

Dissertation Synopsis

Dr Pallepati Aakanksha, 1774, MBA HM-28

Faculty Guide: Dr Sandesh K Sharma

Title of the Dissertation

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

1. Introduction

Effective patient communication is integral to quality healthcare delivery. Despite significant medical advancements, many hospitals continue to face communication gaps that affect patient satisfaction and outcomes. Drawing on the researcher’s clinical and managerial experience, this study explores internal hospital communication systems and their influence on the patient's perception of care. The dissertation aims to develop a replicable framework that supports emotionally intelligent and operationally sound patient interactions.

2. Review of Literature

Prior studies suggest that inadequate communication contributes to reduced trust, non-adherence to treatment plans, and patient dissatisfaction. Key themes in the literature include the importance of empathy, structured communication protocols, training, and feedback mechanisms. The literature also identifies the need for integrated communication strategies at all stages of the patient care continuum.

Example Studies:

- Smith et al. (2019), UK: Communication clarity linked to 20% rise in satisfaction.
- Rao & Menon (2020), India: Emotional engagement improves compliance.
- Lee (2022), USA: Training reduces message inconsistency.

3. Theoretical/Conceptual Framework

The framework integrates elements from the Patient-Centered Communication Model (PCCM) and Gap Analysis. It emphasizes empathy, clarity, responsiveness, and consistency in communication across all patient touchpoints.

4. Research Gap

Existing research lacks practical, operations-based frameworks to institutionalize patient communication standards. There's limited insight into how frontline staff perceptions and hospital systems influence communication quality.

5. Research Questions

- What are the key gaps in patient communication across various touchpoints?
- How do patients perceive communication during their care journey?
- What institutional mechanisms can improve staff communication practices?

6. Research Objectives

- To map patient communication flow during admission, consultation, treatment, discharge, and follow-up.
- To assess patient perceptions and satisfaction with hospital communication.
- To identify systemic and behavioral gaps in communication practices.
- To recommend an operational model for structured, empathetic patient communication.

7. Methodology

- Research Design: Mixed-method (Quantitative + Qualitative)
- Study Setting: NABH-accredited private hospital in South India
- Data Collection: Surveys, Interviews, Observations
- Sampling: Simple random (patients), purposive (staff)
- Analysis: Descriptive stats, cross-tabulation, thematic analysis
- Ethics: Informed consent, anonymity, and data security

8. Plan of Analysis

Survey data analyzed for satisfaction and clarity trends; interviews coded for themes like empathy, barriers, and suggestions; observational data used to validate reports; triangulation to enhance credibility.

9. Tentative Chapter Plan

1. Introduction – Background, rationale, objectives
2. Review of Literature – Thematic analysis of past studies
3. Methodology – Design, tools, setting, ethics
4. Results and Discussion – Data findings and thematic interpretations

5. Recommendations and Conclusion – Strategic framework and implementation guidance

10. References

- IIHMR University. Dissertation Guidelines 2025. Jaipur: IIHMR; 2025.
- Smith R, Johnson P. Patient Communication Metrics. Health Serv J. 2019;45(2):123-130.
- Rao R, Menon A. Empathy in Healthcare. J Hosp Admin. 2020;39(4):201–215.
- Lee D. Staff Perception of Communication Gaps. BMJ Qual Saf. 2022;31(1):11–18.