

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

Submitted by

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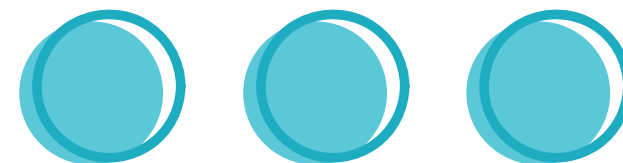
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Under the guidance of

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1. Introduction

1.1 Background of the Study:

- Patient satisfaction and the system's responsiveness—such as respect, timely care, and a clean, professional environment—are core indicators, as defined by WHO.
- In dentistry, positive impressions stem not only from successful treatments but also from the way patients are treated, wait times, and clinic hygiene. Research shows patients value politeness, comfort, and communication.
- The COVID-19 pandemic has further increased the need for strict hygiene practices, which significantly influence patient trust.
- The IDA Mumbai Clinic offers an ideal setting to explore these factors. Globally, healthcare systems now focus on digital tools, transparency, and regular feedback to enhance patient care and engagement.

1.2 Objectives:

- To Assess overall patient satisfaction and health system responsiveness using the WHO Responsiveness Framework and factors influencing patient experience.
- To determine and examine the major factors influencing perceived responsiveness and patient experience

1.3 Significance of the Study:

- Highlights what patients value beyond clinical treatment.
- Helps IDA Mumbai Clinic improve service quality and respectful care

2.Review of Literature

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.	Comprehensive Analysis of Factor influencing Patients ‘Preferences and Attitudes towards Dental Treatment Choices.	Painless treatment, past dental experiences, and easy access to services shape patient experience, while clear communication and trust in the dentist’s skills encourage care-seeking.	Gopalakrishnan, Admaja K Nair., Bindu V. Bhaskar 30 Dec 2024-Annals of African Medicine
3.	Health care seeking behaviour of patients reporting to a dental health institution: A crossectional study	Patient experience was influenced by negligence (27.1%), no symptoms (14.5%), financial limits (9%), and socio-demographic factors like gender, education, and occupation.	HemaTyavanige Shekharappa, Shreya Anilkumar Ghattad 14 Oct 2024-International dental journal of students
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.

3. 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

Location: IDA Mumbai Clinic

Duration: 3 Months

3.3 Study Population

Inclusion Criteria:

- Patients aged 18+
- Able to give informed consent and willing to complete the questionnaire

Exclusion Criteria:

- Patients under 18
- Those unable to communicate due to cognitive/physical issues

Methodology

3.4 Sample Size & Sampling Technique

- Sample size: 150 patients (feasible for a single researcher)
- Sampling method: Convenience sampling

3.5 Study Tool

- Pre-designed 22 close ended questionnaire (adapted from WHO Responsiveness Tool)
- 5 open-ended questions (qualitative)
- Tools used: Google Forms + Printed forms (for offline feedback)

3.6 Method of Data Collection

- Design: Descriptive research
- Quantitative: 22 questions (like Likert scale questions were included)
- Qualitative: 5 open-ended questions for deeper insights
- Combined method gave both measurable data & patient narratives(total 27 questions)

Methodology

3.7 Data Analysis

Quantitative Analysis:

- Calculated mean, median, and frequency
- Domains: Prompt attention, communication, cleanliness, confidentiality, autonomy, satisfaction, dignity, affordability

Interpretation of Combined Mean Scores (Patient Satisfaction)



❖ Higher means= better satisfaction

❖ Lower means= dissatisfaction

Methodology

3.8 Data Analysis

Qualitative Analysis:

- 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.

4.Results

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

□ Domain: Affordability

- Mean: 2.95 | Median: 2.5
- Responses were generally neutral, leaning slightly negative.
- Although 131 out of 150 patients said they chose IDA for affordability, scores show financial concerns remain.
- Suggests that while cost is a factor in choosing the clinic, perceived value or cost clarity could be improved.
- Cost of services and repeated travel were major concerns.
- Patients from distant areas faced indirect costs (travel, time off work).
- Multiple OPD visits added to financial burden.

Results

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

□ Domain: Dignity

- Mean: 3.56 | Median: 4
- Most patients felt respected and valued during their visit.
- Staff behavior upheld patients' dignity, but there's scope to raise consistency.

□ Domain: Confidentiality

- Mean: 3.9 | Median: 4
- Patients trusted that their information was kept private.
- Confidential handling of personal details was appreciated and well-maintained.

Results

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

□ Domain: Communication

- Mean: 4.07 | Median: 4
- Communication was clear, respectful, and easy to understand.
- Patients felt informed about procedures and care plans.
- One of the strongest-performing domains in the study.

□ Domain: Autonomy

- Mean: 3.72 | Median: 3.6
- Patients felt moderately involved in decisions about their care.
- Some felt empowered to ask questions or express preferences.
- Indicates good progress but opportunity to enhance shared decision-making further.

Results

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

□ Domain: Cleanliness

- Mean: 4.04 | Median: 4
- High satisfaction with hygiene and cleanliness standards.
- Clean environment positively impacted patient comfort and confidence.
- Reflects good infection control practices, especially important post-COVID.

□ Domain: Prompt Attention

- Mean: 4.07 | Median: 4
- Patients were generally happy with how quickly they were attended to by the doctors mostly for OPD(first time visits).

Results

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

□ Domain: Satisfaction & Comfort

- Mean: 3.63 | Median: 3.9
- Positive interaction with staff and clear explanations contributed to comfort.
- Many patients traveled over 20 km, showing high trust in services.

Results

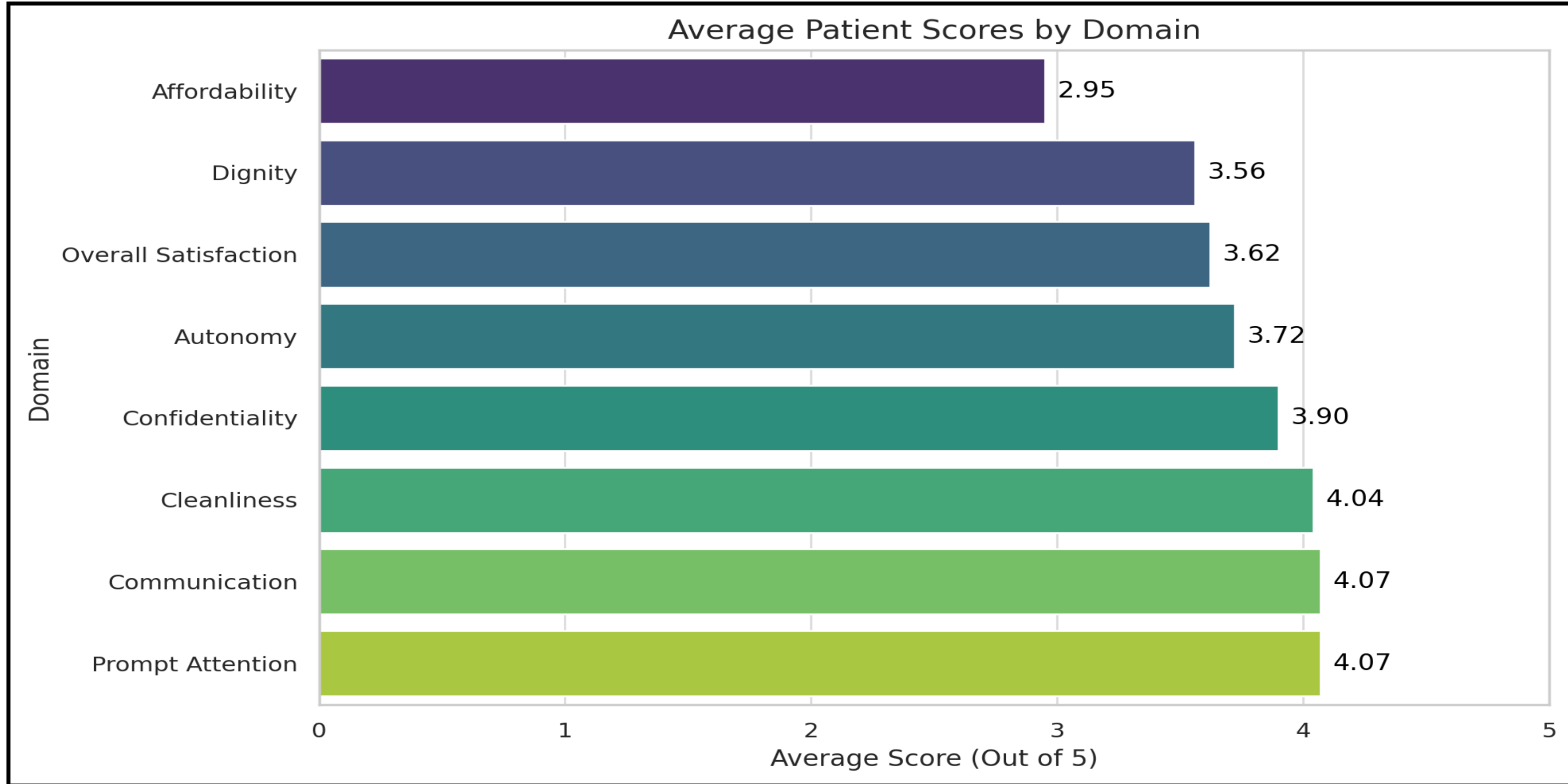


Fig 1: Average patient scores by Domain

Results

4.2 Content Analysis – Summary of Patient Responses

1. Why did patients choose IDA Mumbai?

- Affordable treatment
- Good reputation and trust
- Referred by friends/family

2. What was their overall experience?

- Doctors were friendly and cooperative
- Dental procedures were satisfactory
- Clinic was clean and hygienic

3. What problems did they face?

- Long waiting time to get appointments and multiple visits
- Less staff available
- Communication was sometimes unclear

Results

4.2 Content Analysis – Summary of Patient Responses

4. What are the suggestions for improvement?

- Shorten waiting time
- Hire more staff
- Improve communication with patients

5. What did they appreciate most?

- Affordable services
- Respectful and attentive staff
- Skilled dental professionals
- Clean clinic environment
- Fast service during non-busy hours

Results

4.3 Description of the codes with frequency (%)

Codes	Frequency (out of 150)	Percentage
Affordable services	80	53.3%
Polite and professional staff	75	50%
High quality care	69	46%
Hygiene and cleanliness	63	42%
Waiting time(positive/negative)	67	44.7%
Clear communication	50	33.3%
Easy accessibility	28	18.7%
Modern Infrastructure	15	10%

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%).

Results

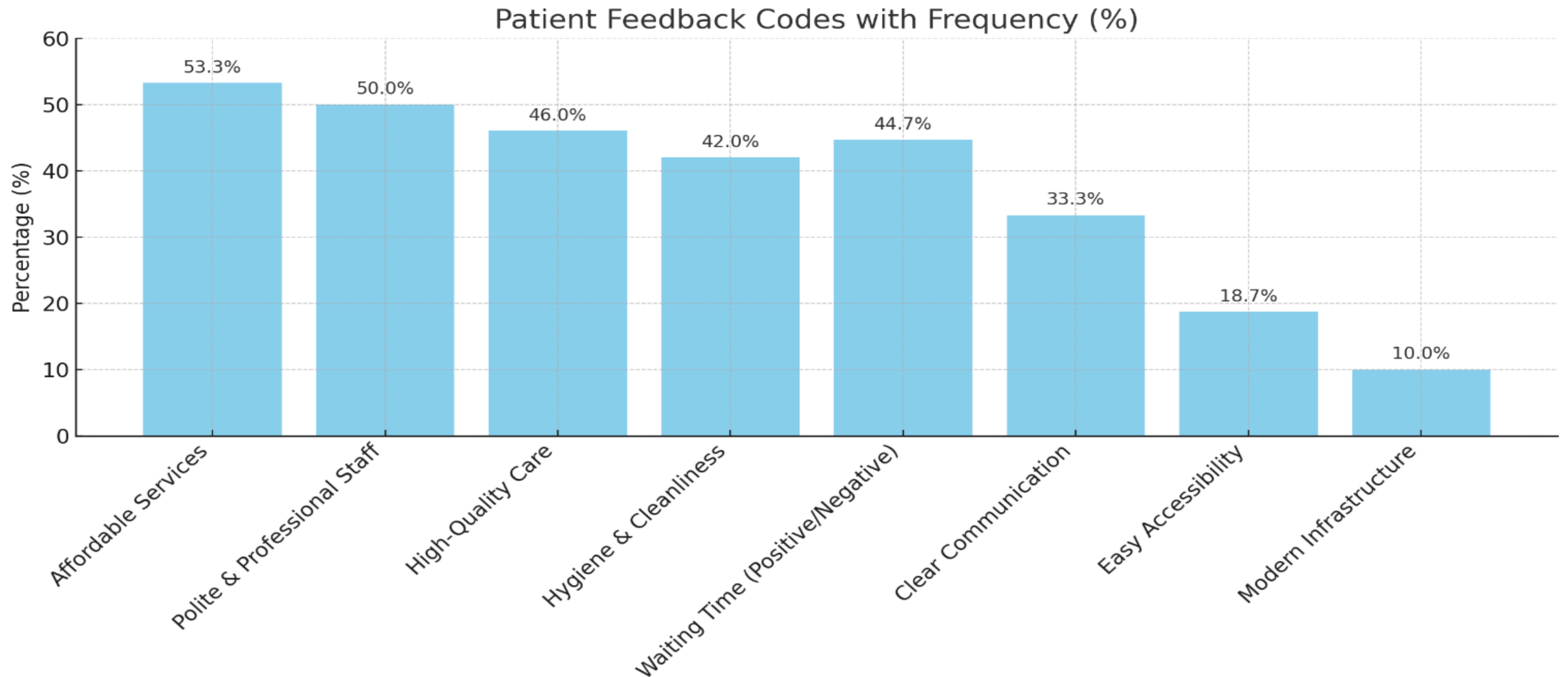


Fig 2: Frequency of codes according to Patient Responses

Results

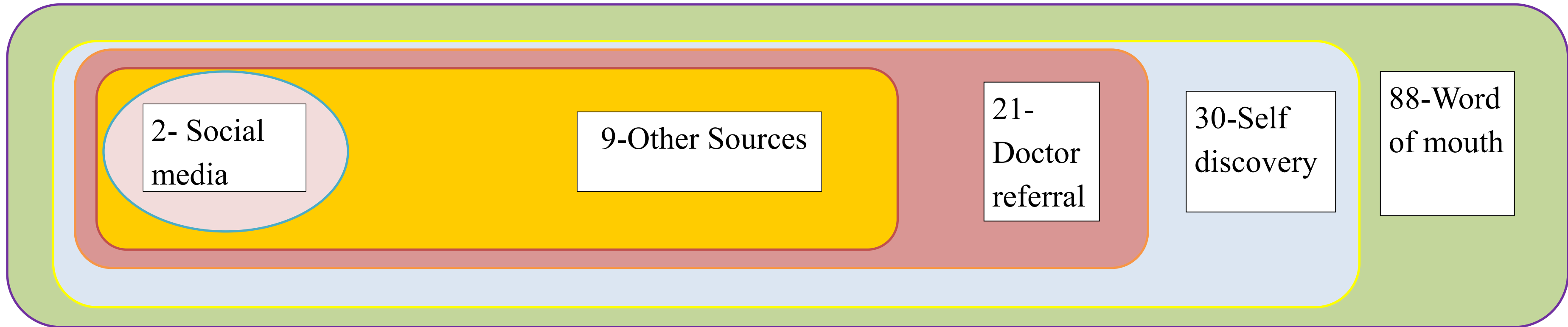


Fig 3. Patient Awareness of IDA Clinic.

4.4 Patient Awareness Sources – Key Insights

88 patients (majority) came via word-of-mouth (friends, neighbors, family).

30 patients discovered IDA independently (walk-ins, search, personal research).

21 patients were referred by other medical professionals, indicating trust within the healthcare network.

Only 2 patients found IDA via social media – highlighting a weak digital presence.

9 patients mentioned miscellaneous sources (events, conferences, casual talks

Results

4.5 Primary reasons for choosing IDA

- Patients primarily chose IDA for its affordable care, trusted reputation, quality treatment, professional doctors, and clean environment.

4.6 Alternatives if IDA Were Unavailable

- 88 patients would go to government hospitals.
 - 50 patients also preferred government facilities as the next best option.
 - 12 patients said they would delay or postpone treatment.
- Showing IDA's role in ensuring access to affordable, quality care.

Results

4.7 Travel Distance to Clinic – Key Insights

Patients came from a wide range of geographic locations.

5 patients travelled **less than 5 km**.

27 patients travelled **between 5–10 km**.

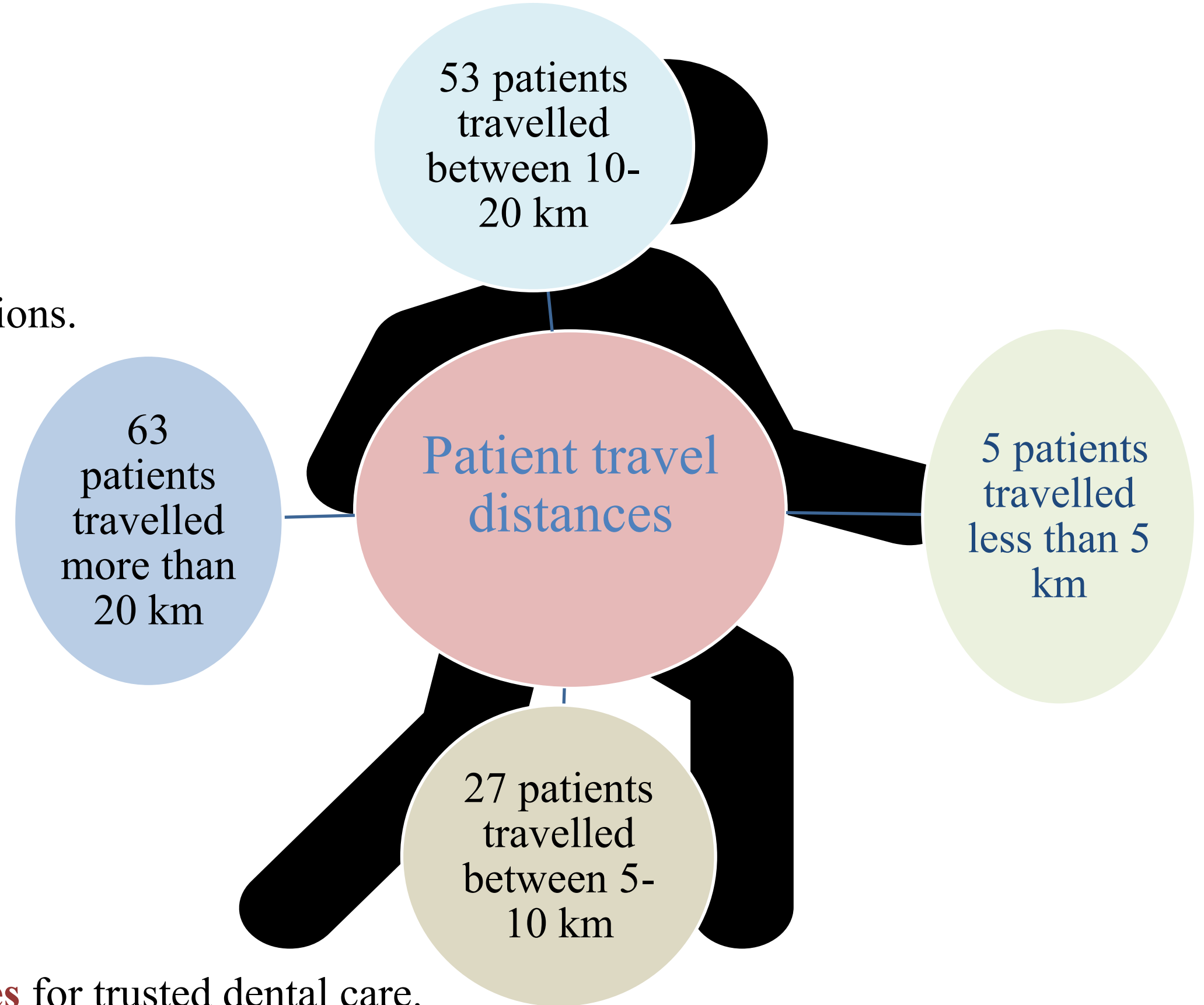
53 patients travelled **between 10–20 km**.

63 patients travelled **more than 20 km**.

This data shows that:

Many patients are **willing to travel long distances** for trusted dental care.

It reflects the **clinic's reputation and perceived quality of services**.



5.Discussion

4.8 Key Findings:

❖ Affordability:

- IDA Mumbai is widely chosen for its reputation of affordable dental care.
- Patient concerns included:
 - ❑ Unexpected or hidden fees for certain treatment procedures.
 - ❑ Indirect costs like costs incurred in travelling for repeated dental treatment and visits from long distance.
- **Identified gap:** Lack of price transparency for certain procedures and some costly procedures like implants not available, Ortho treatment not available, major Oro-maxillofacial surgeries not available.
- **Recommendations:**
 - ❑ Make billing process more transparent .
 - ❑ Schedule patients from the same area on specific days and offer shared transport to reduce travel costs and improve access.
 - ❑ Train staff to address cost-related queries confidently
 - ❑ **Supporting Study:** Shah & Bhavsar (2024), *International Journal of Dental and Medical Sciences Research* – Found that affordability attracts patients, but **lack of transparency discourages repeat visits.**

Discussion

4.8 Key Findings:

❖ Satisfaction and comfort :

■ **Positive feedback included:**

- Kind and encouraging tone
- Polite answers to questions

■ **Suggestions for improvement:**

- Provide continuous training to staff in communication and empathy
- Use frequent feedback systems to monitor and maintain service quality

❖ Dignity & Confidentiality:

■ Patients felt respected and privacy was ensured.

■ Recommendations:

- Train staff on data privacy
- Update privacy protocols regularly

Study: *Verma et al. (2025)* – *Respect and confidentiality are key to building patient trust. (J Indian Soc Pedod Prev Dent*

Discussion

4.8 Key Findings:

❖ Cleanliness:

- Patients felt safe and comfortable due to high hygiene standards.
- The well-maintained environment boosted confidence among patients.
- Hygiene is now a top priority post-pandemic.
- To Maintain Standards:
 - Scheduled cleaning routines
 - Regular audits
 - Staff accountability for hygiene

Study: Research Gate (Saudi Arabia, 2023): Hygiene & infection control rated highly post-COVID

Discussion

❖ 4.8 Key Findings:

❖ Prompt Attention:

- Patients noted they were given prompt attention by doctors especially for first time OPD visits.
- However, this area needs continuous monitoring as it depends on:
 - Maintaining ideal staffing levels
 - Ensuring efficient time management, especially during peak hours.

❖ Communication :

- Strong communication helped build trust and comfort among patients.
- Clarity and behavior of the dentist were found to be top drivers of satisfaction.

A Delhi-based survey confirmed:

- Polite dentist behavior and communication clarity were the most important factors influencing satisfaction.

Study :Kuey Journal (2024). Factor analysis study on patient satisfaction in Delhi dental clinics.

Discussion

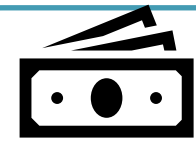
4.9 Insights from Global Literature:

- Prompt treatment, respectful behavior, and dignity greatly impact how satisfied patients feel.
- When patients are involved in decisions and communication is transparent, trust in the system improves.
- WHO tools help identify weaknesses and gaps in healthcare delivery

Observations:

- Patients appreciate cleanliness, respectful staff, clear communication, and timely service.
- Many patients are not completely satisfied by the costs due to added charges, cost included in travelling(follow up visits from long distances).
- A transparent, patient-friendly pricing approach could improve trust and satisfaction.
- Treatments like ortho treatments, Oro-maxillofacial surgeries, trauma cases not provided in the clinic.

6. Recommendations



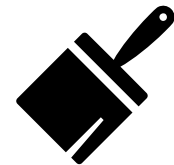
Make Costs Clear & Affordable

1. Share complete treatment cost estimates. (tests, meds, follow-ups)
2. Schedule patients from the same area on specific days and offer shared transport to reduce travel costs and improve access.



Empower Patients in Care

1. Involve patients in treatment decisions.
2. Train staff in empathetic and clear communication.



Maintain Cleanliness and hygiene

1. Ensure consistent clinic cleanliness
2. Continue delivering efficient, hygienic care



Collect regular feedback

1. Take quick feedback after every visit
2. Focus on experience, transparency, and patient voice

**Improvement
In
Patient experience**

7. Conclusion

7.1 Key Insights from Patient Feedback at IDA Mumbai Clinic:

■ Positive Experiences Noted:

- Patients appreciated the friendly staff, clean environment, and prompt services.
- Respectful treatment and confidential handling of personal information helped build trust.

■ Areas for Improvement:

- Some patients felt excluded from decision-making, highlighting a need for better communication.
- Despite being cost-effective, indirect costs (like frequent travel) made it hard for some patients to afford care.

■ Moderate Overall Satisfaction:

- While operational aspects were appreciated, emotional and communication factors (e.g., being heard, feeling involved) greatly influenced satisfaction.

Conclusion

- **IDA's Community Impact:**

- Many patients indicated they would delay treatment or shift to government hospitals if IDA wasn't available—proving the clinic's essential role.

- **Recommendations for Greater Impact:**

- Reduce waiting times and improve patient involvement in care planning.
- Consider offering financial support (e.g. subsidies) for those with economic challenges.
- Schedule patients from the same area on specific days and offer shared transport to reduce travel costs and improve access.

By building on its current strengths and addressing key concerns, IDA Mumbai can set a benchmark for accessible and patient-centered dental care.

Thank You !

