

To determine the quality control norms through patient satisfaction towards
health services at CLINIKK Healthcare

By

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MBA Hospital and Health Management*

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DECLARATION BY STUDENT

I hereby declare that this dissertation **to determine the quality control norms through patient satisfaction towards health services at CLINIKK Healthcare** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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And has successfully completed her project on

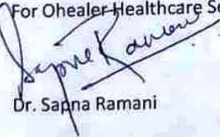
***To Determine the Quality control norms through patient satisfaction towards
health service at Clinikk Healthcare***

from

7th Mar 2022 to 10th Jun 2022

We thank her for her contributions and wish her all the best for her future
endeavours.

For Ohealer Healthcare Services Pvt Ltd


Dr. Sapna Ramani

Head- Clinical Operations

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CERTIFICATE

This is to certify that dissertation titled **to determine the quality control norms through patient satisfaction towards health services at CLINIKK Healthcare** is a record of the research work undertaken by Rima Datta in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Sandesh Kumar Sharma
(Faculty Guide)
IIHMR University, Jaipur

Dr (Col) Mahender Kumar
School Dean
IIHMR University

Abstract

Clinikk is creating India's first managed care model, which is revolutionizing health insurance in the country. Our program, which was introduced in 2018, combines outpatient care and health insurance to fulfil the demands of India's 600 million people. The study's goal was to determine CLINIKK Healthcare's quality control criteria based on patient satisfaction with health services. This integrated health approach is redefining healthcare delivery and decreasing health insurance claims, which generally cover higher catastrophic costs, by focusing on preventative healthcare. The goal of this study was to observe and analyse quality norms for the care team as a baseline for training and managed care, to assess patient satisfaction and the factors associated with satisfaction level for the service provided at CHH by the care team, and finally to provide suggestions for improving patient experience. For 100 Clinikk Healthcare respondents, a convenience sample approach was used, and answers were collected from 10 key sites in Bangalore, including Banergatta, Bommanahalli, Banashankri, Kormangala, Adugodi, Puthenahalli, Srirampura, Chamrajpet, Nagarbhavi and Peenya. Based on observations, an observational questionnaire was created to check the quality norms at each of these locations on a binary scale of Yes/No, while a modified structured questionnaire was created to measure customer satisfaction on a rating scale of 1 to 5, where 1 represents no response and 5 represents excellent. The perceived satisfaction scores were calculated in percentage for the data collected. Excel and SPSS were utilised for data analysis. The result showed that the overall impact and Clinikk patient satisfaction was due to the doctor services moderately by the nursing services and least by the PCC services. On the quality control front, the perceived satisfaction level of the procedure performed by care team, more attention is needed to improve the patient care coordinator responsibilities and communication skills of the nurses.

KEY WORDS- Patient satisfaction, Clinikk health hub, quality norms, healthcare, observational, data analysis, Doctor, PCC, Nurses services.¹

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Success is never achieved through the efforts of a single person. It is accomplished by equal contributions from individuals functioning as a team, which results in attractive outputs. I am grateful to my parents for their ongoing love, support, and blessings.

I would want to express my deepest gratitude to my mentor, Dr. Sandesh Kumar Sharma, for his unwavering support and counsel over the course of the research

I would like to thank Clinikk Healthcare Limited for allowing me to be a member of their organisation and for supporting me in learning the process flow and the operation of medical operations during this research. I am grateful to my mentor, Dr. Sapna Ramani Sardana (Head of Operations) for sharing her expertise, support, and experience in this sector, which served as a helpful resource in completing my studies.

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BACKGROUND

About the Organisation

Clinikk is creating India's first managed care model, which is revolutionizing health insurance in the country. Our program, which was introduced in 2018, combines outpatient care and health insurance to fulfil the demands of India's 600 million people. This integrated health approach is redefining healthcare delivery and decreasing health insurance claims, which generally cover higher catastrophic costs, by focusing on preventative healthcare. This also makes health-care finance more long-term. CLINIKK healthcare involves actions that attempt to improve patient care and minimise demand for medical services by enhancing care coordination and assisting patients and caregivers in managing health issues more efficiently. It is based on the premise of lowering health risks and lowering health-care costs by implementing suitable treatments for people within a specific community.

Clinikk has come up with a 360-degree healthcare module for its customers. To make sure that the culture and norms for the care teams are efficient and smooth as well as within the quality of the healthcare industry, it is mandatory to offer high-quality services and products that fully exceed customer demands and expectations, sponsors of companies must create, manage, and monitor their quality control and quality assurance systems, as well as their essential standard operating procedures and other quality documentation.

Product and Services-

Clinikk Smart Silver

Free Doctor Consultation

Free unlimited in-person and tele-consultation with doctors

30 % Discount on OPD

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan.

Eligible for a one-month subscription fee waiver

30 % Discount on OPD

Health Insurance-Health Insurance of ₹ 5 Lakhs with super top-up options and Personal Accident Coverage from Care Health Insurance.

In-house Paediatrician

Free unlimited consultation with in-house paediatrician.

Health Insurance of ₹ 5 Lakhs with super top-up options and Personal Accident Coverage from Care Health Insurance

30 % Discount on OPD

Clinikk Smart Gold

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

In-house Paediatrician

Free unlimited consultation with in-house paediatrician with OPD benefits up to the limit

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan.

Eligible for a one-month subscription fee waiver

Free OPD Benefits

Free In-house OPD Benefits (Medicines + Diagnostics (In-house & external) + Medical procedures) up to defined OPD benefit limit

Health Insurance

Health Insurance of **₹ 5 Lakhs** with top-up options + Personal Accident Coverage from Care Health Insurance

OPD Limit

Self - 10,000

Couple - 15,000

Family - 20,000

Clinikk Smart Diamond

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

In-house Paediatrician

Free unlimited consultation with in-house paediatrician with OPD benefits up to the limit.

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan. Eligible for a one-month subscription fee waiver.

Free OPD Benefits

Free In-house OPD Benefits (Medicines + Diagnostics + Medical procedures) up to defined OPD benefit limit.

Reimbursement on Specialist Consultation

Customers gets reimbursement for all expenses related to specialist care up to OPD benefit limit (Doctor Consultation + Pharmacy + Diagnostics + Medical Procedures)

Health Insurance

Health Insurance of **₹ 5 Lakhs** with top-up options + Personal Accident Coverage from Care Health Insurance

Clinikk Smart Senior

Free Doctor Consultation

Free unlimited in-person and tele consultation with doctors

High Touch On-boarding

High touch on-boarding that includes a wellness check-up. Eligible for self for individual plans and two adults in the case of couple and family plan. Eligible for a one-month subscription fee waiver

Reimbursement on Specialist Consultation

Customers gets reimbursement for all expenses related to Secondary care up to OPD benefit limit

(Doctor Consultation + Pharmacy + Diagnostics + Medical Procedures)

Free OPD Benefits

Free In-house OPD Benefits (Medicines, Diagnostics & Medical procedures)

OPD Limits (Including Specialist Care)

Self - 15,000

Couple - NA

Family - NA

OPD Limits (Including Specialist Care)

Self - 15,000

Couple - 20,000

Family - 25,000

Core values:

Inclusivity- Clinikk is an equal opportunity employer. This means providing everyone with equal access to opportunities and resources.

Empathy- Empathy is at the core of what we do. Respect and empathy for our subscribers and colleagues is non-negotiable.

Integrity- We value high integrity and the commitment to do what's best for our subscribers. There is zero tolerance policy towards not following this value.

Vision –

- Affordable & Accessible Quality Healthcare Services
- Health Insurance for everyone irrespective of income
- To be a 1-stop solution for all healthcare services
- Top quality Healthcare System and Financial Protection for 60 Crore Indians

CHAPTER 1

INTRODUCTION

The Deloitte insights report 2018 polled care customers to discover consumer-experience trends in the health care system, indicating that consumers of all ages use technology in all aspects, including health care. Adoption of virtual health can help physicians and other health-care professionals expand their reach. Simple access, simplicity, and avoiding the waiting room, as well as hassle-free visits, may all contribute to a better patient experience (2).

Patient satisfaction is a subjective concept that reflects people's perceived requirements, expectations from health-care institutions, and good experiences with exceptional treatment. They are the bedrock of the health-care system and have high expectations of health-care providers. Those seeking treatment should always have their health needs met adequately. A patient's expression of happiness or displeasure reflects on the overall quality of health care services delivered. Patient satisfaction, despite its flaws, is an indication that should be used to evaluate the quality of care in the health-care system (3).

Patient happiness is a vital indicator of providing quality care. It is a primary method of evaluating the efficacy of health-care delivery, and its evaluation assists in the improvement of health-care services. Low patient satisfaction affects clinical outcomes, patient retention, and the timely delivery of high-quality health care services. The purpose of this research is to be a useful resource for Clinikk in improving quality control norms through patient satisfaction by identifying areas for improvement that would aid in increasing patient engagement, thereby making it the community's first choice in seeking medical care through various digital platforms.

1.1 Research Question

What is the satisfaction level of patients towards services provided by Clinikk Healthcare?

1.2 Aim

The survey's goal is to analyse overall patient experience and suggest areas for improvement to increase patient joy in Clinikk Healthcare's services.

1.3 Objectives

- To observe and analyse the quality norms for the care team, as a baseline for training and managed care.
- To measure patient satisfaction and the factors related with satisfaction with services delivered by the care team at CHH.
- To provide recommendations for improving the patient experience.

CHAPTER 2

REVIEW OF LITERATURE

This review of literature mainly points out the important studies that have been done on patient experience regarding different services like mobile health applications, in healthcare in tertiary care. A brief idea was taken on how the studies were carried out in the background, and the methods of analysis that were used for the conclusions. Since our topic focuses on patient satisfaction in a primary healthcare setup, these literatures helped us in setting up the base of our research.

In healthcare, it is important to see how technology helps us in improving the services especially in the remote location areas where all the facilities are not accessible every time. A study was conducted in three public hospitals in China by Chuntao Lu et al. (2018) to assess the influence of mobile applications as well as the difference in user and non-user experiences on patient satisfaction. The study employed a Chinese outpatient questionnaire, with 300 respondents picked at random. Chi-square and t-tests were employed to compare and establish the level of significance between users and non-users' demographic characteristics. To investigate the association between the mobile app and the patient experience, regression research was conducted. Most mobile app users, as compared to non-users, were young people who are well educated and in need of specialised health services. According to the study, employing mobile applications to access health services can improve patient experience, leading to improved health outcomes and increased transparency in the health system. The findings revealed that there was an improvement in patient access to health information and more transparency in patient-physician communication.

Healthcare services whether primary, secondary, or tertiary, how can they impact on the patient satisfaction, and how they help in increasing the norms of care, is an everyday work in progress for all organizations. Hence, Descriptive cross-sectional research by Dr. Fatima Mukhtar et al. (2013) was conducted to determine patient satisfaction with overall services in a tertiary care hospital in Lahore. A total of 250 patients were chosen using a thorough

randomised sampling procedure. Patients were interviewed, and data was obtained using a pretested questionnaire and analysed in SPSS version 16. According to the conclusions of the survey, 90 percent (232) of patients were satisfied with their doctors, and the great majority (94 percent) thought the hospital was adequately aired and cleaned.

Approximately 89 percent of those questioned said they would go back to the hospital. The study proposes to conduct similar studies in primary and secondary health care institutions.

In their study on overall patient satisfaction in hospitals related to patient experiences and expectations, Oyvind A Bjertnaes et al. (2012) discovered that patient experiences and expectations are the most prominent aspects of service quality, but patient expectations play a significant role in quality assessments. The purpose of this study was to assess the influence of a variety of variables on total hospital satisfaction, such as patient experiences, expectations, and socioeconomic demographic characteristics. A countrywide patient experience study collected data for 63 Norwegian hospitals in 2006. The questionnaire was distributed to 241141 patients after they were discharged from the hospitals, and non-respondents were contacted four weeks later. The factors that impact patient satisfaction were evaluated using multivariate regression analysis. According to the regression model, the most important predictor of total patient satisfaction was patient experience with nursing care, which accounted for 59 percent of the variation. According to the study, while patient experience and expectations differ, they are both related to overall patient satisfaction.

C Jenkinson et al. (2002) studied patients aged 18 and above at five NHS Trust hospitals in Scotland. The study's purpose was to determine which health-care characteristics influence patient pleasure in recommending hospitals to others, as well as to evaluate the extent to which patient satisfaction is a relevant indicator of patient experience of services provided in a health-care environment. A total of 2249 patients participated in the study and were asked to complete Picker Inpatient Survey questionnaires that were mailed to them one month after they were released from the hospitals. Approximately 90% of respondents were satisfied with the services provided throughout their inpatient stay. The most important determinants of patient satisfaction were revealed to be physical comfort, emotional support, and respect for patient desires (6). The study's detailed inquiries on specific aspects of patients' experiences were critical for broad monitoring of the hospital's several departments, which will assist in improving overall performance.

There are several factors that influence the satisfaction of the patients at all levels of care. These studies highlight few of those and how they impact the services. A cross-sectional study done at the outpatient department of the University of Jordan by Saif Aldeen AlRyalat et al., (2019) found that focusing on overall qualities of delivering care can boost overall satisfaction and aid in enhancing patient loyalty. The poll included 215 participants, and the factors that directly affected patient satisfaction were interaction with health care personnel (doctors/nurses), food facilities, overall atmosphere, time delays in providing services, and department cleanliness. All of these factors had a significant impact on the patient satisfaction score.

Xesfingi S and Vozikis A (2016) examined the influence of socioeconomic and health-care-related factors on patient satisfaction, with the aim of first evaluating patient satisfaction and then examining the link between patient satisfaction and socioeconomic and health-care-related indicators. It covered 31 countries, and the dependent variable was the patient satisfaction index, which defined patient satisfaction with the health-care systems in these countries (7). The findings revealed a positive relationship between patient satisfaction and health care indicators such as nurses and doctors, with doctors being a significant contributor to patient satisfaction, and public health expenditure in socioeconomic variables was found to be positively associated with patient satisfaction. Finally, the study revealed that the elderly were the most satisfied patients with the health care system, and there was no indication that private health spending or the number of hospital beds had an influence on patient happiness.

Haiping Chen et al. (2016) conducted a cross-sectional study on variables impacting patient happiness in Shanghai public hospitals, with the goal of evaluating the present state of patient satisfaction and likely factors influencing patient satisfaction during hospitalisation (8). A total of 898 people were participated in the study, and a five-point Likert scale evaluation was used to analyse aspects related to hospital treatment. According to the findings, 89.5 percent of respondents were happy with the overall services given by the hospital during their stay, whereas 0.57 percent were dissatisfied. Patient satisfaction was connected with demographic parameters such as age, gender, home location, and employment, but it had no effect on marital status or income. It was established that a little improvement in satisfaction scores for physicians, nurses, and services, among other things, can boost overall levels of satisfaction. The attention of authorities, via continuous

monitoring and the provision of quality services, can improve the overall patient experience during hospitalisation.

CHAPTER 3

MATERIALS AND METHODS

3.1 Study Area

The study was conducted in CLINIKK healthcare organization located in Bangalore, Karnataka.

3.2 Study Design

Customer satisfaction- It is a form of descriptive study that is conducted on a specific population at a certain period using a five-point rating scale. Clinikk service satisfaction was examined, and patients from ten major locations were asked to rank the service on a scale of fair, good, and outstanding.

Quality control norms- It is a sort of observational study that is carried out on the care coordination team (Doctor, Nurse, PCC) at a specified moment in time with the use of a self-prepared quality instrument. Clinikk's quality control parameters were measured, and the care coordination team's service was examined daily at 10 different sites.

3.3 Study Duration

The study was carried for 3 months from 7th March 2022 to 17th June 2022.

3.4 Sample Size

A total of 100 respondents were chosen as a sample based on the average number of cases converted via phone calls in the previous two months.

3.5 Study Population

Clinikk Healthcare individuals requesting proper medical care are attended to by a medical operations team.

3.5.1 Inclusion Criteria

All patients from follow-up cases who had visited the Clinikk. Patients above the age of 18 were included. Patients who agreed to take part in the survey.

3.5.2 Exclusion Criteria

- i. Those patients who had never attended the Clinikk or had just used teleconsultation since the inception.
- ii. Patients who spoke a language other than English or Hindi.

3.6 Sampling Technique

Patients who were seen by the operations team throughout the research period and met the inclusion criteria were gathered as a sample using a suitable sampling approach.

3.7 Data Collection Method

Customer satisfaction- For CLINIKK Healthcare services, a customised questionnaire including patient satisfaction qualities was created. The study instrument was completed and used with the approval of higher authorities. A five-point rating scale, which is a psychometric instrument, was employed in this investigation. The format for rating scale was as follows: -

- No response- 1
- Poor- 2
- Average- 3
- Good- 4
- Excellent- 5

The questionnaire was administered in person to each patient and was divided into two sections: first, demographic characteristics such as age and location of the Clinikk. The second section includes a questionnaire about patient satisfaction with the services offered by the organization's Doctor, PCC, and Nurse. Patients from ten different places were asked to respond based on the ratings supplied.

Quality control norms- A nominal scale and Likert scale was employed in this investigation. The format for rating scale was as follows:

1. Observation for quality norms-

- A. Yes- 1
- B. No- 0

2. Procedure satisfaction level-

- A. Poor- 1
- B. Moderate satisfactory- 2

C. Satisfactory- 3

The questionnaire was design to observe how the quality norms and procedural satisfaction was maintained and followed in the care team across 10 different Clinikk locations in the city

3.7.1 Data Type

The research study was carried on primary data.

3.7.2 Data Analysis

Microsoft Excel 365 and SPSS 28.0 were used for data analysis. Descriptive statistics were used to analyse the quantitative data acquired from the patient satisfaction questionnaire. Data from a normal distribution has been computed and given in the form of mean scores and standard deviation. Other category data from the questionnaire is shown as percentages. The importance of categorical data was determined using factor analysis.

To check the validity of the samples for factor analysis, a KMO adequacy value for the sampling should be more than 0.7 to check the sufficiency of our factor analysis. A value of less than 0.5 indicate that our sample is too small. Here we have moderate value of 0.65 which is more than 0.5 which suggests that our sample size is moderate for factor analysis. Also, to check the adequate number of correlations between factor analysis to check the Bartlett's test sphericity where P value should be ($P > 0.001$)

CHAPTER 4

RESULTS AND INTERPRETATION

The study will use questionnaires to measure patients' satisfaction with various health services provided on a sample of 100 respondents, and the results are as follows:

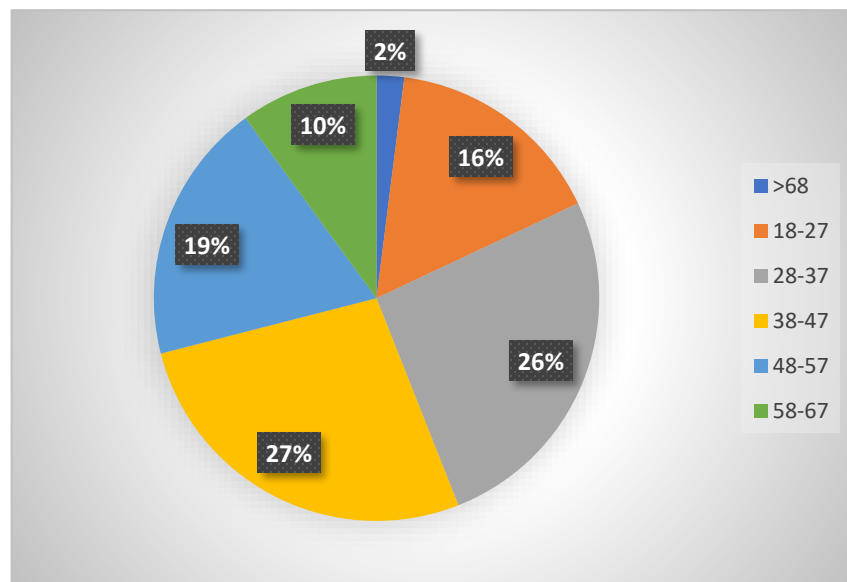
4.1: Distribution of samples based on demographic characteristics

Table 4.1.1 Sample distribution by age group

Age	Frequency
>68	2
18-27	16
28-37	26
38-47	27
48-57	19
58-67	10
Total	100

Table 4.1 The respondents' ages vary from 18 to 65 and older, with the majority of the samples falling between the ages of 38 and 47.

Fig. 4.1.1 Pie chart diagram of respondents for age group in percentage



4.2 Sample distribution based on patient satisfaction levels provided by respondents

The values in the table are based on respondents' ratings of their degree of satisfaction on a scale of 1-5, with 1-No response, 2-Poor, 3-Average, 4-Good, and 5-Excellent being the lowest.

Service Elements	1-No response	2-Poor	3- Average	4-Good	5-Excellent
How would you rate the care provided by the Doctor?	0	0	1	63	36
How would you rate the information and education provided by the Nurse	0	0	6	75	19
How would you rate the communication skills of Nursing staff?	0	0	15	66	19
How well Nurses explained nursing procedures clearly before they performed it.	2	0	15	56	26
How would you rate the willingness of the PCCs to answer your questions?	0	21	0	53	26
How would you rate the billing procedure, done by the PCC?	0	6	0	77	17
Overall, how well did the staff protect your dignity	0	0	3	78	19

and privacy and ensure your comfort?					
Your overall satisfaction with the services provided by Clinikk healthcare?	0	0	4	77	19
Seating arrangements	0	0	9	82	9
Cleanliness and Hygiene	0	0	3	79	18

4.2.1 The bar graph illustrates a percentage breakdown of (Q1-Q5)

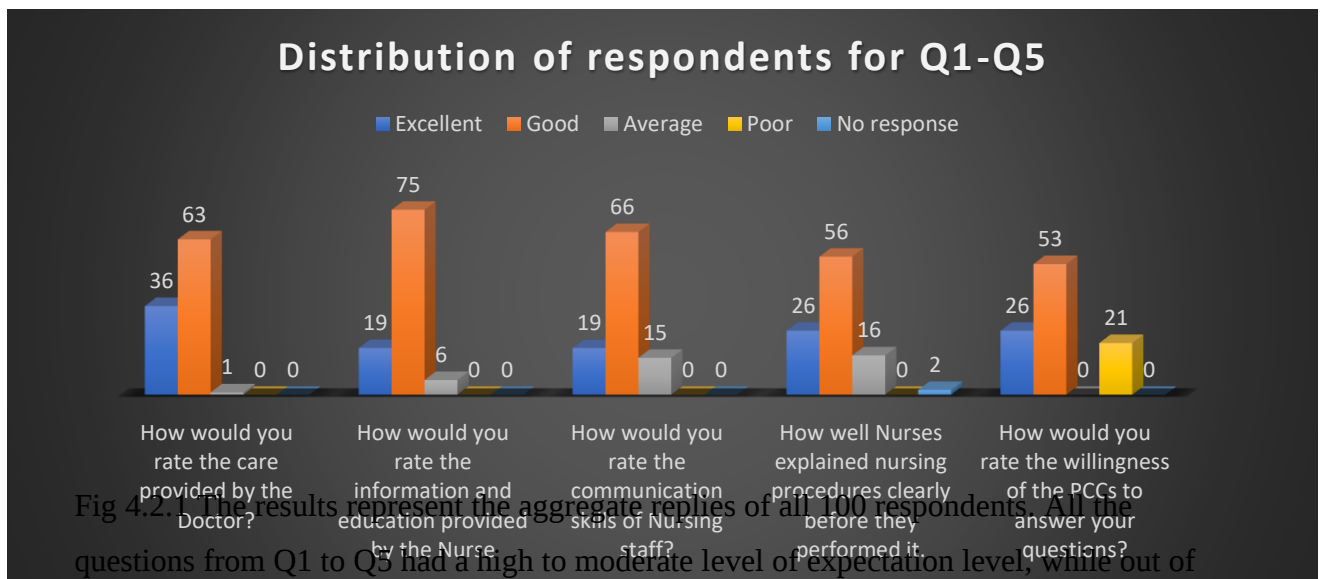


Fig 4.2.1 The results represent the aggregate replies of all 100 respondents. All the questions from Q1 to Q5 had a high to moderate level of expectation level, while out of

these, information and education provided by the nurse has highest level of satisfaction (Good, 75 responses and Excellent, 19 responses) which was highest of all. Followed by communication skills of nursing staff (Good, 66 responses, Excellent, 19 responses and Average, 15 responses), Nursing procedures (Good, 56 responses, Excellent, 26 responses and Average, 16 responses), willingness of the PCC to answer patient's questions (Good, 53 responses, Excellent, 26 responses, Average 21 responses) which was the lowest responses in comparison to others.

Fig 4.2.2 The bar graph displays a percentage analysis of (Q6-Q10)

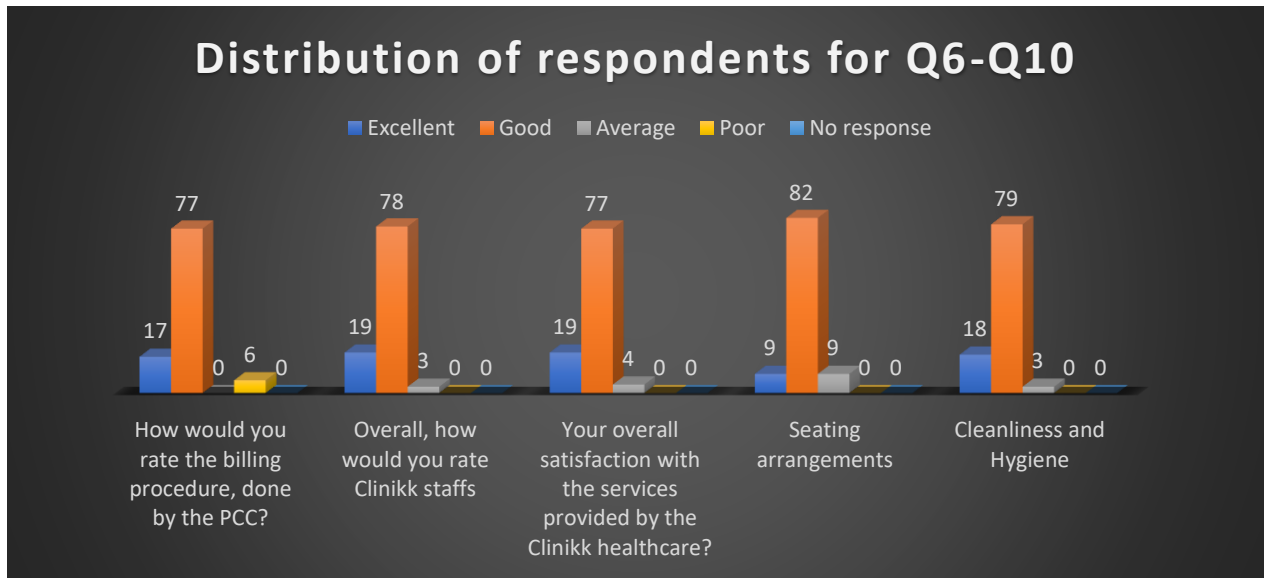


Fig 4.2.1 The findings indicate that the degree of anticipation was relatively high (Q6-Q10). All of the questions from Q6 to Q10 had a modest degree of expectation, with the overall evaluation of Clinikk staff (Good, 78 responses, and Excellent, 19 replies) and satisfaction with Clinikk services receiving the highest scores (Good, 77 responses and Excellent, 19 responses), PCC is in charge of billing (Good, 77 responses and Excellent, 17 responses), Seating arrangement received he maximum number of responses (Good, 82, and Excellent, 9). Hygiene and cleaning (Good, 79 responses, and Excellent, 18 responses)

4.3 Mean and standard deviation ratings for patient satisfaction service aspects

Service Elements	Mean score	Standard Deviation
How would you rate the care provided by the Doctor?	4.35	.501
How would you rate the information and education provided by the Nurse	4.12	.480
How would you rate the communication skills of Nursing staff?	4.04	.588

How well Nurses explained nursing procedures clearly before they performed it.	4.04	.781
How would you rate the willingness of the PCCs to answer your questions?	3.84	1.047
How would you rate the billing procedure, done by the PCC?	4.05	.645
Overall, how would you rate Clinikk staffs	4.15	.437
Your overall satisfaction with the services provided by the Clinikk healthcare?	4.15	.460
Seating arrangements	4.00	.429
Cleanliness and Hygiene	4.16	.422
Total Mean score	40.91	0.58

Table 4.3 shows the mean scores and standard deviations for patient satisfaction indicators measured in the research.

The mean ratings related to the service aspects for patient satisfaction range from 4.35 (How would you evaluate the Doctor's care?) to 3.84 (How would you assess the PCCs' readiness to answer your questions?). Among the 10 patient satisfaction indicators, the greatest mean score belonged to the Doctor's care towards you during the consultation, while the lowest mean score belonged to the PCCs' readiness to answer your questions.

4.4 Location wise overall rating of Clinikk staff

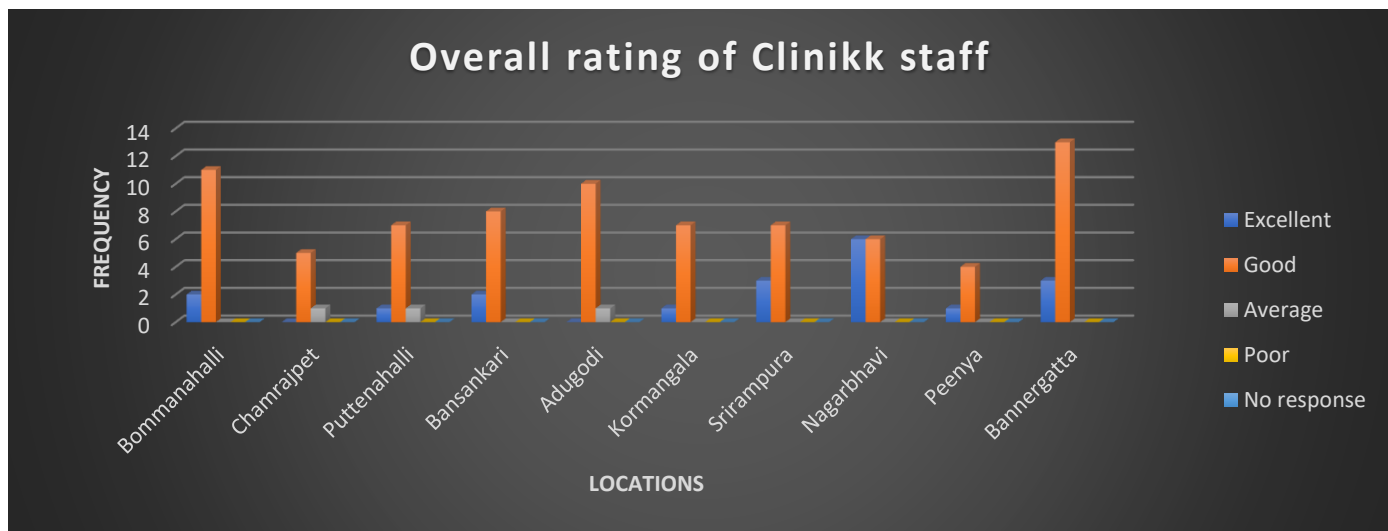


Fig 4.4.1 According to the data, the general evaluation of Clinikk staffs at Bannergatta was high, followed by Bommanahalli. When compared to other sites, the Chamrajpet and Peenya locations had the lowest overall rating of staffs.

4.4.2 Location wise Overall satisfaction

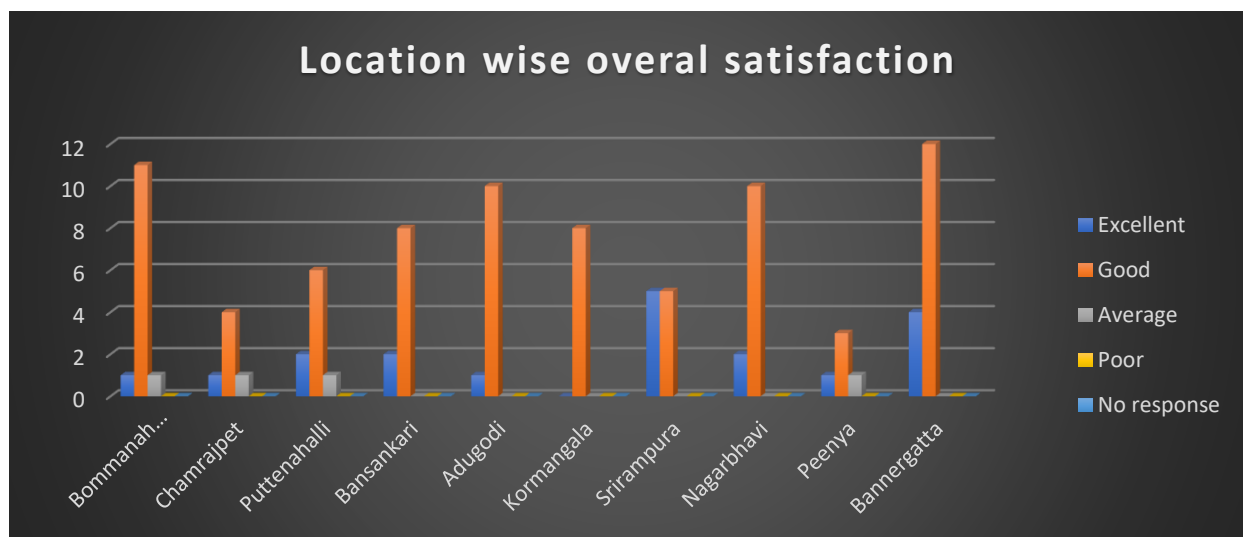


Fig 4.4.2 According to the findings, Bannergatta had the highest overall patient satisfaction, followed by Bommanahalli, Nagarbhavi, and Adugodi. When compared to other locations, Peenya had the lowest overall satisfaction.

4.5 Factor Analysis of customer satisfaction index-

We have used IBM SPSS version 28.0. The following are the item statistics of the questionnaire used for customer satisfaction. The

Correlation Matrix

		How would you rate the care provided by the Doctor?	How would you rate the information and education provided by the Nurse	How would you rate the communication skills of Nursing staff?	How well Nurses explained nursing procedures clearly before they performed it.	How would you rate the willingness of the PCs to answer your questions?	How would you rate the billing procedure, done by the PC?	Overall, how would you rate the Clinic staffs	Your overall satisfaction with the services provided by the Clinic healthcare?	Seating arrangements	Cleanliness and Hygiene
Correlation	How would you rate	1.000	.075	.228	.276	.207	.007	.358	.341	-.142	.017

	the care provid ed by the Doctor ?										
	How would you rate the inform ation and educat ion provid ed by the Nurse	.075	1.000	.308	.205	-.001	.145	.155	.286	.099	.154
	How would you rate the comm unicati on skills of Nursin g staff?	.228	.308	1.000	.352	.060	.075	.214	.279	-.122	.015
	How well Nurses explai	.276	.205	.352	1.000	.008	-.024	.161	.182	-.030	.104

	ned nursin g proced ures clearly before they perfor med it.										
	How would you rate the willing ness of the PCCs to answe r your questi ons?	.2 07	- .00 1	.060	.00 8	1.0 00	.26 9	.1 88	.05 1	.068	.15 2
	How would you rate the billing proced ure, done by the PCC?	.0 07	.14 5	.075	- .02 4	.26 9	1.0 00	.1 17	.07 7	.332	.19 5
	Overall, how would	.3 58	.15 5	.214	.16 1	.18 8	.11 7	1. 00 0	.18 9	- .054	.14 3

you rate Clinik k staffs											
Your overall satisfac tion with the service s provid ed by the Clinik k health care?	.3 41	.28 6	.279	.18 2	.05 1	.07 7	.1 89	1.0 00	.000	.13 6	
Seatin g arrang ements	- .1 42	.09 9	-.122	- .03 0	.06 8	.33 2	- .0 54	.00 0	1.00 0	.11 3	
Cleanl iness and Hygie ne	.0 17	.15 4	.015	.10 4	.15 2	.19 5	.1 43	.13 6	.113	1.0 00	

Table 4.5.1 Correlation matrix (Factor analysis)

Interpretation-

- I. The correlation matrix box shows the connection between the variables. Where our value of 0.3 or above indicates moderate to high data correlation.
- II. As far as doctor services are concerned. The numbers in red indicate the least connection between the variables, while those in green indicate moderate to high correlation. We can observe from this that there is a moderate to high link between

the doctor's treatment and the overall satisfaction with the services offered by Clinikk Health.

III. When it comes to nursing services. There is also a moderate to high correlation between the nurse's information and education, nursing staff communication abilities, and Clinikk Healthcare's total services.

IV. There is also a strong association between the nurse's communication abilities and the procedure that they did.

V. When it comes to PCC services. There is also a substantial association between the PCC's billing method and the seating configuration. There is also a mild relationship between PCC's charging system and its readiness to answer queries.

VI. Based on the aforesaid correlation matrix, we can infer that the entire services of Clinikk have the greatest influence through the services of doctors, followed by nurses, and finally by the PCC

4.6 Analysis of Observational QC

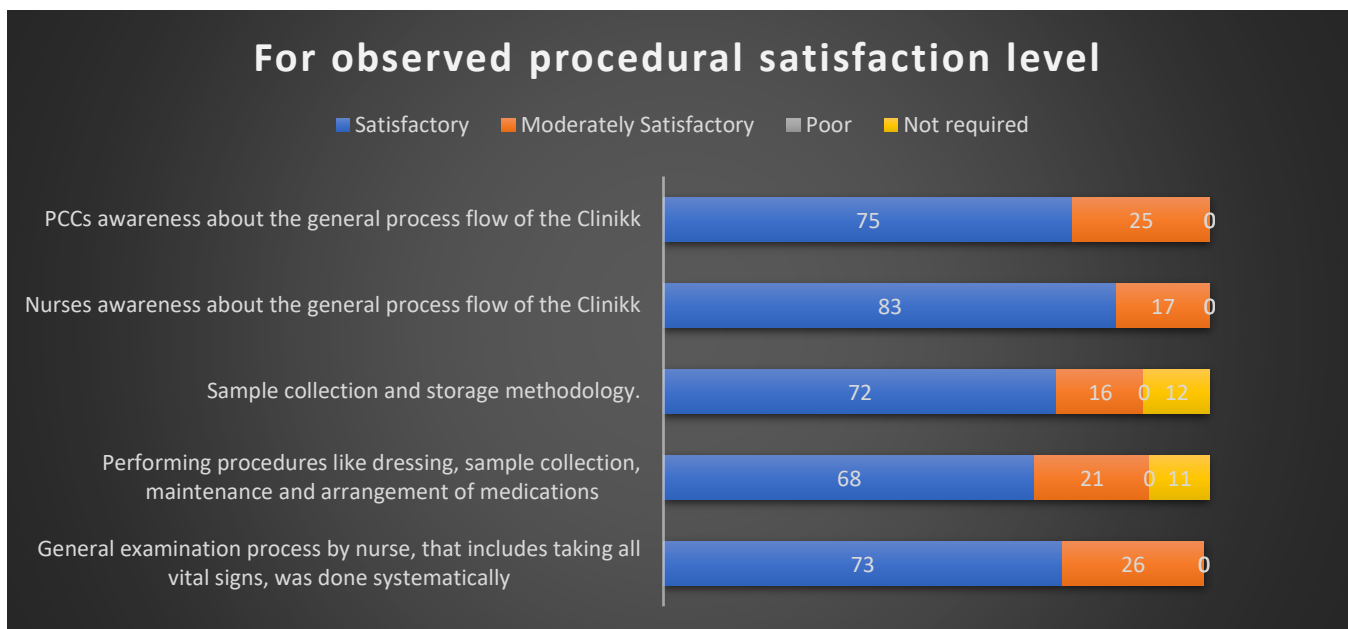
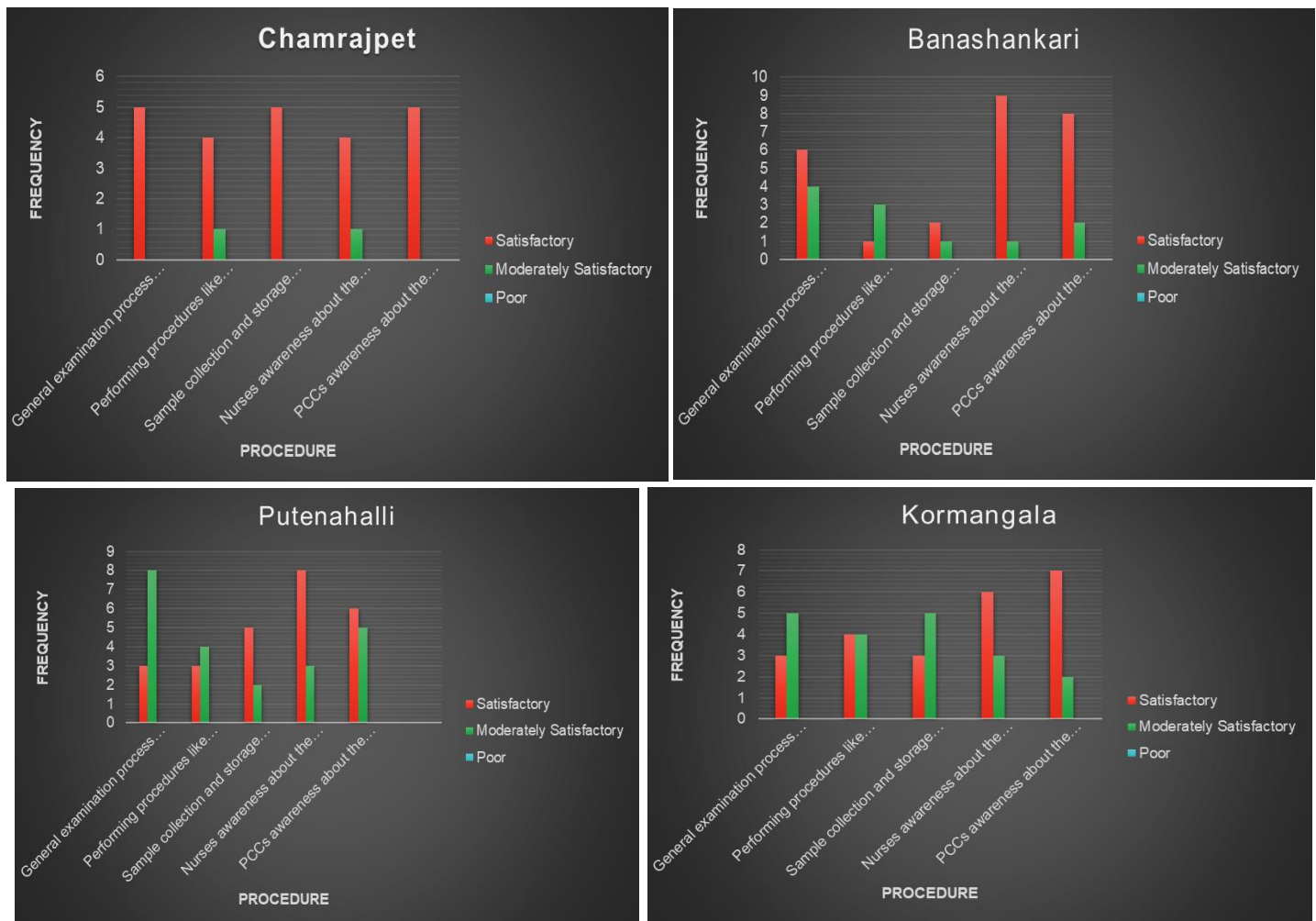


Fig 4.6.1 According to the data, nurses who were aware of the clinic's overall process flow had the highest number of observed procedural satisfaction (83 out of 100). In comparison to other places, executing procedures such as sample collection and drug arrangement had the lowest reported procedural satisfaction (68 out of 100). In addition, when compared to others, the general assessment procedure by nurse had the greatest moderate observed level of satisfaction (73 out of 100). The general awareness about process flow of CHH was seen as 75 out of 100 for both PCCs and nurses.

4.7 Location wise Distribution of responses for procedural satisfaction level



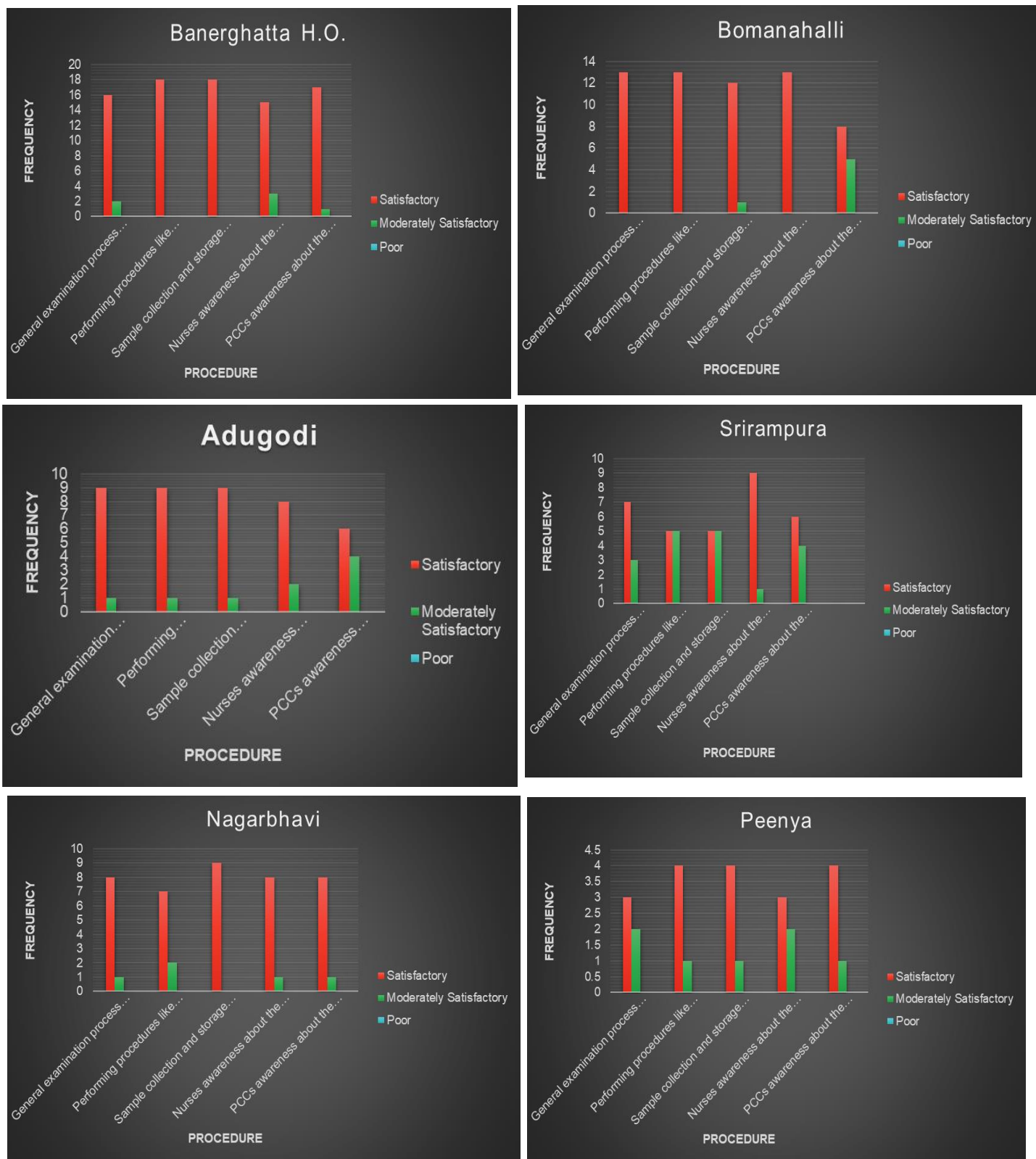


Fig 4.7.1 According the above graphs, it shows the location wise satisfaction level of the observed procures for the PCCs and nurses, from which it is concluded that Bannerghatta H.O. CHH has the most satisfactory and least satisfactory level was observed at Peenya, Putenahalli and Kormangla.

4.8 Statistical Analysis of Observational QC

Statistics					
	General examination process by nurse, that includes taking all vital signs, was done systematically	Performing procedures like dressing, sample collection, maintenance, and arrangement of medications	Sample collection and storage methodology	Nurses' awareness about the general process flow of the Clinikk	PCCs awareness about the general process flow of the Clinikk
Mean	1.74	1.90	1.96	1.83	1.75
Std. Deviation	.442	.560	.530	.378	.435
Variance	.196	.313	.281	.143	.189

4.8.1 Overall Observational Result

Observational duties that must be compulsorily undertaken by the nurses:

- More interaction with the patients while performing general examination.
- Complete awareness and attentiveness towards the patient when he/she is in the CHH.
- Neat grooming of nurses, specifically with their standard dress code.
- The tone should be proper while counselling, the speech should be slow and understandable as well as in the local language that is preferred by the patient.

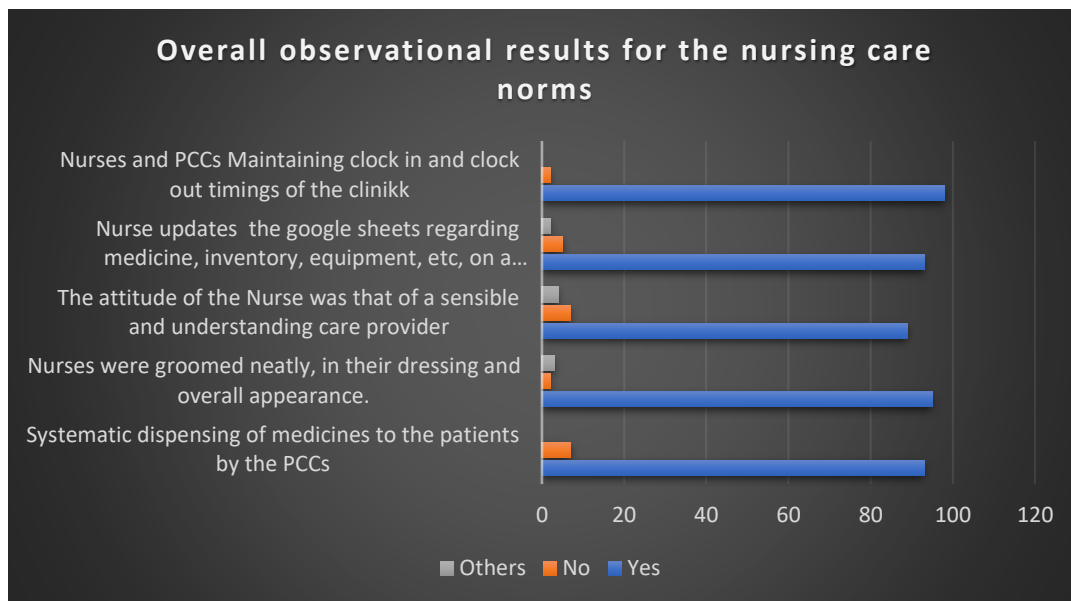


Fig 4.8.2 The above graphs depict observations made on the quality norms for the nurses, PCCs and patient related procedures. Following interpretations can be concluded from this:

- The nurses performed all the duties that had been assigned to them according to the protocols, apart from the exceptions that were observed as-
- Since all the nursing staff had only one set of uniform, they could not wear that daily and hence, had to come casually dressed on a few days.
- For the nurse attitude, and communication skills, some exceptions showed that the nurses need to interact more with the patients to make them feel comfortable rather than just performing the procedure.
- All these basic communication skills, and Klinik specific norms can be explained to the nurses to improve the quality of the patient care in the training procedure and by establishing a standard operating procedure for all the locations.

Observational duties that must be compulsorily undertaken by the PCCs:

- Introducing them with their name and designation compulsorily for every patient.
- Explain the patient about the Klinik app.
- Complete awareness and attentiveness towards the patient when he/she is in the CHH.
- Neat grooming of PCCs, specifically with their standard dress code.
- The tone should be proper while counselling, the speech should be slow and understandable as well as in the local language that is preferred by the patient.

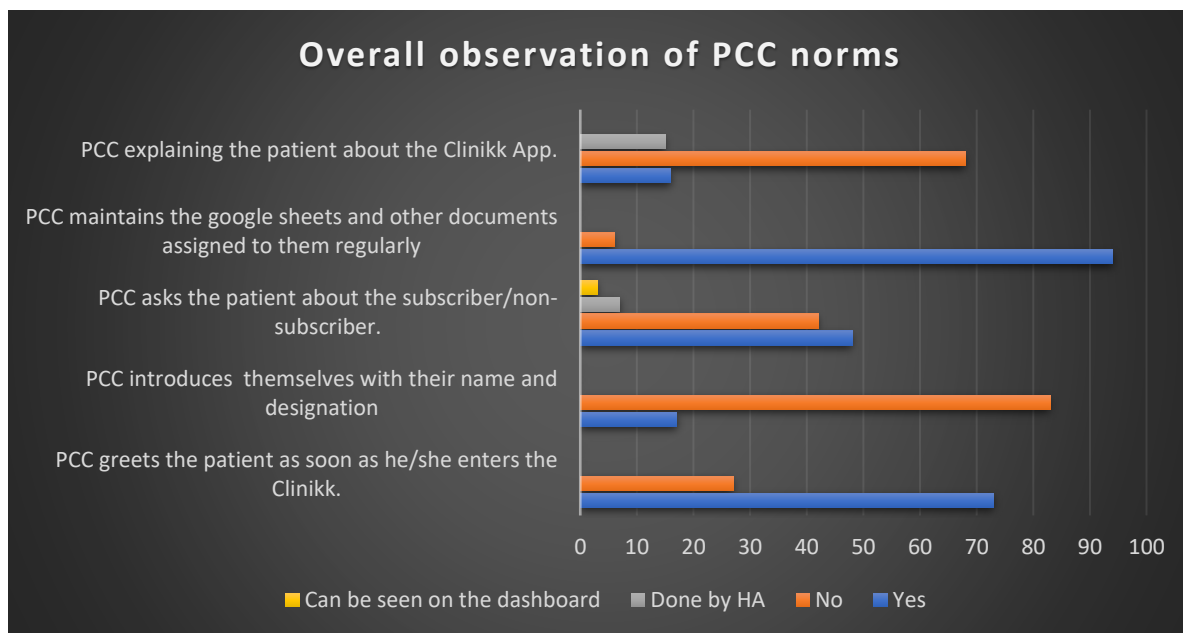
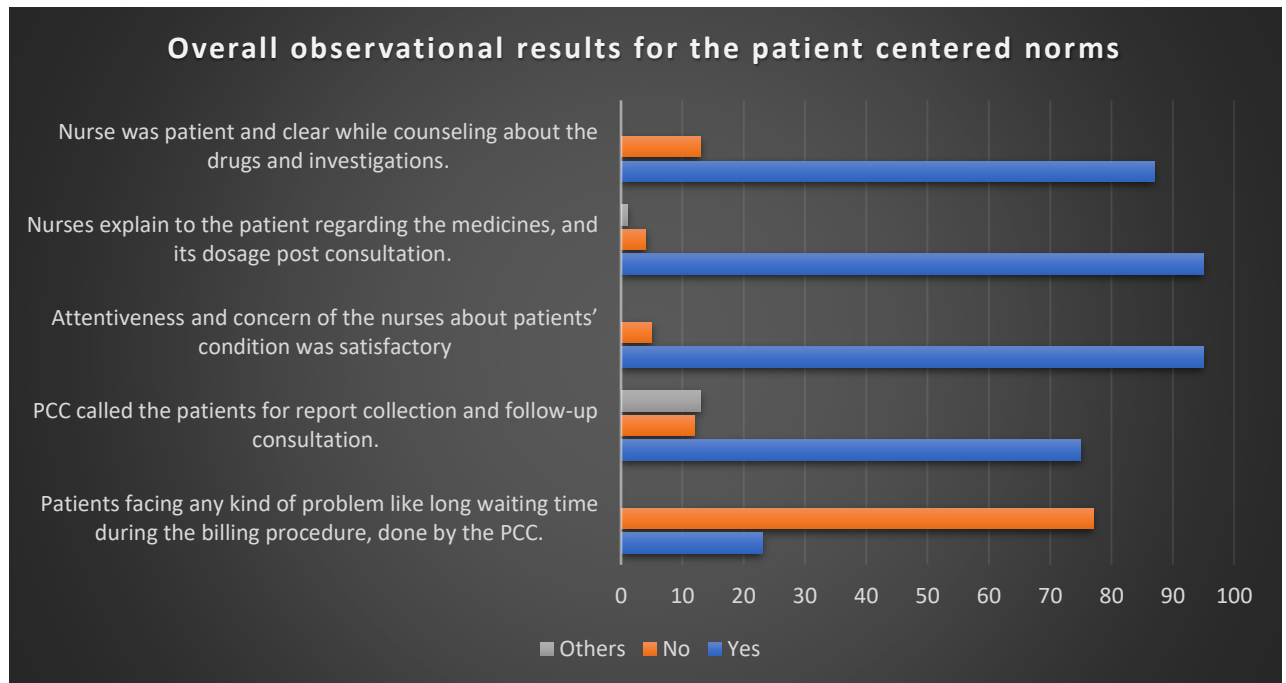


Fig 4.8.3 The above graphs depict observations made on the quality norms for the PCC services

- The PCCs did not explain patient about Clinikk app, while very few of them did, the rest had it assumed that it would be explained to them by the Health Advisors.
- A very important parameter that was observed for the PCCs was greeting the patient specifically by their name and designation which was not at maximum number of CHH.
- The duties of dispensing medicines as well as greeting the patient when they entered the Clinikk was done on a regular basis with some few exceptions.

4.8.4 Observational results for the patient centered norms



4.8.4 The depict observation made on the quality norms for patient related procedures. The patient centred norms, it was observed that the nurse's attitude towards patient counselling could be improved. Timely informing of the PCCs to the patient for report collection and follow up consultation to be done on a regular basis.

For some specific locations there was more patient flow, there was miss-management towards patient needs patient wait for longer period before consultation and which lead to longer waiting time and TAT.

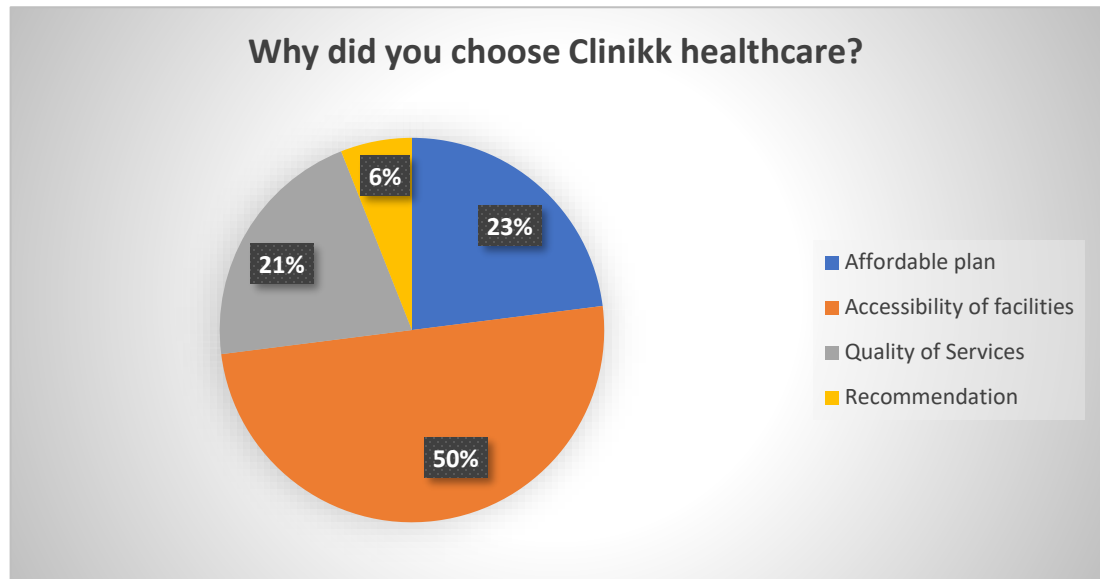


Fig 4.8.5 According to the data, 50% of participants picked Clinikk healthcare because of the facility's accessibility, 23% because of the affordable plan, 21% because of the quality of service, and 6% because of a recommendation.

CHAPTER 5

DISCUSSION

This chapter presents a brief description of the current study, including the findings and inferences drawn from the data, as well as recommendations for areas of improvement discovered to enhance overall patient experience.

5.1 Discussion

CLINIKK Healthcare undertook a research to determine quality control criteria based on patient satisfaction with health services. The study involved 100 patients from ten major locations being Bannerghatta, Bommanhalli, Banshankari, Chamrajpet, Puthenahalli, Adugodi, Kormangala, Srirampura, Nagarbhavi, and Peenya, at Clinikk healthcare in Bangalore, Karnataka. The primary goal of the survey was to measure overall patient satisfaction with the organization's services. Every firm has its own culture and expectations, which influence overall satisfaction with health-care services based on the observations and customers satisfaction from the services provided. So here we took the feedback from the patients with face-to-face interviews as well as observed the staff for their duties and procedures that they need to adhere to according to the general quality norms for them. It was observed that major effect on the satisfaction level was due to the doctors' services, followed by nursing and least by the patient care coordinators. While some factors like PCCs services had least effect on them, they still need to be worked on from the organizations and patients' perspective as well by forming training modules specifically made for the care team. Hence, we can conclude that, this collected data, through one-to-one interaction with patients will help in giving a more precise idea and better patient experience for the future of this organization.

We found the highest level of satisfaction from Bannerghatta H.O. CHH and Bomanahalli, Adugodi and to some extent Nagarbhavi and least was found in Peenya and Chamrajpet.

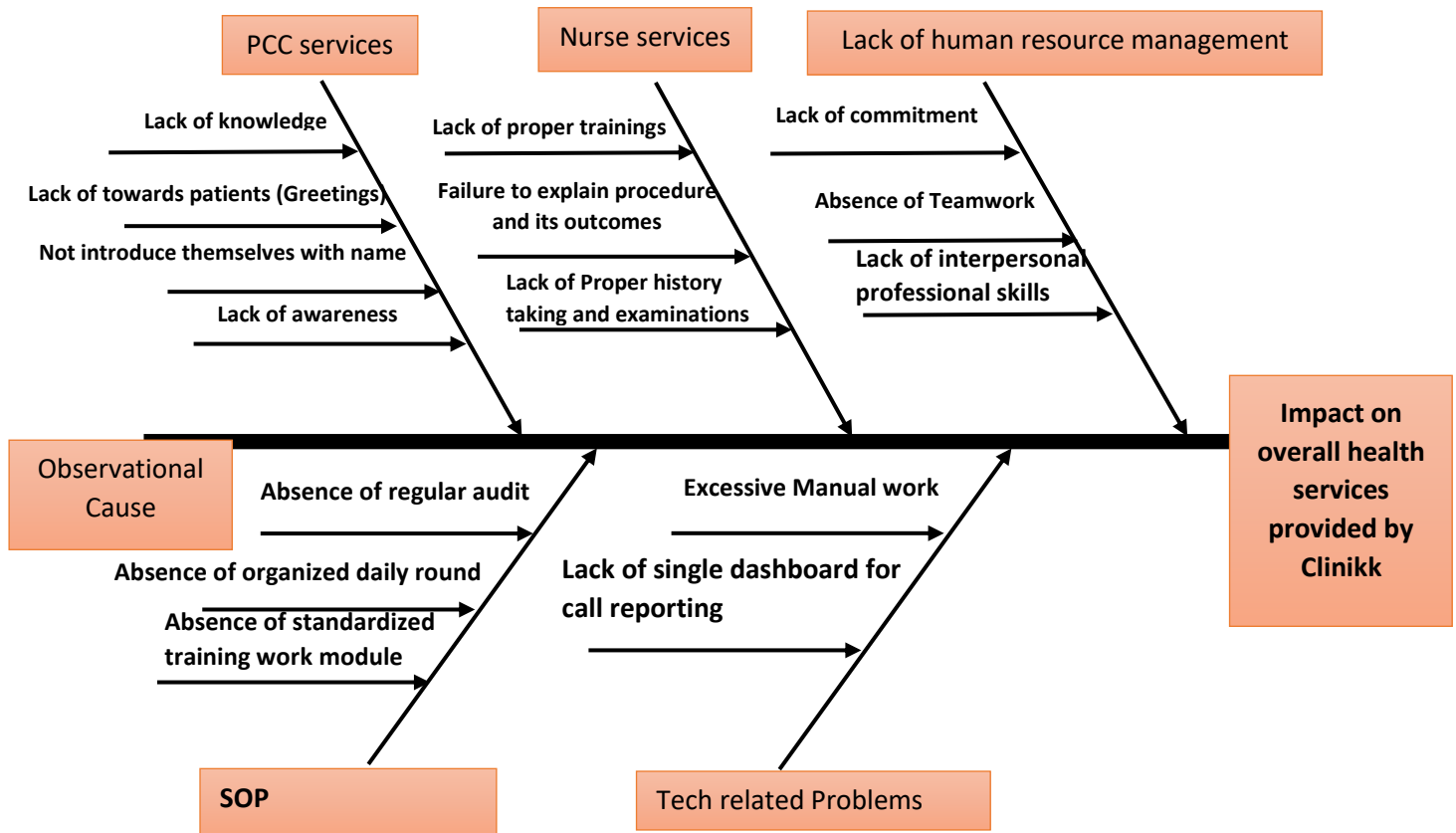
For the observational procedural satisfaction, most satisfaction was found in Bannerghatta, Bomanahalli, Nagarbhavi, Adugodi and Chmrajpet, and least was found in Kormangala and Peenya.

So the main reason behind good satisfaction level of Bannerghatta and Bomanahalli was good and effective team work along with the staffs awareness about its individual responsibilities too.

5.2 Root cause analysis

- ✓ The PCC's do not introduce with their name and designation every time as it mentioned in SOP.
- ✓ During the lunch hour 1-4 it is usually observed that even if the Clinikk is opened there is nobody at the reception and hence nobody is accountable for the enquiry when the patients come, if any.
- ✓ The PCC need to have willingness of counselling and good knowledge of softs skills while communicating with patients and on how to communicate.
- ✓ While performing the procedure nurses need to interact more with the patients.
- ✓ There must be a proper two sets of uniform for nurses and PCC's.
- ✓ The nurse should properly record the patients' histories and do the general examinations.
- ✓ Nurse should carefully explain the procedures and its outcomes.
- ✓ There is a huge lack of interpersonal professional skills among the care team staff.
- ✓ Lack of commitment to their work as a team and individually.
- ✓ Excessive manual work for the nurses and PCCs of maintaining the sheets and patient records.
- ✓ Absence of regular auditing of CHHs, which is restricted to twice a month.

5.3 Fish Bone Analysis



CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

The study's findings show that overall patient satisfaction for the indicators studied is quite high, as expected, and in comparison, to the other study, no relationship between gender, age group, and city with perceived satisfaction scores was found because the difference was statistically insignificant. According to the current study, pleasant and sympathetic behaviour of employees during interaction has a positive impact on patient satisfaction. From an organisational aspect, the study emphasises concentrating on current patient requirements and implementing patient-centered care, which will improve the patient's experience and, as a result, increase overall satisfaction with the services supplied shortly.

Recommendations:

- A separate regular hands-on training session module to be prepared for the nurses including the standard operating procedures that needs to be followed by each and every Clinikk nursing staff.
- For the Zone-A CHHs, that every 2-day visit of a managing authority to check and audit for the shortcomings that were observed and improve them.
- For Zone B CHHs, dashboard to report the daily activities apart from the in and out timings, to be given to the higher authority as a team, on call before calling for the day.
- In the training module of PCCs, there must be an empathetic level of training to make them understand the importance of the organization's expectations out of them and the primary healthcare that must be given to patients.
- For physical consultation, a shot yet crisp and precise direct feedback survey to be made, so that these shortcomings are noticed on a regular basis, and which has a good scope of improvement in it.
- Single dashboard for all the patient records to avoid excessive manual work and increase the productivity.

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ANNEXURE-1

Observational questions-QC

				Remarks
PCC greets the patient as soon as he/she enters the Clinikk.	Yes (1)		No(0)	
PCC introduces themselves with their name and designation	Yes (1)		No(0)	
PCC asks the patient about the subscriber/non-subscriber.	Yes (1)		No(0)	
PCC maintains the google sheets and other documents assigned to them regularly.	Yes (1)		No(0)	
PCC explaining the patient about the Clinikk App.	Yes (1)		No(0)	
Systematic dispensing of medicines to the patients by the PCCs	Yes (1)		No(0)	
General examination process by nurse, that includes taking all vital signs, was done systematically.	Satisfactory	Moderately satisfactory	Poor	
Nurses were groomed neatly, in their dressing and overall appearance.	Yes (1)		No(0)	
The attitude of the Nurse was that of a sensible and understanding care provider.	Yes (1)		No(0)	

Nurse updates the google sheets regarding medicine, inventory, equipment, etc, on a regular basis.	Yes (1)		No(0)	
Performing procedures like dressing, sample collection, maintenance and arrangement of medications.	Satisfactory	Moderately satisfactory	Poor	
Sample collection and storagemethodology.	Satisfactory	Moderately satisfactory	Poor	
Nurses and PCCs Maintaining clock in and clock out timings of the clinic.	Yes (1)		No(0)	
Patient centered questions:				
Patients facing any kind of problem like long waiting time during the billing procedure, done by the PCC.	Yes (1)		No(0)	
Nurses are aware about the general process flow of the Clinic	Yes (1)		No(0)	
PCC called the patients for report collection and follow-up consultation.	Yes (1)		No(0)	
PCCs awareness about the general process flow of the Clinic	Yes (1)		No(0)	
Attentiveness and concern of the nurses about patients' condition was satisfactory.	Yes (1)		No(0)	

Nurses explain to the patient regarding the medicines, and its dosage post consultation.	Yes (1)	No(0)	
Nurse was patient and clear while counseling about the drugs and investigations.	Yes (1)	No(0)	

Patient Satisfaction Survey

Doctor Services					
How would you rate the care provided by the Doctor?	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
Nursing services					
How would you rate the information and education provided by the Nurse	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
How would you rate the communication skills of Nursing staff?	Excellent (5)	Good (4)	Average (3)	Poor (2)	No response (1)
How well Nurses explained nursing procedures clearly	Excellent	Good	Average	Poor	No response

before they performed it.	(5)	(4)	(3)	(2)	(1)
PCC Services					
How would you rate the willingness of the PCCs to answer your questions?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
How would you rate the billing procedure, done by the PCC?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Overall					
Overall, how well did the staff protect your dignity and privacy and ensure your comfort?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Your overall satisfaction with the services provided by Clinikk healthcare?	Excellent(5)	Good(4)	Average(3)	Poor(2)	No response(1)
Overall, Please rate the following facilities					

Seating arrangements	Excellent (5)	Good(4)	Average(3)	Poor (2)	No response(1)
Cleanliness and Hygiene	Excellent (5)	Good(4)	Average(3)	Poor (2)	No response(1)
Why did you choose Clinikk healthcare?	Good and affordable plan	Quality of Services	Accessibility of facilities	Recommendation	

