can improve patient experience, resulting in better health outcomes and greater transparency in the health system. The results showed there was improvement in the patient in regard to accessing health information of the patient and increasing transparency between patient-physician communication.

Healthcare services whether primary, secondary, or tertiary, how can they impact on the patient satisfaction, and how they help in increasing the norms of care, is an everyday work in progress for all organizations. Hence, Descriptive cross-sectional research by Dr. Fatima Mukhtar et al. (2013) was conducted to determine patient satisfaction with overall services

in a tertiary care hospital in Lahore. A total of 250 patients were chosen using a thorough randomised sampling procedure. Patients were interviewed, and data was obtained using a pretested questionnaire and analysed in SPSS version 16. According to the study's findings, 90 percent (232) of patients were happy with their doctors, and the vast majority (94 percent) felt that the hospital was sufficiently ventilated and cleaned. Approximately 89 percent of those polled agreed to return to the hospital. The project intends to undertake comparable investigations in primary and secondary health care facilities.

Oyvind A Bjertnaes et al., (2012) in his studies showed that patient experiences and expectations are the most crucial components of service quality, while patient expectations have a significant impact on quality ratings. This study focused on total patient satisfaction in hospitals in relation to patient experiences and expectations. The goal of this study was to measure the impact of numerous determinants on total hospital satisfaction, including patient experiences, expectations, and socioeconomic demographic features. In 2006, data for 63 Norwegian hospitals was obtained through a nationwide patient experience survey. After they were discharged from the hospitals, the questionnaire was provided to 241141 patients, and non-respondents were contacted four weeks later. Multivariate regression analysis was used to assess the factors that influence patient satisfaction. The regression model found that patient experience with nursing care was the most important predictor of total patient satisfaction, accounting for 59% of the variance. The study found that while patient experience and expectations differ, they are both connected to total patient satisfaction.

C Jenkinson et al., (2002) had conducted a study on patients 18 years of age and older at five Scottish NHS Trust hospitals. The purpose of the study was to determine what aspects of health care affect patients' willingness to suggest hospitals to others and to ascertain to what degree patient satisfaction serves as an accurate reflection of patients' experiences with the services provided in a health care setting. 2249 individuals participated in the study and were asked to respond to questionnaires from the Picker Inpatient Survey that were mailed to them no later than one month after they were released from the hospitals. Nearly 90% of respondents expressed satisfaction with the services provided throughout their inpatient stay. The most significant influences on patient outcomes that were found are physical comfort, emotional support, and respect for patient wishes. The detailed questions in the survey about specific aspects of patients' experiences were crucial for complete

monitoring of the hospital's numerous departments, which will help to improve overall performance.

There are several factors that influence the satisfaction of the patients at all levels of care. These studies highlight few of those and how they impact the services. A cross-sectional study done at the outpatient department of the University of Jordan by Saif Aldeen AlRyalat et al., (2019) found that focusing on overall qualities of delivering care can boost overall satisfaction and aid in enhancing patient loyalty. The poll included 215 patients, and the factors that directly impacted patient satisfaction were interactions with medical professionals (doctors and nurses), food facilities, general atmosphere, service delays, and departmental cleanliness. The patient satisfaction score was significantly influenced by each of these factors.

Xesfingi S and Vozikis A (2016) studied the relationship between patient satisfaction and socioeconomic and healthcare-related variables was the aim of this investigation into the effects of socioeconomic and healthcare-related factors on patient satisfaction. The patient satisfaction index, which assessed how content patients were with the healthcare systems in these 31 countries, served as the dependent variable (7). The findings revealed a correlation between patient satisfaction and nurses' and doctors' ratings of medical quality, with doctors playing a significant role in patient happiness. It was also found that patient satisfaction was favourably correlated with public health spending on socioeconomic characteristics. The survey also revealed that elderly people had the highest levels of satisfaction with the healthcare system, and that there was no evidence that either the amount spent on private health care or the availability of hospital beds had any bearing on patients' satisfaction.

Haiping Chen et al. (2016) had also conducted a cross-sectional study on variables impacting patient happiness in Shanghai public hospitals, with the goal of evaluating the present state of patient satisfaction and likely factors influencing patient satisfaction during hospitalisation (8). A total of 898 people were participated in the study, and a five-point Likert scale evaluation was used to analyse aspects related to hospital treatment. According to the findings, 89.5 percent of respondents were happy with the overall services given by the hospital during their stay, whereas 0.57 percent were dissatisfied. Patient satisfaction was positively associated with demographic characteristics such as age, gender, residence location, and occupation, however marital status and income had no impact on it. It was

established that a little improvement in satisfaction scores for physicians, nurses, and services, among other things, can boost overall levels of satisfaction. Authorities' attention, via continual monitoring and provision of excellent services, can improve the entire patient experience during hospitalisation.

CHAPTER 3

MATERIALS AND METHODS

3.1 Study Area

This study was conducted at CLINIKK healthcare (Ohealer healthcare services), an organization that is located in Bangalore, Karnataka.

3.2 Study Design

Customer satisfaction- A form of descriptive study that was conducted out on a specific population at a certain period using a five-point rating scale. Clinikk service satisfaction was examined, and patients from ten major locations were asked to rank the service on a scale of fair, good, and outstanding.

Quality control norms- It is a sort of observational study that is carried out on the care coordination team (Doctor, Nurse, PCC) at a specified moment in time with the use of a self-prepared quality instrument. Clinikk's quality control parameters were measured, and the care coordination team's service was examined daily at 10 different sites.

3.3 Study Duration

This study was carried for a duration of 3 months from 7th March 2022 to 17th June 2022.

3.4 Sample Size

A total of 100 respondents were taken as a sample and were interviewed face-to-face for the satisfaction level as well as observed for the quality norms for the duration of 3 months.

3.5 Study Population

Clinikk Healthcare patients, walk ins as well as follow ups, taken by medical operations team who were seeking services for medical help and treatment.

3.5.1 Inclusion Criteria

All the patients of follow up cases, those who had consulted with in the Clinikk Health Hubs. Patient who had an age of 18 and above were included. Also, Patients who had been willing to participate in the survey.

3.5.2 Exclusion Criteria

- i. All of those patients who hadn't visited the Clinikk even once or who had just taken tele consultation since beginning.
- ii. All of the patients who were speaking language other than English, Hindi or Kannada.

3.6 Sampling Technique

All patients who met the inclusion criteria during the study period and were seen by the operations team at the health hubs were gathered as a sample using a convenient sampling technique.

3.7 Data Collection Method

Customer satisfaction- For CLINIKK Healthcare services, a customised questionnaire including patient satisfaction qualities was created. The study instrument was completed and used with the approval of higher authorities. A five-point rating scale, which is a psychometric instrument, was employed in this investigation. The format for rating scale was as follows: -

- No response- 1
- Poor- 2
- Average- 3
- Good- 4
- Excellent- 5

Each patient received an individual questionnaire that was broken down into two sections: first, the demographic information about the patients, such as age and clinic location. The patient satisfaction questionnaire for the services rendered by the doctor, PCC, and nurse inside the organisation was included in the second section. The patients were asked to respond in accordance with the ratings given in ten distinct areas.

Quality control norms- A nominal scale and Likert scale was employed in this investigation. The format for rating scale was as follows:

1. Observation for quality norms-

A. Yes- 1

B. No- 0

2. Procedure satisfaction level-

A. Poor- 1

B. Moderate satisfactory- 2

C. Satisfactory- 3

The questionnaire was design to observe how the quality norms and procedural satisfaction was maintained and followed in the care team across 10 different Clinikk locations in the city

3.7.1 Data Type

The research has been carried out on the primary data.

3.7.2 Data Analysis

Microsoft Excel 365 and SPSS 28.0 are the tools utilised for data analysis. Descriptive statistics were used to analyse the quantitative data from the patient satisfaction survey. Mean scores and standard deviation have been computed for and used to show data with a normal distribution. Other category information from the questionnaire is shown as percentages. To assess the importance of differences between categorical data, factor analysis was used.

To check the validity of the samples for factor analysis, a KMO adequacy value for the sampling should be more than 0.7 to check the sufficiency of our factor analysis. A value of less than 0.5 indicate that our sample is too small. Here we have moderate value of 0.65 which is more than 0.5 which suggests that our sample size is moderate for factor analysis. Also, to check the adequate number of correlations between factor analysis to check the Bartlett's test sphericity where P value should be ($P > 0.001$)

CHAPTER 4

RESULTS AND INTERPRETATION

The study will use questionnaires to measure patients' satisfaction with various health services provided on a sample of 100 respondents, and the results found are as follows:

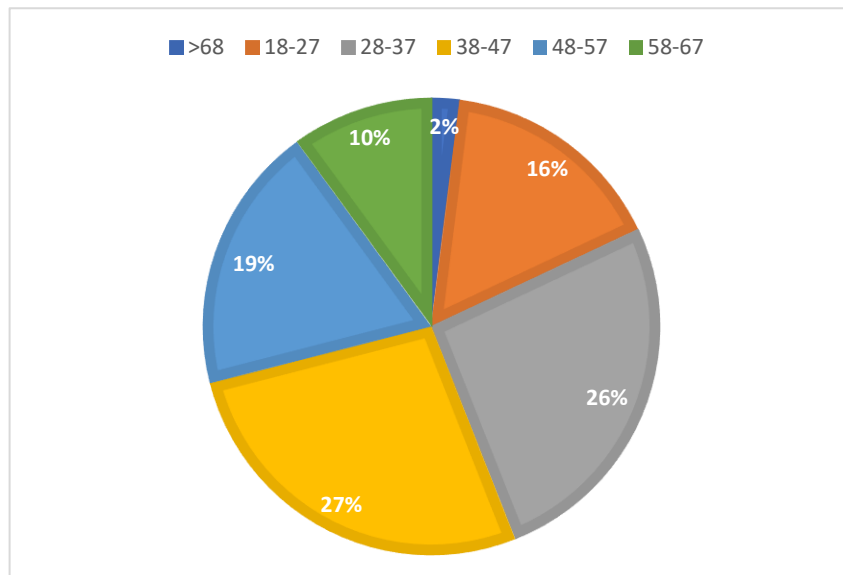
4.1: Distribution of the respondents according to demographic variables

Table 4.1.1 Age group wise distribution of respondents

Age	Frequency
>68	2
18-27	16
28-37	26
38-47	27
48-57	19
58-67	10
Total	100

Table 4.1 shows the age of the respondents which ranges from 18 to 70 and more and above table shows that, and majority of the samples are from age groups of 38-47.

Fig. 4.1.1 A Pie chart of respondents for age group in percentage



4.2 Distribution of the responses based on patient satisfaction scores given by the respondents.

Table shows the data based on the responses of ratings given by the respondents for level of satisfaction on a scale of 1-5, where, 1-No response, 2-Poor, 3-Average, 4-Good, 5-Excellent

Service Elements	1-No response	2-Poor	3-Average	4-Good	5-Excellent
How would you rate the care provided by the Doctor?	0	0	1	63	36
How would you rate the information and education provided by the Nurse	0	0	6	75	19
How would you rate the communication skills of Nursing staff?	0	0	15	66	19
How well Nurses explained nursing procedures clearly before they performed it.	2	0	15	56	26
How would you rate the willingness of the PCCs to answer your questions?	0	21	0	53	26

How would you rate the billing procedure, done by the PCC?	0	6	0	77	17
Overall, how well did the staff protect your dignity and privacy and ensure your comfort?	0	0	3	78	19
Your overall satisfaction with the services provided by Clinikk healthcare?	0	0	4	77	19
Seating arrangements	0	0	9	82	9
Cleanliness and Hygiene	0	0	3	79	18

4.2.1 It shows the bar diagram for analysis of analysis of (Q1-Q5) based on satisfaction scores

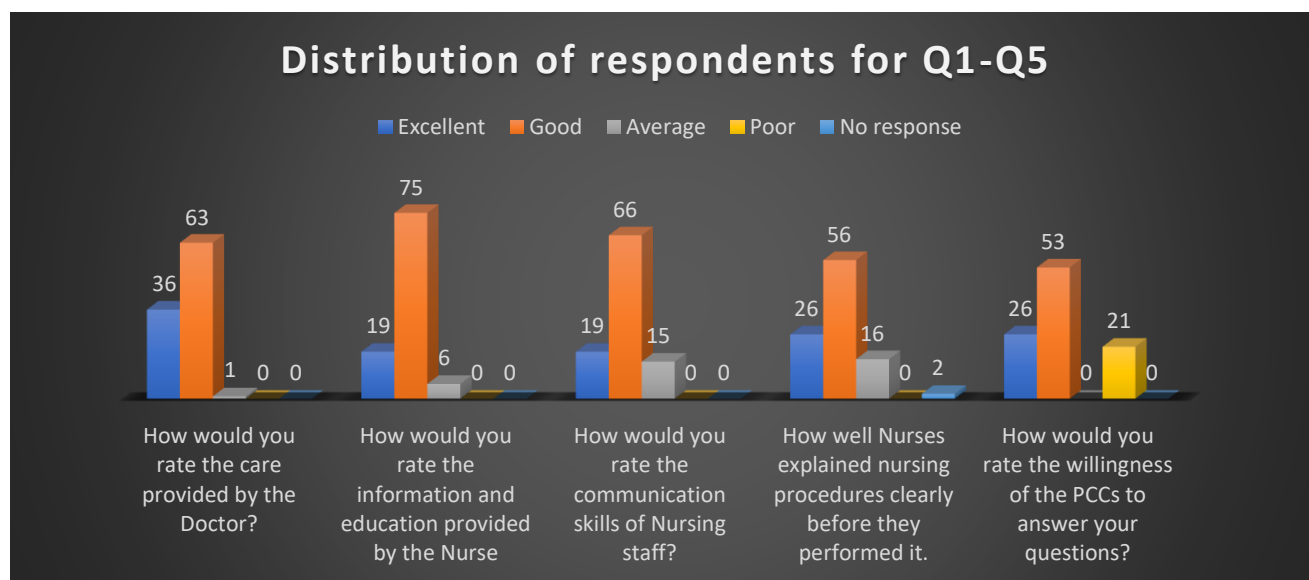


Fig 4.2.1 The results show the overall responses of all 100 respondents. All the questions from Q1 to Q5 had a excellent to average level of expectation level, while out of these, information and education provided by the nurse has highest level of satisfaction (Good, 75 responses and Excellent, 19 responses) which was highest of all. Followed by communication skills of nursing staff (Good, 66 responses, Excellent,19 responses and Average, 15 responses), Nursing procedures (Good, 56 responses, Excellent, 26 responses and Average, 16 responses), willingness of the PCC to answer patient's questions (Good,53 responses, Excellent,26 responses, Average 21 responses) which was the lowest responses in comparison to others.

Fig 4.2.2 It shows the bar diagram for analysis of (Q6-Q10) based on satisfaction scores

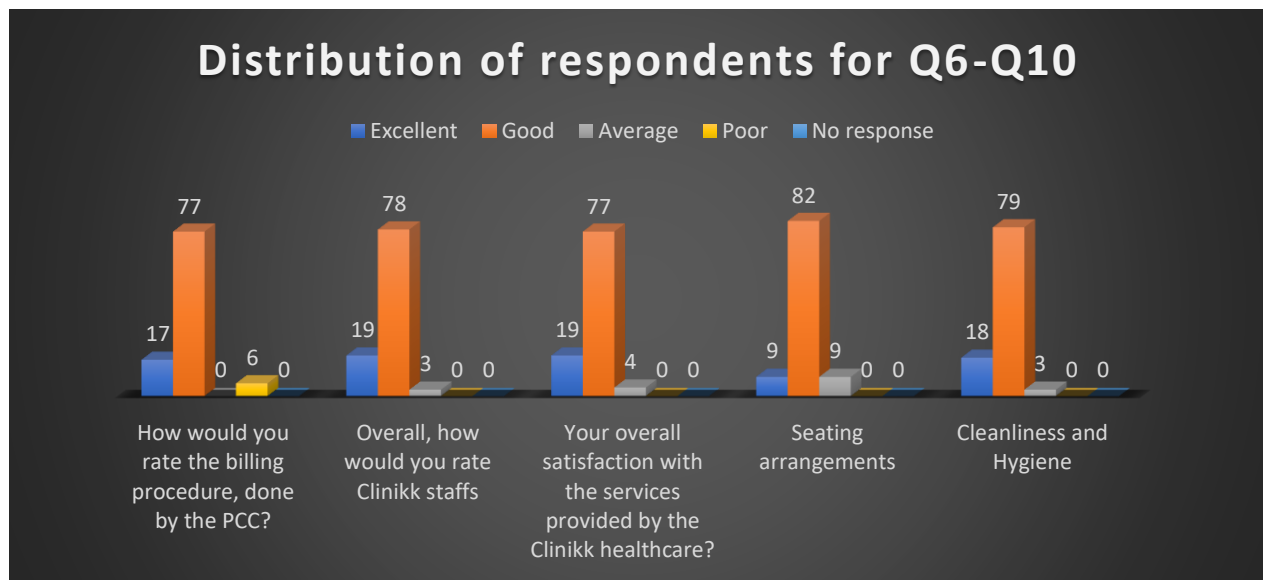


Fig 4.2.1 The findings indicate that the degree of anticipation was relatively high (Q6-Q10). All of the questions from Q6 to Q10 had a modest degree of expectation, with the overall evaluation of Clinikk staff (Good, 78 responses, and Excellent, 19 replies) and satisfaction with Clinikk services receiving the highest scores (Good, 77 responses and Excellent, 19 responses), PCC is in charge of billing (Good, 77 responses and Excellent, 17 responses), Seating arrangement received he maximum number of responses (Good, 82, and Excellent, 9). Hygiene and cleaning (Good, 79 responses, and Excellent,18 responses)

4.3 Following table shows the Mean and Standard deviation scores for service elements of patients' satisfaction

Service Elements	Mean score	Standard Deviation
How would you rate the care provided by the Doctor?	4.35	.501
How would you rate the information and education provided by the Nurse	4.12	.480
How would you rate the communication skills of Nursing staff?	4.04	.588
How well Nurses explained nursing procedures clearly before they performed it.	4.04	.781
How would you rate the willingness of the PCCs to answer your questions?	3.84	1.047
How would you rate the billing procedure, done by the PCC?	4.05	.645
Overall, how would you rate Clinikk staffs	4.15	.437
Your overall satisfaction with the services provided by the Clinikk healthcare?	4.15	.460
Seating arrangements	4.00	.429
Cleanliness and Hygiene	4.16	.422
Total Mean score	40.91	0.58

Table 4.3 shows the mean scores and standard deviations for patient satisfaction indicators measured in the research.

The mean ratings related to the service aspects for patient satisfaction range from 4.35 (How would you evaluate the Doctor's care?) to 3.84 (How would you assess the PCCs' readiness to answer your questions?). Among the 10 patient satisfaction indicators, the greatest mean score belonged to the Doctor's care towards you during the consultation, while the lowest mean score belonged to the PCCs' readiness to answer your questions.

4.4 Location wise overall rating of Clinikk Staff

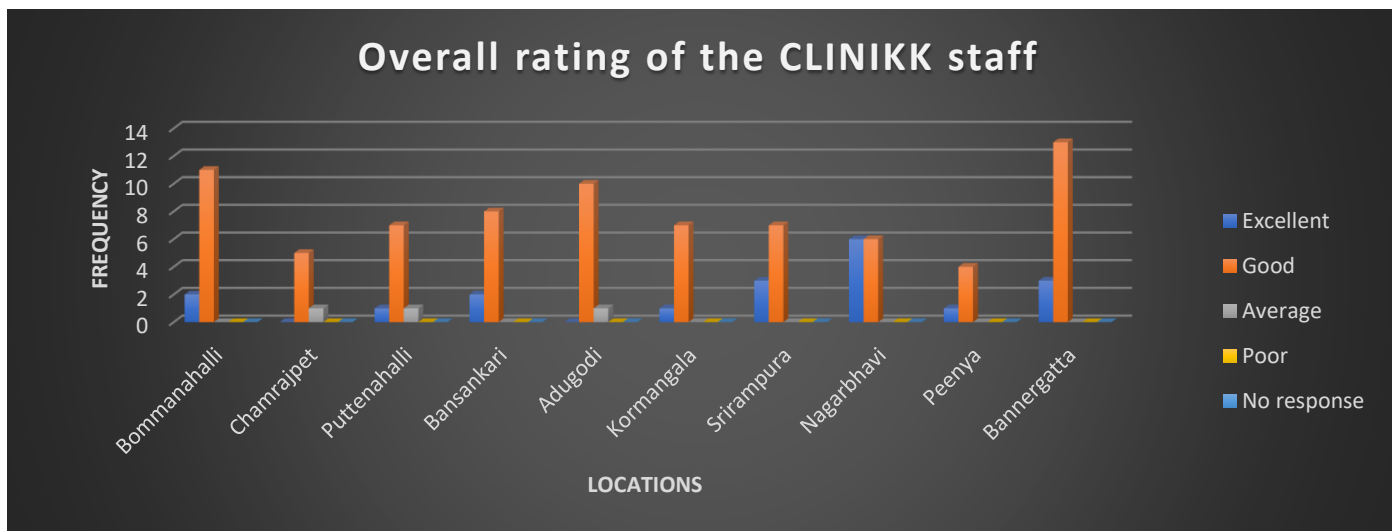


Fig 4.4.1 According to the data, the general evaluation of Clinikk staffs at Bannergatta was high, followed by Bommanahalli. When compared to other sites, the Chamrajpet and Peenya locations had the lowest overall rating of staffs.

4.4.2 Location wise Overall satisfaction

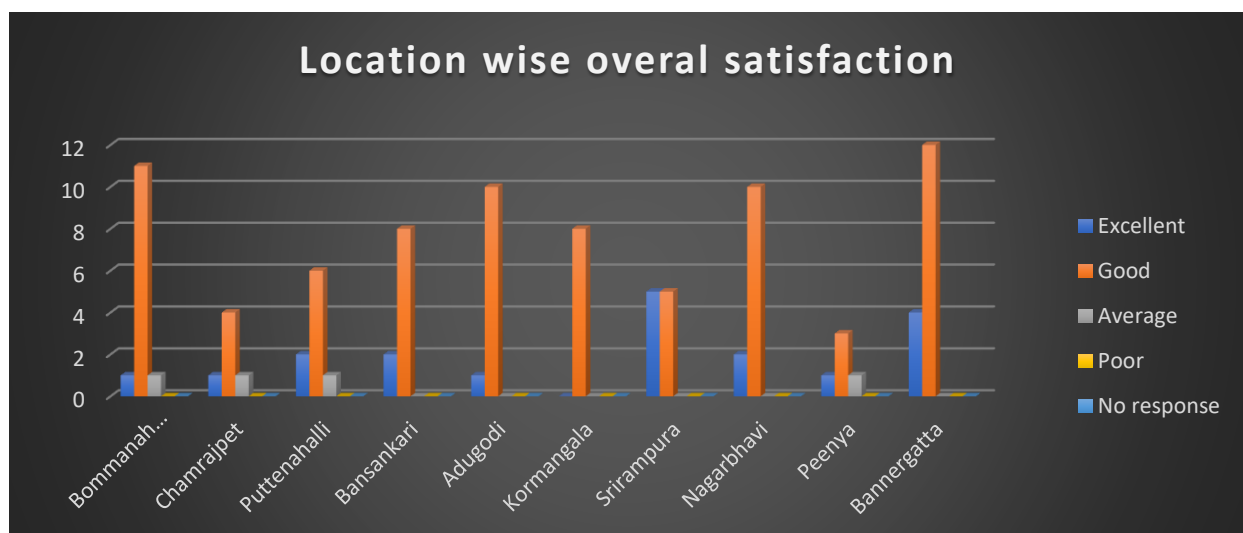


Fig 4.4.2 According to the findings, Bannerhatta had the highest overall patient satisfaction, followed by Bommanahalli, Nagarbhavi, and Adugodi. When compared to other locations, Peenya had the lowest overall satisfaction.

4.5 Factor Analysis of customer satisfaction index-

We have used IBM SPSS version 28.0. The following are the item statistics of the questionnaire used for customer satisfaction. The

Correlation Matrix

	How would you rate the care provided	How would you rate the information and education provided	How would you rate the communication skills of Nursing staff?	How well Nurses explained nursing procedures and cleanliness	How would you rate the willingness of the PCs	How would you rate the billing procedure, don	Overall, how would you rate the service provided	Your overall satisfaction with the services provided	Seating arrangements	Cleanliness and Hygiene
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		by the Do cto r?	ided by the Nurs e		rly befo re they perf orm ed it.	to ans wer your ques tion s?	e by the PC C?	k sta ffs	by the Clini kk healt hcar e?		
Corr elati on	How would you rate the care provid ed by the Doctor ?	1. 00 0	.07 5	.228	.27 6	.20 7	.00 7	.3 58	.34 1	- .142	.01 7
	How would you rate the inform ation and educat ion provid ed by the Nurse	.0 75	1.0 00	.308	.20 5	- .00 1	.14 5	.1 55	.28 6	.099	.15 4
	How would you rate	.2 28	.30 8	1.00 0	.35 2	.06 0	.07 5	.2 14	.27 9	- .122	.01 5

the communication skills of Nursing staff?											
	How well Nurses explained nursing procedures clearly before they performed it.	.276	.205	.352	1.000	.008	-.024	.161	.182	-.030	.104
	How would you rate the willingness of the PCCs to answer your questions?	.207	-.001	.060	.008	1.000	.269	.188	.051	.068	.152

How would you rate the billing procedure, done by the PCC?	.07 .0	.14 .5	.075 .	-.02 4	.26 9	1.0 00	.17 .1	.07 .7	.332 .	.19 .5
Overall, how would you rate Klinik staffs	.58 .3	.15 .5	.214 .	.16 1	.18 8	.11 .7	1.00 0	.18 .9	-.054 .	.14 .3
Your overall satisfaction with the services provided by the Klinik health care?	.41 .3	.28 .6	.279 .	.18 2	.05 1	.07 .7	.18 .89	1.00 00	.000 .	.13 .6
Seating arrangements	.42 .1	.09 .9	-.122 .	-.03 0	.06 8	.33 .2	-.054 .0	.00 0	1.00 0	.11 .3

Cleanliness and Hygiene	.0	.15	.015	.10	.15	.19	.1	.13	.113	1.0
	.17	.4		.4	.2	.5	.43	.6		.00

Table 4.5.1 Corelation matrix (Factor analysis)

Interpretation-

- I. The correlation matrix box shows the correlation between the variables. Where our value of 0.3 or above indicates moderate to high data correlation.
- II. As far as doctor services are concerned, it had a high impact on overall satisfaction of patients. We can observe from this that there is a moderate to high link between the doctor's treatment and the overall satisfaction with the services offered by Clinikk Health.
- III. When it comes to nursing services. There was also moderate to high correlation between the nurse's information and education, nursing staff communication abilities, and Clinikk Healthcare's total services.
- IV. There is also a strong association between the nurse's communication abilities and the procedure that they did.
- V. When it comes to PCC services. There is also a substantial association between the PCC's billing method and the seating configuration. There is also a mild relationship between PCC's charging system and its readiness to answer queries.
- VI. Based on the correlation matrix, we can infer that the entire services of Clinikk have the greatest influence through the services of doctors, followed by nurses, and finally by the PCC

Rotated Component Matrix^a

	Component		
	1	2	3
How would you rate the communication skills of Nursing staff?	.698		.153
How would you rate the information and education provided by the Nurse	.686	.319	-.157
How well Nurses explained nursing procedures clearly before they performed it.	.628		.124
Your overall satisfaction with the services provided by the Clinikk healthcare?	.588		.229
How would you rate the billing procedure, done by the PCC?		.754	.179
Seating arrangements		.713	-.229
Cleanliness and Hygiene	.150	.495	.147
How would you rate the care provided by the Doctor?	.330	-.184	.699
How would you rate the willingness of the PCCs to answer your questions?	-.186	.360	.674
Overall, how would you rate Clinikk staffs	.259		.635

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. ^a

a. Rotation converged in 5 iterations.

- The above rotated component matrix is the most important part of factor analysis.
- It tells how each of the variable loads onto each of the three factors and upto what extent.
- From the above table, the fist 4 variables load into the single factor 1, and they all seem to be coming under **NURSING SERVICES SATISFACTION**.
- It concludes that these variables are closely related to and dependent on each other and have an impact on each other.
- The variables grouping into factor 2, which are the next three, seem to come under **TANGIBILITY of the CLINIKK SERVICES**.

- These variables show their dependency on each other in such a manner that one will have impact on the other.
- The last three variables group into factor 3, that can be grouped under the heading of **PATIENT CENTERED CARE at CLINIKK**

4.6 Analysis results of the Observational Quality Control norms

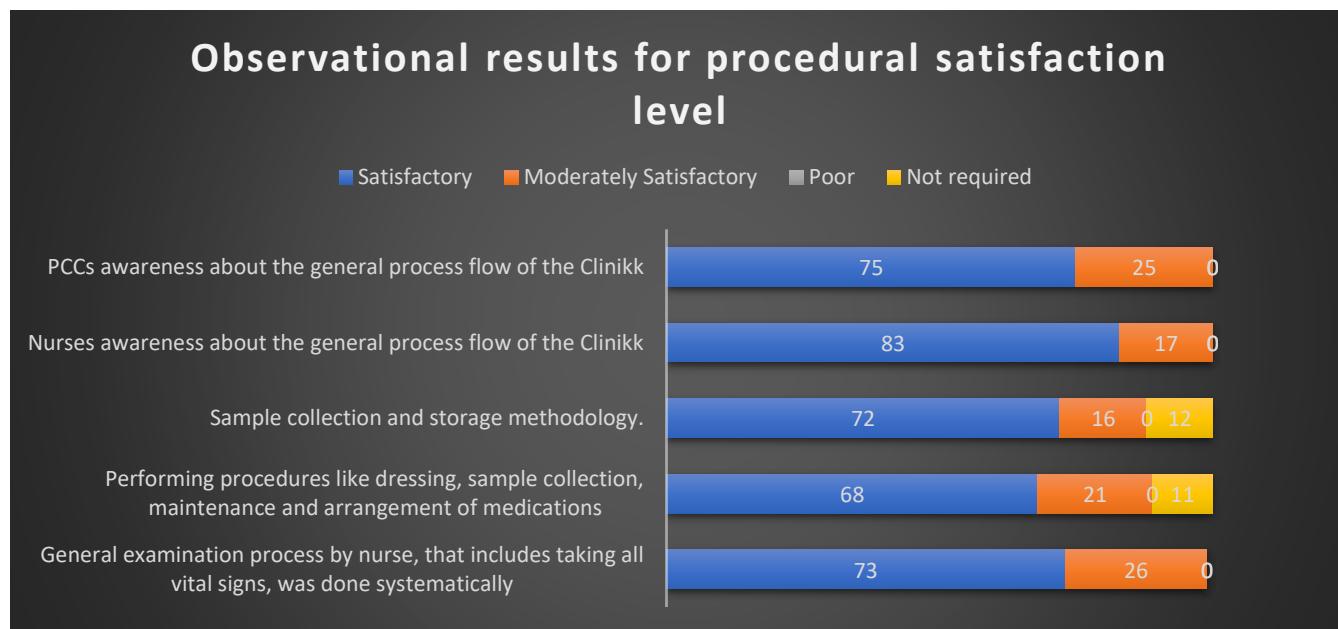
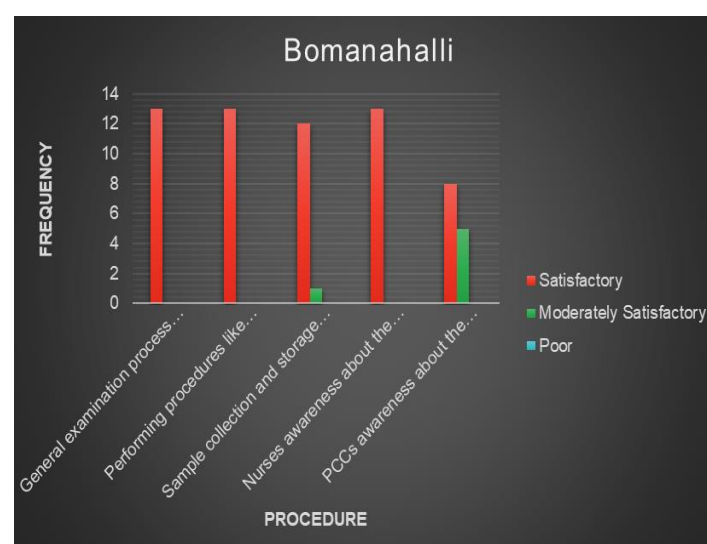
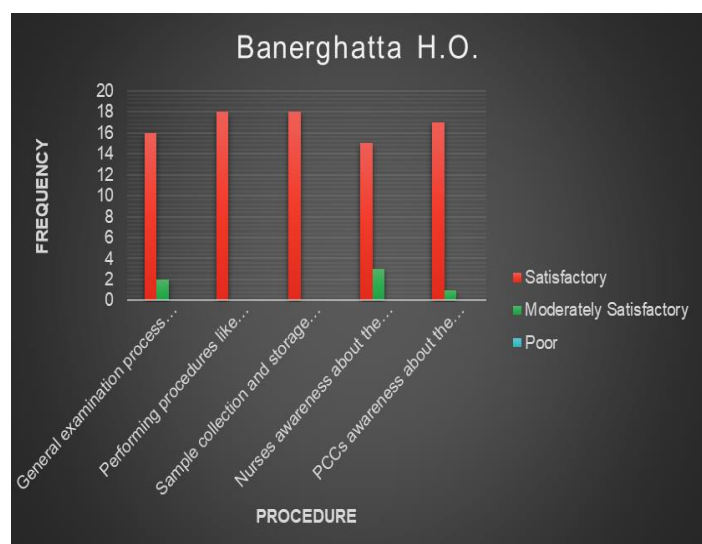
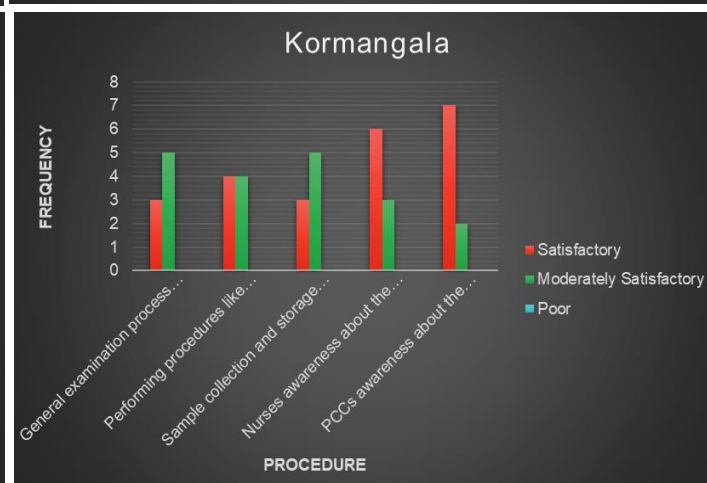
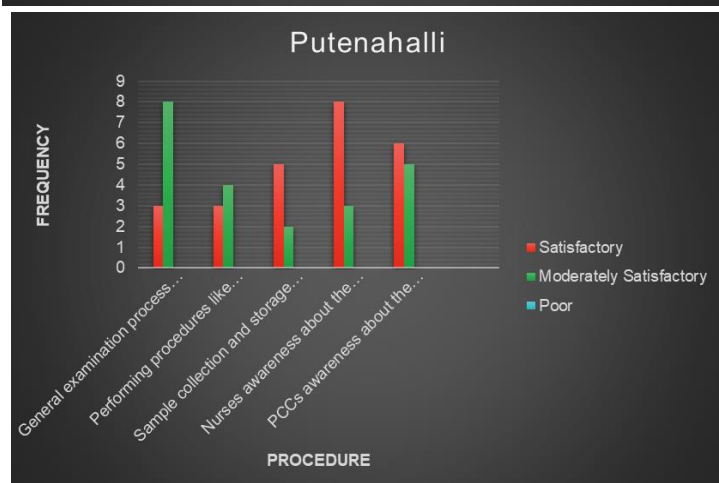
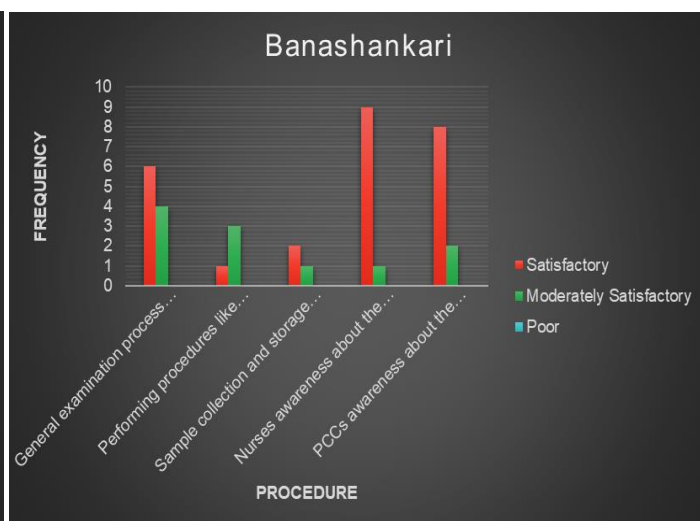
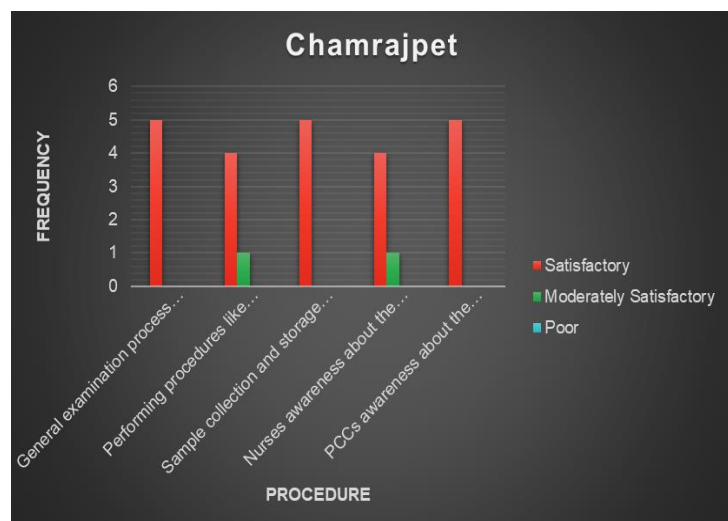


Fig 4.6.1 According to the data, nurses who were aware of the clinic's overall process flow had the highest number of observed procedural satisfaction (83 out of 100). In comparison to other places, executing procedures such as sample collection and drug arrangement had the lowest reported procedural satisfaction (68 out of 100). In addition, when compared to others, the general assessment procedure by nurse had the greatest moderate observed level of satisfaction (73 out of 100). The general awareness about process flow of CHH was seen as 75 out of 100 for both PCCs and nurses.

4.7 Location wise Distribution of responses for procedural satisfaction level



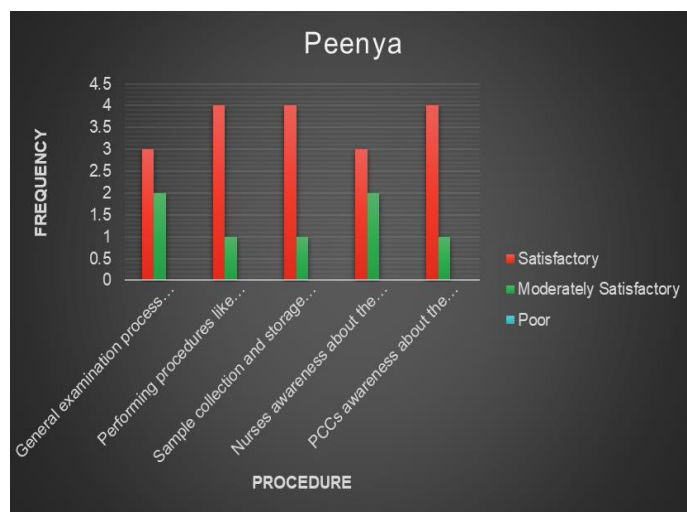
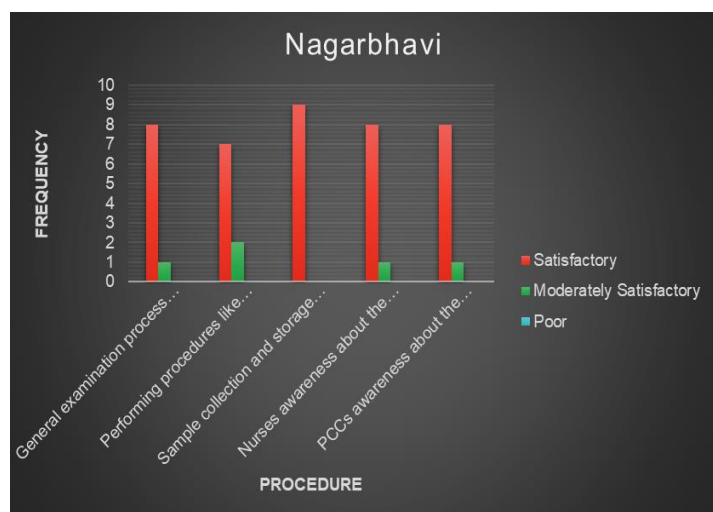
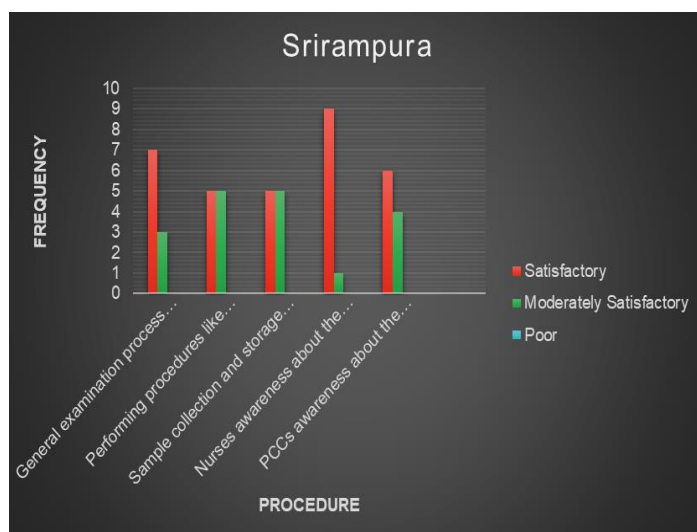
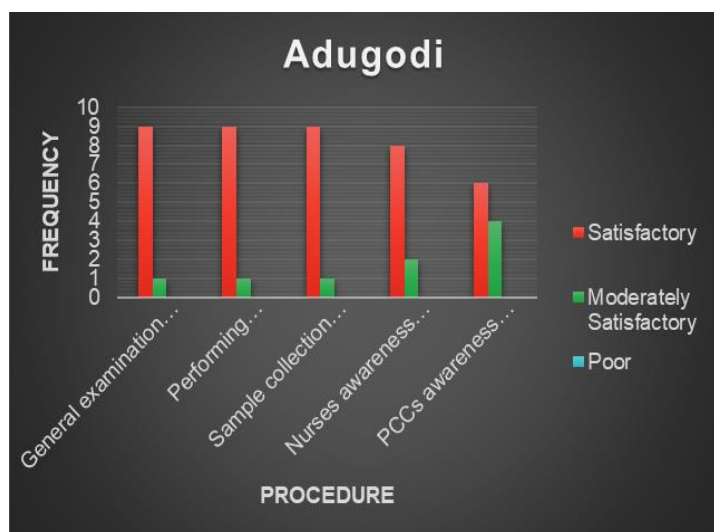


Fig 4.7.1 According the above graphs, it shows the location wise satisfaction level of the observed procures for the PCCs and nurses, from which it is concluded that Bannerghatta H.O. CHH has the most satisfactory and least satisfactory level was observed at Peenya, Putenahalli and Kormangla.

4.8 Statistical Analysis of Observational QC

Statistics					
	General examination process by nurse, that includes taking all vital signs, was done systematically	Performing procedures like dressing, sample collection, maintenance, and arrangement of medications	Sample collection and storage methodology	Nurses' awareness about the general process flow of the Clinikk	PCCs awareness about the general process flow of the Clinikk
Mean	1.74	1.90	1.96	1.83	1.75
Std. Deviation	.442	.560	.530	.378	.435
Variance	.196	.313	.281	.143	.189

4.8.1 Overall Observational Result

Observational duties that must be compulsorily undertaken by the nurses:

- More interaction with the patients while performing general examination.
- Complete awareness and attentiveness towards the patient when he/she is in the CHH.
- Neat grooming of nurses, specifically with their standard dress code.
- The tone should be proper while counselling, the speech should be slow and understandable as well as in the local language that is preferred by the patient.

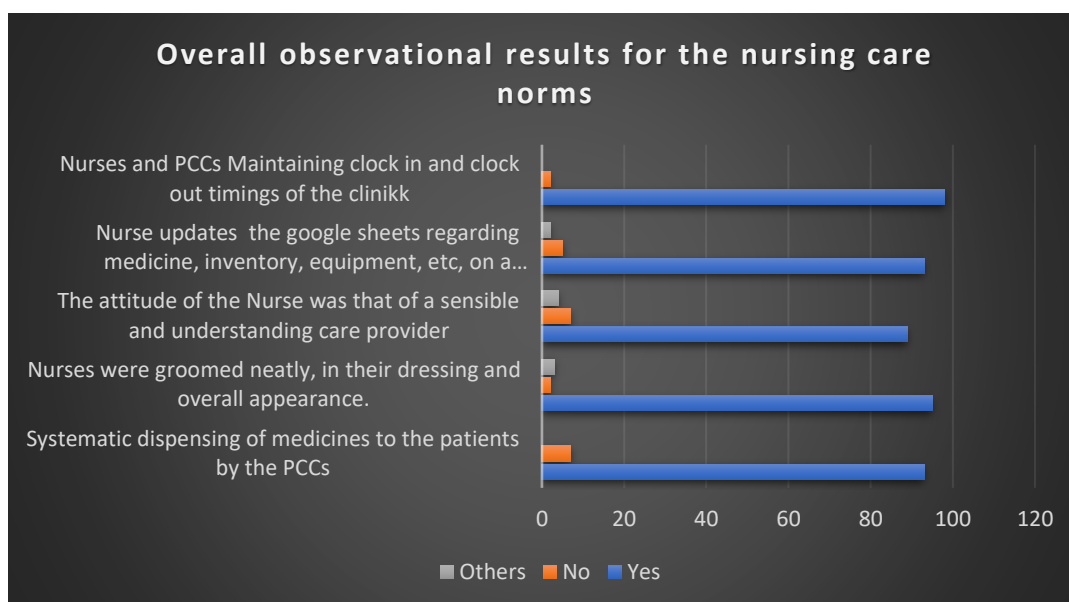


Fig 4.8.2 The above graphs depict observations made on the quality norms for the nurses, PCCs and patient related procedures. Following interpretations can be concluded from this:

- The nurses performed all the duties that had been assigned to them according to the protocols, apart from the exceptions that were observed as-
- Since all the nursing staff had only one set of uniform, they could not wear that daily and hence, had to come casually dressed on a few days.
- For the nurse attitude, and communication skills, some exceptions showed that the nurses need to interact more with the patients to make them feel comfortable rather than just performing the procedure.
- All these basic communication skills, and Klinik specific norms can be explained to the nurses to improve the quality of the patient care in the training procedure and by establishing a standard operating procedure for all the locations.

Observational duties that must be compulsorily undertaken by the PCCs:

- Introducing them with their name and designation compulsorily for every patient.
- Explain the patient about the Klinik app.
- Complete awareness and attentiveness towards the patient when he/she is in the CHH.
- Neat grooming of PCCs, specifically with their standard dress code.
- The tone should be proper while counselling, the speech should be slow and understandable as well as in the local language that is preferred by the patient.

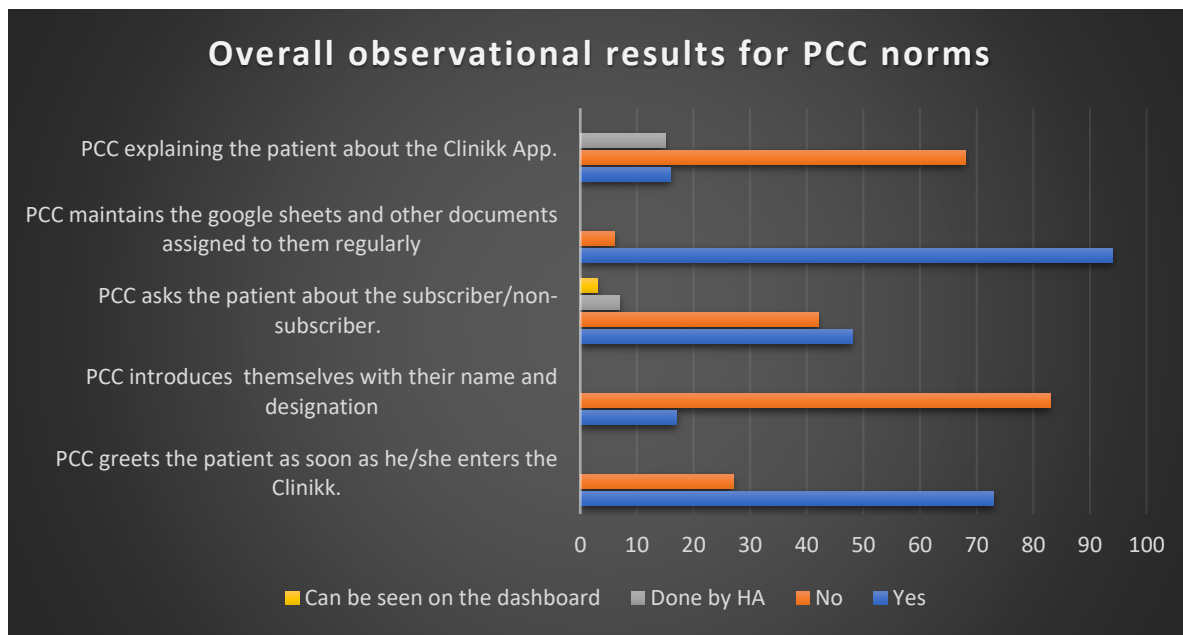
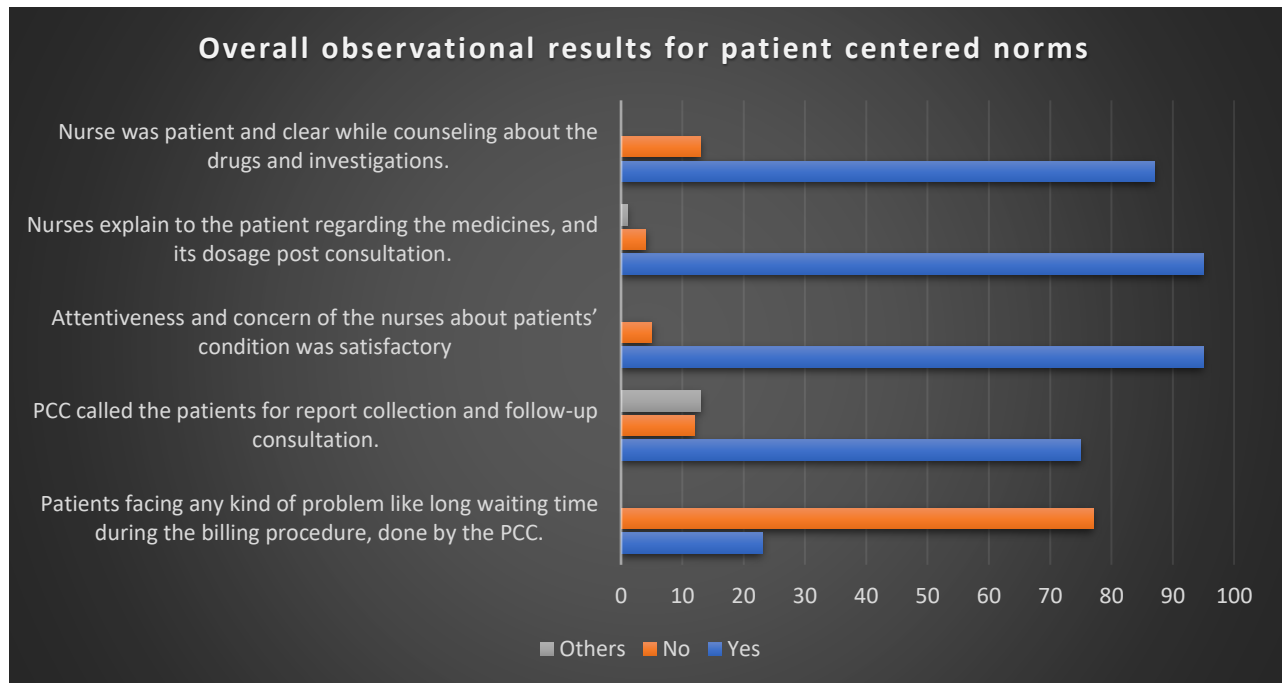


Fig 4.8.3 The above graphs depict observations made on the quality norms for the PCC services

- The PCCs did not explain patient about Clinikk app, while very few of them did, the rest had it assumed that it would be explained to them by the Health Advisors.
- A very important parameter that was observed for the PCCs was greeting the patient specifically by their name and designation which was not at maximum number of CHH.
- The duties of dispensing medicines as well as greeting the patient when they entered the Clinikk was done on a regular basis with some few exceptions.

4.8.4 Observational results for the patient centered norms



4.8.4 The depict observation made on the quality norms for patient related procedures. The patient centred norms, it was observed that the nurse's attitude towards patient counselling could be improved. Timely informing of the PCCs to the patient for report collection and follow up consultation to be done on a regular basis.

For some specific locations there was more patient flow, there was miss-management towards patient needs patient wait for longer period before consultation and which lead to longer waiting time and TAT.

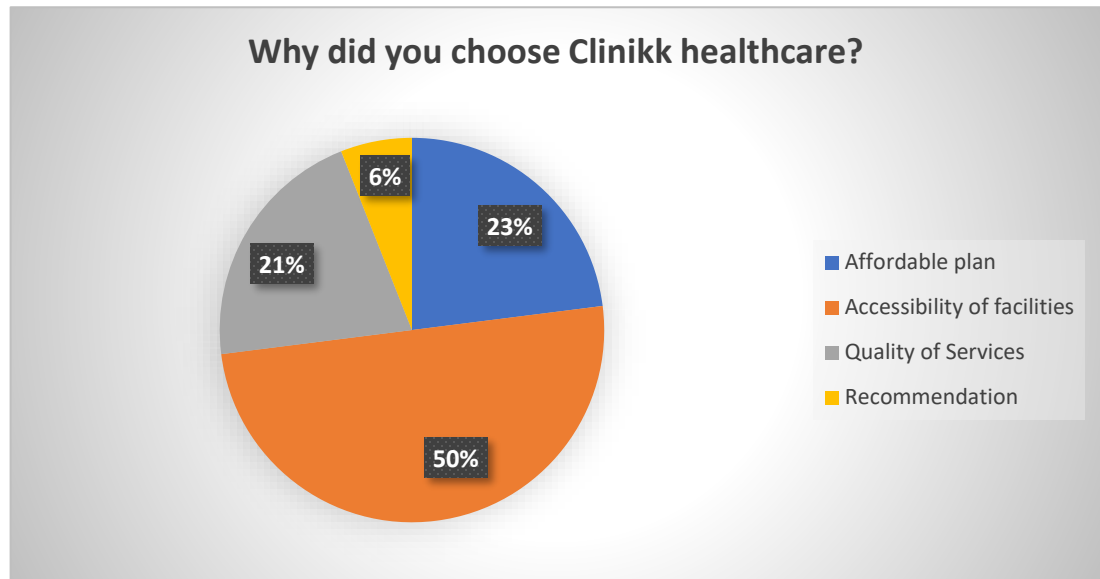


Fig 4.8.5 According to the data, 50% of participants picked Clinikk healthcare because of the facility's accessibility, 23% because of the affordable plan, 21% because of the quality of service, and 6% because of a recommendation.

CHAPTER 5

DISCUSSION

This chapter provides a brief overview of the current study, including the conclusions derived from the findings and inferences taken from the data, as well as recommendations for the areas that need improvement that will improve overall patient satisfaction at CLINIKK health services.

5.1 Discussion

This research study was conducted on the topic of determining the Quality control norms through Patient Satisfaction towards Health Services at CLINIKK Healthcare. The study involved 100 patients from ten major locations being Bannerghatta, Bommanahalli, Banshankari, Chamrajpet, Puthenahalli, Adugodi, Kormangala, Srirampura, Nagarbhavi, and Peenya, at Clinikk healthcare in Bangalore, Karnataka. The primary goal of the survey was to measure overall patient satisfaction with the organization's services. Every firm has its own culture and expectations, which influence overall satisfaction with health-care services based on the observations and customers satisfaction from the services provided. So here we took the feedback from the patients with face-to-face interviews as well as observed the staff for their duties and procedures that they need to adhere to according to the general quality norms for them. It was observed that major effect on the satisfaction level was due to the doctors' services, followed by nursing and least by the patient care coordinators. While some factors like PCCs services had least effect on them, they still need to be worked on from the organizations and patients' perspective as well by forming training modules specifically made for the care team. Hence, we can conclude that, this collected data, through one-to-one interaction with patients will help in giving a more precise idea and better patient experience for the future of this organization.

We found the highest level of satisfaction from Bannerghatta H.O. CHH and Bomanahalli, Adugodi and to some extent Nagarbhavi and least was found in Peenya and Chamrajpet.

For the observational procedural satisfaction, most satisfaction was found in Bannerghatta, Bomanahalli, Nagarbhavi, Adugodi and Chamrajpet, and least was found in Kormangala and Peenya.

So the main reason behind good satisfaction level of Bannerghatta and Bomanahalli was good and effective team work along with the staffs awareness about its individual responsibilities too.

LIMITATIONS:

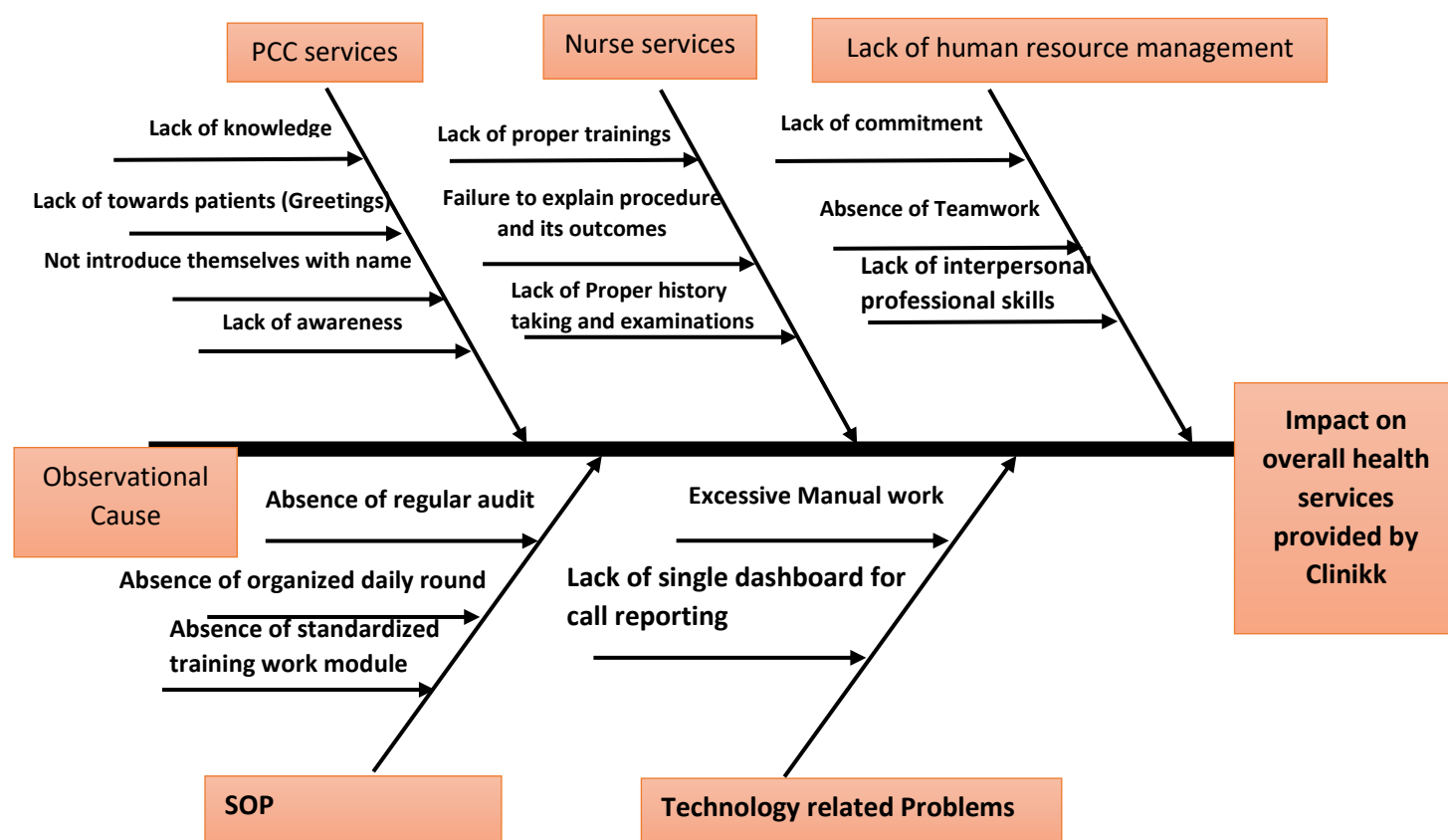
- **Tele-consultation patients were not included.**
- **The observational and interview findings were only calculated over a period of 2-3 days.**
- **Travelling to all the locations again and again was a problem.**
- **Communication barrier and language barrier with the staff and patients.**
- **Unawareness of staff about the process flow**

5.2 Root cause analysis

- ✓ The PCC's do not introduce with their name and designation every time as it mentioned in SOP.
- ✓ During the lunch hour 1-4 it is usually observed that even if the Clinikk is opened there is nobody at the reception and hence nobody is accountable for the enquiry when the patients come, if any.
- ✓ The PCC need to have willingness of counselling and good knowledge of softs skills while communicating with patients and on how to communicate.
- ✓ While performing the procedure nurses need to interact more with the patients.
- ✓ There must be a proper two sets of uniform for nurses and PCC's.
- ✓ The nurse should properly record the patients' histories and do the general examinations.
- ✓ Nurse should carefully explain the procedures and its outcomes.
- ✓ There is a huge lack of interpersonal professional skills among the care team staff.
- ✓ Lack of commitment to their work as a team and individually.

- ✓ Excessive manual work for the nurses and PCCs of maintaining the sheets and patient records.
- ✓ Absence of regular auditing of CHHs, which is restricted to twice a month.

5.3 Fish Bone Analysis



CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Overall patient satisfaction for the variables examined in the study was relatively high, as was predicted. From the results, it is quite evident that no association between gender, age group, or location and perceived satisfaction scores was discovered because the difference was statistically insignificant. The patient satisfaction is positively impacted by personnel' pleasant and sympathetic behaviour during interactions. From an organisational perspective, the study emphasises focusing on current patient requirements and implementing patient-centred care, which will enhance the patient experience and subsequently increase general satisfaction with the services provided soon.

Recommendations:

- A separate regular hands-on training session module to be prepared for the nurses including the standard operating procedures that needs to be followed by each and every Clinikk nursing staff.
- For the Zone-A CHHs, that every 2-day visit of a managing authority to check and audit for the shortcomings that were observed and improve them.
- For Zone B CHHs, dashboard to report the daily activities apart from the in and out timings, to be given to the higher authority as a team, on call before calling for the day.
- In the training module of PCCs, there must be an empathetic level of training to make them understand the importance of the organization's expectations out of them and the primary healthcare that must be given to patients.

- For physical consultation, a shot yet crisp and precise direct feedback survey to be made, so that these shortcomings are noticed on a regular basis, and which has a good scope of improvement in it.
- Single dashboard for all the patient records to avoid excessive manual work and increase the productivity.

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ANNEXURE-1

				Remarks
PCC greets the patient as soon as he/she enters the Clinikk.	Yes (1)		No(0)	
PCC introduces themselves with their name and designation	Yes (1)		No(0)	
PCC asks the patient about the subscriber/non-subscriber.	Yes (1)		No(0)	
PCC maintains the google sheets and other documents assigned to them regularly.	Yes (1)		No(0)	
PCC explaining the patient about the Clinikk App.	Yes (1)		No(0)	
Systematic dispensing of medicines to the patients by the PCCs	Yes (1)		No(0)	
General examination process by nurse, that includes taking all vital signs, was done systematically.	Satisfactory	Moderately satisfactory	Poor	
Nurses were groomed neatly, in their dressing and overall appearance.	Yes (1)		No(0)	

The attitude of the Nurse was that of a sensible and understanding care provider.	Yes (1)	No(0)	
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Observational questions-QC

Nurse updates the google sheets regarding medicine, inventory, equipment, etc, on a regular basis.	Yes (1)		No(0)	
Performing procedures like dressing, sample collection, maintenance and arrangement of medications.	Satisfactory	Moderately satisfactory	Poor	
Sample collection and storagemethodology.	Satisfactory	Moderately satisfactory	Poor	
Nurses and PCCs Maintaining clock in and clock out timings of the clinic.	Yes (1)		No(0)	
Patient centered questions:				
Patients facing any kind of problem like long waiting time during the billing procedure, done by the PCC.	Yes (1)		No(0)	
Nurses are aware about the general process flow of the Clinic	Yes (1)		No(0)	
PCC called the patients for report collection and follow-up consultation.	Yes (1)		No(0)	
PCCs awareness about the general process flow of the Clinic	Yes (1)		No(0)	
Attentiveness and concern of the nurses about patients' condition was satisfactory.	Yes (1)		No(0)	

Nurses explain to the patient regarding the medicines, and its dosage post consultation.	Yes (1)	No (0)	
Nurse was patient and clear while counseling about the drugs and investigations.	Yes (1)	No (0)	

Patient Satisfaction Survey

Doctor Services					
How would you rate the care provided by the Doctor?	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
Nursing services					
How would you rate the information and education provided by the Nurse	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
How would you rate the communication skills of Nursing staff?	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
How well Nurses explained nursing procedures clearly	Excellent	Good	Average	Poor	No response

before they performed it.	(5)	(4)	(3)	(2)	(1)
PCC Services					
How would you rate the willingness of the PCCs to answer your questions?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
How would you rate the billing procedure, done by the PCC?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Overall					
Overall, how well did the staff protect your dignity and privacy and ensure your comfort?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Your overall satisfaction with the services provided by Clinikk healthcare?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Overall, Please rate the following facilities					

Seating arrangements	Excellent (5)	Good(4)	Average(3)	Poor (2)	No response(1)
Cleanliness and Hygiene	Excellent (5)	Good(4)	Average(3)	Poor (2)	No response(1)
Why did you choose Clinikk healthcare?	Good and affordable plan	Quality of Services	Accessibility of facilities	Recommendation	

