

Synopsis

1.Title- Assessment of Patient Satisfaction and Health System Responsiveness at IDA Mumbai Clinic

2. Introduction:

Understanding what patients feel about the care they receive—and how well health services respond to their personal expectations—is increasingly seen as central to improving quality, especially in dental care. According to the World Health Organization, responsiveness goes beyond medical outcomes. It includes how respectfully patients are treated, how clearly things are explained, how much say they have in decisions, and whether services are delivered promptly (1).

This study focuses on the Indian Dental Association (IDA) Clinic in Mumbai, a budget-friendly independent clinic, to explore both patient satisfaction and how well the clinic responds to patients' non-clinical needs. By doing so, the aim is to identify practical ways to improve service quality and the overall patient experience.

Past research has consistently shown that a patient's impression of dental care is shaped by much more than just clinical success. Clean surroundings, staff attitude, and quality of communication play a vital role in shaping patient experiences (2,3). Similarly, factors such as affordability, trust in the dentist, and staff professionalism strongly influence which clinics patients choose (4,5). Interestingly, studies reveal that patients often value good hygiene and clear communication more than the clinic's appearance or even the treatment cost (6,7).

The COVID-19 pandemic brought infection control to the forefront, making

visible hygiene practices and trust in the institution even more important. Clinics like IDA—with their focus on low-cost yet reliable services—are well-placed to meet these changing expectations. Following the WHO's framework on responsiveness gives such clinics a roadmap for continually enhancing the quality and experience of care.

3. Research Question:

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

4. Objectives:

Primary Objective:

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

Secondary Objectives:

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

5. Hypothesis:

Being a purely descriptive study no hypothesis will be tested here.

6. Review of literature:

Understanding patient satisfaction and healthcare responsiveness is essential, especially in dental settings where service experience greatly influences care-seeking behavior. In a diverse city like Mumbai, clinics such as the Indian Dental Association (IDA) play a critical role in offering trusted care. This review summarizes findings from Indian and global research, structured around

the WHO's Health System Responsiveness (HSR) framework, focusing on communication, dignity, cleanliness, affordability, and service delivery.

1. Patient Satisfaction and Communication:

Patient satisfaction extends beyond clinical outcomes to include respectful treatment, effective communication, and clean environments (Ahmed et al., 2014). Dentists often emphasize technical quality, but patients value emotional and interpersonal engagement equally (Grembowski et al., 1988).

2. WHO's Responsiveness Framework:

The WHO's HSR model highlights non-clinical factors such as autonomy, prompt attention, and confidentiality. Studies show patients appreciate being involved in decisions and become dissatisfied with poor communication and long wait times (Makkar et al., 2018).

3. Choosing a Dental Clinic:

Patients often select clinics based on reputation, affordability, staff friendliness, and past experiences. Recommendations and cleanliness also strongly influence choice (Iqbal & Jameel, 2014; Krishnan et al., 2024).

4. Cost and Accessibility:

High costs and limited insurance options are major barriers in India. Patients prefer conveniently located clinics with flexible hours (Nayak et al., 2018; Joshi & Patel, 2022).

5. Role of Communication and Trust:

Clear explanations, empathetic behaviour, and use of digital tools (e.g., online consultations) improve satisfaction (Puri et al., 2024). Trust in institutional clinics and consistent providers enhances patient comfort (Warpe et al., 2024).

6. Post-COVID Expectations:

Since the pandemic, hygiene, PPE use, and sterilization are key patient

expectations. Clinics maintaining these standards are seen as safer and more trustworthy (Reddy et al., 2021).

Gaps:

- Small sample size; findings cannot be generalized.
- Self-reported data subject to social desirability bias.
- Single facility; lacks comparative element.

7. Problem Statement / Rationale

This study aims to bridge this knowledge gap by assessing the factors influencing patients' overall experience.

By gaining a deeper understanding of the **patient journey, satisfaction levels, and decision- making factors**, this research will help the IDA Clinic improve its services, enhance patient engagement strategies, and optimize healthcare delivery. Identifying these determinants can also provide **evidence-based recommendations** to strengthen the patient-provider relationship, ensure service efficiency, and address existing limitations in patient care.

8. Material and Methods

Study Design:

Mixed-Methods Study

Quantitative Component: Structured survey with 150 patients. (22 questions)

Qualitative Component: In-depth interviews with the above patients. (5 questions)

Study Setting:

The study will be conducted at the IDA Mumbai Clinic, which provides dental services to a diverse urban population.

Study Duration:

3 Months (Including data collection, entry, analysis, and report writing)

Study Population and Sampling:**Inclusion Criteria:**

- Patients aged 18 and above visiting IDA clinic for any dental treatment.
- Patients who consent to participate.

Sampling:

Quantitative: 150 patients selected through convenience sampling to generalize findings to a larger group to make evidence-based decisions and to make evidence-based decisions.

Qualitative: The above patients are asked qualitative questions to capture patient experiences and to explore patient suggestions for improvement.

Tools for Data Collection:**Quantitative Survey Tool:**

- A structured survey using Google Forms will be distributed to collect measurable patient feedback, based on WHO responsiveness domains and satisfaction indicators.
- Contains 22 closed-ended questions (Multiple Choice & Likert Scale) focused on patient demographics, satisfaction levels, and service quality.

Qualitative Tool:

To gain deeper insights, open-ended questions will be included in the survey to capture patient perspectives in their own words. Responses will be analyzed

thematically to identify common trends, challenges, and expectations among patients.

5 Open-ended questions explored through brief interviews with probes based on:

- Reason for choosing IDA
- Experience with services
- Suggestions for improvement

Survey Distribution:

Digital Survey (Google Forms):

1. Patients will be requested to fill out the form immediately after treatment at the clinic.
2. Patients who are unable to complete the form at the clinic will receive a survey link on their registered mobile numbers, allowing them to submit responses remotely.

Paper-Based Survey for Elderly Patients: Many elderly patients or individuals unfamiliar with digital platforms may face difficulties in accessing Google Forms. To ensure inclusivity, printed surveys will be distributed for patients who prefer paper-based responses.

Domains Covered:

- Accessibility and affordability
- Waiting time and prompt attention
- Quality of care and technical competence
- Communication and autonomy
- Respect, dignity, and confidentiality
- Cleanliness and infrastructure
- Satisfaction and comfort (based on WHO Responsive scale)

Operational Definitions:

- **Patient Experience at IDA Clinic:**

Patient experience refers to how individuals perceive their care at IDA Mumbai Clinic, including communication, respect, cleanliness, affordability, waiting time, and overall satisfaction measured using a WHO-based questionnaire.

- **Healthcare Responsiveness:**

Responsiveness is the clinic's ability to meet patients' non-medical expectations, such as dignity, timely care, clear communication, privacy, and comfort, as defined by the WHO framework.

9. Data Analysis Plan

Quantitative Analysis: (22 Quantitative questions) The collected survey responses will be analyzed using tools like excel can be used to determine key patient preference patterns.

Using Excel, the analysis will include descriptive statistics (mean, median, frequency distributions) to assess patient satisfaction across different domains.

Qualitative analysis: (5 open ended questions) Content analysis will be used for qualitative data to categorize and interpret open-ended responses. Key codes will be identified from patient feedback (e.g., affordability, communication) and grouped accordingly, with representative quotes highlighting important insights.

Expected Outcome:

- A comprehensive understanding of patient satisfaction and responsiveness at IDA Mumbai Clinic.
- Recommendations for enhanced patient-centred care.

Budget

- **Google Form Development:** Free (handled internally).
- **Printing Costs:** Estimated cost for 150 paper forms.
- **Miscellaneous Costs:** Data analysis and report preparation.

10. Ethical considerations:

Before taking part, informed consent will be obtained either verbally or in writing.

11. Implications of research:

Patient experience and satisfaction can be improved with the help of patient feedback.

12. Conclusion:

This study aims to understand patient experiences at the IDA Clinic to enhance service quality, foster patient engagement, and improve care delivery. By addressing dissatisfaction—such as unclear communication or inefficient processes—the clinic can build trust, increase patient loyalty, and strengthen its competitive position. Incorporating feedback will support more patient-centered care and lead to better health outcomes.

13. References:

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