

Enhancing Patient Satisfaction Through Feedback Mechanisms in the Outpatient Department (OPD)

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INTRODUCTION

Patient satisfaction is a cornerstone of quality healthcare, especially in Outpatient Departments (OPDs), which serve as the initial point of contact for most patients. Common issues such as crowding, extended wait times, and unclear communication frequently impact patient satisfaction. Therefore, robust feedback mechanisms are crucial for identifying and resolving these concerns effectively. Our study at Eternal Hospital's OPD was initiated to investigate the impact of a structured feedback collection system on overall patient experience.

METHODOLOGY

RESEARCH QUESTION: How can Net Promoter Score (NPS), Patient Satisfaction Index (PSI), and complaint rates be employed to conduct a gap analysis for identifying deficiencies in outpatient department (OPD) services and improving overall patient satisfaction in a tertiary care hospital

Study Design

A cross-sectional descriptive study conducted to assess patient satisfaction and identify service gaps using both quantitative (survey) and qualitative (complaint/suggestion) methods.

Study Setting and Duration

The study was conducted at **ETERNAL HOSPITAL** over a period of **2 Months**

Sample Size

200

Data Collection Tools

Patient feedback was collected using a structured questionnaire including rating scales and open-ended responses

Data Collection Process

A total of **200** feedback forms were collected from departments like the front office, diagnostics, pharmacy, and clinical areas.

PSI

$$\text{PSI (\%)} = (\text{Maximum Possible Score} / \text{Total Score Obtained}) \times 100$$

NPS

$$\text{NPS} = \% \text{promoter} - \% \text{detractor}$$

Data Analysis

Department-wise PSI and NPS were analyzed to identify trends. Departments with lower scores were studied in detail, including sub-areas like slip, billing, and report delays, using thematic analysis of patient feedback.



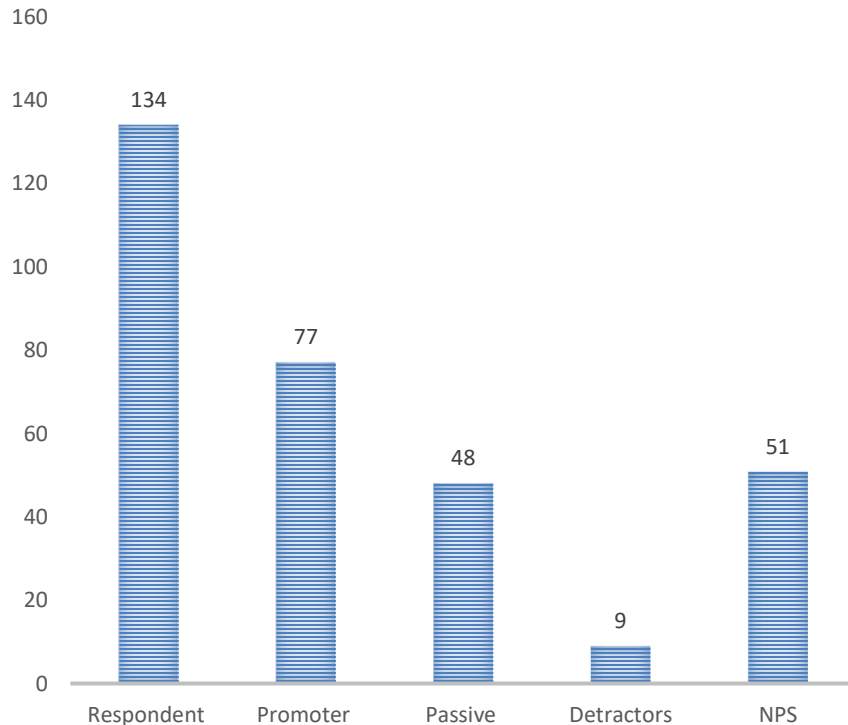
OBJECTIVE

- **To assess the overall level of patient satisfaction** in the hospital using Patient Satisfaction Index (PSI) and Net Promoter Score (NPS).
- **To calculate and compare the PSI and NPS scores across various departments** such as front office, diagnostics, pharmacy, nursing, and medical care.
- **To identify departments with lower satisfaction scores** based on PSI and NPS analysis.
- **To explore and analyze patient complaints and suggestions** to understand the underlying reasons for dissatisfaction.
- **To pinpoint operational and service-related gaps**—such as delays, miscommunication, or inefficient processes—that were discovered *after* evaluating satisfaction data.
- **To provide recommendations for improvement** in low-performing departments, aiming to enhance patient experience and service quality.

RESULTS

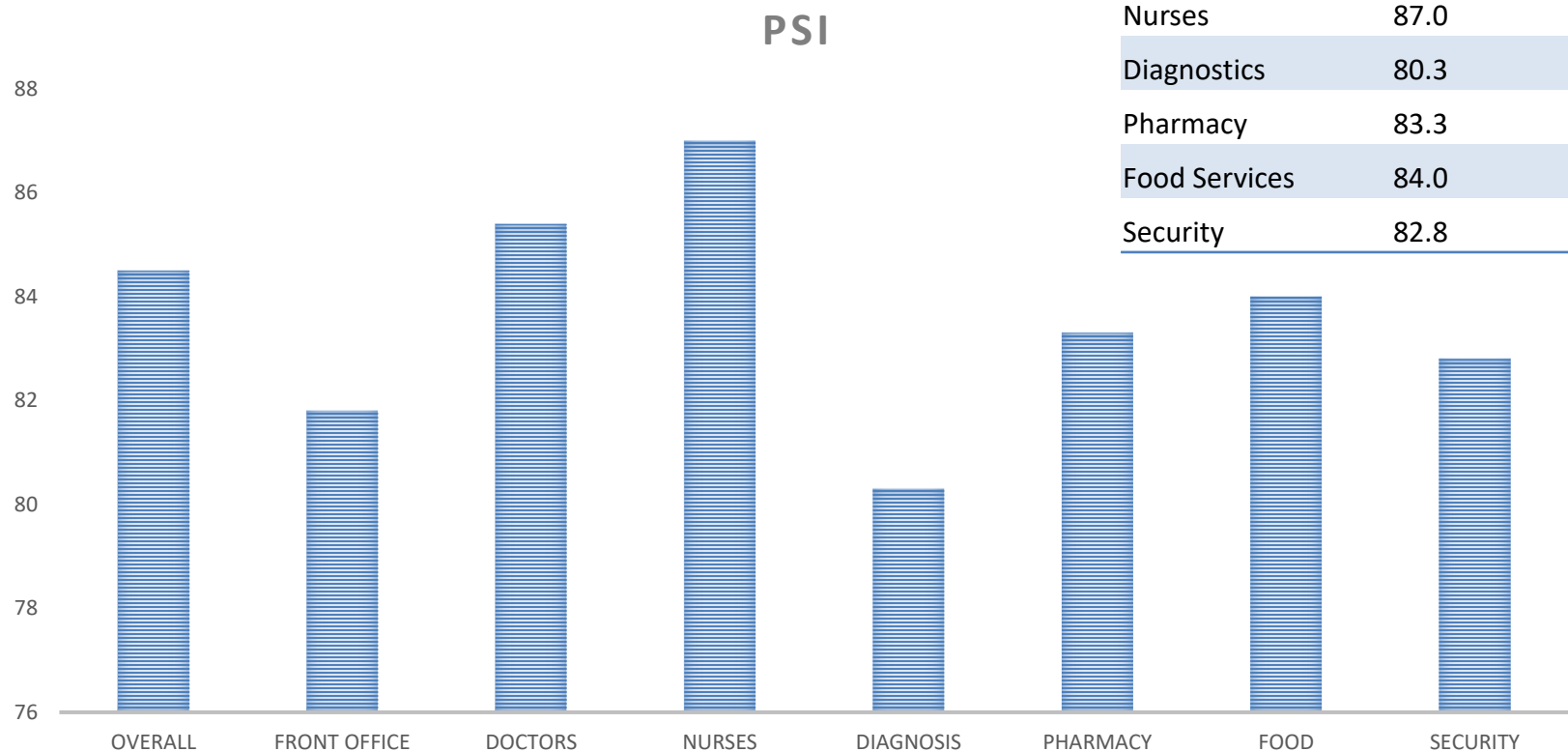
Out of a total of 200 patients surveyed, complete feedback was obtained from all participants. However, only 134 respondents provided a valid response to the Net Promoter Score (NPS) question. Based on these responses, the hospital achieved an NPS of +50.74.

NPS



RESPONDENT	134
PROMOTER	77
PASSIVES	46
DETRACTER	9

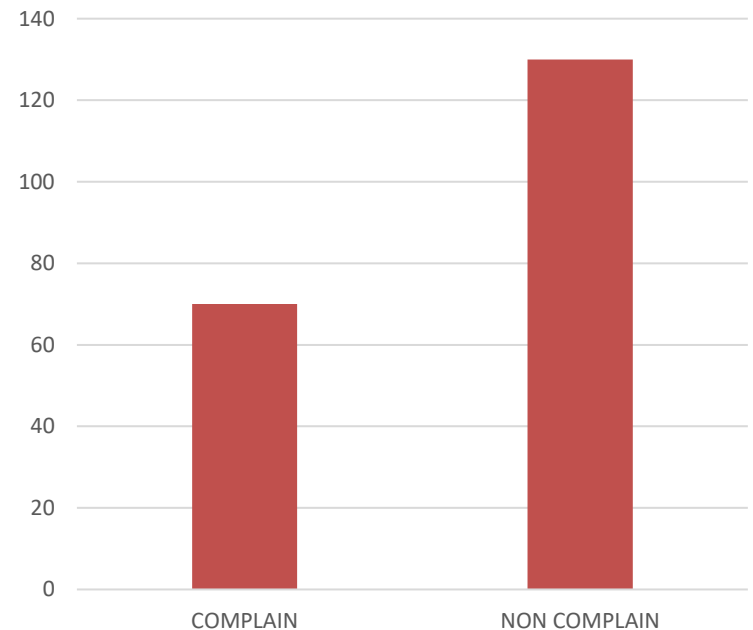
Among all departments, **nursing services received the highest PSI score (87.0%)**, indicating strong patient trust and satisfaction with nursing care. Conversely, the **diagnostics department recorded the lowest score (80.3%)**, suggesting potential areas for improvement in diagnostic services and patient interaction.



Department	PSI Score
Overall	84.5
Front Office	81.8
Doctors	85.4
Nurses	87.0
Diagnostics	80.3
Pharmacy	83.3
Food Services	84.0
Security	82.8

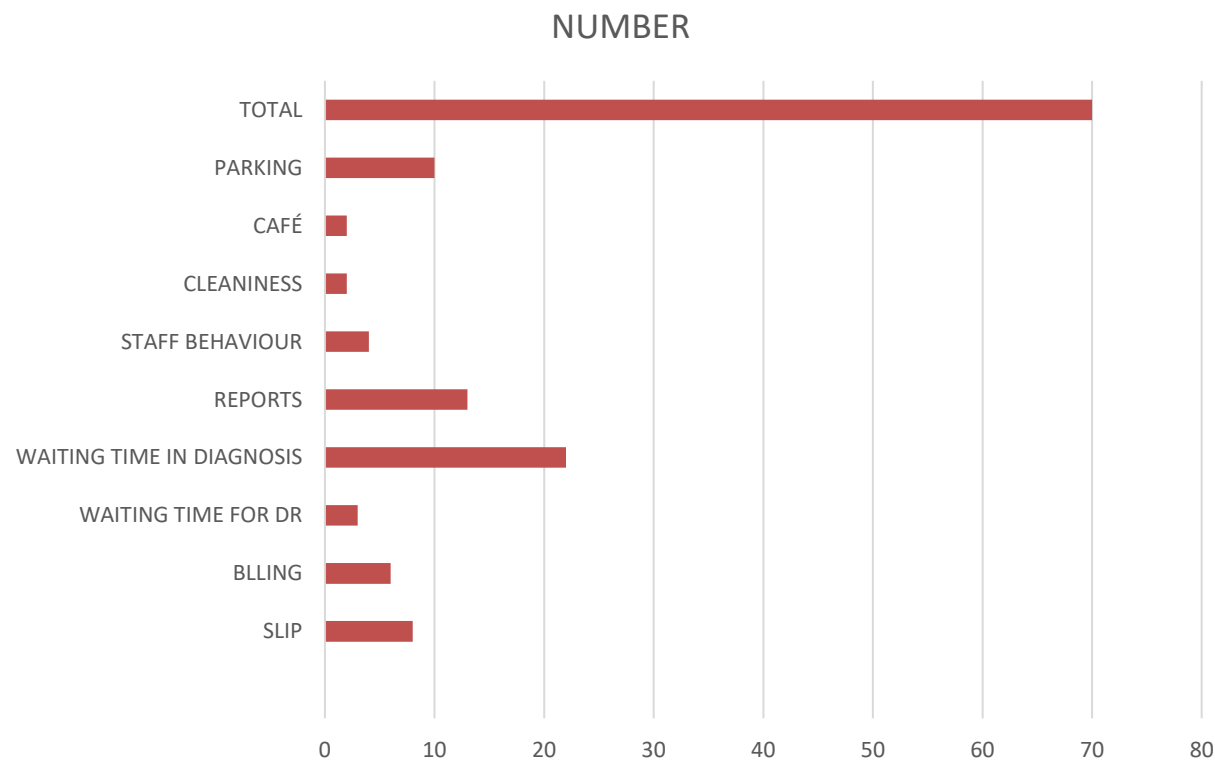
Complaint rate analysis

- Total number of patients surveyed: **200**
- Number of patients who registered complaints: **70**
- Number of patients with no complaints: **130**



Patient Complaint Summary

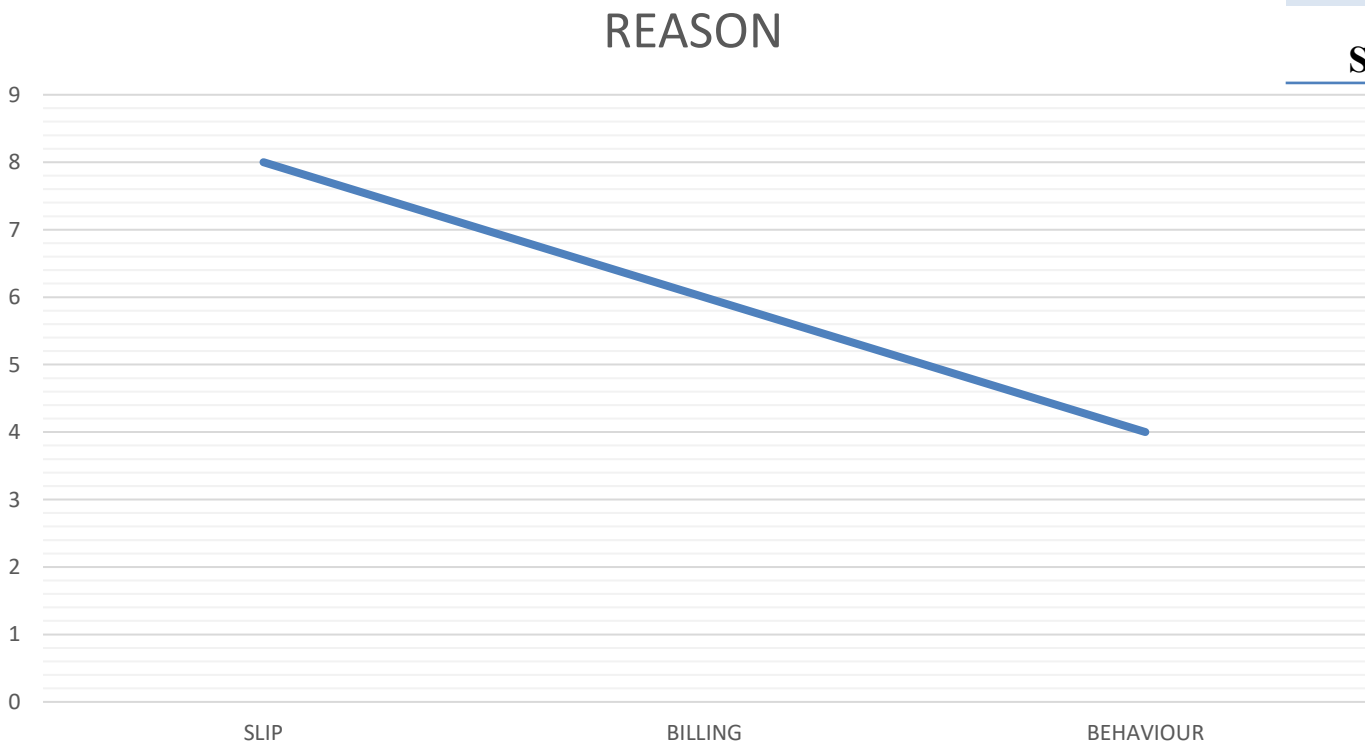
A total of **70 complaints** were recorded from 200 patients during the study period. The breakdown of complaints by issue type is given in the table below:



Complaint Category	Number of Complaints
Slip Generation	8
Billing	6
Waiting Time for Doctor	3
Waiting Time in Diagnosis	22
Report Delays	13
Staff Behaviour	4
Cleanliness	2
Café Services	2
Parking	10

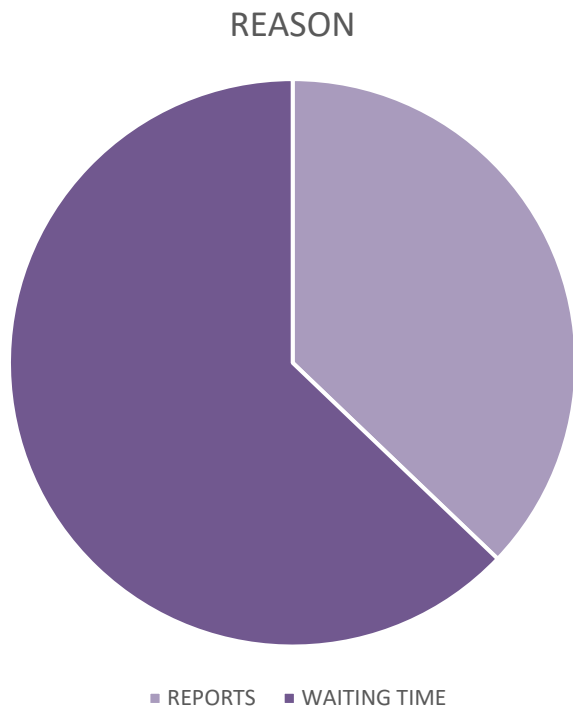
Subdivision of Complaints in front office

Patient Satisfaction Index (PSI) in the **Front Office department (81.8%)**, out of 70 complain 18 is related to front office the feedback was further categorized into three key areas: **Slip generation, Billing process, and Staff Behaviour**



Slip-	8
Billing-	6
Staff Behaviour-	4

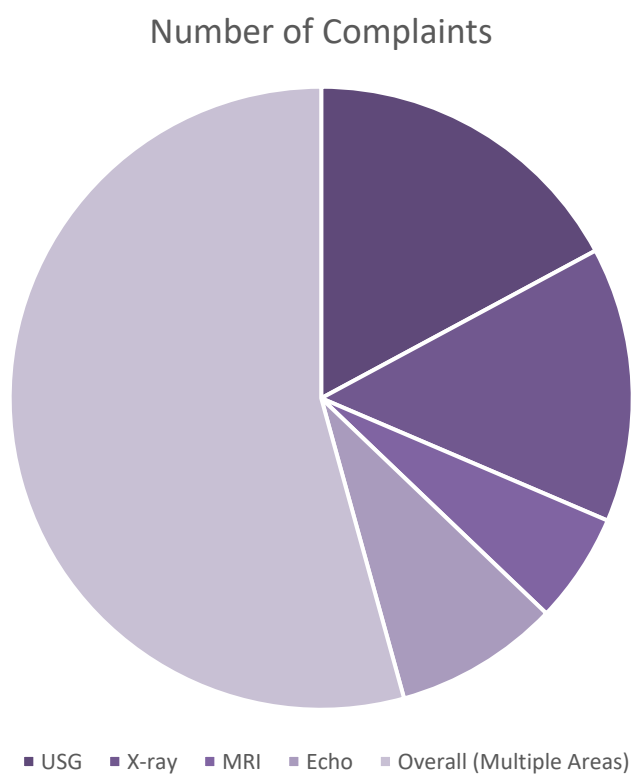
The lower Patient Satisfaction Index (PSI) in the **diagnostic department (80.3%)**, out of 70 complain 35 is related diagnosis the feedback was further categorized into two key areas: **waiting time in diagnosis and delays in reports** The number of concerns recorded under each subcategory were as follows:



Issue within Diagnosis	Number of Complaints
Waiting Time in Diagnosis	22
Delay in Reports	13
Total	35

Subdivision of Complaints in Diagnostic Procedure

The pie chart shows that most complaints in the diagnostic department were about overall issues across multiple tests, not just one. USG had the second-highest number of complaints, followed by X-ray and Echo. MRI had the fewest complaints. This suggests that patients mainly faced system-wide problems like delays and poor coordination.



Diagnostic Procedure	Number of Complaints
USG	6
X-ray	5
MRI	2
Echo	3
Overall (Multiple Areas)	19
Total	35

INTERPRETATION

84.5% Patient Satisfaction Index (PSI) shows most patients are happy

NPS +50.74: Over **57% Promoters** willing to recommend the hospital

6.7% Detractors experienced dissatisfaction

35% of patients gave complaints, highlighting issues

Main problems in front office and diagnostics:

- Long wait times and report delays in diagnostics
- Slip generation, billing, and staff behavior in front office

Nursing (87%), doctors (85.4%), and food (84%) received good feedback

Complaints guide targeted improvements to enhance patient care

RECOMMENDATION

- **Single-Window Digital Registration Kiosk**

Install a touch-screen kiosk where patients can complete **Akhil + RGHS registration + slip generation** in one go.

- Increase Registration & Billing Counters in peak hours
- Doctor Coordination Alert System

Implement a **notification system** (WhatsApp/SMS/Call alerts) to **inform doctors in real-time** when their presence is needed.

- Real-Time Report Status Display

Install **TV screens** or update the **patient portal** to display live status in waiting areas

“Sample taken” → “Under Review” → “Report Ready”

- Staff Behaviour Improvement

Conduct monthly **soft skill training workshops** for better patient interaction.

- Optimize existing parking space
- In long term consider constructing a multi level parking structure or underground parking if space permits.

Thank You