

Measuring Patient Feedback: An Analysis Using Net Promoter Score and Patient Satisfaction Index.

INTRODUCTION:

Hospital feedback systems are essential for improving the standard of patient care, and ensuring satisfaction with the services provided. As hospitals strive to improve operational efficiency, understanding the different feedback mechanisms becomes crucial. This study will examine the current feedback systems used in healthcare settings, focusing on their impact on patient satisfaction, the integration of interdisciplinary team rounds IDTR, and the effectiveness of tools such as digital kiosks and real-time feedback systems. The study will further explore how these systems can be improved by drawing comparisons to feedback mechanisms in the hotel industry, particularly concerning rewards and recognition.

This study's significance stems from its capacity to inform hospital management strategies, improving both patient experiences and operational outcomes. By examining the efficacy of different feedback systems, including the use of Net Promoter Score and Patient Satisfaction Index, the study will provide insights into optimizing hospital feedback practices.

RESEARCH QUESTION:

How can the current feedback systems in hospitals be optimized to improve patient satisfaction and care quality, with a focus on interdisciplinary collaboration and real-time feedback tools?

OBJECTIVES:

To determine the overall patient satisfaction level using NPS (Net Promoter Score) and PSI (Patient Satisfaction Index).

HYPOTHESIS:

A significant relationship exists between real-time patient feedback and overall patient satisfaction in hospital settings.

MATERIAL AND METHODS:

STUDY DESIGN:

This study will adopt a **descriptive, cross-sectional study design** with quantitative data collection methods.

SETTING:

The study will be conducted at **EHCC Hospital Jaipur**, which provides a comprehensive range of healthcare services.

STUDY POPULATION:

The study will include **100 patients** who have interacted with the hospital's healthcare services during the last three months.

- **Inclusion Criteria:** Patients who have received services at the hospital and have interacted with the feedback system.
- **Exclusion Criteria:** Patients who were unable to communicate effectively or did not provide consent to participate.

STUDY TOOLS:

- **Patient Satisfaction Surveys** to measure NPS and PSI.
- **Interdisciplinary Team Round (IDTR) Feedback** to assess collaborative care effectiveness.
- **Digital Kiosks** for real-time patient feedback.

DURATION OF STUDY:

The study will be conducted over **three months**, starting from **10 March to 31 May 2025**.

SAMPLE SIZE:

The study will include **100 patients**.

SAMPLING TECHNIQUE:

A **simple random sampling** method will be employed to select patients from the hospital's patient database.

DATA COLLECTION PROCEDURE:

Data will be collected using structured questionnaires for patient satisfaction, real-time kiosks feedback, and IDTR session feedback. The responses will be recorded and analysed to identify patterns and areas for improvement.

OPERATIONAL DEFINITIONS:

- **Patient Satisfaction:** as determined by NPS and PSI, is the extent to which patients' expectations about healthcare services are fulfilled.
- **IDTR (Interdisciplinary Team Rounds):** Collaborative rounds involving healthcare professionals from different specialties to discuss patient care and satisfaction.
- **Real-Time Feedback:** Feedback provided by patients immediately after receiving care, usually through kiosks or mobile apps.

DATA ANALYSIS PLAN:

For this study, the data will be analyzed using **Net Promoter Score** and **Patient Satisfaction Index**, focusing on patient feedback. These metrics will help assess the level of patient satisfaction with the healthcare services provided.

- **NPS Calculation:** The NPS will be calculated by asking patients to rate the likelihood of recommending the hospital on a scale of 0 to 10. The NPS will then be derived by subtracting the percentage of **Detractors** (scores 0-6) from the percentage of **Promoters** (scores 9-10). The **Passives** (scores 7-8) are not included in the NPS calculation.
- **PSI Calculation:** The Patient Satisfaction Index (PSI) will be calculated using survey data to assess the various aspects of patient care, such as service quality, communication, and comfort. A composite score will be derived from weighted satisfaction indicators to provide an overall measure of patient satisfaction.

Data analysis will be performed using **Microsoft Excel** to compute both NPS and PSI. Descriptive statistics (e.g., means, percentages, frequencies) will be calculated to summarize patient responses. This approach will enable clear insights into overall patient satisfaction, highlighting areas of improvement and identifying key trends. The results will provide a comprehensive understanding of the effectiveness of the hospital's feedback systems and satisfaction levels among patients.

ETHICAL CONSIDERATIONS:

- **Informed Consent:** All study participants will be informed about the study's purpose and procedures. Written informed consent will be obtained.
- **Data Security:** Patient data will be anonymized, and all research records will be securely stored to maintain confidentiality.
- **Ethical Approval:** The study will receive approval from the hospital's ethical review board before data collection.

IMPLICATIONS OF RESEARCH:

This research will provide valuable insights into the optimization of feedback systems in hospitals, which can lead to improvements in patient care quality and hospital services. By comparing feedback systems in healthcare and hospitality industries, the study will suggest innovative approaches to feedback collection and utilization, benefiting both patients and healthcare providers. Furthermore, understanding the role of interdisciplinary collaboration in feedback systems will enhance team-based patient care, contributing to improved patient outcomes.

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