

SYNOPSIS

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1.TITLE

A Study on Patient Perception of Service Quality in Outpatient Departments of Cloud nine Hospital – An Online Survey-Based Analysis

2. INTRODUCTION

In the modern healthcare environment, quality of service is a crucial determinant of patient satisfaction, particularly in specialized settings like maternity hospitals. The Outpatient Department (OPD) serves as the first point of contact for patients and plays a key role in shaping their initial impression and continued engagement with healthcare services. Cloud nine Hospital, a leading chain of maternity and neonatal care facilities in India, caters to a significant number of patients daily through its OPD services.

Patient perception of service quality in OPDs is influenced by multiple factors such as appointment scheduling efficiency, staff conduct, waiting times, hygiene, and communication. Evaluating these perceptions can help identify areas for operational enhancement, ensuring that care delivery aligns with patient expectations. This study seeks to assess how patients perceive the quality of outpatient services at Cloud nine Hospitals and identify critical areas of strength and improvement.

3. RESEARCH QUESTION

How do patients perceive the quality of services provided in the outpatient departments of Cloud nine Hospitals, and what factors influence their satisfaction and likelihood of recommending the facility?

4. OBJECTIVES

- To assess patient perception of service quality in the outpatient departments of Cloudnine Hospital.
- To identify specific factors that contribute to patient satisfaction and dissatisfaction with OPD services.
- To evaluate the influence of OPD experience on the patient's willingness to recommend Cloudnine Hospital.
- To suggest strategies for service delivery improvement in OPDs based on patient feedback.

5. HYPOTHESIS

- Patients reporting positive experiences related to staff behavior, waiting times, and cleanliness will show higher levels of satisfaction.
- Satisfied patients are more likely to recommend Cloudnine Hospital based on their OPD experience.

6. MATERIAL AND METHODS

Study Design:

Descriptive observational study using quantitative data from an online survey.

Setting:

The study will be conducted online, targeting patients who have visited any branch of Cloudnine Hospital OPDs across India within the last six months.

Study Population:

- **Inclusion Criteria:**
 - Individuals aged 18 years and above.
 - Patients who have visited Cloudnine OPDs within the past six months.
- **Exclusion Criteria:**
 - Individuals who have never visited a Cloudnine OPD.
 - Employees and healthcare professionals working at Cloud nine Hospital.

Study Tools:

A structured questionnaire developed using Google Forms, consisting of two sections:

- Demographic details (e.g., age, gender, location)
- Likert-scale based questions evaluating OPD service quality (e.g., staff behavior, wait time, hygiene, appointment system, and communication)

Duration of Study:

March 2025 to May 2025

Sample Size:

A minimum of 50 to a maximum of 100 respondents will be included based on the number of eligible participants responding through online platforms.

Sampling Technique:

Convenience sampling through online circulation on platforms like WhatsApp, Facebook, Instagram, and email.

Data Collection Procedure:

The questionnaire link will be shared online. Participants will be informed about the purpose of the study and digital consent will be obtained before accessing the survey. All responses will be stored in Google Sheets for further analysis.

Operational Definitions:

- **Service Quality:** Patient's perception of care across dimensions such as staff behavior, waiting time, hygiene, and communication, measured using a five-point Likert scale.
- **Patient Satisfaction:** Subjective evaluation of the overall OPD experience.
- **Recommendation Intention:** Willingness to suggest the hospital to others based on OPD experience.

DATA ANALYSIS PLAN

The data will be analyzed using **Microsoft Excel** and **IBM SPSS (version 25)**.

- Descriptive statistics (mean, percentage, and standard deviation) will summarize the responses.
- Frequency tables and charts will be used to visualize key trends.
- Cross-tabulations and chi-square tests may be applied to explore associations between satisfaction and independent variables like waiting time or staff behavior.
- Significance will be evaluated at a 95% confidence level ($p < 0.05$).

ETHICAL CONSIDERATIONS

- Informed digital consent will be obtained from all participants before survey participation.
- Anonymity and confidentiality will be maintained throughout the study.
- No personally identifiable information will be collected.
- The collected data will be used solely for academic research purposes and stored securely.

IMPLICATIONS OF RESEARCH

This study will provide useful insights into how patients experience outpatient services in maternity hospital settings, particularly at Cloudnine Hospitals. The findings will aid hospital administrators and operations managers in identifying strengths and addressing service gaps in OPDs. Improved patient experience can lead to increased trust, loyalty, and positive word-of-mouth, ultimately enhancing hospital reputation and performance.

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