

STUDY ON PATIENT SATISFACTION AT ART FERTILITY CLINICS

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INTRODUCTION

- Patient satisfaction in the IVF clinic encompasses multiple dimensions, including effective communication, personalized care, emotional support, and the overall patient experience. Recognizing the significance of patient satisfaction, IVF clinics worldwide are increasingly prioritizing patient-centered approaches to care delivery.
- The value of patient satisfaction
- The Link Between Patient Satisfaction and Treatment Outcomes
- The Role of Healthcare Providers

RESEARCH QUESTION

- What factors influence patient satisfaction at an ART fertility clinic?
- 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?
- 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?



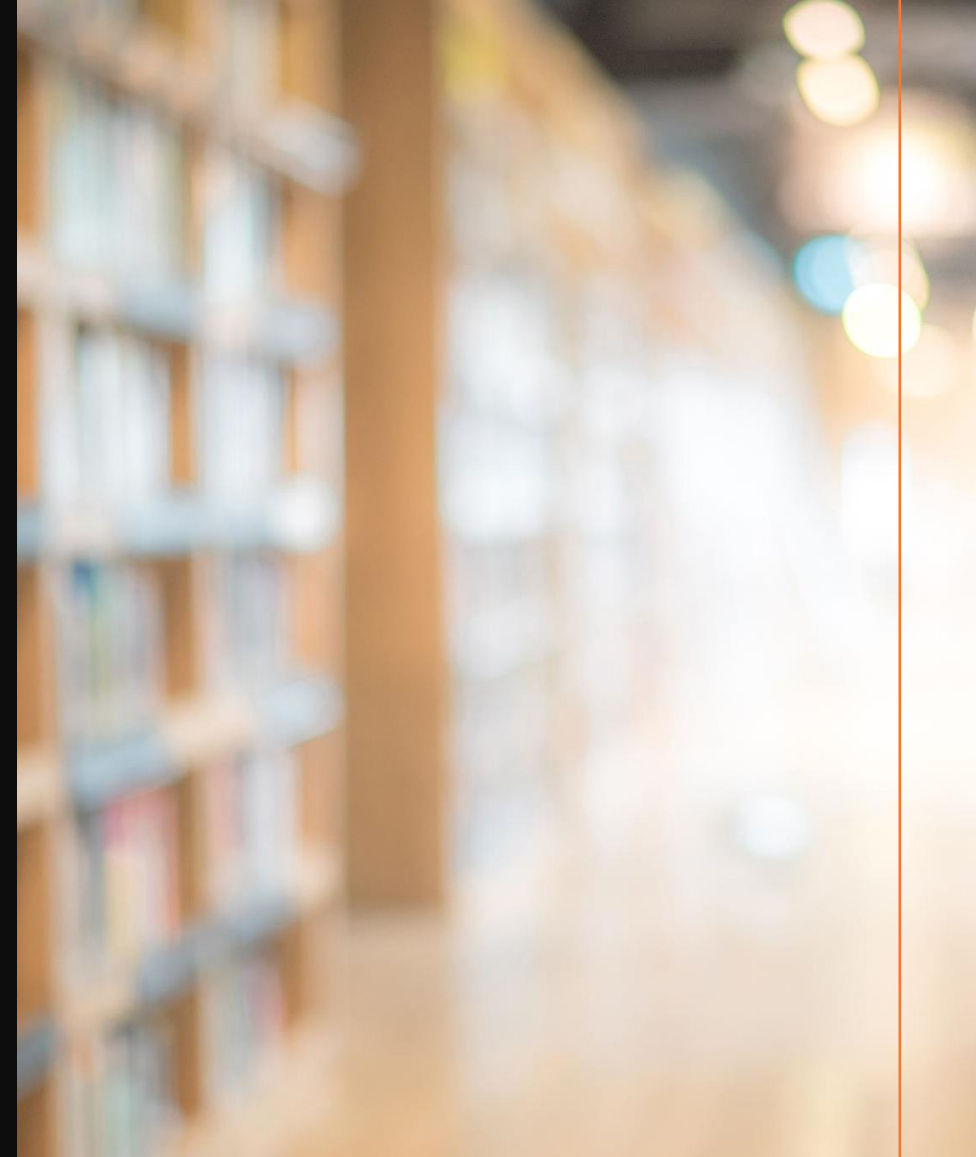
RESEARCH OBJECTIVES

- 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.

- To assess the level of patient satisfaction with the ART fertility clinic, including overall satisfaction and satisfaction with specific aspects of care.

RESEARCH 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.



FEEDBACK FORM



FEEDBACK FORM

Dear Sir/ Madam
Indent ART FERTILITY CLINICS we strive hard to provide you the best quality Healthcare. We would appreciate your feedback to know where we need improvement. We would be grateful to you if you spend some time to fill up this form.

Name of the Patient:

MRN No.:

Name of the Doctor:

Date:

I am completing this after:-

- OPD Consultation ☐
- IUI Procedure ☐
- Ovum Pick Up ☐
- Embryo Transfer ☐
- SB hCG Blood Test ☐
- If Any Other (Please Mention) ☐

My treatment was

- Successful ☐
- Unsuccessful ☐
- I do not know yet ☐

Kindly tick the option that best represents your Opinion

	Poor	Average	Good	Very Good	Excellent
• Experience at Reception	☐	☐	☐	☐	☐
• Experience at Registration	☐	☐	☐	☐	☐
• Experience with Consultant	☐	☐	☐	☐	☐
• Understanding of Procedure	☐	☐	☐	☐	☐
• Understanding of Cost Involved	☐	☐	☐	☐	☐
• Counselling Sessions	☐	☐	☐	☐	☐
• Experience at Pharmacy	☐	☐	☐	☐	☐
• Experience at Injection Room	☐	☐	☐	☐	☐



FEEDBACK FORM

General Environment

- Cleanliness of the Department
- Comfort of Waiting Area

☐	☐	☐	☐	☐
☐	☐	☐	☐	☐

Our star performer (Any employee you would like to mention for his/her exceptional attitude and performance)

Overall experience at the IVF Centre:

Suggestions for improvements:

Any other comments:

How would you rate us compared to other health facilities you have visited?

- ☐ Better ☐ At par ☐ Below par ☐ Worse

Thank You For Your Time

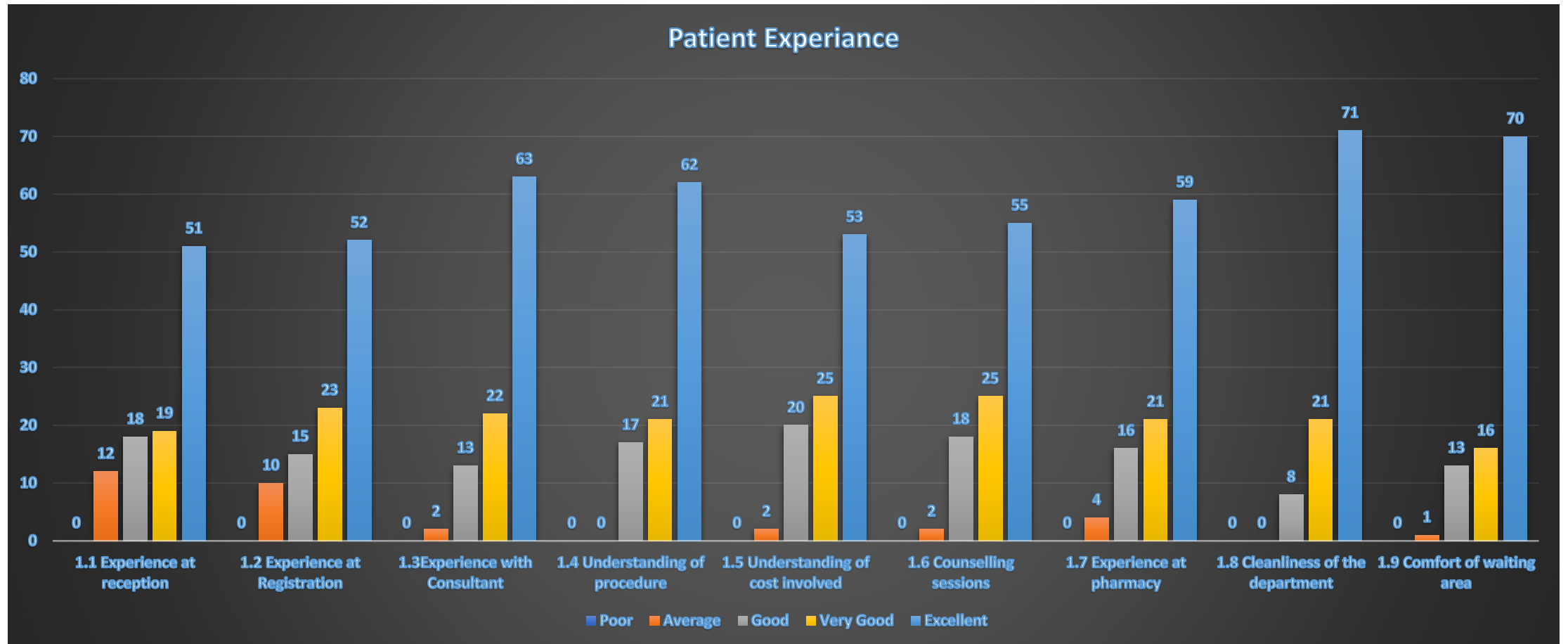
LITERATURE OF REVIEW

S no.	Author	Title	Study Location	Sample Size	Sample Technique	Objectives
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	The objective of this study was to assess patient satisfaction with the investigation and initial management of infertility. A postal questionnaire survey was carried out of 1366 women attending outpatient clinics for the investigation and initial management of infertility at 12 hospitals throughout Scotland.
2	<u>Limor Dina Gonen</u>	Satisfaction with in vitro fertilization treatment: patients' experiences and professionals' perceptions	Israel	204	Simple Random Sampling	This paper investigates patients' satisfaction with various aspects of fertility care and seeks to determine to what extent fertility specialists are able to assess patient satisfaction. Patients' experiences with in-vitro fertilization (IVF) services and facilities have been compiled and examined in order to discover whether patients' satisfaction is correlated to psychological factors and demographic, socio-economic, and health characteristics, and whether patients' satisfaction has an influence on the willingness to pay (WTP) for IVF treatment.

Literature of Review

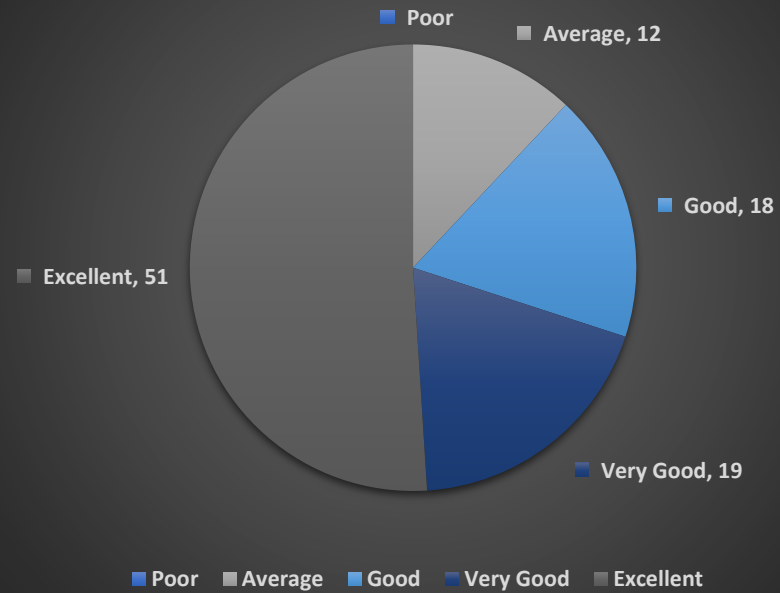
S no.	Author	Title	Study Location	Sample Size	Sample Technique	Objectives
3	Selma M. Mourad M.D.	Determinants of patients' experiences and satisfaction with fertility care	Netherlands	1499	Simple Random Sampling	To assess determinants of patients' experiences and satisfaction with fertility care.
4	Lisa M. Shandley M.D., M.Sc. ^a	Patient-centered care: factors associated with reporting a positive experience at United States fertility clinics	U.S	7456	Cross-sectional study.	To determine factors associated with a positive patient experience (PPE) at fertility clinics.
5	Ronen_Rozenblum	The impact of medical informatics on patient satisfaction: A USA-based literature review	USA	1293	Simple Random Sampling	Patient satisfaction is increasingly recognized as an important component of quality. The expansion of health information technologies (HIT) might have an impact on patient satisfaction – either positively or negatively. We conducted a literature review to explore the impact of these technologies on patient satisfaction.

Results : Over All Patient Experience



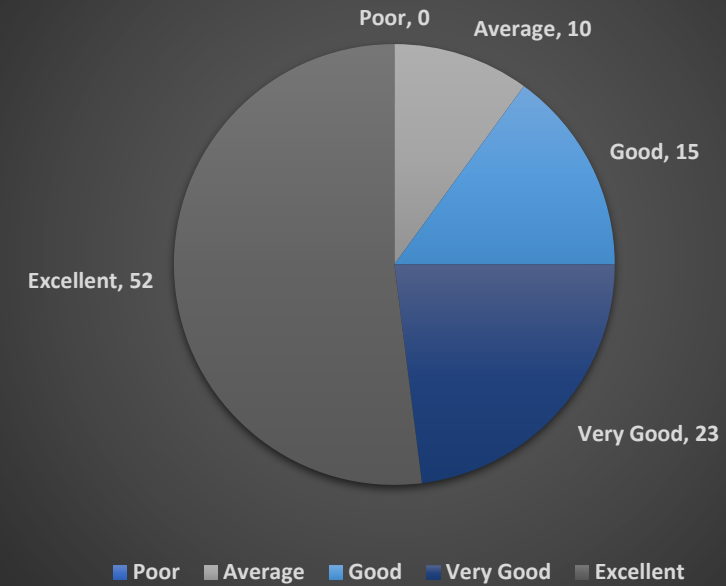
Results : Categorized

1.1 Experience at reception



1.1 Percentage distribution of satisfaction with respect to Experience at reception

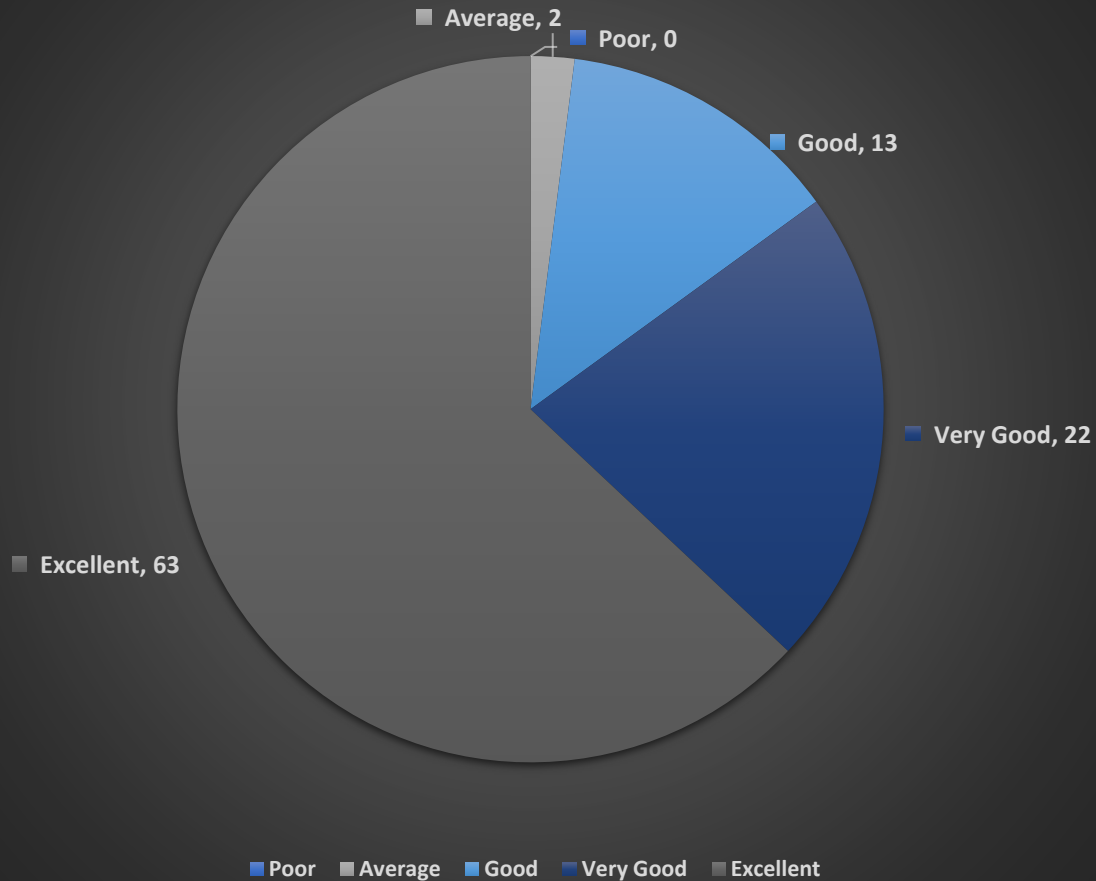
1.2 Experience at Registration



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

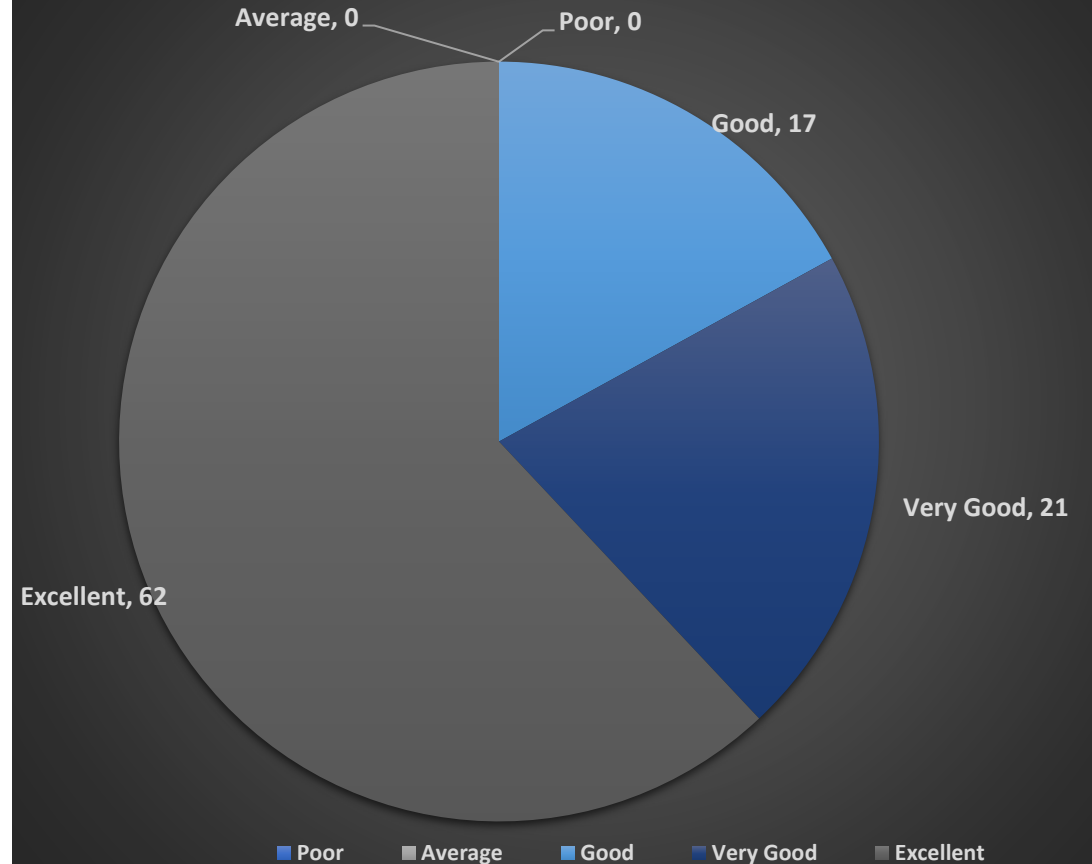
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1.3 Experience with Consultant



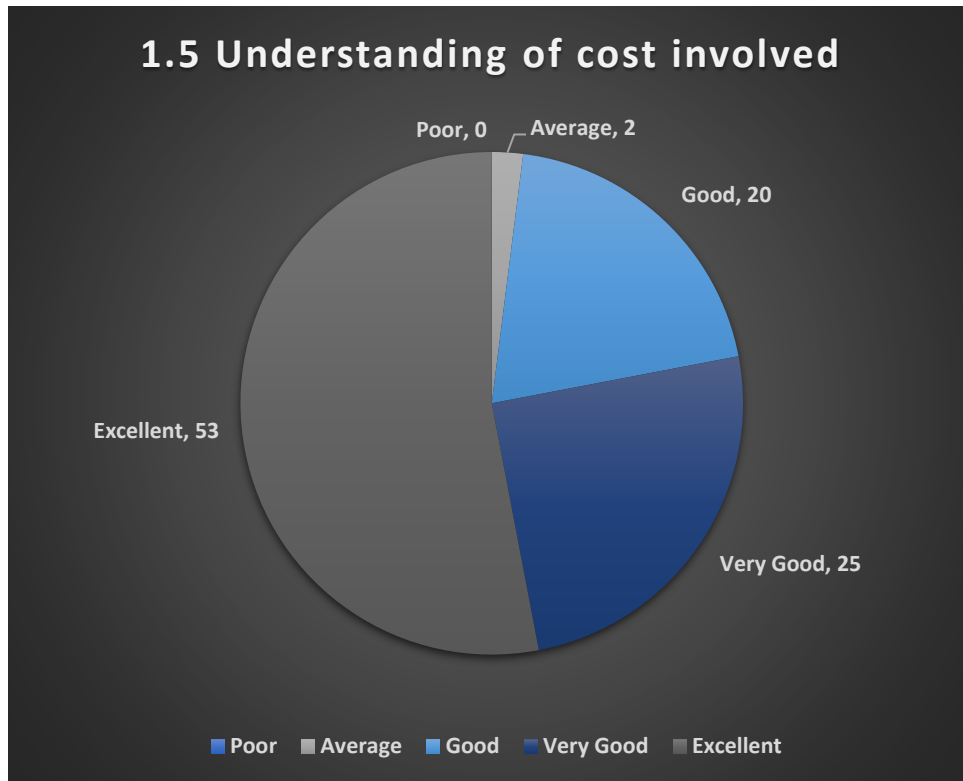
1.3 Percentage distribution of satisfaction with respect to Experience with consultant.

1.4 Understanding of procedure

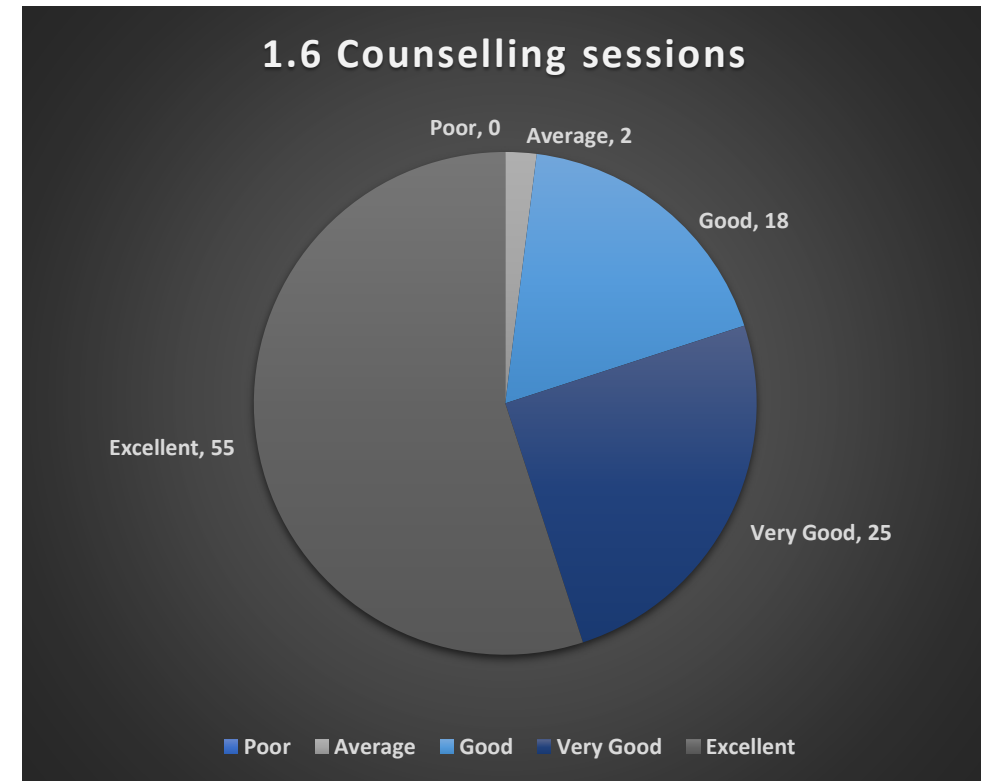


1.4 Percentage distribution of satisfaction with respect to Understanding of procedure.

Continued :



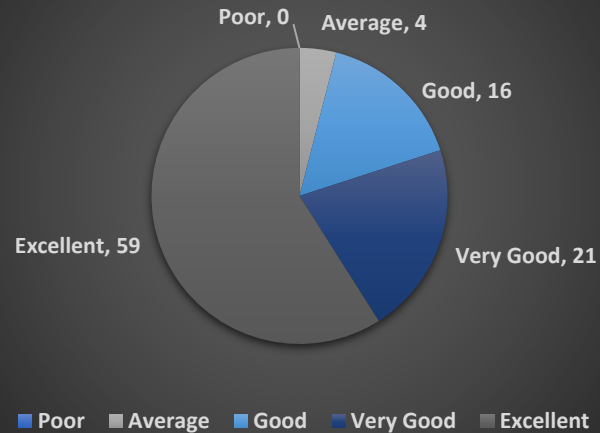
1.5 Percentage distribution of satisfaction with respect to Understanding of cost involved.



1.6 Percentage distribution of satisfaction with respect to Counselling sessions.

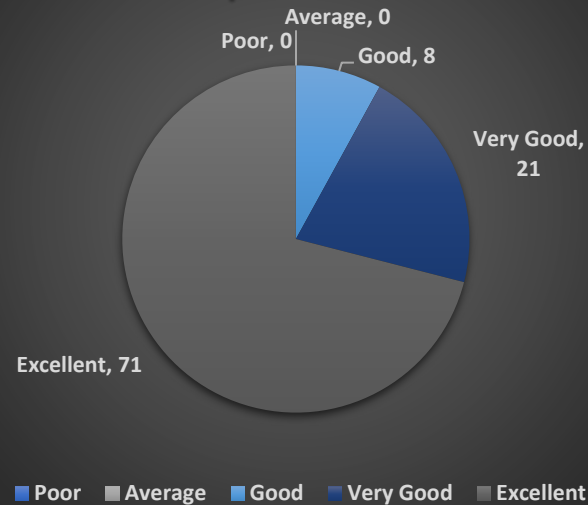
Continued :

1.7 Experience at pharmacy



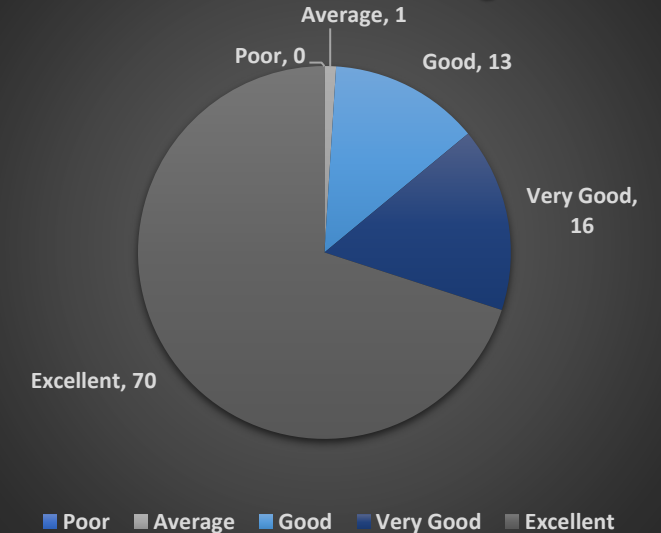
1.7 Percentage distribution of satisfaction with respect to Experience at Pharmacy.

1.8 Cleanliness of the department



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

1.9 Comfort of waiting area



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

Discussion



Most of the patients at the Hyderabad-based Art fertility clinic were satisfied with their care, according to the study's findings.



This survey covered check-in, registration, consultation with experts, understanding of the procedure and costs, counselling patients and the pharmacy service department, cleanliness, and waiting room comfort.



Only around 12% of patients, however, provide an average feedback to the receiving experience, and only about 10% do so for the registration process.



Additionally, just 2% of the patients said they were generally pleased with the counselling sessions, and 4% thought the pharmacy visit went as expected.



Notably, with a sample size of 100 participants, the goal of the surveys was to evaluate client satisfaction with the Hyderabad Art Fertility Centre.

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.

Recommendations

- Enhance the patient experience at the front desk; appropriate and timely training was conducted.
- Regular soft skill training sessions were implemented for healthcare staff to enhance their communication skills.
- Standardized system for appointment scheduling should be used to reduce disruption, and patient appointments to be planned half an hour apart.
- Patients should be provided with their blood and investigation reports prior to the day of procedure at evening through electronic communication.
- 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.





THANK YOU

