YASHODA HOSPITALS

Understanding the Impact of Communication on Patient Experience- A Cross-Sectional Study

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INTRODUCTION

- Yashoda Hospital, Hitec City, stands as a quaternary care institution offering advanced treatments like organ transplants and robotic surgeries, placing it at the apex of healthcare excellence and infrastructural capability.

- Despite world-class clinical capabilities, patient dissatisfaction often arises from communication lapses especially in a diverse city like Hyderabad for highlighting the gap between medical excellence and patient experience.

- Effective communication, including active listening, language clarity, and regular updates, fosters trust, improves outcomes, and is essential for creating a responsive, inclusiveness, and patient-centered care environment (AlHamazani,2024).

PROBLEM STATEMENT

- Despite Yashoda Hospital's clinical excellence, patients report confusion due to unclear instructions, infrequent updates, and rushed interactions, especially in critical areas like emergency, surgery, and discharge planning.

- The absence of clear communication channels and guidance on whom to approach for queries leads to frustration, reduced trust, and highlights the undervaluing of communication in overall care delivery.

OBJECTIVE OF THE STUDY

- To explore how communication is handled at various stages of the patient journey of admission, consultation, diagnostics, inpatient care, discharge, and follow-up.

- To collect structured feedback from patients regarding their experiences with communication during their hospital stay.

RESEARCH QUESTIONS

- What are the recurring communication challenges experienced by patients at different stages of their hospital journey at Yashoda Hospital?
- How do patients interpret and respond to the information provided by hospital staff?

SIGNIFICANCE OF THE STUDY

- The study highlights overlooked communication issues in high-acuity environments, aiming to reduce patient confusion, anxiety, and dissatisfaction through structured improvements.

- It offers low-cost, actionable strategies like staff training, digital tools, and defined communication touchpoints to enhance patient-provider interactions without major infrastructure changes.

- By incorporating healthcare workers' challenges and feedback, the study promotes a more empathetic, collaborative environment, improving overall care quality and workplace morale.

LITERATURE REVIEW

Author(s)	Year	Benefits Identified
Barman SK et al.	2025	Improved service delivery evaluation and healthcare feedback mechanisms.
Sharma A, Sharma D, Arora P	2025	Non-verbal communication enhances patient satisfaction and trust in Indian hospital settings.
Haut K et al.	2023	Virtual human-based systems with automated feedback improve doctor-patient communication training.
Sharkiya SH	2023	Quality communication enhances patient-centered outcomes, especially among older patients.
Dogra AK, Sharma SK	2021	Effective communication and customer orientation significantly improve perceived service quality and satisfaction.

KEY THEORETICAL FRAMEWORK

- **The Patient-Centered Communication Model (PCCM)** focuses on emotional responsiveness, active listening, and shared understanding, promoting meaningful dialogue between healthcare providers and patients.

- **GAP ANALYSIS**, based on the premise that effective communication in healthcare involves the accurate transfer of information, understanding, and action among all stakeholders.

RESEARCH GAP

- Indian healthcare literature often emphasizes qualitative insights but rarely incorporates structured communication models or effective feedback loops; even when digital feedback exists, it seldom informs executive decisions.

- Transcultural communication strategies, crucial for India’s diverse linguistic and cultural patient base, remain largely unexplored and underused in hospital settings, limiting inclusive and effective patient-provider interactions.

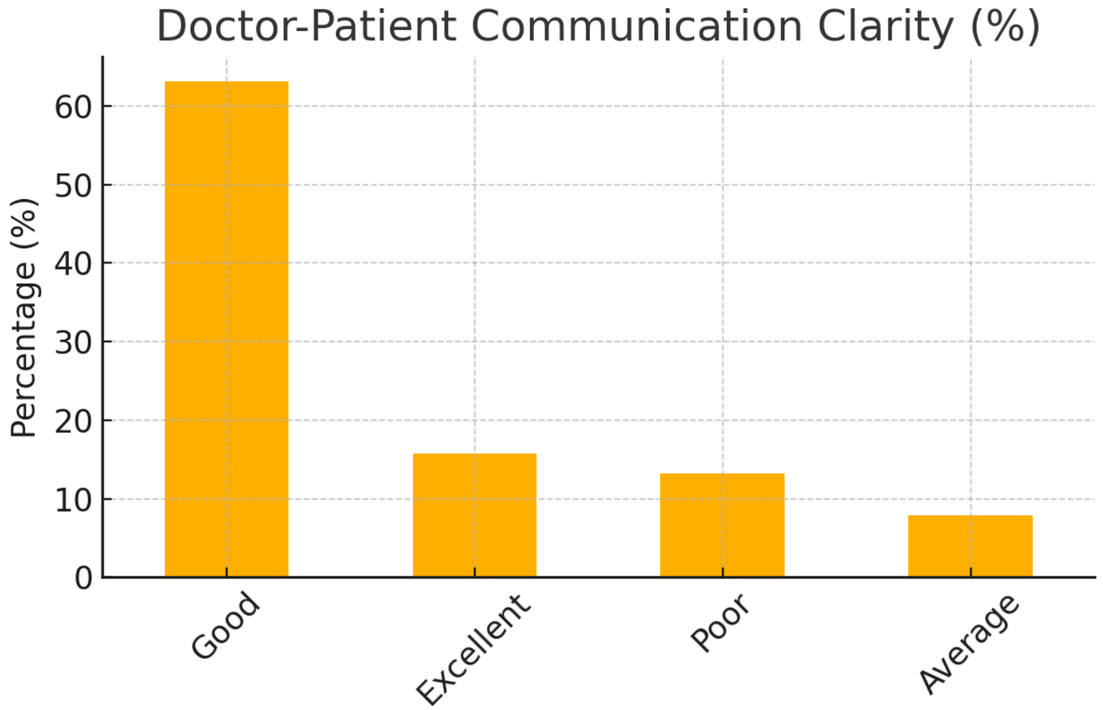
RESEARCH METHODOLOGY

- A quantitative approach was adopted, combining quantitative data from structured patient surveys with qualitative insights from staff interviews and direct observations to capture the multifaceted nature of healthcare communication.

- Simple random sampling ensured balanced patient representation across departments to reflect communication dynamics at various care points.

- Data analysis involved descriptive statistics for survey responses, thematic coding for interviews and observations, and triangulation to validate findings, enhancing the study's reliability, depth, and internal consistency across different data sources.

RESULTS AND DISCUSSION



- 76 patients revealed mixed experiences with communication 58% rated it "good," while 41% expressed confusion during discharge, particularly about medication and follow-ups. Only 38% felt emotionally supported, highlighting gaps in empathetic care.

- While 65% understood medical terms, 22% felt overwhelmed by jargon. Non-Telugu speakers reported higher language barriers, impacting clarity and comfort during consultations.

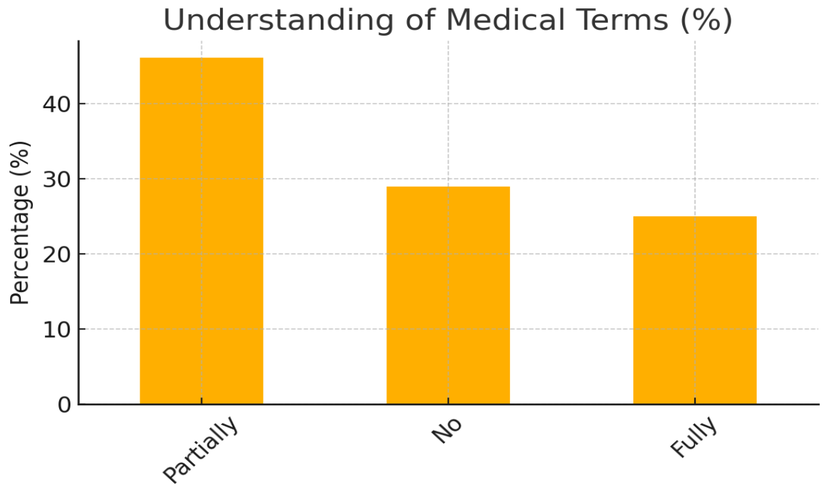
- Open-ended responses emphasized rushed interactions, unclear instructions, and a desire for printed materials. Many patients also reported anxiety during delays, due to lack of communication about wait times.

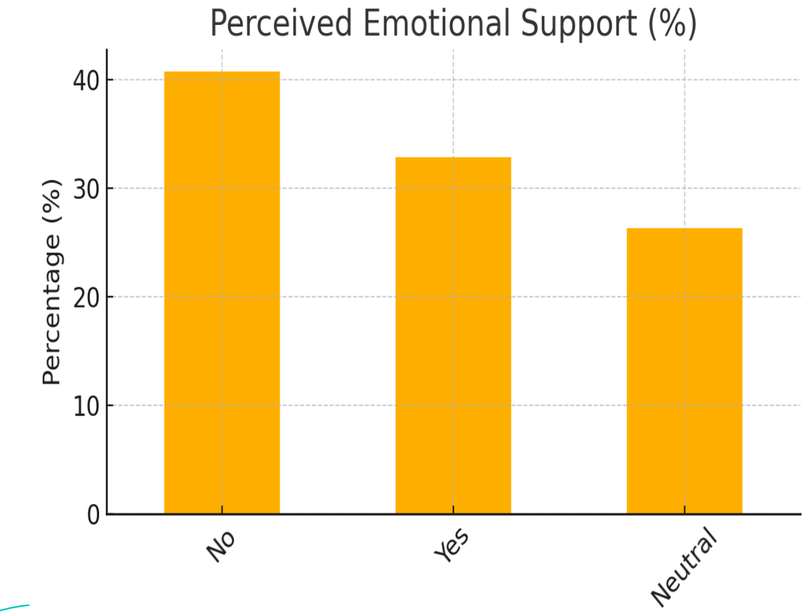
RESULTS AND DISCUSSION

- The main factors mentioned by staff as inhibitory are the time pressure, the absence of SOPs, and linguistic constraints. The ideas proposed were pictorial assistance, language assistance, and establishing a new position known as the Patient Communication Coordinator to make the discharge more clear.

- Observation of the sessions in real-time established rushed body language and ineffective discharge communication in the majority of the sessions. Patients shared wards and thus communicated effectively as well as considered patient privacy.

- Irrespective of the data, the major obstacles to effective commercial communication were not individual negligence but rather systemic restrictions. In the absence of well organized SOPs or feedback mechanisms, patient voices are rarely heard, especially in light of the national research and institutional reform is even more necessary.





LIMITATIONS

- This study focuses exclusively on adult inpatients at Yashoda Hospital, Hitec City, utilizing patient surveys, staff interviews, and unobtrusive observations to gather data, while excluding emergency and outpatient cases for sample consistency.

- Limitations include reliance on potentially biased self-reported data and the absence of post-discharge follow-up, which restricts understanding of long-term communication outcomes, though the study still offers valuable insights into inpatient communication dynamics in a complex hospital environment.

CONCLUSION

- Patients reported confusion about discharge instructions, emotional neglect, and a need for clearer, simpler explanations regarding diagnoses, medications, and follow-up care.

- There was a lack of consistency due to language barriers and a lack of formal communication training and the given system to collect feedbacks by patients was overused and noisy, as well as shared spaces decreased privacy to reveal genuine conversation.

- There were structural problems such as heavy workload, insufficient SOP and consultation time that did not allow proper and caring communication, even though staff made good efforts to provide high-quality care.

RECOMMENDATIONS

- Implement role-specific communication protocols and mandatory staff training to ensure clarity, empathy, and cultural sensitivity across all patient interactions, from admission to discharge.
- The increase of language accessibility through employment of multilingual employees, and utilizing multilingual discharge files and the implementation of real-time response systems to speedily handle patient inquiries.
- Select trained coordinators to orientate patients, obtain feedback, and maintain clear communication, along with upgrading infrastructure with privacy zones, signs, and visual information to create a more patient-friendly experience.
- Implementation of the ideas helps in improving the satisfaction level of the patient and improve the communication between the hospital staffs and patient.

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