

**STUDY ON PATIENT SATISFACTION AT ART
FERTILITY CLINIC, GURGAON**

Dissertation Submitted to



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In

Hospital and Health Management

By

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Under the Supervision and Guidance of

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2023

DECLARATION BY STUDENT

I hereby declare that this dissertation titled **“STUDY ON PATIENT SATISFACTION AT ART FERTILITY CLINIC, HYDERABAD”** 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text. (Signature)

Name of Student

Date

CERTIFICATE

This is to certify that Biswadeep Kumbhakar in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her/his internship at (name of the organization) during February 27- May 26, 2023.

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Name of the organization

CERTIFICATE

This is to certify that dissertation titled **“STUDY ON PATIENT SATISFACTION AT ART FERTILITY CLINIC, HYDERABAD”** is a record of the research work undertaken by Biswadeep Kumbhakar in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management)/MBA (Pharmaceutical Management)/MBA (Development 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

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Abstract

Introduction- For ensuring patient satisfaction and raising the standard of service provided, IVF clinic feedback mechanisms are essential. Feedback from patients who have undergone IVF procedures is systematically gathered and analysed in this study. By proactively requesting and acting upon patient input, IVF facilities may enhance the entire patient experience. Using feedback, clinics can continuously enhance their offerings, address problems, and modify their methods to meet the requirements of those seeking fertility treatment alone as well as in couples. The feedback mechanism also helps to foster a patient-centred environment and advance the process of successful fertility outcomes.

Objective-

1. To pinpoint the elements, such as care quality, doctor-patient communication, accessibility to care, and physical environment, that affect patients' satisfaction with the clinic's services.
2. To measure patient satisfaction with the ART fertility clinic, including both overall satisfaction and satisfaction with aspects of care, like wait times, staff friendliness, and treatment results. The clinic's efforts to improve quality and provide patient-centred care can be guided by the assessment's findings. Understanding patient satisfaction can also increase patient retention and encourage positive word-of-mouth recommendations.

Methodology- The research was done at the ART Fertility Clinic in Hyderabad. All patients who finished and submitted the feedback form were counted among the ART patients in the study. Incomplete patient survey forms are a requirement for exclusion from the study. The purpose of the study is to assess how satisfied ART patients are with the clinic's services and to pinpoint areas that could be improved. Primary data was gathered through document review and observation. The study lasted three months, and the sample size was 100. The study employs a random stratified sampling method. The goal of the study was to assess patient satisfaction with ART Fertility Clinic's services,

considering elements like communication, accessibility, and overall experience. Results of the data analysis conducted using Microsoft Excel

Result- The study is being conducted at Hyderabad's ART Fertility Clinic. For three months, 100 samples were obtained using simple random sampling. Following each appointment and their separate scheduled procedure, there is an outpouring in which we ask the patient to offer their essential input. According to a poll done at the ART Fertility Clinic in Hyderabad, most patients were satisfied with the treatments provided. The poll covered a variety of clinic experiences, such as reception, registration, consultant interaction, procedure knowledge, cost understanding, counselling sessions, pharmacy services, department cleanliness, waiting room comfort, and overall patient experience.

Conclusion- Overall satisfaction is excellent at the ART Fertility Clinic in Hyderabad, according to a survey and analysis of patient comments. Nevertheless, several aspects, such as the welcoming experience, the registration procedure, pharmaceutical services, counselling sessions, and cost understanding, should be improved. Addressing these areas for development is crucial to increase patient satisfaction and deliver a consistent good experience. According to current feedback, most patients refer the clinic to their family and friends, which is a positive indicator of patient retention. Improving patient satisfaction by incorporating patient feedback can lead to an increase in clientele and income for the clinic.

Keywords: Feedback, Patient satisfaction, Services, IVF, IUI, ART.

ACKNOWLEDGEMENT

The study is being conducted at the ART Fertility Clinic in Hyderabad. I'd want to express my deepest thanks and appreciation to everyone who assisted me in finishing my thesis. First and foremost, I'd want to thank my supervisors, Mr. Yashpal Singh Rao, and Mr. Ramesh Gattu, for their invaluable guidance, unshakable support, and persistent encouragement during the whole study process. Their expertise, insight, and critical feedback were crucial in shaping and increasing the overall quality of my thesis. I'd want to express my deepest thanks and appreciation to everyone who assisted me in finishing my thesis.

I would like to express my sincere gratitude to the employees at the ART Fertility Clinic in Hyderabad who so kindly donated their time, resources, and knowledge. This study has been a great success thanks to their cooperation and willingness to share their knowledge and experiences.

I sincerely appreciate the participation of every volunteer in this study. Their willingness to freely impart their knowledge and experiences has been instrumental in shedding light on the subject and improving the study's findings. Their contributions will undoubtedly deepen our understanding of the topic of IVF patient satisfaction.

Thank you for your constant support, belief, and contributions.

Biswadeep Kumbhakar

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ABOUT ART FERTILITY CLINICS

ART Fertility Clinics is a leading institution of Reproductive Medicine with clinics in UAE & India. The institution is known for delivering the highest success rate in the region and has helped thousands of couples achieve their dream of parenthood. Clinical Excellence in Delivering Highest Pregnancy Success Rates, The Most Advanced Technology & Infrastructure and Proprietary research and techniques have established Art Fertility Clinics as Leaders in Fertility Treatments & Research Globally. ART Fertility is renowned world over for its research and latest advancements in Assisted Reproductive Technologies (ART). With international expertise and region-specific know-how, ART Fertility brings exceptional standards of processes, protocols, and policies that have helped thousands of births to date.

In 2015, IVI RMA Global launched ART Fertility Clinics as a division under the name IVI Middle East. IVI RMA sold its ownership to Gulf Capital in January 2020, and the company was renamed ART Fertility Clinics. Since its inception, Prof. Dr. Human Fatemi has served as the group medical director at ART Fertility Clinics and Mr. Suresh Soni has served as the organization's chief executive officer.

The ART Fertility Clinics have opened clinics in Abu Dhabi, Muscat, and Dubai over the past six years, growing to become the top centre for human reproductive medicine in the Middle East. ART Fertility has increased its presence in India as part of the Gulf Capital-mandated global expansion initiative and will begin operating in six clinics across the country in 2021. Several new ART Fertility Clinics will open in Europe and Asia in the second half of 2023, according to the company.

VISION

To deliver the best human reproductive medicine services in the world to address the needs of our patients; Stimulating research amongst our physicians, geneticists and embryologists so that we can deliver their translational research into the latest treatments; teaching and training all of our staff to achieve the highest levels of professional excellence in customer care.

MISSION

To become the Global Reference standard for clinical outcomes, patient satisfaction, research, and teaching in the field of Human Reproduction and Genetics.

VALUES

Strive to go the extra mile for our patients. Eagerness to be the best in the field of Human Reproduction. Curiosity to learn and improve our services. Freedom for our staff to take initiatives and to innovate. Provide Customer Delight and Appreciation of our services.

ART Fertility Clinics is known for delivering the highest success rate of 70% (as per internal data) of pregnancy rate in Self cycle in the geographies it operates in and has helped thousands of couples achieve their dream of parenthood.

Company USPs-

- Clinical Excellence delivering the highest pregnancy rate.
- The most advanced technology and infrastructure
- Science and Innovation
- RI Witness
- Transparency and Highest Ethical Standards
- Compassionate care, patient satisfaction, and safety

ART Fertility Clinics-Carrying the legacy to India now-

- Delhi
- Gurgaon
- Ahmedabad
- Mumbai
- Hyderabad
- Chennai
- Kolkata (Upcoming)
- Bangalore (Upcoming)

INTRODUCTION

Assisted reproductive technology is used to treat infertility (ART). It includes techniques for increasing fertility that work with both sperm and eggs. It works by extracting eggs from the ovaries. The sperm and eggs are combined to form embryos. The parent's body receives the embryos after that. In vitro fertilisation is by far the most well-liked and effective form of ART (IVF).

ART procedures may involve the utilisation of donor eggs, donor sperm, or previously frozen embryos. A gestational carrier or surrogate may be employed as well. A surrogate is a woman who conceives a child using one of the couple's partners' sperm. A gestational carrier conceives a child with the help of one partner's egg and the sperm of the other.

Multiple pregnancies are the most possible ART consequence. By stopping the number of embryos getting implanted into the parent's body, it can be limited or at least reduced.

In vitro fertilisation is the term used to describe the process of fertilising an egg and sperm in a lab.

During the treatment, a woman's ovulatory cycle is closely monitored and stimulated. An ovum is then retrieved from her ovaries and allowed to fertilise in a lab with sperm.

IVF occurs in women under the age of 35. 41.4% of first embryo transfers result in live births. The rate of live births with a later embryo transfer is roughly 47%. The success rates of IVF can vary depending on a variety of factors, including the individual's health and fertility, as well as the quality of the embryos. Additionally, multiple rounds of IVF may be necessary for some couples to have a successful pregnancy.

IVF facilities play an important role in aiding couples and individuals who are experiencing infertility to realise their dream of having a child. Patient happiness is an important factor in providing great healthcare services. IVF clinics may acquire useful suggestions from patients, evaluate their experiences, and make as per required modifications to improve overall treatment quality by creating a comprehensive feedback mechanism.

The patient satisfaction feedback mechanism is an organised strategy of gathering, analysing, and acting on the opinions, ideas, and suggestions given by patients who have had IVF procedures. This feedback provides the clinic with important information related to the patient's journey, their level of happiness, and concern areas for growth and

improvement. Clinics may discover areas of strength and weakness, make requirement modifications, and ultimately offer better treatment for their patients by using a patient feedback mechanism. This input can assist clinical create trust with their patients and boost their community reputations.

As a demand for IVF treatment develops IVF facilities patient care and satisfaction become increasingly vital. Having an effective feedback procedure in a place is crucial for guaranteeing continuous improvement and offering patient cantered services. This thesis looks at the significance of feedback systems in IVF clinic with a focus on how they can improve patient happiness and the entire IVF experience.

IVF therapy begins with several phases ranging from first consultation and investigation findings through treatment procedures and follow up care patients have the option to contribute their experience problems and ideas at each phase IVF clinics may acquire significant insights into strengths and limitations of their services by actively socialising patients feedback allowing them to make educate decisions to increase patients' happiness.

The goal of this this is to investigate the critical components of an effective feedback mechanism for patients' satisfaction in IVF facilities. It will study the benefits of using such systems, the difficulty clinic has in receiving and evaluating patient feedback, and the strategies utilise to effectively address these challenges. Furthermore, the impact of customer feedback on the quality of service provided by IVF clinics, as well as its link with the patient satisfaction outcomes, will be explored.

The importance of this study rests in its potential to bridge the gap between patient expectations and the services delivered by IVF facilities. This study intends to contribute to the corpus of information about patient satisfaction in IVF clinics by emphasising patient feedback as a catalyst for progress. Finally, the findings of this study will help healthcare practitioners, policymakers, and IVF clinics optimise their practises, ensure the highest levels of patient satisfaction, and achieve successful outcomes in the field of assisted reproduction.

Benefits of Feedback Mechanism: Implementing a patient satisfaction feedback mechanism in IVF facilities has a number of benefits. It enables clinics to assess the effectiveness of their offerings and pinpoint problem areas, to start. By actively listening to their patients' feedback and tailoring their services accordingly, clinics can better understand the desires and expectations of their patients. By increasing patient engagement and trust in the clinic, a feedback mechanism can improve patient retention and referrals. IVF clinics can raise the general standard of care they provide and ultimately increase their success rates by soliciting feedback frequently and attending to issues.

Secondly, patients feel more empowered as a result of feedback mechanisms. It provides them with a forum for sharing their thoughts, worries, and recommendations, which may help with their emotional health. Clinics can improve patient engagement and trust by actively involving patients in the process of improvement. Improved patient satisfaction and loyalty as well as better health outcomes may result from this. Furthermore, feedback mechanisms can assist clinics in identifying areas for development and implementing necessary adjustments to improve the general patient experience.

Third, feedback system provides accurate information that may be used to evaluate the efficiency of various treatments and procedures offered by the IVF clinic. This data may help clinics better identify patterns, examine findings, and make educate decisions to enhance their services and improve patient experience by promoting greater communication and customised treatment by allowing patients to communicate their ideas and concern to the clinic. It is critical for IVF clinics to create effective feedback systems to continuing enhance the services and provide the greatest results for their patients.

Implementing an Effective Feedback Mechanism:

To ensure an effective feedback mechanism, IVF clinics can adopt the following strategies:

1. **Accessibility:** make it possible for patients to provide feedback through a variety of channels, such as online service suggestion boxes, emails, or dedicated phone lines. This allows patient to select the strategy that is most appropriate for them and enhance the possibility of obtaining a variety of replies.

2. Anonymity and Confidentiality: Assure patient's that their comments will be processed with outmost secrecy and that, if wanted, their name would be kept secret. This fosters honest and open feedback, allowing healthcare practitioners to get more accurate insights into the patient experience and create modifications that better match patient's requirement. It is critical to emphasise the importance of anonymity to create trust with patients and arrange them to submit relevant feedback.

3. Ongoing Feedback Collection: implement consistent feedback gathering techniques at all points of the IVF experience, search as initial consultations, treatment procedures and post treatment follow up. This allows clinics to gain a thorough insight of the patient experience and fix concerns in real time. Clinics most actively listen to the patients inputs and make the necessary modifications to constantly enhance the IVF experience.

4. Prompt Response: respond to patient comments as soon as possible recognising their inputs and reminding them that their thoughts are appreciated. This displays the clinics dedication to patients' happiness and promotes future participation it is crucial to disclose the activities turn or planned to response to feedback demonstrating the clinics dedication resolving patient issues and making changes. Furthermore, providing regular updates on status of these measures might aid in development of trust and strengthening of the patient provider connection. Clinics may enhance patient outcomes and provide a most positive healthcare experience for all involved by actively soliciting and reacting to feedback.

5. Continuous Quality Improvement: IVF facilities should use the comments to find areas of for improvement an implement adjustment to improve care quality. Regularly reviewing and assessing the effectiveness of implemented improvements ensures a continuous cycle of feedback and improvement, leading to better patient satisfaction outcomes. and increased success rates. Additionally, IVF clinics should also prioritize staff training and education to ensure that all employees are up to date with the latest techniques and best practices in the field. This can further improve the quality of care provided to patients and lead to better overall outcomes.

Here are the objectives for the study-

1. To identify the factors that contribute to patient satisfaction with the clinic's services, including the quality of care, communication with healthcare providers, accessibility of care, and physical environment.
2. To assess the level of patient satisfaction with the ART fertility clinic, including overall satisfaction and satisfaction with specific aspects of care.

Literature Review-

S no.	Author	Title	Study Location	Sample Size	Sample Technique	Salient Features
1	Vivienne L. Souter ¹ , G. Penney ^{1,4} , J.L. Hopton ³ and A.A. Templeton ²	Patient satisfaction with the management of infertility	Scotland	1366	Simple Random Sampling	Despite the fact that 87% of respondents were satisfied or extremely satisfied with their care, a number of flaws were discovered. Thirty-nine percent had never been asked to bring their partner to the clinic, and 86% felt they had not received adequate emotional support during their infertility treatment. 47% felt they were not provided a clear strategy for the future, and 23% of those who had received medication treatments said they were given little or no information regarding the treatment or its negative effects. Only one-third had received any written information, and 78% wished for more. In

						compared to other areas of their care, including "help with the emotional aspects of infertility," women gave "the information and explanation given" and the "attitude of the doctor at the clinic" good ratings. Women were generally happy with their care, but there is room for improvement by providing more written material, explanation, and by taking a more couple-centred approach. Clinics should take action to address the psychological effects of infertility when resources permit.
2	<u>-Limor Dina Gonen</u>	Satisfaction with in vitro fertilization treatment: patients' experiences and professionals' perceptions	Israel	204	Simple Random Sampling	According to the report, most infertile patients are happy with the care they received. There was discovered to be a substantial correlation between patient satisfaction with IVF and a number of demographic

						parameters, including age, education, income, and the number of fertility treatments, as well as psychological factors, such as "pessimism" and "activeness." The findings showed a bad link between the WTP for IVF therapy and how satisfied people were with their physical and medical status. Healthcare professionals may be better able to meet patients' requirements, wishes, and priorities if they have some understanding of the quality of care from the patients' point of view.
3	Ronen_Roze nblum	The impact of medical informatics on patient satisfaction: A USA-based literature review	USA	1293	Simple Random Sampling	56 studies out of the 1293 citations examined matched our inclusion standards. These studies' designs mostly consisted of cross-sectional surveys (n = 17, 30%), pre and post studies (n = 14, 25%), and randomised

					controlled trials (n = 20, 36%). Overall, 54% (n = 30) of the studies showed that HIT improved patient satisfaction, 34% (n = 19) failed to show any improvement, 11% (n = 6) had results that were difficult to interpret, and 2% (n = 1) suggested a detrimental effect. Out of the 20 RCTs, 40% (n = 8) shown a favourable impact of HIT on patient satisfaction, 50% (n = 10) did not demonstrate any impact, and 10% (2) had equivocal results. Highlights • There was no conclusive evidence that HIT improved patient satisfaction. • There is a shortage of highly scientifically prepared study examining the effect of HIT on patient satisfaction.
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						• There is a need for more high-quality research investigations.
4	Selma M. Mourad M.D.	Determinants of patients' experiences and satisfaction with fertility care	Netherlands	1499	Simple Random Sampling	In general, patients' satisfaction with care was high (94%). Waiting times, information provision and emotional support were experienced the least positive aspects of care. Determinants of all care aspects were found to be significant at four different domains: three at patient level, i.e., demographic characteristics, type of received treatment and both general and mental health status, and one at clinic level, i.e., organization of care.
5	Lisa M. Shandley M.D., M.Sc. ^a v	Patient-centered care: factors associated with reporting a positive experience at United States	U.S	7456	Simple Random Sampling	Of the 7,456 women included, 63.1% reported PPE. Pregnancy resulting from treatment was a predictor of PPE. In multivariable analysis, the strongest predictors of PPE were related to the patient-physician

		fertility clinics				relationship (“feeling treated like a human rather than a number” and having a doctor with good communication skills and who set reasonable expectations). Multiple clinic-related factors were also independently associated with PPE, including satisfaction with billing, shorter wait times, and easy appointment scheduling.
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Methodology-

Study Area- ART Fertility Clinic, Hyderabad

Study Population- ART patients

Inclusion- All the patients who completed and submitted the feedback form.

Exclusion- Patients' incomplete feedback forms.

Duration Of the Study- 3 months

Sample Size- 100

Sample Techniques- Stratified random sampling.

Data Collection Procedure- Primary Data Collection.

Data Analysis Plan: The collected data will be analysed using software such as Microsoft Excel.

Ethical Considerations- This study will involve direct interaction with patients, and the data used will be obtained from primary data which is taken by informed consent ensuring anonymity and confidentiality of ART patients.

Research Question:

1. What factors influence patient satisfaction at an ART fertility clinic?
2. To what extent do the clinic's physical environment and amenities impact patient satisfaction, and what improvements can be made to enhance the patient experience?
3. How does the level of communication and information offered by the healthcare team effect patient satisfaction with the ART fertility clinic, and what initiatives may be done to enhance communication and information sharing?

RESULT-

A total of 100 sample size was collected during 3 months through Simple Random Sampling.

Subsequently every consultation and their respective scheduled procedure, there is an outpour where we request the patient to share their valuable feedback.

1.Point of reference and ground of the feedback survey:

1. Pointers	Poor	Average	Good	Very Good	Excellent
2. Experience at reception	0	12	18	19	51
3. Experience at Registration	0	10	15	23	52
4. Experience with Consultant	0	0	15	22	63
5. Understanding of procedure	0	0	17	21	62
6. Understanding of cost involved	0	2	20	25	53
7. Counselling sessions	0	2	18	25	55
8. Experience at pharmacy	0	4	16	21	59
9. Cleanliness of the department	0	0	8	21	71
10. Comfort of waiting area	0	1	13	16	70

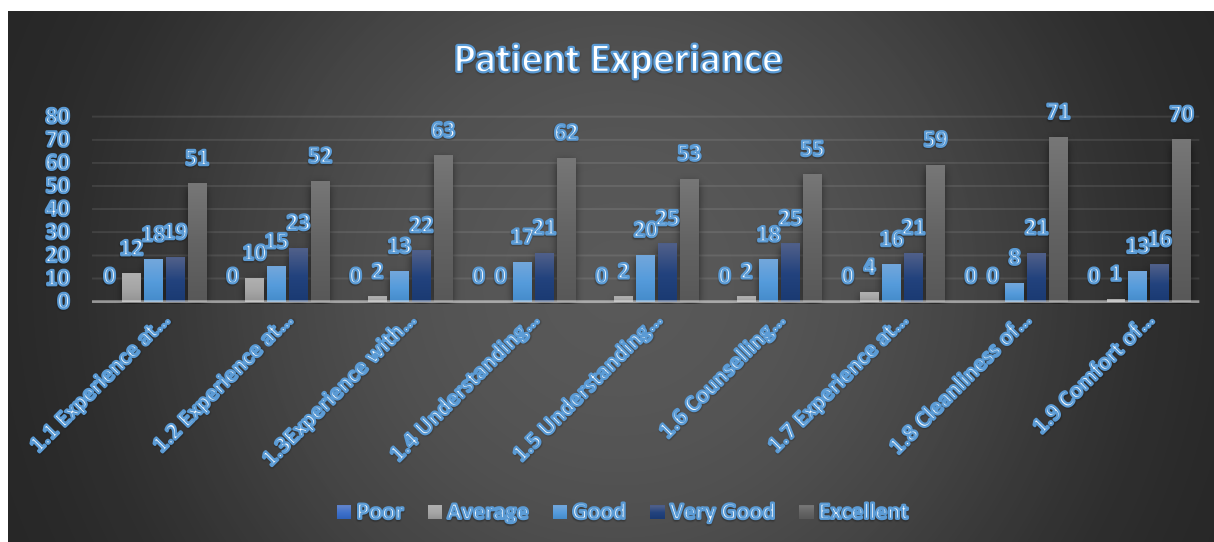


Table-1.1 Percentage distribution of satisfaction with respect to Experience at reception.

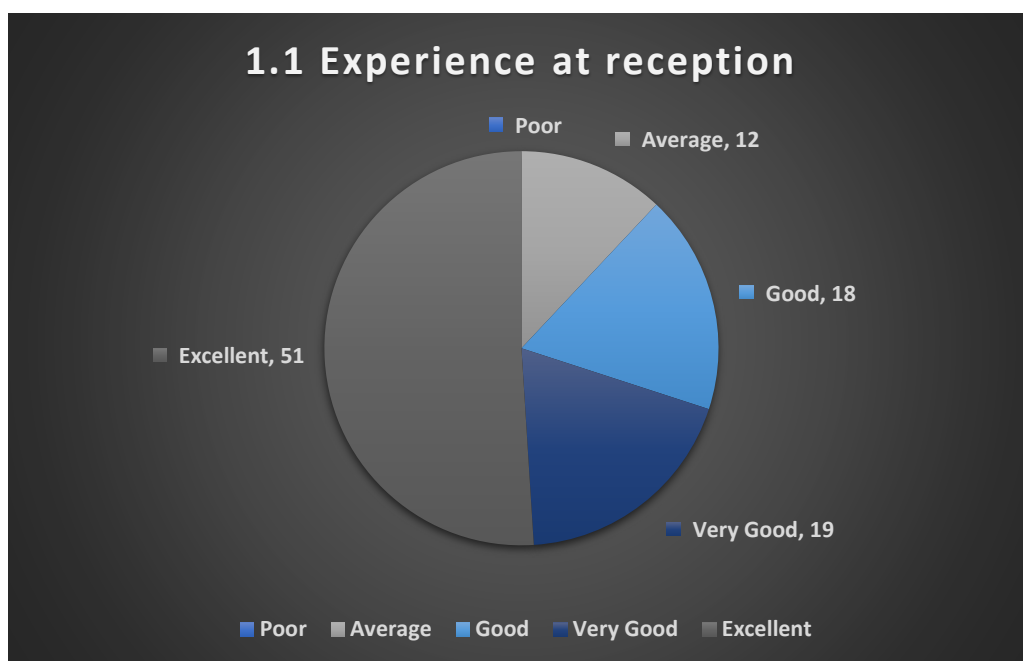


Table-1.2 Percentage distribution of satisfaction with respect to Experience at registration.



Table-1.3 Percentage distribution of satisfaction with respect to Experience with consultant.



Table-1.4 Percentage distribution of satisfaction with respect to Understanding of procedure.

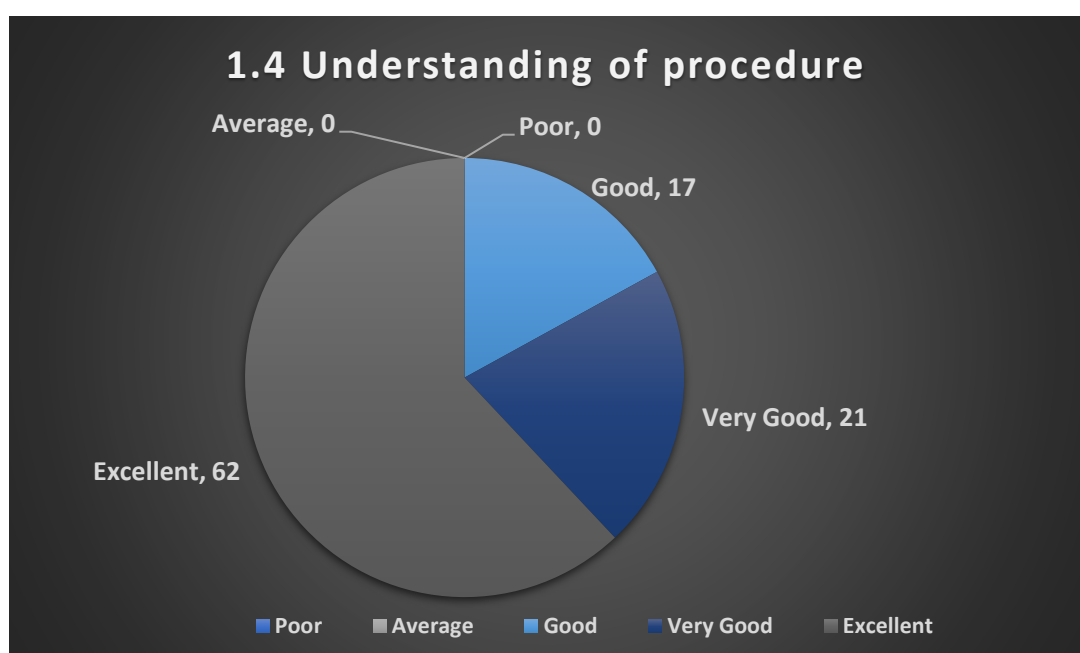


Table-1.5 Percentage distribution of satisfaction with respect to Understanding of cost involved.

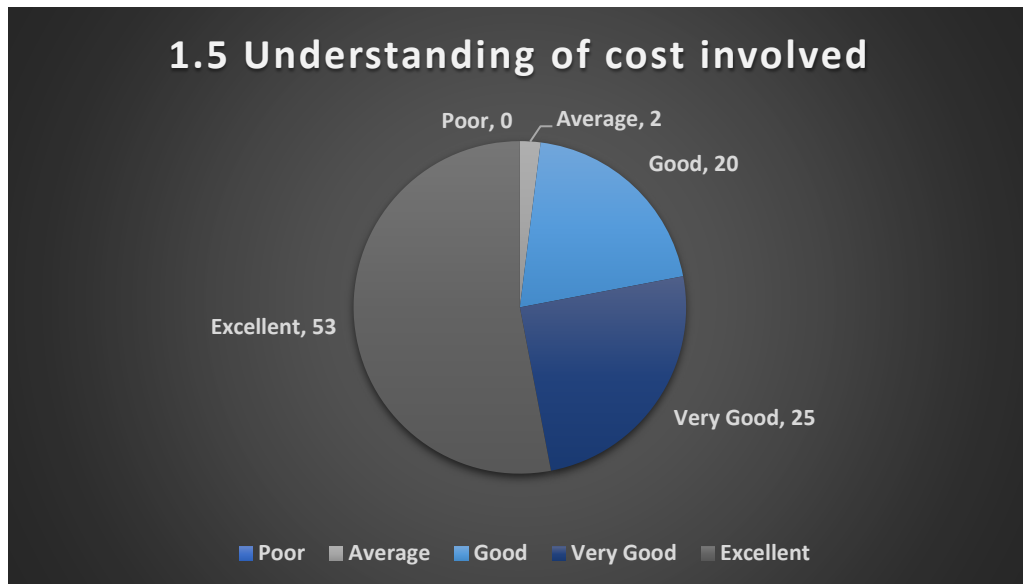


Table-1.6 Percentage distribution of satisfaction with respect to Counselling sessions.

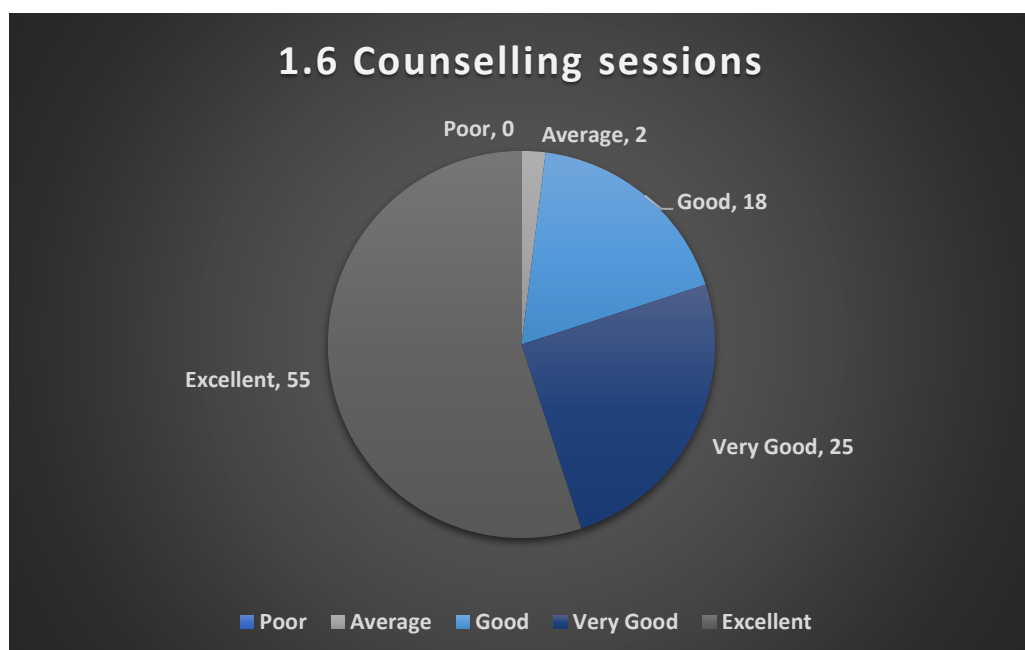


Table-1.7 Percentage distribution of satisfaction with respect to Experience at Pharmacy.



Table-1.8 Percentage distribution of satisfaction with respect to Cleanliness of the department.

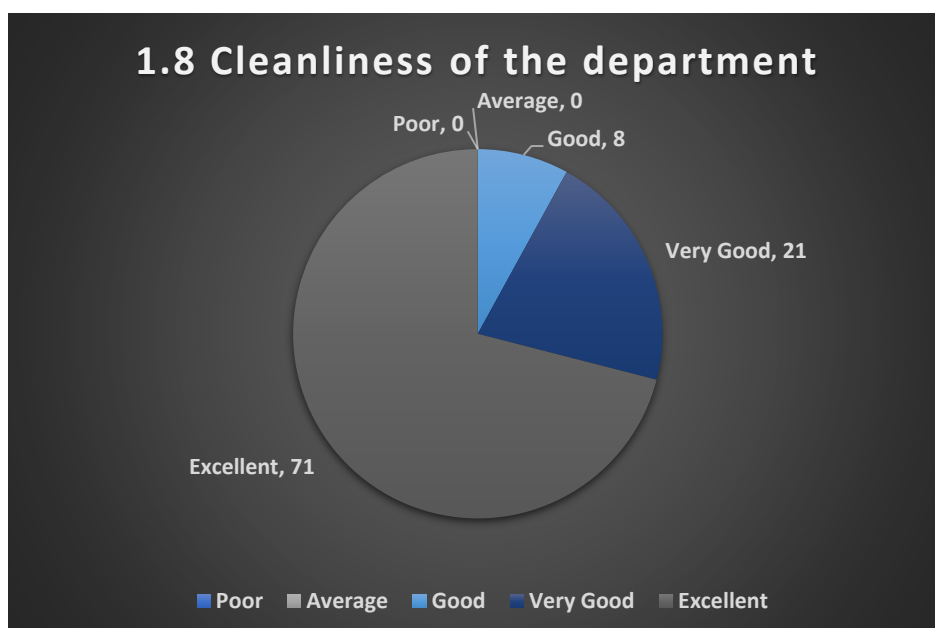
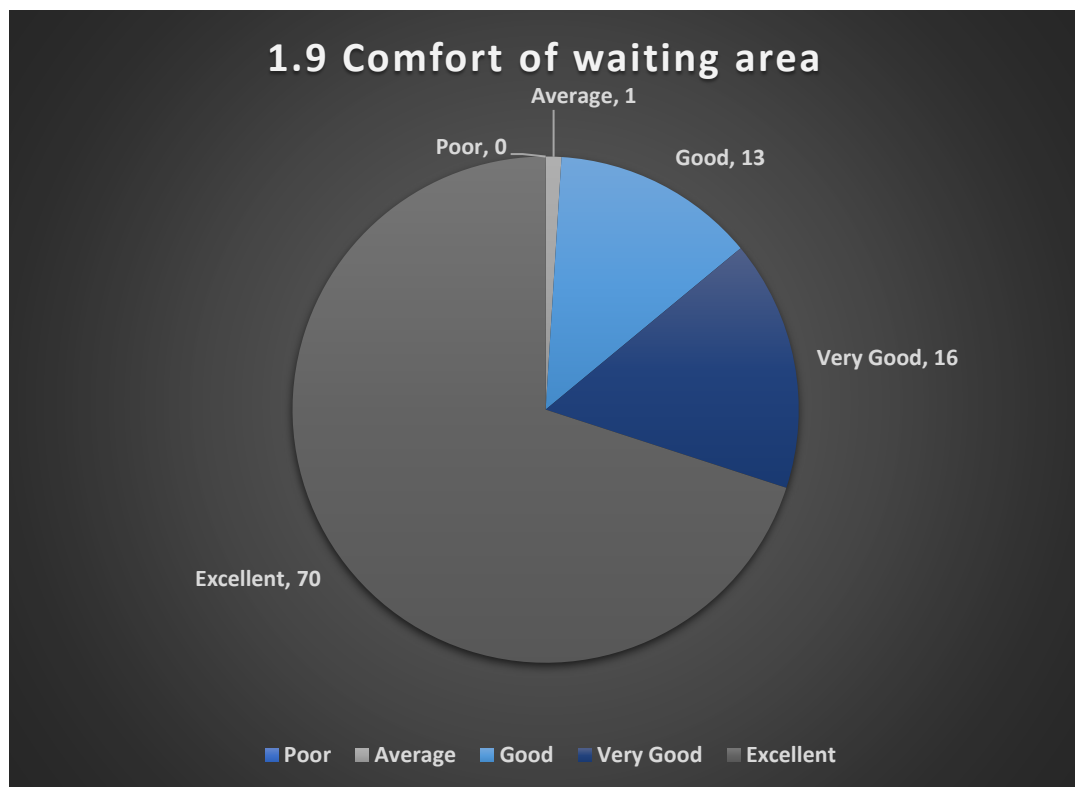


Table-1.9 Percentage distribution of satisfaction with respect to Comfort of the waiting area.



Discussion-

According to the results of this study, the majority of the patients were pleased with the treatment offered by the Art fertility clinic in Hyderabad. Check in, registration, consultation with consultants, comprehension of process and expenses, counselling patients and pharmacy service department, cleanliness and waiting room comfort were all addressed in this study. Notably, a large proportion of patients evaluated these components as “very good” or “excellent”. However just approximately 11% of patients give an average answer to the receiving experience and only around 9% give an average response to the registration procedure. Furthermore, just 1% of the patients were usually

generally satisfied with the counselling sessions and around 4% believe the pharmacy visit were average. These findings indicate that there is room for improvement in registration pharmaceutical service counselling sessions and cost understanding. All of these factors contribute to increase patient satisfaction in medical institutions. Notably, with a sample size of 100 respondents the surveys' purpose Was to assess patient satisfaction add Gurgaon art fertility clinic. The result of the survey revealed that the majority of the patients had a very good assessment off the clinics level of service quality. Patients appreciated the staff members personalised care and attention which served to alleviate any worries or anxiety they may ever had. Some patients, however, raised reservations regarding weight times and encounters with medical workers. Overall, these findings highlight the need of providing patient with comprehensive, empathic treatment to guarantee their contentment of wellbeing.

CONCLUSION-

It is obvious from the survey results and analysis that patients at the ART Fertility Clinic in Gurgaon have high levels of satisfaction. Most patients were happy with the assistance they received at the front desk, during registration, during consultations, during understanding procedures and costs, during counselling sessions, with pharmacy services, with the cleanliness of the department, and with the comfort of the waiting area. The survey did however point out some areas that needed improvement. Few patients reported average levels of satisfaction in some areas, most notably the reception experience, registration process, pharmacy services, counselling sessions, and cost comprehension. To further improve patient satisfaction and guarantee a consistently positive experience for all patients, these issues should be addressed. These gaps can be filled by incorporating those feedbacks into the workflow. The patient's recommendation of the clinic is a crucial factor because it demonstrates patient retention. Most patients were likely to tell their family and friends about the clinic. Overall, the survey's results highlight how critical it is for an IVF clinic to continuously monitor and address patient satisfaction. The ART Fertility Clinic can continue to offer top-notch care and live up to the expectations of their patients by actively addressing areas of concern and upholding the high standards mentioned by the majority of patients. Customer satisfaction is a crucial indicator of how well a clinic or other healthcare facility is performing.

Implication of Research-

1.Improved patient experience: In order to increase patient satisfaction, IVF clinics may need to make changes in certain areas, according to the study. For instance, if patients are unhappy with the level of communication, the study may be able to assist the clinic in resolving the problem by enhancing communication. Since satisfied patients are more likely to stick to treatment plans and have better mental health, improving the patient experience can increase patient satisfaction and improve health outcomes. Enhancing patient satisfaction may also result in more referrals and favourable word-of-mouth endorsements for the clinic.

2.Enhanced clinic reputation: The study can help improve the reputation of IVF clinics by showcasing their commitment to patient satisfaction. Positive word of mouth from delighted patients can you bring in new customers, increasing income for the clinic. Furthermore, emphasising the clinic success rates an usage of cutting edge technologies helps boost its image in business and among new patients.

3. Higher patient retention: if the patient is satisfied with their IVF experience, they are more likely to return to the same clinic for subsequent treatments This may result in higher patient retention rates and assist the clinic in developing a base of devoted clients. Positive word-of-mouth recommendations from delighted patients can also draw in new patients, thereby raising the clinic's patient retention rates and overall success.

4.Better staff performance: To increase patient satisfaction, the study can help pinpoint areas that staff training is required. For instance, if the study reveals that patients are not happy with the level of empathy displayed by staff, the clinic can offer training on how to communicate with empathy. Better patient outcomes and higher patient satisfaction can result from staff performance improvements, which will be advantageous for the clinic's standing and bottom line. To make sure that patients feel heard and valued during their visit, staff training can also address issues like wait times, cleanliness, and the overall patient experience.

Recommendations-

Following the survey and analysis, it can be concluded that a small proportion of patients expressed average levels of satisfaction in a variety of areas, most notably their initial experience at the reception, the registration process, pharmacy services, counselling sessions, and cost understanding. However, most patients expressed high levels of satisfaction with the staff's professionalism and friendliness, as well as the standard of medical care they received. These findings imply that patient satisfaction levels are generally quite high, even though there may be room for improvement in some areas. Several actions have been taken to improve these areas, including:

1. Enhance the patient experience at the front desk; appropriate and timely training was conducted.
2. Regular soft skill training sessions were implemented for healthcare staff to enhance their communication skills.
4. Standardized system for appointment scheduling should be used to reduce disruption, and patient appointments to be planned half an hour apart.
5. Patients should be provided with their blood and investigation reports prior to the day of procedure at evening through electronic communication.
6. The organisation should develop patient education materials that are easy to understand, considerate of cultural differences, and available to patients in order to improve patient counselling and cost understanding. Patients should be given clear and comprehensive information about the cost of IVF treatment, including all related costs and conceivable supplemental costs. A copy of the treatment package should be provided to patients to keep with them so they can consult it throughout each procedure.

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