



IIHMR UNIVERSITY, JAIPUR

SYNOPSIS

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MBA Hospital and Health Management

Batch 28th

1.TITLE: A Study on Patient Satisfaction and Quality of Inpatient Healthcare Services in a Tertiary Care Setting

2.INTRODUCTION:

Patient Satisfaction serves as a crucial measure of the quality of care delivered by healthcare providers influencing hospital reputation, patient retention and overall competitiveness in healthcare industry. In Max Smart Super Speciality Hospital measuring satisfaction in Inpatient Department serves as a benchmark to assess the effectiveness of clinical and non clinical services. The study will focuses on analyzing Patient Satisfaction data through Structured feedback systems and visualizing it using tools to indentify trends, highlighting key concerns and supporting data driven decision making for service improvement. The overall goal is to enhance patient experience by enabling hospital to act proactively on feedback system and maintain high standards of care delivery.

3.RESEARCH QUESTION:

- What is the overall level of patient satisfaction among those admitted to the Inpatient Department (IPD)?
- How do coordination and communication among doctors, nurses, and support staff influence patient satisfaction in the IPD?
- How do hospital infrastructure, housekeeping, food and beverage services, and the admission-to-discharge process impact overall IPD patient satisfaction?

4.OBJECTIVES:

- To assess the level of patient satisfaction in inpatient healthcare services.
- To identify the patient percerptions of the quality of inpatient healthcare services received at hospital.

- To identify the causes of dissatisfaction if any and suggest recommendations to improve the IPD services.

5.HYPOTHESIS:

- Patients who receive timely, clear, and complete communication from doctors and nurses report higher satisfaction with clinical care in the IPD.
- Perceived adequacy of hospital infrastructure—including cleanliness, comfort, housekeeping, and food & beverage services—positively influences patient satisfaction in the IPD.
- Attentiveness, responsiveness, and empathy from healthcare providers, along with effective coordination between clinical and support services, enhance overall patient satisfaction in the IPD.

6.MATERIALS AND METHODS:

STUDY DESIGN- Descriptive Cross Sectional Study.

SETTING- The Research work is conducted in Max Smart Super Specialty Hospital , Saket New Delhi.

STUDY POPULATION

- **Inclusion Criteria-**
 - ✓ For a minimum of 24 hours, the patient was admitted to the IPD department.
 - ✓ Patient who are mentally competent and willing to participate in the telephonic interview.
- **Exclusion Criteria-**
 - ✓ Patient admitted for less than 24 hours (Day care)
 - ✓ Out patient Department patients
 - ✓ Emergency, ICU, OT, OPD patients.
 - ✓ Medico-legal cases patients.
 - ✓ Patients discharged against medical advice(DAMA/LAMA).

Study Tools- In Feedback Viesta of DreamSol Feedback Management System, patient feedback tickets were accessed and downloaded. The tickets represent patient satisfaction ratings collected by the hospital. A structured **telephonic interview** of IPD discharged patients was conducted to better understand patient ground level feedbacks. Data from the interviews were recorded and managed using **Microsoft Excel** to facilitate comparison against the secondary feedback data.

DURATION OF STUDY- 3 Months (17th March 2025 – 7th June 2025)

SAMPLE SIZE- 200

SAMPLE TECHNIQUE- Simple Random Sampling

- **DATA COLLECTION PROCEDURE-** Secondary data on patient satisfaction rating will be obtained from Feedback Viesta in DreamSol Feedback Management System. To validate the data, **Telephonic interviews** will be conducted for cross-verification and to capture additional

remarks after obtaining respondent verbal consent. Observational visits to inpatient wards will also be carried out to gain contextual insights into service delivery and patient experience.

OPERATIONAL DEFINATIONS –

- **Patient Satisfaction:** A pateint of the extend to which a patient is content with the healthcare received during the hospital stay, involving clinical and non clinical care.
- **Clinical Services:** Services provided by the medical professionals including diagnosis , treatment and follow up care.
- **Non Clinical Services:** Services related to infrastructure, housekeeping,front office,food services and overall adminstative management.
- **Inpatient Department (IPD):** A section of the hospital where individuals are admitted for extended overnight care and medical treatment.
- **PSAT (Patient Satisfaction Survey):** A structured questionnaire used to measure patients' satisfaction with various aspects of healthcare services.
- **NPS (Net Promoter Score):** A metric that gauges patient loyalty by asking how likely they are to recommend the hospital to others.

7.DATA ANALYSIS PLAN: The collected data will be entered and analyzed using Microsoft Excel and visualized using Power BI and SPSS.

8.ETHICAL CONSIDERATIONS:

- **Confidentiality:** Used anonymized secondary data to protect patient identity.
- **Informed Consent:** Verbal consent was obtained from patients interviewed telephonically.
- **Data Privacy:** No personal identifiers were recorded or disclosed during analysis.
- **Approval:** Hospital administration granted permission to use the feedback data.
- **Non-Interference:** In room ward round Observations were conducted without disrupting patient care.

9.IMPLICATIONS OF RESEARCH:

- **Improved Patient Experience:** Identifies specific areas such as admission, discharge, housekeeping, and food services for targeted improvement.
- **Quality Improvement:** Helps Identify key service gaps to enhance patient care in the IPD.
- **Policy Formulation:** Supports development of patient-centered policies and protocols.
- **Staff Training:** Guides training initiatives to improve communication and empathy among healthcare providers.
- **Infrastruture Planning :** Informs decisions on upgrading facilities like cleaniless, room comfort and diagnostics.
- **Patient Retention:** Enhancing Satisfaction can lead to better patient loyalty and Hospital repuation.

10.REFERENCES:

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