

**ASSESSMENT OF PATIENT SATISFACTION AND HEALTH SYSTEM
RESPONSIVENESS AT INDIAN DENTAL ASSOCIATION MUMBAI CLINIC**

Dissertation Submitted to



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in

Hospital and Health Management

by

Krishna P Menon

Under the Supervision and Guidance of

Dr. Sandipta Chakraborty

2025

Completion Certification

CERTIFICATE

This is to certify that Dr. Krishna P Menon in partial fulfillment of the requirements for the award of the degree of MBA Hospital and Health Management from the IIHMR University, Jaipur has successfully completed her internship at Indian Dental Association during March 17-June 12.

Place: *Indian Dental Association
Mumbai*

Date: *12-06-2025*

K. G. G. G.

Preceptor/Head of the Organization

Name of the organization



CERTIFICATE

This is to certify that dissertation titled “**ASSESMENT OF PATIENT SATISFACTION AND HEALTH SYSTEM RESPONSIVENESS AT INDIAN DENTAL ASSOCIATION MUMBAI CLINIC**” is a record of the research work undertaken by Dr. Krishna P Menon in partial fulfillment 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: 18th June 2025

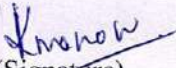
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DECLARATION BY STUDENT

I hereby declare that this dissertation titled "**ASSESSMENT OF PATIENT SATISFACTION AND HEALTH SYSTEM RESPONSIVENESS AT INDIAN DENTAL ASSOCIATION MUMBAI CLINIC**" 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.


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LIST OF ABBREVIATIONS

ABBREVIATIONS	FULL FORM
WHO	World Health Organization
PE	Patient Experience
HSR	Health System Responsiveness
DGN	Dignity
CCN	Confidentiality
PAT	Prompt Attention
IDA	Indian Dental Association

ABSTRACT

Title:

Assessment of Patient Satisfaction and Health System Responsiveness at IDA Mumbai Clinic

Author Name: Dr. Krishna P Menon

Advisor Name: Dr. Sandipta Chakraborty

Keywords:

Patient Satisfaction, Health System Responsiveness, Dental Care, IDA Mumbai Clinic, WHO Responsiveness Framework, Content Analysis, Descriptive Statistics

Background:

Patient satisfaction and the responsiveness of healthcare systems are critical indicators of quality, and overall patient's experience especially in dental care services where the patient experience significantly influences treatment adherence and care-seeking behavior. The World Health Organization's Health System Responsiveness (HSR) framework emphasizes non-clinical factors such as respect, communication, and timely service, which play a vital role in shaping patient perceptions.

Objective:

This study aims to assess the patient's experience in terms of patient satisfaction and health system responsiveness at the IDA Mumbai Clinic. It seeks to identify the key factors influencing patient perceptions and gather qualitative feedback to highlight areas for service enhancement.

Methodology:

A mixed-methods approach was adopted, involving a structured quantitative survey and qualitative interviews with a sample of 150 adult patients aged 18 years and above visiting the IDA Mumbai Clinic. Convenience sampling was used for participant recruitment.

The quantitative component to measure the patient's experience with satisfaction and responsiveness employed a 27-item questionnaire adapted from WHO's responsiveness domains, administered both

digitally via Google Forms and on paper for patients with limited digital access. Descriptive statistics, including means, medians, and frequency distributions, were calculated using Excel. Qualitative data from open-ended questions were subjected to descriptive content analysis. Ethical protocols including informed consent and confidential data were strictly followed.

Result/Findings:

The survey revealed generally positive patient experiences in domains such as communication, prompt attention, cleanliness, dignity, and confidentiality, with average scores ranging from approximately 3.9 to 4.1 on a 5-point scale. Autonomy and overall satisfaction received moderate ratings (mean score 3.6 to 3.7), indicating some room for improvement. Affordability was the lowest-scoring domain, with a mean score of 2.95, suggesting financial concerns remain a challenge. Most patients learned about the clinic through word of mouth and valued affordability and quality of care as key factors in choosing IDA Mumbai. Many patients traveled significant distances to access services, highlighting the clinic's broad reach. In the absence of IDA, a substantial number would seek care at government hospitals or private clinics, while a few might delay treatment.

Conclusion:

The results show that although IDA Mumbai does a good job with communication, timely care, and cleanliness, more work is required to improve patient autonomy and satisfaction in general. Most importantly, increasing affordability may have a big influence on access to care and patient satisfaction. Sustaining and increasing patient trust will require bolstering financial assistance and upholding strict criteria for treatment quality and accessibility. Effective communication and ongoing community involvement are still essential for increasing awareness and promoting prompt healthcare use. According to patient opinions, IDA Mumbai is recognized as a trustworthy and reasonably priced dental treatment provider. Wait time management is the most frequently mentioned topic for improvement, despite the fact that its advantages include cleanliness, qualified staff, and affordability.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

1.1 Background of the Study

To provide better dental care, one must know the patient's experience of the treatment delivered to them. The degree of patient satisfaction and the clinic's responsiveness to their needs are two important markers that indicate the overall patient's experience. Responsiveness, according to the World Health Organization (WHO), is the capacity of the system to respect patient dignity, guarantee timely care, provide clean and professional surroundings, and let people have some control over their treatment [1]. In dentistry, treatment goes beyond mere successful operations to include people's emotions during the process. Last impressions are left by things like the way a dentist treats patients, the length of time spent waiting, and the state of the clinic. Studies confirm that patients respect polite behavior, comfortable surroundings, and courteous communication. [2,3]

In South Asia and other countries, people sometimes give staff friendliness, affordability, and time management a top priority over advanced technology or branding [4]. This indicates how much daily interactions and easily available services shape public opinion. Safety now takes even more importance given the COVID-19 epidemic. People today want clinics that clearly follow hygienic standards, that is, those that use PPE, sanitizers, and surface disinfection techniques. These obvious safety precautions greatly affect a patient's comfort and confidence [5].

Affordable and generally reliable, the IDA Mumbai Clinic provides a suitable environment to investigate what factors affect patient satisfaction. Examining patients' real-world experiences, that is, how they are treated, how long they wait, how clean the facility is, and how much dignity and trust are maintained during treatment, this study aims to show this.

Elsewhere in the globe, the American Dental Association (ADA) stresses values including clear communication, patient involvement, and follow-up care [6]. To increase openness and access, health systems including Germany and the UK have begun including digital tools like online bookings and electronic health records into their mix [7, 8]. These days, many clinics also employ systematic questionnaires to get comments and implement significant improvements in their provision of services [9].

1.2 Aim and Objective:

Aim:

The IDA Mumbai Clinic's patient experiences are examined in this study. Understanding patients' feelings at every stage of their care journey from admission to treatment and identifying areas where services can be more patient-friendly are the objectives. The study intends to offer information that can facilitate useful enhancements, improved dialogue, and more solid patient-clinic staff relationships.

1.3 Objectives:

1.3.1 Primary Objective:

- To assess patients' experiences in terms of overall satisfaction and health system responsiveness using adapted version of WHO Responsiveness Framework.

1.3.2 Secondary Objectives:

- To determine and examine the major factors influencing perceived responsiveness and patient experience

1.4 Significance of the study:

Because it reflects what patients value beyond medical care, this research is significant. The study can help the IDA Mumbai Clinic enhance service delivery and establish a more courteous and encouraging environment by identifying strengths and gaps in the way care is provided. The findings might also provide evidence-based suggestions for improving patient-centred and responsive healthcare, which is crucial given the rapidly changing dental care environment of today.

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITRATURE

2.1 Sources of Information and Approach to Search

Relevant literature was identified through searches across the following electronic databases: PubMed, Google Scholar, Scopus, WHO Website.

2.2 Keywords

“Patient experience at dental clinics OR AND dental clinic efficiency AND India AND patient experience AND feedback at dental clinics.” Boolean operators (AND, OR) were used to refine search results. Additional manual searches of reference lists from selected studies were also performed to ensure a comprehensive review.

2.3 Inclusion criteria- Articles and references from India as well as abroad are included.

2.4 Exclusion criteria- Excluding non-peer reviewed sources such as blogs, opinion pieces.

S.No.	Theme	Key Findings	Reference
1.	WHO Health System Responsiveness (HSR)	Responsiveness includes dignity, autonomy, prompt attention, communication, and cleanliness. These non-clinical factors significantly influence patient satisfaction.	WHO. The World Health Report 2000. Geneva: World Health Organization; 2000

2.	Communication & Satisfaction in Dentistry	Effective communication and dentist behavior play a vital role in patient satisfaction beyond clinical treatment.	Kress GC. J Am Dent Assoc. 1988;116(2):153–6.
3.	South Asian Dental Patient Preferences	Prioritize affordability, staff friendliness, and waiting time over technology or reputation when choosing dental clinics.	Iqbal M, Jameel A. Int J Health Sci Res. 2014;4(10):146–51.
4.	Feedback Systems in Dentistry	Structured patient feedback systems help identify service gaps, enhance responsiveness, and improve clinical and non-clinical quality.	Coulter A et al. The King's Fund; 2008.
5.	Indian Dental Association (IDA) Clinics	IDA clinics aim to provide accessible and affordable dental services in India with emphasis on ethical	Indian Dental Association.

6.	Comprehensive Analysis of Factor influencing Patients 'Preferences and Attitudes towards Dental Treatment Choices.	care and patient-centered policies. The desire for painless treatment, prior dental care experience, and service accessibility are important determinants of patient experience. Effective communication and confidence in the skill of the professionals are other important factors in motivating people to seek dental care	GopalaKrishnan, Admaja K Nair., Bindu V. Bhaskar 30 Dec 2024-Annals of African Medicine.
7.	Assessment of Patients 'Anxiety Levels and Their Decision-Making When Choosing Dental Care	The clinic's popularity among social circles, the patient's location, and information gleaned from social media and the internet are all important aspects that affect the patient experience. Patients also value dental professionals' honesty, the quality of their care, and the ability to feel less	Daya Srinivasan, A.R Senth Eagappan, Bolla Deepthi 25 Sep 2024-Nigerian Journal of Basic and Clinical Sciences

8.	Health care seeking behavior of patients reporting to a dental health institution: A crosssectional study	anxious while they are there. Key factors that were identified influencing patient experience, including negligence (27.1%), absence of symptoms (14.5%), and financial constraints (9%). Additionally Gender, education level, occupation impacted healthcare-seeking behaviour, particularly in rural and suburban areas.	HemaTyavanige Shekharappa, Shreya Anilkumar Ghattad 14 Oct 2024-International dental journal of students
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CHAPTER 3

METHODOLOGY

METHODOLOGY

3.1 Research Question

What do patients currently experience at IDA Mumbai Clinic, and how can their experience be enhanced?

3.2 Study Setting: Mumbai

3.3 Study duration: 3 Months

3.4 Study Population

Inclusion Criteria:

- Patients aged 18 years or older
- Able to understand and provide informed consent
- Willing to complete the study questionnaire

Exclusion Criteria:

- Patients younger than 18 years
- Those unable to effectively communicate due to cognitive or physical impairments

3.5 Sample Size and Sampling technique

A total of 150 patients were included in the study. This sample size was chosen to ensure sufficient data for meaningful descriptive statistical analysis. This sample size was chosen as a single researcher, only 150 samples were feasible.

Convenience sampling techniques were used whereby eligible patients attending the clinic were invited to participate in the survey

3.6 Study tool

A pre-designed questionnaire was used to collect data on patients' experience in terms of satisfaction and health system responsiveness. The questionnaire was prepared adapting WHO tool on health system responsiveness. The questionnaire also included open-ended questions to collect qualitative

data. Google forms and 150 paper based feedback forms were printed for those not comfortable filling google forms online.

3.7 Method of data collection

The IDA Mumbai Clinic's patient experiences (satisfaction and health system responsiveness) were evaluated in-depth using a descriptive research design.

The methodology combined quantitative descriptive statistics for summarizing survey data in which 22 quantitative questions adapted on WHO responsiveness tool were asked to patients while for qualitative analysis (content analysis) 5 open ended questions were asked to explore patient perspective.

Descriptive statistics (mean, frequency) were used for analyzing the 22 quantitative questions while content analysis of the 5 open ended questions were done. This approach facilitates a comprehensive understanding of both measurable satisfaction levels and rich narrative feedback.

3.8 Data Analysis

Mean, median and frequency scores calculated for the 22 quantitative questions that measure patient's satisfaction and health system responsiveness. The questions were categorized into domains namely, prompt attention, communication, cleanliness, confidentiality, autonomy, satisfaction & comfort, dignity, and affordability altogether to measure patient experiences (satisfaction and health system responsiveness). Five-point Likert scale questions, questions with answer options, Yes/no/maybe were used and coded accordingly. The mean, median scores in a five-point scale were calculated for each domain. The mean scores of each domain were categorized according to the following table.

Table 3. 8.1 Interpretation of Combined Mean Score (1-5 Scale)

Mean Score Range	Interpretation
4.5-5.0	Excellent/Strongly Positive
3.5-4.4	Good/Satisfactory
2.5-3.4	Neutral/Moderate
1.5-2.4	Poor
1.0-1.4	Very Poor/Strongly Negative

- **A higher mean indicates better satisfaction or stronger agreement.**
- **A lower mean indicates dissatisfaction or disagreement.**

Patients were asked five open-ended questions covering multiple aspects of their dental care experience. The content analysis of the 5 open ended questions indicates what matters most to patients and frequent concerns or compliments. For that purpose, codes are generated from the open-ended responses. Most frequently identified codes were described with their frequencies.

3.9 Ethical aspects

Every research activity was conducted in accordance with the ethical standards established by the Indian Dental Association (IDA), with a focus on protecting patient confidentiality and guaranteeing informed consent at all study phases.

CHAPTER 4

RESULTS

RESULTS

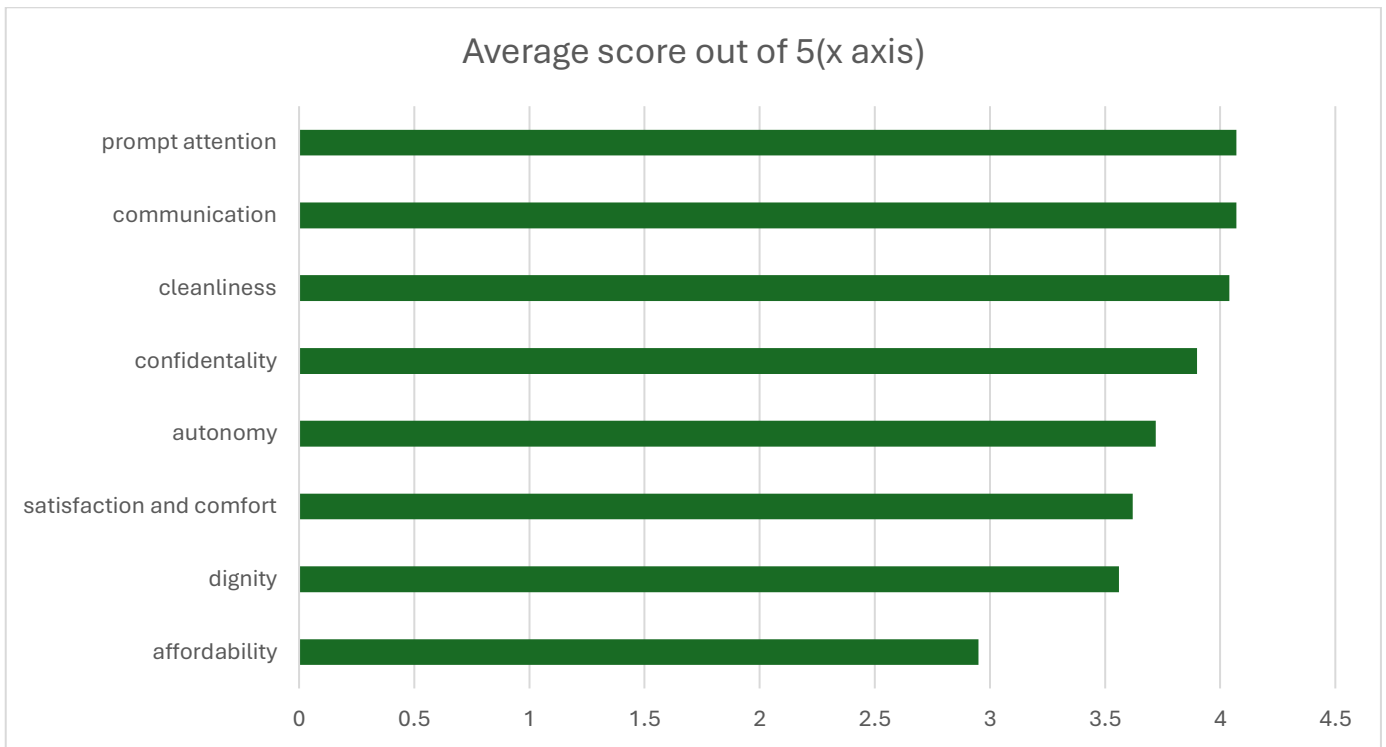


Fig 4.1.1-Average patient scores by domain

4.1 Analysis based on quantitative satisfaction and responsiveness measures and patient's responses

1)Domain: Affordability

Patients gave an average rating of 2.95 out of 5 for affordability, with the median score being 2.5. These scores suggest that opinions about affordability were neutral generally, leaning slightly toward the negative. Even though 131 out of 150 patients said they chose the clinic because it was cost-friendly, the scores indicate that not everyone was completely satisfied with the financial aspect of their care.

2)Domain: Satisfaction and Comfort

The domain received an average mean of 3.63 and an average median of 3.9 on a 5-point scale. These scores show that most patients had a favorable experience in terms of how clearly and respectfully information was shared with them. Overall, patients expressed satisfaction with comfort.

Most patients had to travel long distances to get to the clinic. Of the 27 patients who travelled between 5 and 10 kilometres, only 5 came from areas within 5 kilometres. The greatest number of patients, 63, travelled more than 20 kilometres, while 53 travelled 10 to 20 kilometres. (Many came from far and wide.)

This indicates that a significant portion of patients are willing to travel long distances, suggesting a strong preference or trust in the clinic's services despite the distance.

50 patients said they would choose a private clinic, and 88 patients said they would seek care at a government hospital if IDA services were not available. Notably, 12 patients stated that in such a situation, they would put off or delay seeking treatment. This demonstrates that IDA is essential in guaranteeing prompt access to healthcare for a large number of people, particularly those who might otherwise experience delays or depend on other facilities.

3)Domain: Dignity

The mean score was 3.56 and the median was 4, suggesting that most of the patients felt respected during their visit to IDA.

4)Domain: Confidentiality

With a mean score of 3.9 and a median of 4, it indicates that most patients felt their personal information was handled carefully and discreetly.

5)Domain: Communication

The average score for communication was 4.07, with a median of 4, indicating that patients generally expressed satisfaction with how information was conveyed and explained to them.

6)Domain: Autonomy

The mean score of 3.72 and median score of 3.6 suggest that patients felt they were moderately involved in making decisions about their treatment and care. However, the scores are not very high, showing that there is still room for improvement in this area.

7)Domain: Cleanliness

The average score for the cleanliness domain was 4.04, with a median of 4, reflecting that most patients were satisfied with the hygiene and cleanliness standards at the facility.

8)Domain: Prompt Attention

The majority of patients were pleased with the promptness of the care they received during their visit, as indicated by the domain's average mean score of 4.07 and median score of 4.

4.2 Content Analysis results based on the 5 questions are as stated below.

These were the most reported codes generated from the response of the patients to the open-ended questions.

Question 1: Why Did You Choose IDA Mumbai?

- Economic Affordability
- Clinic Reputation and Trust
- Location and Convenience
- Referral by Trusted Sources
- Modern Facilities

Question 2: How Was Your Overall Experience?

- Friendly and Cooperative Staff
- Satisfactory Dental Procedures
- Cleanliness and Hygiene

Question 3: Did You Face Any Problems or Challenges?

- Long Waiting Times
- Lack of Proper Communication
- Mild Discomfort During Procedures
- Limited Staff

Question 4: What Suggestions Do You Have for Improvement?

- Reduce Waiting Periods
- Increase Workforce
- Improve Communication

Question 5: What Did You Appreciate the Most?

- Affordable Treatment
- Respectful and Attentive Staff
- Competence of Dental Professionals
- Clinic Cleanliness
- Speed of Service (in Non-Peak Hours)

Table 4.2.1: Description of the codes with frequency (%)

Codes	Frequency (out of 150)	Percentage
Affordable Services	80	53.3%
Polite & Professional Staff	75	50%
High-Quality Care	69	46%
Hygiene & Cleanliness	63	42%
Waiting Time (Positive/Negative)	67	44.7%
Clear Communication	50	33.3%
Easy Accessibility	28	18.7%
Modern Infrastructure	15	10%

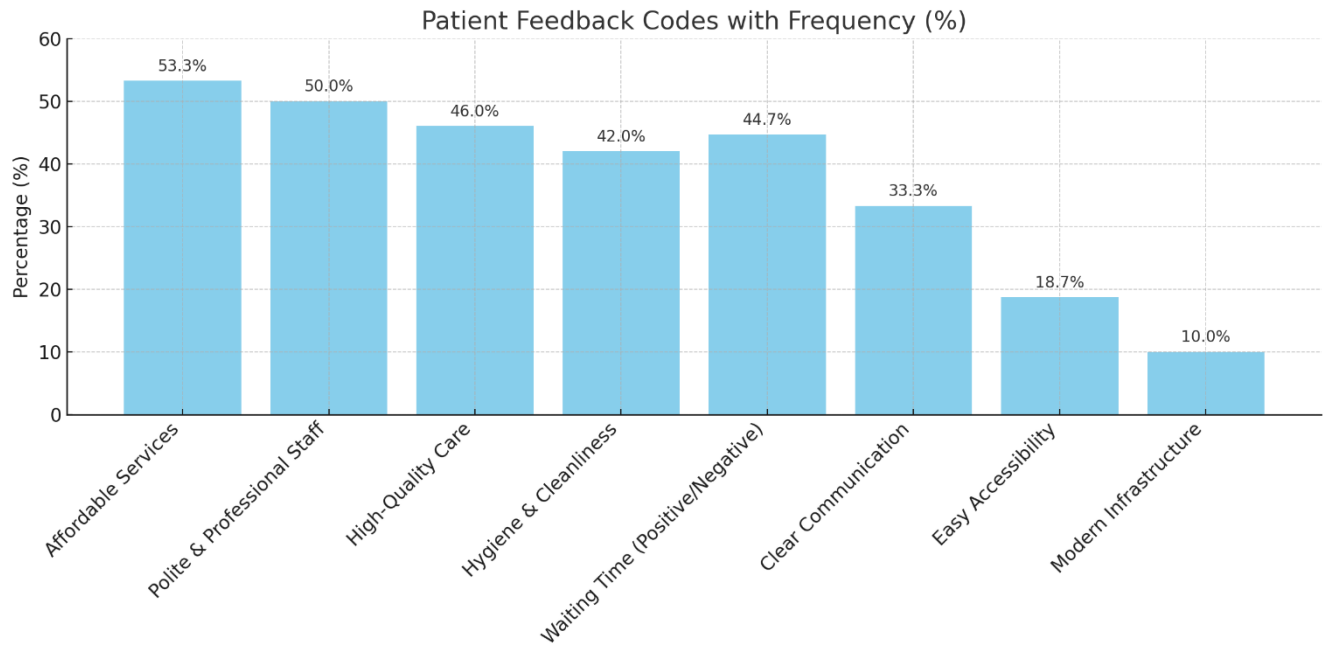


Fig 4.2.1 Frequency of codes according to Patient Responses

Out of 150 responses, the majority of patients valued professional staff (50%), quality care (46%), and affordable services (53.3%). Waiting times (44.7%) and cleanliness (42%) were also frequently mentioned. As possible areas for improvement, fewer respondents brought up infrastructure (10%), accessibility (18.7%), and communication (33.3%).

4.3 Comprehensive Results

4.3.1. Scores Across Domains

- **Communication:** The staff effectively explained procedures and updates, leaving patients feeling informed, as indicated by the average score of 4.07 and the middle value (median) of 4.

- **Prompt Attention:** This aspect scored similarly to communication. Mean was 4.07 and median 4, the feedback suggests that services were delivered in a timely manner.
- **Cleanliness:** Ratings given by patients are high with a mean of **4.04** and median of **4**, indicating that most patients found the facilities hygienic and well maintained.
- **Dignity and Confidentiality:** Patients trusted the clinic with their personal health information and felt valued. Although there is always opportunity to guarantee consistency, it is evident that this area was handled professionally given the average and median scores of 3.9 and 4.
- **Autonomy:** Patients felt somewhat included in their care decisions, but the scores show this is an area that could be strengthened. The mean was 3.72 and the median just under 4, indicating a moderate level of satisfaction regarding involvement in treatment choices. Patients must be fully informed about the available treatment options and encouraged to participate more actively in the process.
- **Overall Satisfaction and comfort:** The general experience received a moderate score, averaging at 3.62. This suggests that while many patients had a decent experience, a few factors might have influenced the overall impression negatively
- **Affordability:** This was the biggest concern for most patients. With the lowest average score of 2.95, it's clear that the cost of services remains a challenge, and further work may be needed to address financial accessibility. Since most of the patients travel from a farther distance cost of travelling, (indirect cost was the main concern) also multiple visits after opd includes travelling to and from from the clinic multiple times incurring more costs

4.3.2. Patient Awareness Sources

- Most people visiting IDA didn't find it through ads or social media they heard about it from others. In fact, 88 patients came in because someone they knew a friend, a neighbor, or a family member had recommended it to them. This really shows how much people trust personal experiences when it comes to choosing a healthcare clinic.
- About 30 patients in a smaller group reported finding the clinic on their own, most likely by walking by, searching, or just looking into dental care options.
- Additionally ,21 patients sought care based on recommendations from other medical professionals, which points to a level of professional trust and cooperation in the medical community.

- Interestingly, just **2 patients** found out about IDA through social media. That suggests that while online platforms are everywhere today, personal connections and word-of-mouth still have a much stronger influence especially when it comes to healthcare decisions and also that IDA need to make its social media presence stronger.
- 9 more patients cited various sources, which could include conferences, events, or casual discussions.

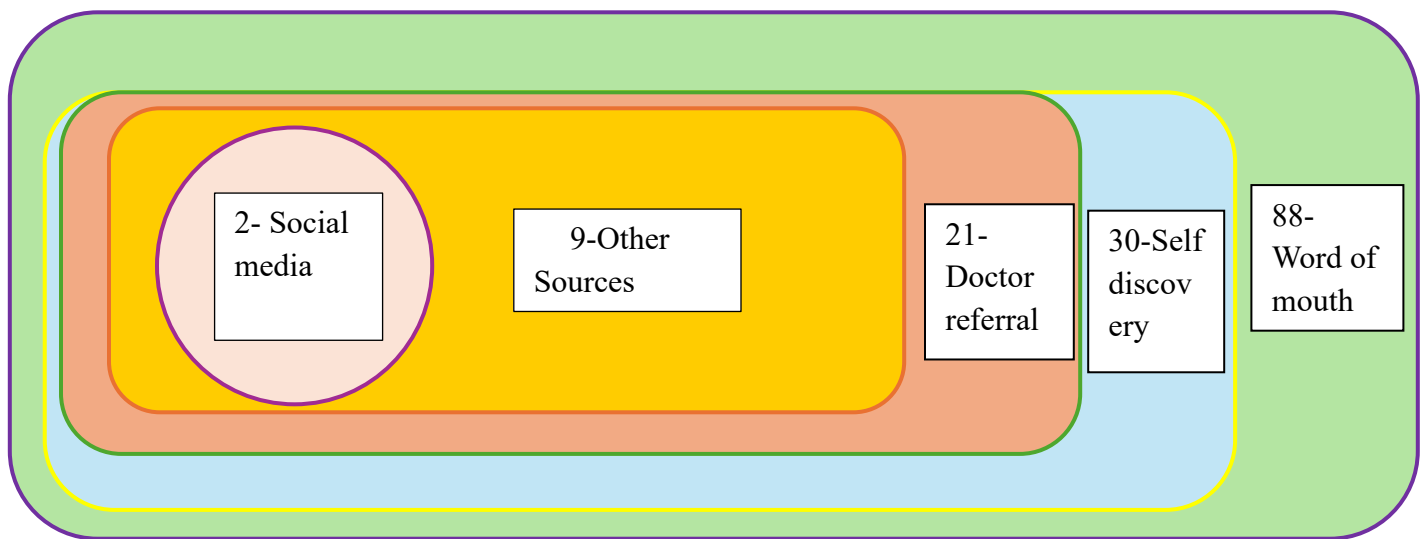


Fig 4.3.3 Patient Awareness of IDA Clinic.

Overall Satisfaction – The Core Objective

The overall satisfaction score was only 3.62, regardless of the fact that patients rated cleanliness, communication, and timely care positively. This demonstrates that even though most patients had positive experiences, many still thought things could be done better. Here, satisfaction reflects how they felt as well as how the treatment was given.

4.3.3. Primary Reasons for Choosing IDA

When asked why they chose to visit IDA, the overwhelming response from patients pointed to one thing: affordability. A total of 131 people shared that the cost of care was the biggest reason behind their decision. This clearly shows how deeply financial considerations are in determining where individuals seek treatment. However, cost was not the only consideration, many were drawn to clinic because of its strong reputation, quality of care they believed they would receive, modern treatment options, made it stand out even more. Another reason is the doctors' professionalism and cleanliness.

4.3.4 Alternatives if IDA Were Unavailable

88 patients would seek care at government hospitals, and 50 would choose government hospital if IDA was unavailable.

12 patients said that they might postpone treatment highlighting IDA 's role in playing vital access in providing affordable and good quality care.

4.3.5. Travel Distance to Clinic

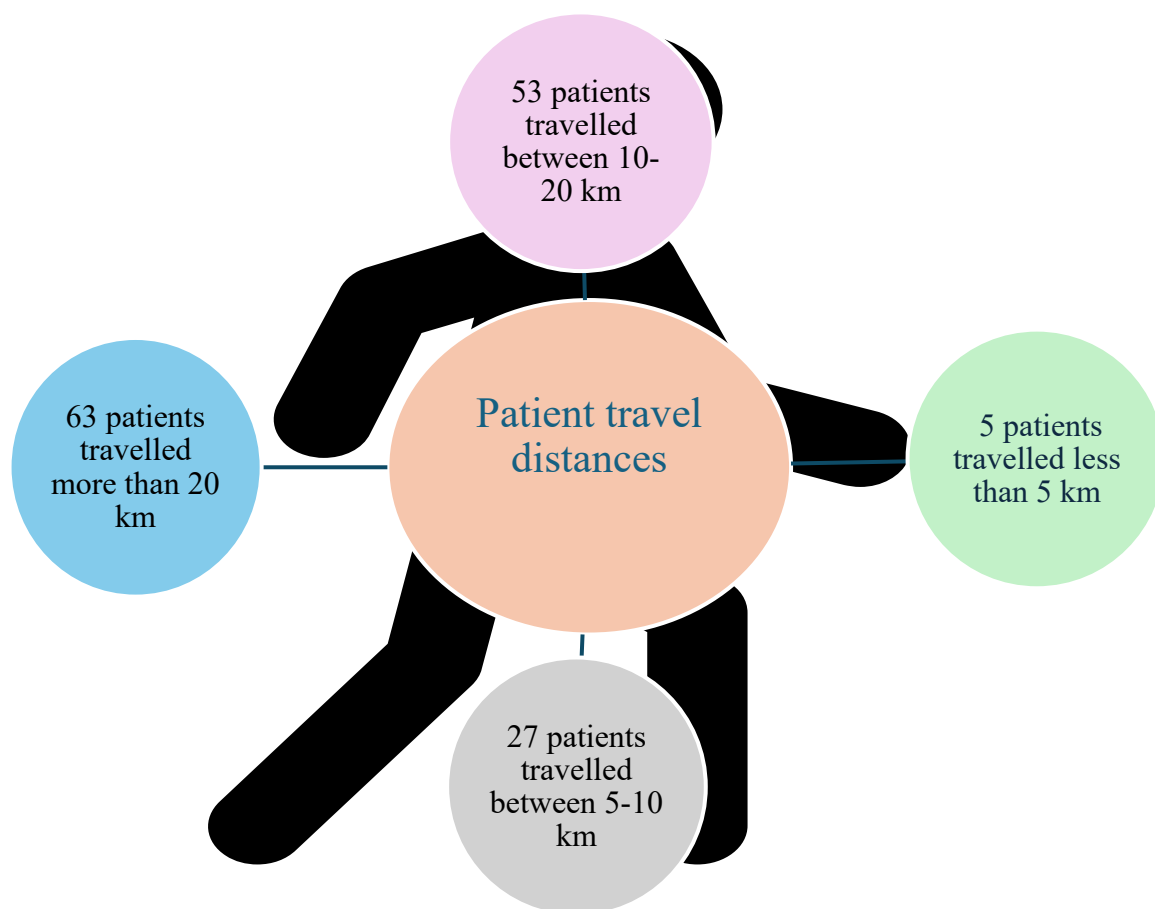


Fig 4.3.6 Travel distance to clinic

4.3.6 Travel distance to clinic

The IDA clinic saw patients from a wide variety of geographic locations. Five patients travelled fewer than five kilometres, but 27 patients travelled between five and ten kilometres. 63 patients travelled more than 20 kilometres, and 53 patients, or more than half of the patients travelled between 10 and 20 kilometres. The range of travel distances demonstrates the clinic's importance to patients, including those who are prepared to travel a considerable distance for care, and highlights how it serves a large community.

4.3.7. Based on content analysis - Content analysis revealed that patients primarily valued the clinic's fair treatment prices, courteous staff, and general level of care. Long wait times and difficulties getting a doctor's appointment after the initial OPD consultation, however, were cited by many as problems brought on by a large patient volume, ineffective scheduling, a shortage of medical personnel, and administrative hold-ups.

CHAPTER 5

DISCUSSION

5.1 Key Findings

- **Affordability: A Complex reality**

Many patients visit IDA Mumbai primarily because of its reputation for offering affordable dental care. The results of the survey, however, indicate that this expectation and what some patients actually go through do not match. Some respondents raised issues with unclear pricing details, unexpected or hidden fees, and even worries that lower costs could compromise care quality.

This identifies a gap that could be bridged by making the billing process more transparent. Clearly explaining what patients will be charged for, training staff to handle cost-related queries, and ensuring predictable pricing could go a long way in reinforcing trust.

A study by Shah and Bhavsar (2024) also showed that while affordability is a key motivator for seeking dental services, lack of price transparency often discourages repeat visits.

Shah & Bhavsar, 2024 – International Journal Dental and Medical Sciences Research

- **Satisfaction and Comfort: Strong Communication Makes a Difference**

Effective Communication Is Important In general; patients were comfortable interacting with the clinic staff. Many remarked that the tone of the conversation was generally kind and encouraging, that explanations were clear, and that questions were politely answered. These are modest but effective deeds that contribute to a satisfying experience. Staff members should receive continual training in communication techniques and empathic engagement to maintain this. Frequent feedback systems can also aid in identifying any decline in service quality early on.

- **Dignity and Confidentiality: Consistently Maintained**

The clinic has performed a commendable job of ensuring that patients are treated with dignity and that their personal data is handled discreetly. Patients expressed appreciation for the way they were treated and the privacy that was maintained throughout the consultation and course of treatment. Yet, in a time when data privacy is becoming more and more important, regular staff training on handling sensitive data and reviewing privacy procedures is still essential.

A study in Andaman & Nicobar Islands also found that respect and confidentiality were among the top drivers of patient trust in government dental services.

Verma et al., 2025 – J Indian Soc Pedodontics Preventive Dentistry

- **Communication: One of IDA's Biggest Strengths**

One of IDA's greatest advantages is its ability to communicate. IDA's communication capabilities are among its biggest benefits. Patients reported that their questions and concerns were addressed. This level of communication makes patients feel more comfortable and increases their trust in the healthcare provider. According to a survey conducted among dental clinics in Delhi, the two most important factors influencing patient satisfaction were dentist behaviour and communication clarity.

In a survey across Delhi dental clinics, dentist behavior and clarity in communication were the two most influential factors in determining patient satisfaction.

Kuey Journal, 2024 – Factor Analysis Study

- **Autonomy: A Mixed Experience**

While many patients felt their opinions were valued, some expressed dissatisfaction over not being fully involved in treatment decisions. They wanted more choices. To change the procedures being employed requires a more patient-centred approach to care, where patients are seen as partners in the decision-making process.

- **Cleanliness: A Post-Pandemic Priority Well Met**

Maintaining Cleanliness: A Post-Epidemic Priority Successfully fulfilled One of the best features of IDA Mumbai was the clinic's cleanliness and hygienic conditions. Patients frequently remarked on how much safer and more comfortable they felt in the well-kept environment. Scheduled cleaning procedures, audits, and motivating employees to take personal responsibility for clinic hygiene are all necessary to maintain such standards.

A Saudi Arabian study found similar trends, where hygiene and infection control were rated highly post-pandemic.

[ResearchGate – Patient Satisfaction in Dental Services](#)

- **Prompt Attention: Quick Service Appreciated**

Patients were attended to promptly; this contributed significantly to their overall satisfaction. However, this area requires ongoing attention because it is highly dependent on maintaining ideal staffing levels and efficient time management, particularly during peak hours.

5.2 Additional insights:

- **Satisfaction Needs More Than Just Good Service**

Good service alone is not enough to satisfy customers. The clinic did well in many areas, but overall patient satisfaction fell short of the desired level. Some patients may not have been fully

involved in treatment decisions, felt confused about costs, or were dissatisfied with the lengthy wait time. When patients are informed, at ease, and truly valued and cared for not just treated that is when they are truly satisfied.

- **Alternatives without IDA**

In the absence of IDA, 88 would select a government hospital, 50 would select a private clinic, and 12 would put off care, highlighting the vital role that IDA plays in ensuring prompt access to treatment.

- **Travel for Care:**

63 patients travelled over 20 kilometres for care, illustrating IDA's reach and the dearth of reasonably priced local options.

Finding	Comparative Study	Summary
Affordability challenges + dental anxiety	Shah T & Bhavsar P, 2024 [10]	Reduced expenses lead to more service use; the relationship between affordability and care utilization is mediated by provider satisfaction and anxiety.
Cleanliness & provider demeanor drive satisfaction	Delhi/NCR factor analysis, 2024 [11]	In an Indian urban cohort, cleanliness and dentist behavior were the best indicators of satisfaction.
High clinic hygiene, but waiting times need improvement	Verma et al., Andaman–Nicobar, 2025 [12]	Wait times were identified as a weakness, but 98% of respondents expressed satisfaction with cleanliness.
Facility cleanliness highly valued	Saudi study via ResearchGate, 2024 [13]	Reported cleanliness scores at 4.11/5; overall satisfaction 3.61/5, with lowest point on clinic access.

Table 5.3 Comparative study of IDA feedback study with previous studies

5.4 Insights from Global Literature

- Timely care, dignity, and respect are essential to patient satisfaction [14].

- Studies conducted throughout Asia show comparable advantages and difficulties [15].
- Increased autonomy and communication translate into greater systemic trust [16].
- WHO-based instruments assist in locating service gaps [17].

5.5 Observation

When it comes to cleanliness, polite interactions, transparent communication, and prompt service, Mumbai truly excels. These are things that patients genuinely value. However, there's still some misunderstanding regarding affordability. Many people arrive expecting affordable care, but they are left wondering about unforeseen fees or what is truly covered. It might have a significant impact if the clinic adopts a more transparent, patient-friendly pricing strategy that includes clear cost explanations, patient participation in decision-making, and compassionate, caring billing. not only in contentment but also in fostering greater trust and providing everyone with better care.

CHAPTER 6

RECOMMENDATIONS

RECOMMENDATIONS

1. Make Costs Clear and Care More Affordable

- Clarify prices and make care more accessible.
- Give patients a clear picture of their costs by providing them with comprehensive estimates that include tests, follow-up appointments, and medications.

2. Empower patients in the treatment care

- Give patients more control over their care and include them in choosing their own course of treatment.
- Staff should receive regular training in empathic communication to help patients feel valued and heard.

3. Maintain Cleanliness and hygiene of clinic

- Preserve the clinic's hygiene and cleanliness
- Continue to provide patients with the excellent cleanliness and effective service they already appreciate.

4. Collect the feedback

- Gather feedback at the conclusion of every visit, gather brief and ongoing feedback with an emphasis on patient involvement, cost clarity, and overall experience.

CHAPTER 7

CONCLUSION

CONCLUSION

Responses from IDA Mumbai patients reveal both areas that require attention and positive experiences. Many praised the clinic's staff's friendliness, timely service, and cleanliness, all of which are obvious indicators of a well-run and patient-friendly facility. Most patients believed they received respectful treatment and that the clinic handled their private information with care, which contributed to the development of trust. But not all the comments were favorable. Better communication is required because some patients felt excluded from decisions regarding their care. The cost, however, was the greater worry. Despite IDA's reputation as a cost-effective choice, many people still find it challenging to control the fees because of indirect expenses like recurring travel expenses.

Also, the study's focus, overall satisfaction, was only moderate, even though patients were pleased with various aspects of their care. While timely service and clean facilities are important, they are not the whole picture. Patients remember how they were addressed, how clearly, they were informed, and whether their concerns were taken seriously. That's what makes a lasting impression. It is noteworthy that many would either put off receiving care or turn to government hospitals if IDA didn't exist, demonstrating the clinic's critical role in the community.

Going forward, the clinic could have a greater impact by addressing lengthy wait times, increasing patient involvement in care decisions, and providing more financial support in the form of dental treatment vouchers or subsidies. With these actions and their existing advantages, IDA Mumbai may become a model for easily accessible, patient-centred dental care.

CHAPTER 8

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CHAPTER 9

ANNEXURE

ANNEXURE

9.1 Informed Consent

The purpose and format of the survey were explained in detail to each participant. After reassuring them that participation was entirely voluntary, their answers would be kept private, and opting out would not impact their care at the IDA clinic, verbal or written consent was obtained.

9.2 Data Collection Tools & Procedure

Data Gathering Instruments & Process Both Google Forms and paper versions of a structured questionnaire were used. It had five open-ended and twenty-two closed-ended questions and was created using the WHO responsiveness framework. To maintain data integrity and confidentiality, the survey was conducted by trained personnel, and all answers were gathered anonymously.

9.3 Questionnaire

Click the link to access the questionnaire (patient feedback form):

<https://forms.gle/CPCk7L6zEecfXFwX7>

Questionnaire

Understanding Patient Experience and the Choice of IDA Clinic in Mumbai / मुम्बई में रोगी अनुभव और आईडीए क्लिनिक के चयन को समझना / रुग्णांचा अनुभव समजून घेणे आणि मुंबईतील आयडीए क्लिनिकची निवड

This survey is conducted by IDA Mumbai to analyze patient experiences and the factors influencing their choice of dental care. Your responses will remain confidential and used for research and service improvements. The survey takes approximately 5-7 minutes to complete. By participating, you contribute to improving healthcare services for everyone.

/ यह सर्वेक्षण IDA मुंबई द्वारा मरीजों के अनुभवों और उनके दांतों की देखभाल के चयन को प्रभावित करने वाले कारकों का विश्लेषण करने के लिए किया जा रहा है। आपकी प्रतिक्रियाएँ गोपनीय रहेंगी और शोध और सेवा सुधारों के लिए उपयोग की जाएंगी। सर्वेक्षण पूरा करने में लगभग 5-7 मिनट लगते हैं। भाग लेकर, आप सभी के लिए स्वास्थ्य सेवाओं में सुधार करने में योगदान देते हैं।

/ रुग्णांचे अनुभव आणि दंतसेवेच्या निवडीवर परिणाम करणाऱ्या घटकांचे विश्लेषण करण्यासाठी आयडीए मुंबईतर्फे हे सर्वेक्षण केले जाते. आपले प्रतिसाद गोपनीय राहतील आणि संशोधन आणि सेवा सुधारणांसाठी वापरले जातील. सर्वेक्षण पूर्ण होण्यासाठी अंदाजे 5-7 मिनिटे लागतात. सहभागी होऊन, आपण प्रत्येकासाठी आरोग्य सेवा सुधारण्यात योगदान देता ।

Before proceeding, please read and agree to the consent statement below/ आगे बढ़ने से पहले, कृपया नीचे दिए गए सहमति विवरण को पढ़ें और सहमत हों / पुढे जाण्यापूर्वी, कृपया खालील संमती विधान वाचा आणि सहमत व्हा

Language Selection / भाषा चयन/ भाषा निवड

Please select your preferred language / कृपया अपनी पसंदीदा भाषा चुनें/ कृपया आपली आवडती भाषा निवडा

In which language would you like to take this survey?

आप इस सर्वेक्षण को किस भाषा में लेना चाहेंगे?

हे सर्वेक्षण कोणत्या भाषेत करायला आवडेल?

- ☐ English
- ☐ Hindi (हिंदी)
- ☐ Marathi (मराठी)

English Questions

If English is the language you selected, please fill these 25 questions in English.

Demographic Information (Before Main Questions)

***1. Name**

***2. Age Group**

- (a) Below 18
- (b) 18-30
- (c) 31-45
- (d) 46-60
- (e) 60+

3. Gender*

Male

Female

Prefer not to say

Other

4. Residential Location

5. Household monthly income

- a) Below 10,000
- b) 10,000-25,000
- c) 25,000-50,000
- d) 50,000-1,00,000
- e) 1,00,000+

Other:

6. Please provide your mobile number (*mobile number* only be used for follow-up on feedback or patient care communication, with full confidentiality)

7. Please provide your E-mail id

Quantitative questions

***1. How did you first hear about IDA Mumbai?**

- a) Word of mouth
- b) Referred by another doctor
- c) social media or advertisements
- d) Walk in/ own search
- e) other

2. What was the main reason for choosing IDA Mumbai? *

- a) Lower cost of treatment
- b) better quality of treatment
- c) Reputation of dentists
- d) Closer to home/workplace
- e) Availability of advanced treatments

***3. On a scale of 1-5, how affordable do you find the treatment cost at IDA Mumbai? (Linear Scale) (**

1 = Very Expensive

2 = Expensive

3 = Moderately Priced

4 = Affordable

5 = Very Affordable)

***4. How Satisfied are you with the dentist assigned to you today?**

1-Very Dissatisfied

2-Dissatisfied

3-Neutral

4-Satisfied

5-Very Satisfied

5.If cost was not a factor, would you still choose IDA Mumbai for your dental care? *

Yes

No

Maybe

***6. How far do you travel to reach IDA Mumbai?**

a) Less than 5 km

b) 5-10 km

c) 10-20 km

d) More than 20 km

***7. Were you treated respectfully by the staff?**

1-Not at all

2-Slightly

3-Moderately

4-Mostly

5-Yes/Completely

***8. How satisfied are you with the waiting time at IDA Mumbai? (Linear Scale)**

(1 - Very Dissatisfied

2 - Dissatisfied

3 - Neutral

4 - Satisfied

5 - Very Satisfied)

***9. Was your privacy maintained during consultation? (Likert)**

1.Strongly Disagree

2.Disagree

3.Neutral / Neither agree nor disagree

4.Agree

5.Strongly Agree

***10. Were procedures explained in a way you understood?**

1-Not at all understandable

2-Slightly understandable

3-Somewhat understandable

4- Mostly understandable

5-Completely Understandable

***11. Were you involved in decisions about your treatment?**

1-Not at all involved

2 – Slightly involved

3 – Somewhat true / Neutral

4 – Mostly involved

5 – Completely involved

***12. Were you allowed to ask questions and get answers?**

1-Strongly Disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly Agree

***13. Would you continue coming to IDA Mumbai for future dental needs? (Multiple Choice)**

a) yes

b) No

c)Maybe

***14. Rate the satisfaction with clinic cleanliness?**

1-very poor

2-poor

3-somewhat good

4-good

5-excellent

***15. Rate the comfort of waiting area**

1- very uncomfortable

2-uncomfortable

3-Neutral

4-comfortable

5-very comfortable

***16. Rate the time spent with doctors if it's adequate or not?**

1-Not at all adequate

2-Inadequate

3-Neutral

4-Adequate

***17. Ease of schedule of appointments**

1-Strongly Disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly Agree

18. How would you rate the quality of treatment?

1-very poor

2-poor

3-Neutral

4-good

5-excellent

***19. Did you get clear post treatment instructions? (Likert scale)**

1-strongly disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly agree

***20. Will you return to IDA for future treatment?**

a) yes

b) No

c)Maybe

21.Would you recommend IDA to others? (Likert scale)

1-Strongly disagree

2-Disagree

3-Neutral

4-Agree

5-Strongly agree

***22. If IDA was unavailable, where would you go?**

- a) Govt hospital**
- b) private clinic**
- c) Delay care**

Qualitative questions

***23. Why did you choose IDA Mumbai? (example it could be affordability, reputation of clinic/doctors, proximity to home/work, trust in government affiliated institutions, or other reasons)**

***24. Describe your overall experience at IDA during your most recent visit. (Examples...It could be Ease of getting an appointment, cleanliness and ambience of the clinic, clarity of communication and instructions, overall treatment satisfaction, behaviour of staff and doctors)**

***25. What challenges or problems did you face during your visit? (Examples could be long waiting times, communication issues with staff or doctor, cleanliness concerns, discomfort during treatment, no other issues faced)**

***26. What improvements would you suggest to enhance our service? (Examples include reduced waiting time, more staff/dentists during peak hours, improved communication with patients, cleaner or comfortable clinic environment etc.)**

***27. What aspects of IDA Mumbai 's care stood out to you the most? (Examples include affordability, friendly staff, short waiting time, quality of dental care)**

Thank you for filling out this survey!

Your responses have been recorded. We assure you that all your information will be kept confidential and anonymous.