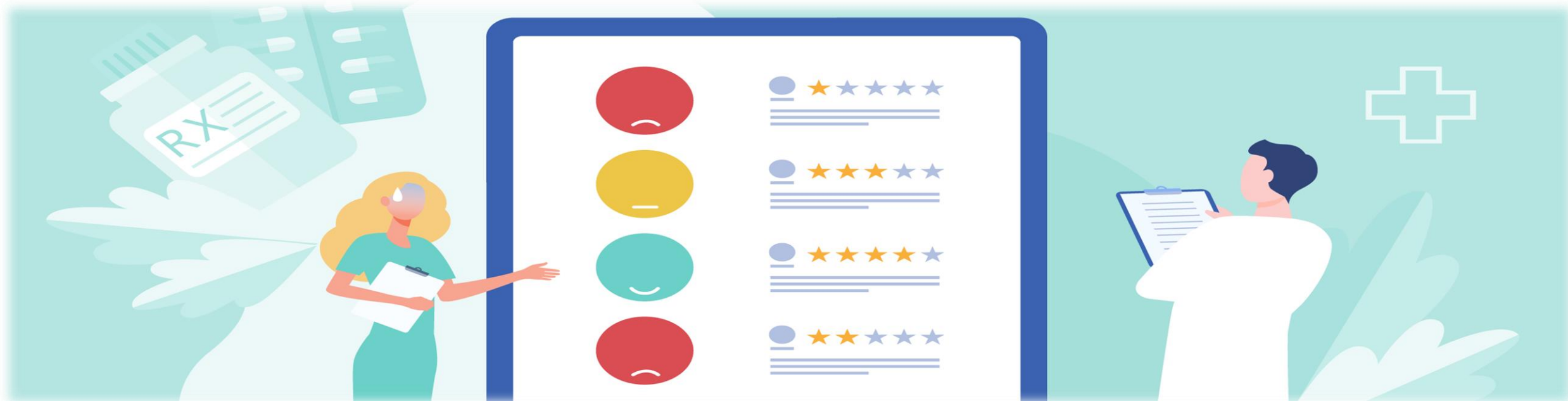


PATIENT SATISFACTION IN OUTPATIENT DEPARTMENT AT APOLLO SAGE HOSPITALS, BHOPAL



ABOUT APOLLO SAGE HOSPITALS, BHOPAL

- Apollo Sage Hospitals, Bhopal is 350+ bedded multispecialty hospital.
- More than 25 healthcare facilities, including cardiology, organ transplants, neurology, radiology, etc.
- The vision is to improve the health and well-being of the community by providing world class patient care.
- It works majorly on 3 principles- Patient centered approach, providing quality medical services, in a highly efficient environment.
- Their mission is to provide best medical services to all the sections of the society. Patient care is an integral part of the hospital. Therefore, they pay special attention to patient satisfaction in all departments.



PATIENT SATISFACTION

- The degree to which the patient's expectations, goals and preferences are met by the health services.
- **Importance of Patient Satisfaction:**
 - Best metrics to measure client loyalty
 - Recurring business, even if competitor offers services at lower prices
 - Decreased negative word of mouth
 - On introducing new products, satisfied patients will adapt it first

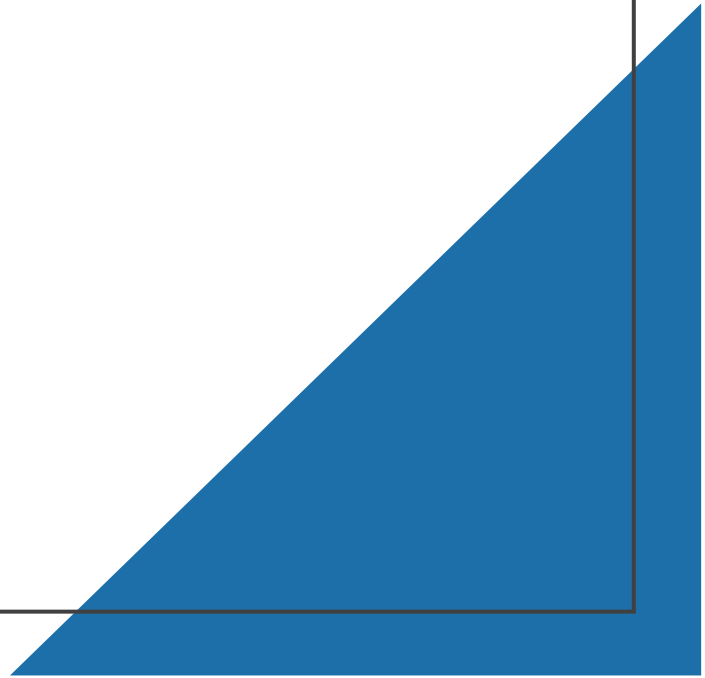
Patient Satisfaction form at Apollo Sage Hospitals, Bhopal

- The mission of Apollo Sage hospitals is to give patients with greater care than they anticipated.
- To that end, when the patient and his attendant are on their way back home from the hospital after their OPD consultation, a Guest Relation Associate meets them and asks them for valuable feedback on the entire OPD process, so that we can see our services from the patient's perspective and do what is necessary to improve them.
- Feedback form is divided into six topics related to:
 1. Admission Process
 2. Physical facilities
 3. Diagnostic services
 4. Behaviour of the staff
 5. Cleanliness
 6. Overall services

Patient Satisfaction form at Apollo Sage Hospitals, Bhopal

- The patient/attendant has answered the questionnaire by ticking/selecting the following options:

- (a) Strongly Agree
- (b) Agree
- (c) Can't say
- (d) Disagree
- (e) Strongly disagree



METHODOLOGY

Research Question: What is the level of satisfaction of OPD patients at Apollo Sage Hospitals, Bhopal?

Study Setting: Outpatient Department of Apollo Sage Hospitals, Bhopal

Study Design: Prospective study design

Study Population: Patients attending OPD

Sample size: 120

Sampling technique: Systematic random sampling technique

Study Instrument: Patient satisfaction forms, MS Excel

Inclusion Criteria: All patients visiting the Outpatient department above 18 years of age

Study Duration: The study was conducted for a duration of three months i.e., from 22nd Feb 2023 to 20th May 2023

RESULTS

The responses obtained by conducting the Patient satisfaction study at Apollo Sage Hospitals, were dichotomized and then analysed by using Pie chart.

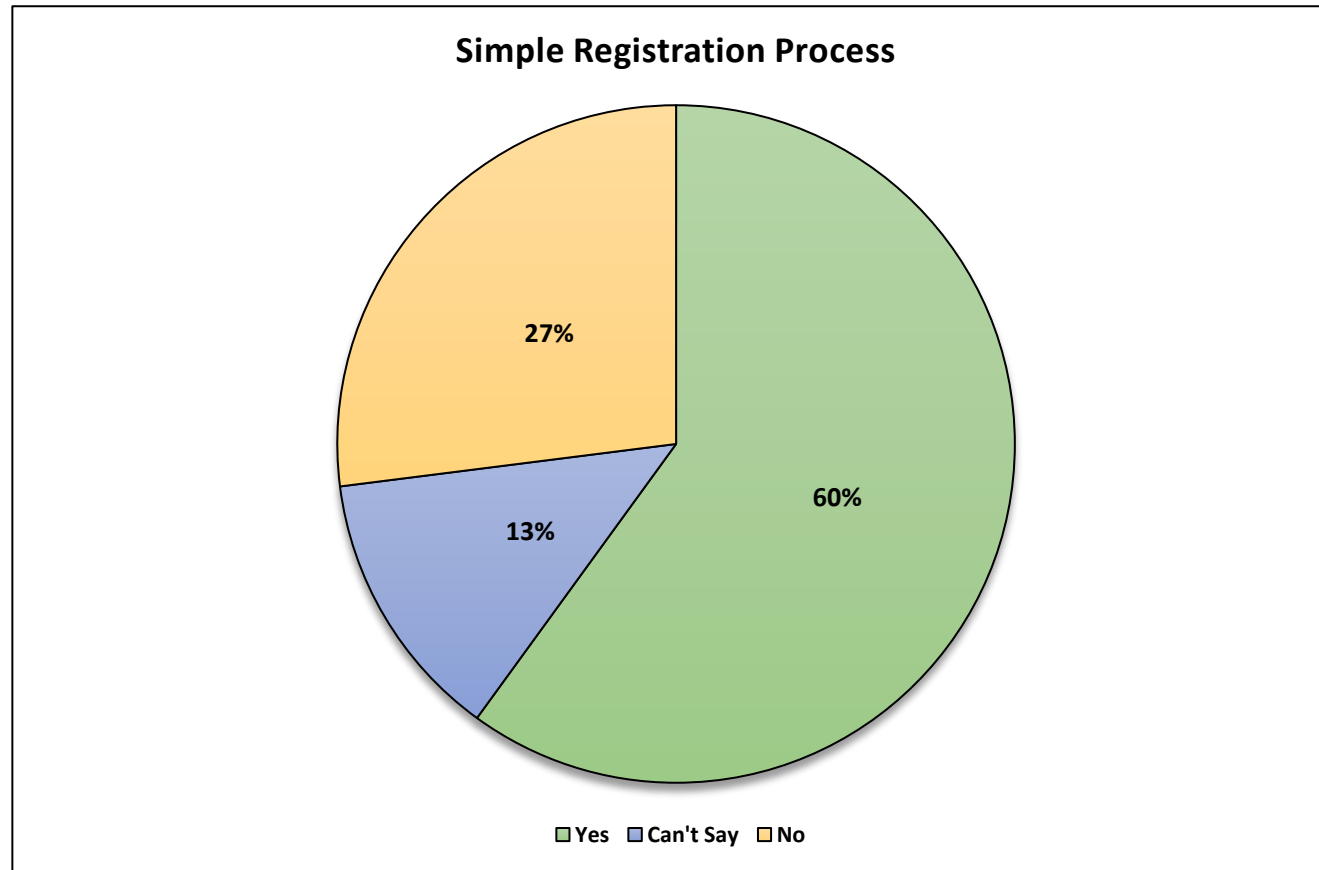
I. Perceptions of the Patient Towards Admission Process



Table 4.1 Perception of the patient towards admission process			
S No.	Particulars		APOLLO SAGE
1	Simple Registration Process	Yes	60%
		Can't Say	13%
		No	27%
		Total	100%
2	Helpful Reception staff	Yes	29%
		Can't Say	20%
		No	51%
		Total	100%
3	Registration time more than 5 minutes	Yes	42%
		Can't Say	19%
		No	39%
		Total	100%
4	Explanation of tariff and bill	Yes	63%
		Can't Say	17%
		No	20%
		Total	100%

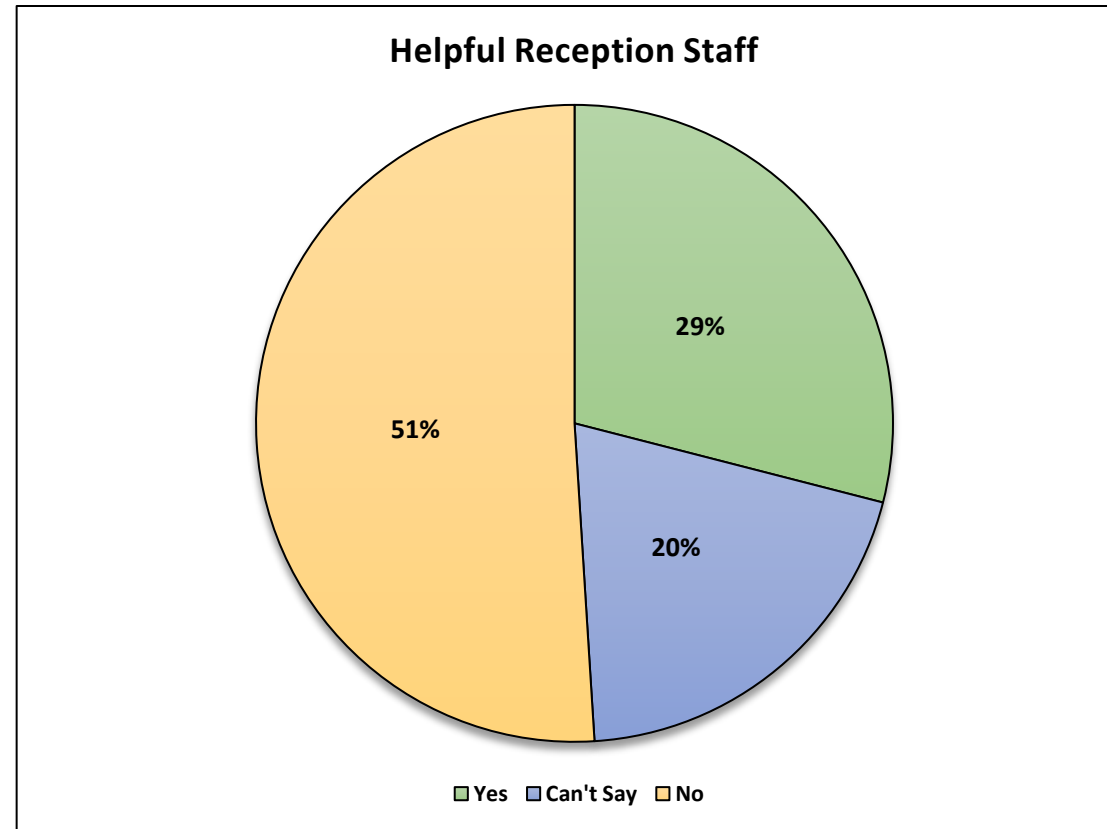


PERCEPTION OF THE PATIENTS TOWARDS ADMISSION PROCESS



Analysis: According to the survey, 60% of the patients viewed the registration procedure to be simple and clear. 27% of patients did not think the registration process to be smooth. In comparison, 13% of patients said nothing about the registration process.

PERCEPTION OF THE PATIENTS TOWARDS ADMISSION PROCESS



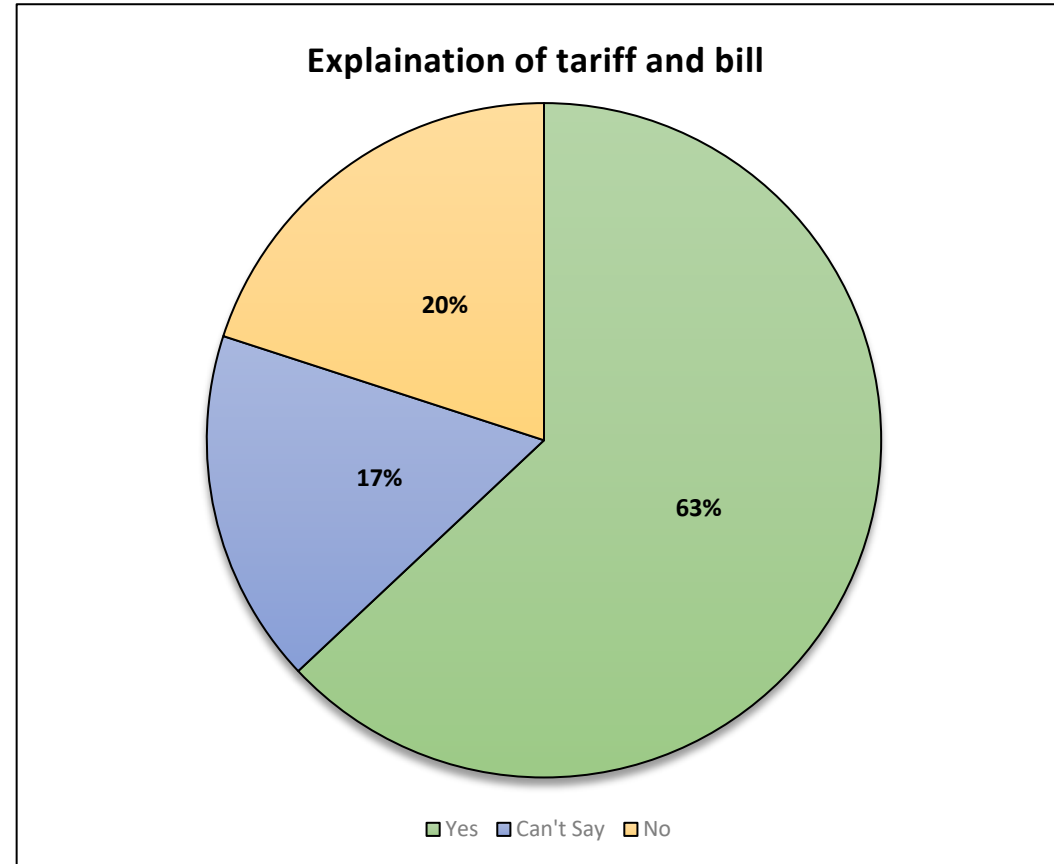
Analysis: According to the study, 51% of patients believe the reception personnel was unhelpful. Only 29% of patients believed the reception staff was helpful. Only 20% of the patients commented on this.

PERCEPTION OF THE PATIENTS TOWARDS ADMISSION PROCESS



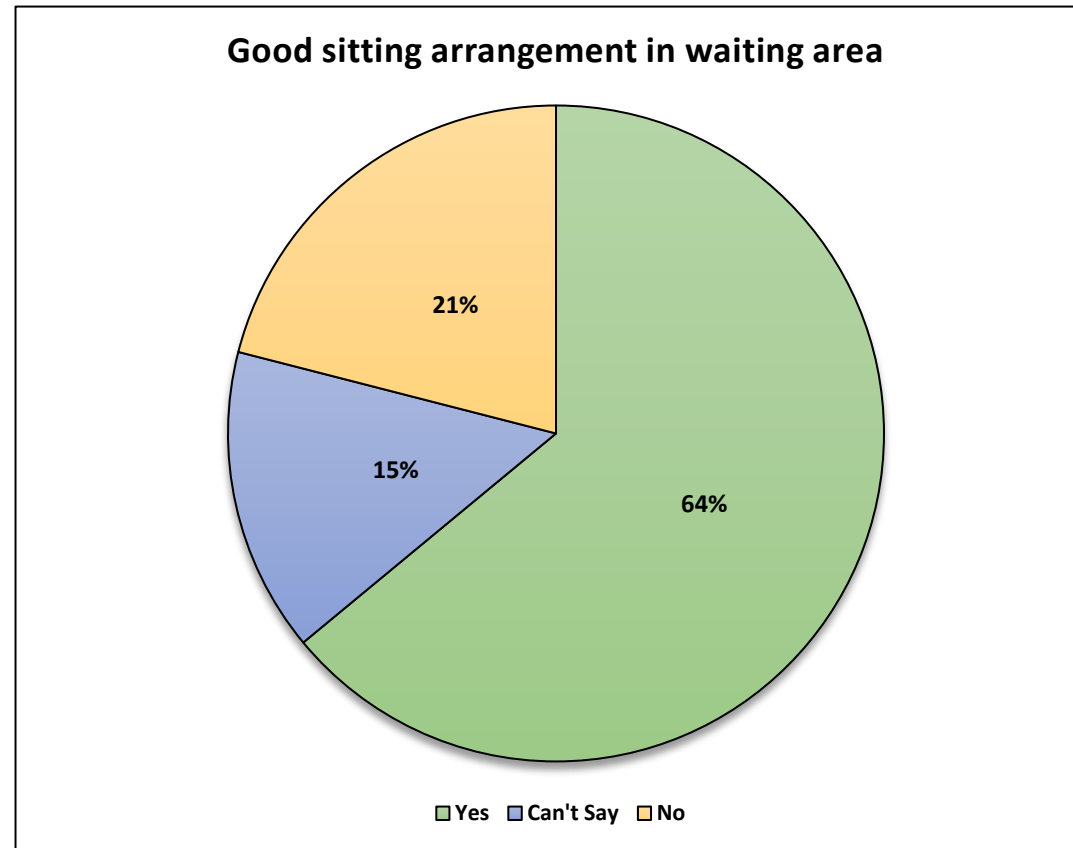
Analysis: According to the study, 42% of patients thought the registration procedure took more than 5 minutes to complete. 39% of patients stated the procedure took less than 5 minutes. 19% of the patients said nothing.

PERCEPTION OF THE PATIENTS TOWARDS ADMISSION PROCESS



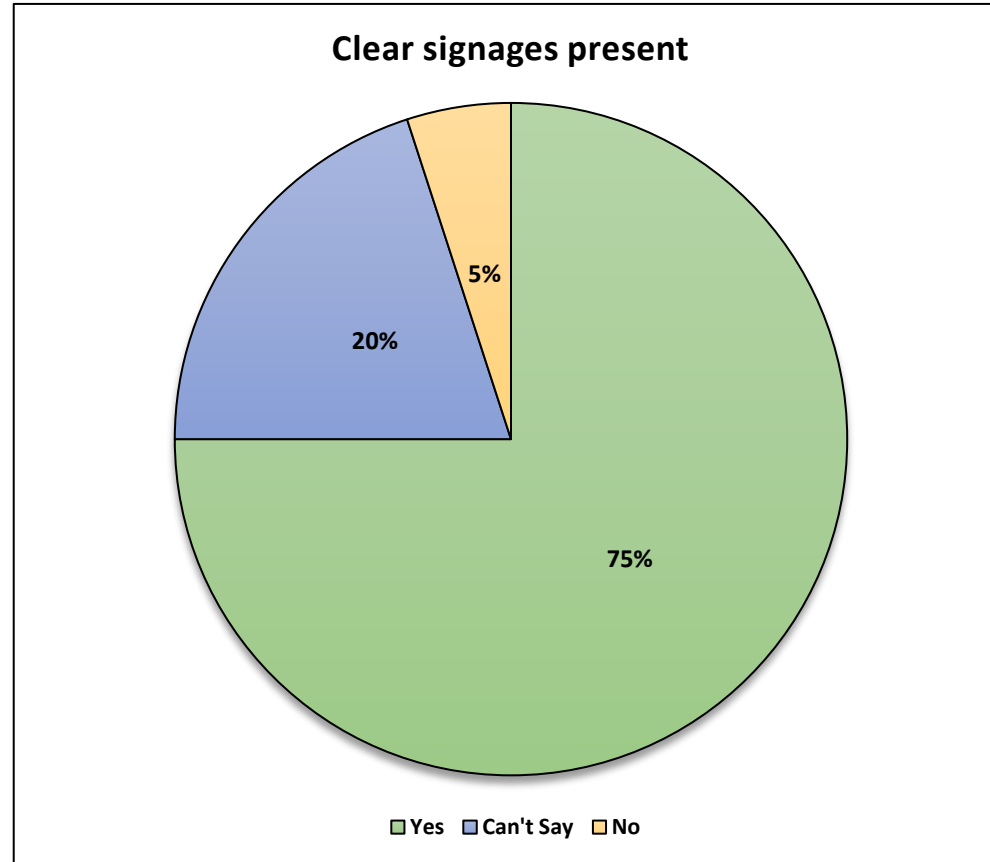
Analysis: According to the survey, 63% of patients were pleased that the tariff and bill were communicated correctly to them. 20% of the patients disagreed. In contrast, 17% of patients said nothing.

PERCEPTION OF THE PATIENTS TOWARDS PHYSICAL FACILITIES



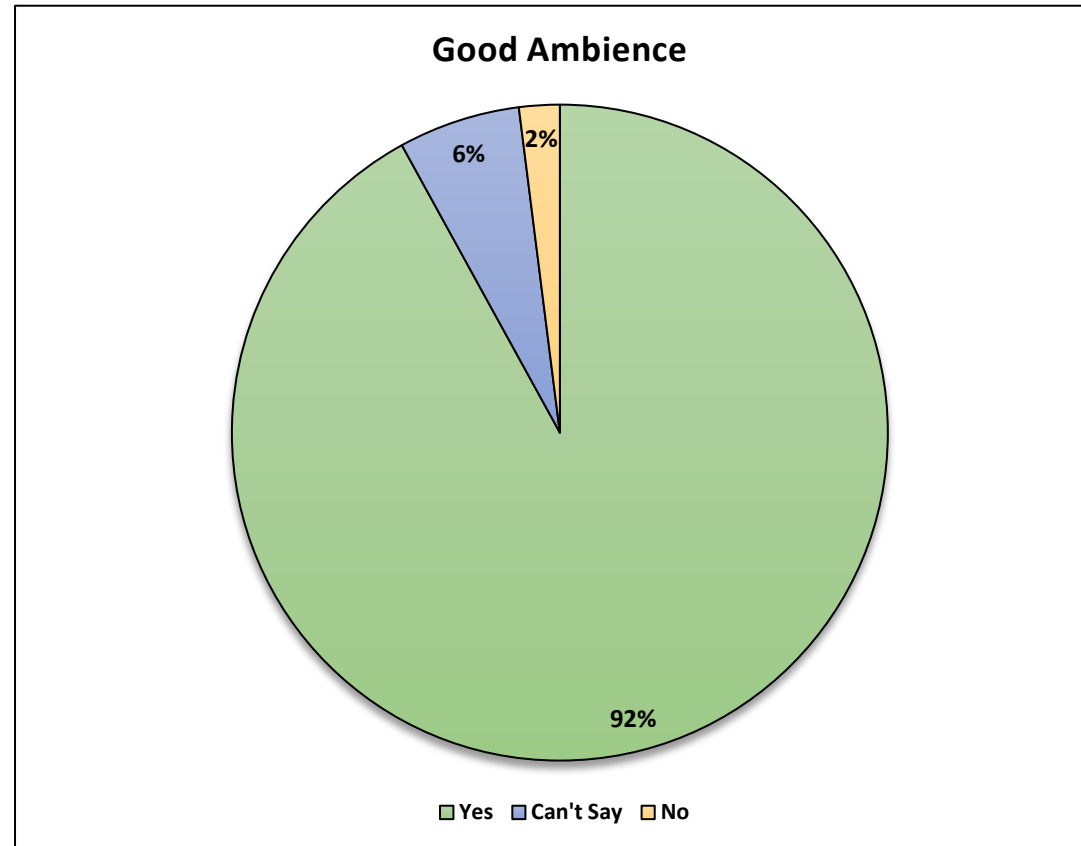
Analysis: According to the study, 64% of patients were happy with the seating arrangement in the waiting room, while 21% were not. 15% of the patients said nothing about the seating arrangement.

PERCEPTION OF THE PATIENTS TOWARDS PHYSICAL FACILITIES



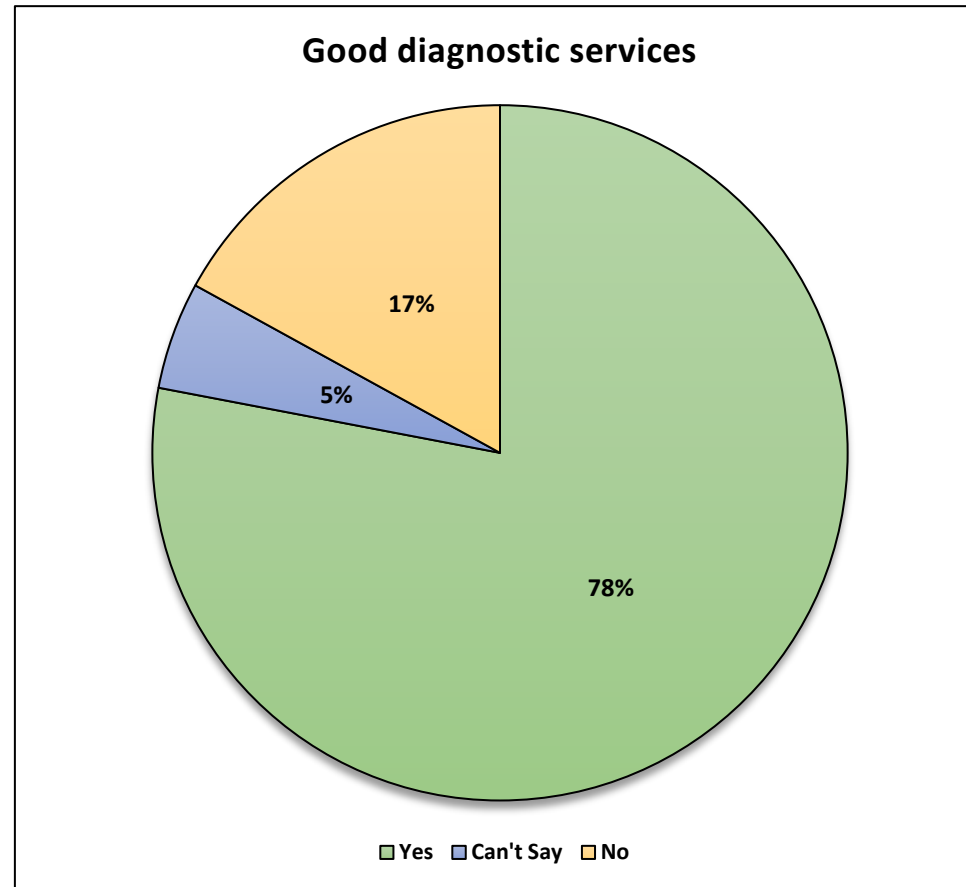
Analysis: According to the study, 75% of patients agreed that the notice was present and clear. 5% of the patients thought the signage was unclear. 20% of the patients did not respond.

PERCEPTION OF THE PATIENTS TOWARDS PHYSICAL FACILITIES



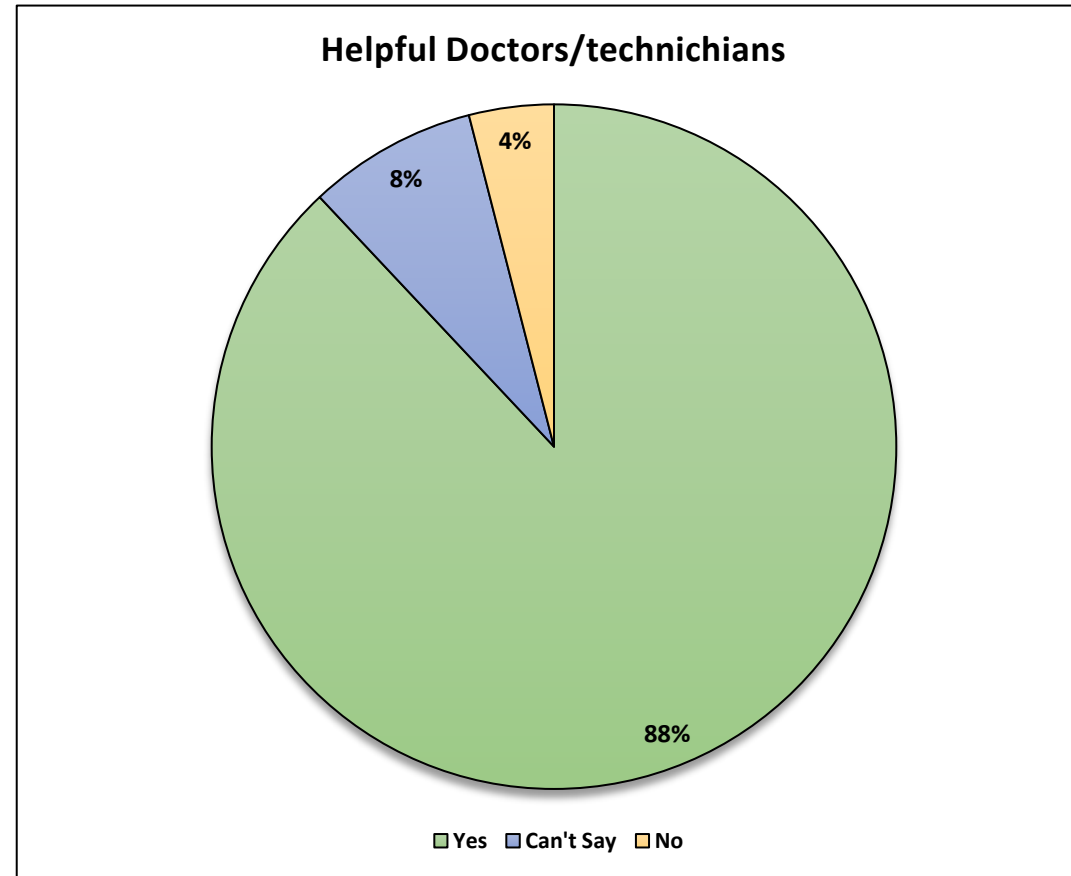
Analysis: According to the report, 92% of patients thought the ambience was pleasant. 2% of patients were dissatisfied with the hospital's ambience. 6% of patients said nothing.

PERCEPTION OF THE PATIENTS TOWARDS DIAGNOSTIC SERVICES



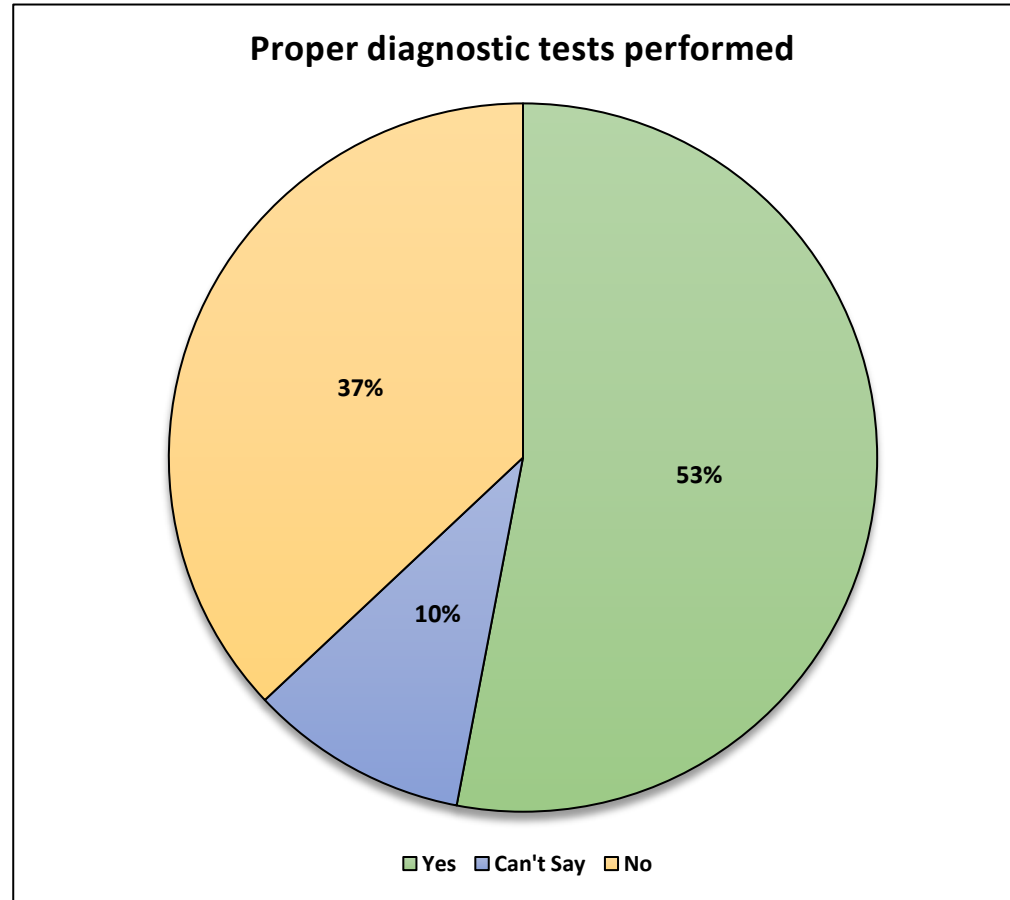
Analysis: According to the report, 78% of patients thought the hospital's diagnostic and imaging services were excellent. 17% of patients did not think the diagnostic and imaging services were satisfactory. 5% of the patients made no remark.

PERCEPTION OF THE PATIENTS TOWARDS DIAGNOSTIC SERVICES



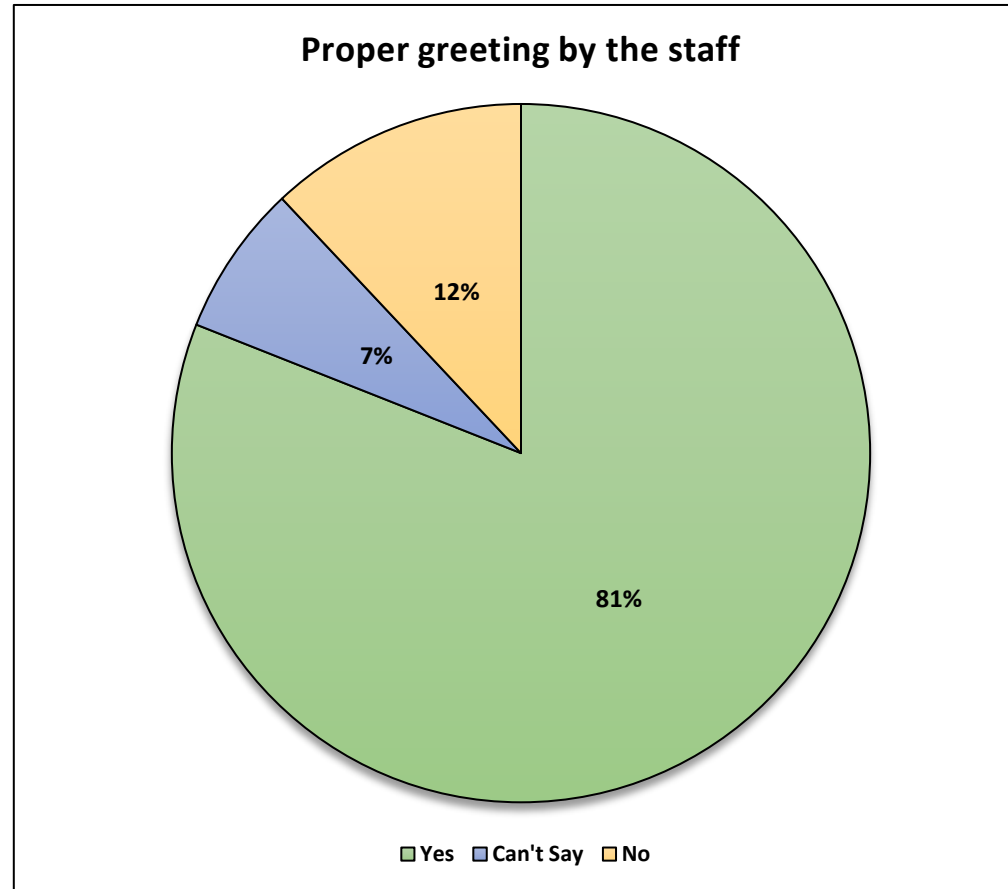
Analysis: According to the research, 88% of the patients felt that the doctors/technicians were helpful and thoroughly explained everything. That was not agreed upon by 4% of the patients. 8% of the patients said nothing about it.

PERCEPTION OF THE PATIENTS TOWARDS DIAGNOSTIC SERVICES



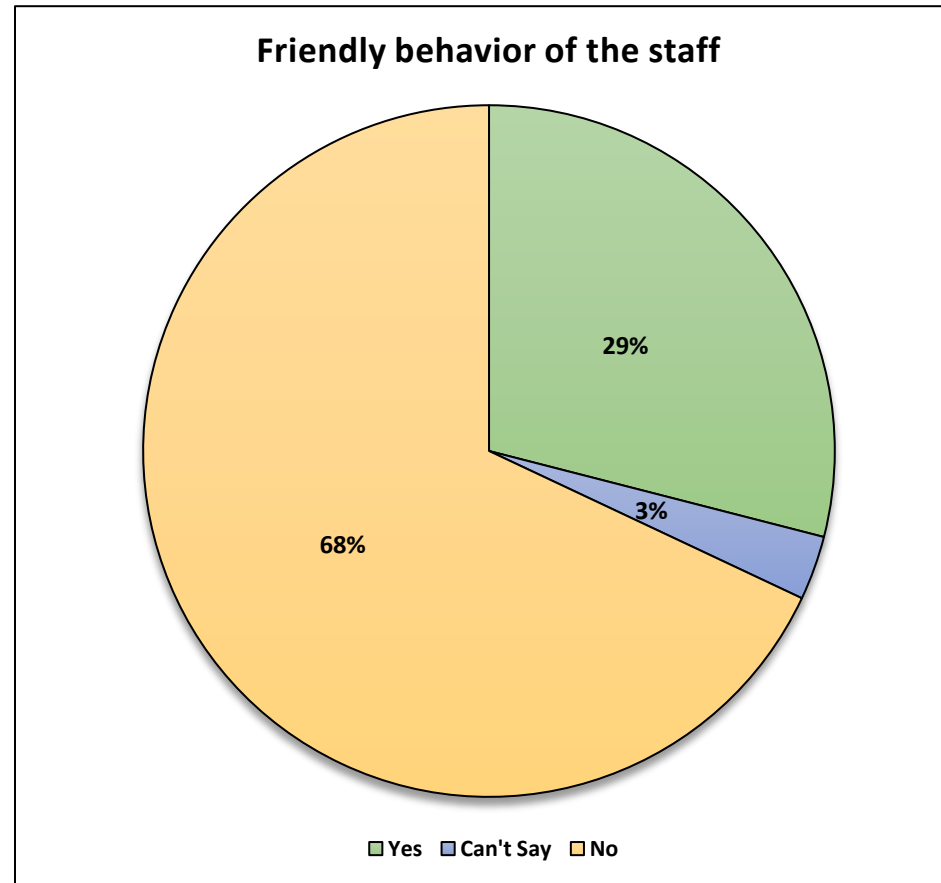
Analysis: According to the study, 53% of patients said the diagnostic tests they have gone through were the same as the doctors/technicians had stated. 37% of patients said that the appropriate diagnostic test was not done. 10% of the patients did not respond.

PERCEPTION OF THE PATIENTS TOWARDS BEHAVIOR OF THE STAFF



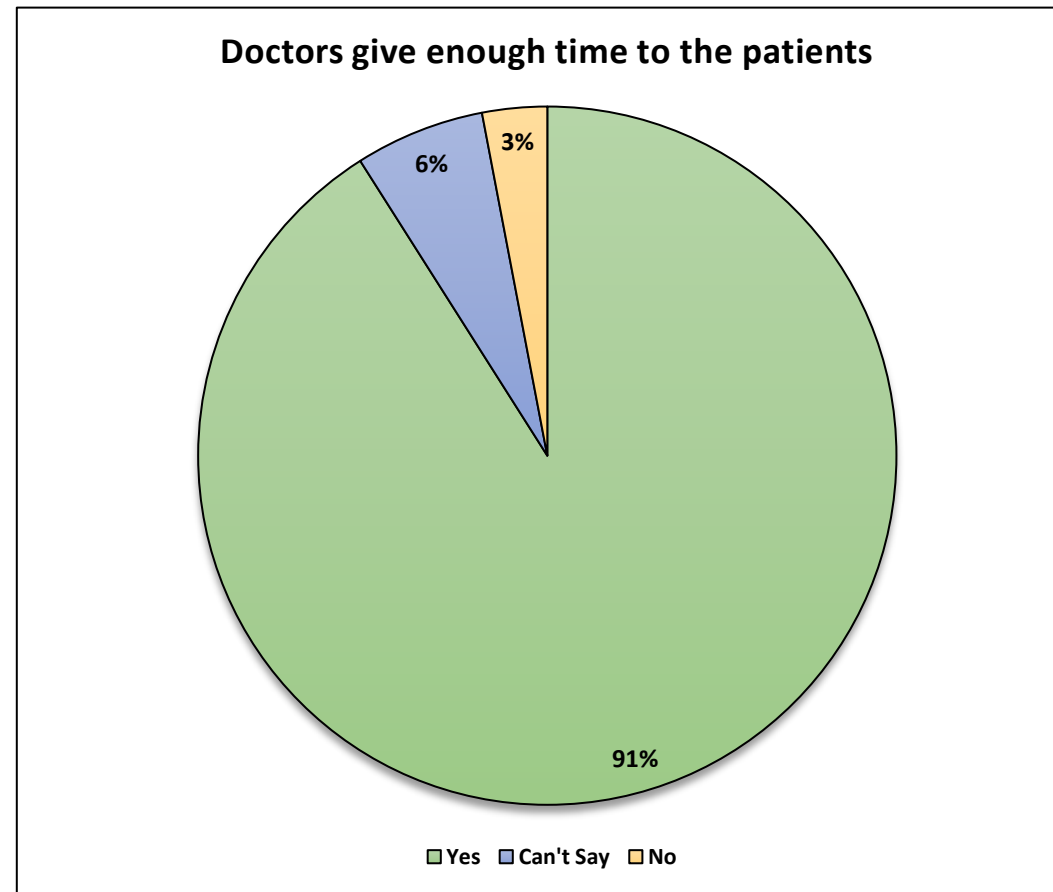
Analysis: According to the survey, 81% of patients said that the personnel greeted them with a smile and the traditional Namaste. 12% of the patients disagreed. While 7% said nothing.

PERCEPTION OF THE PATIENTS TOWARDS BEHAVIOR OF THE STAFF



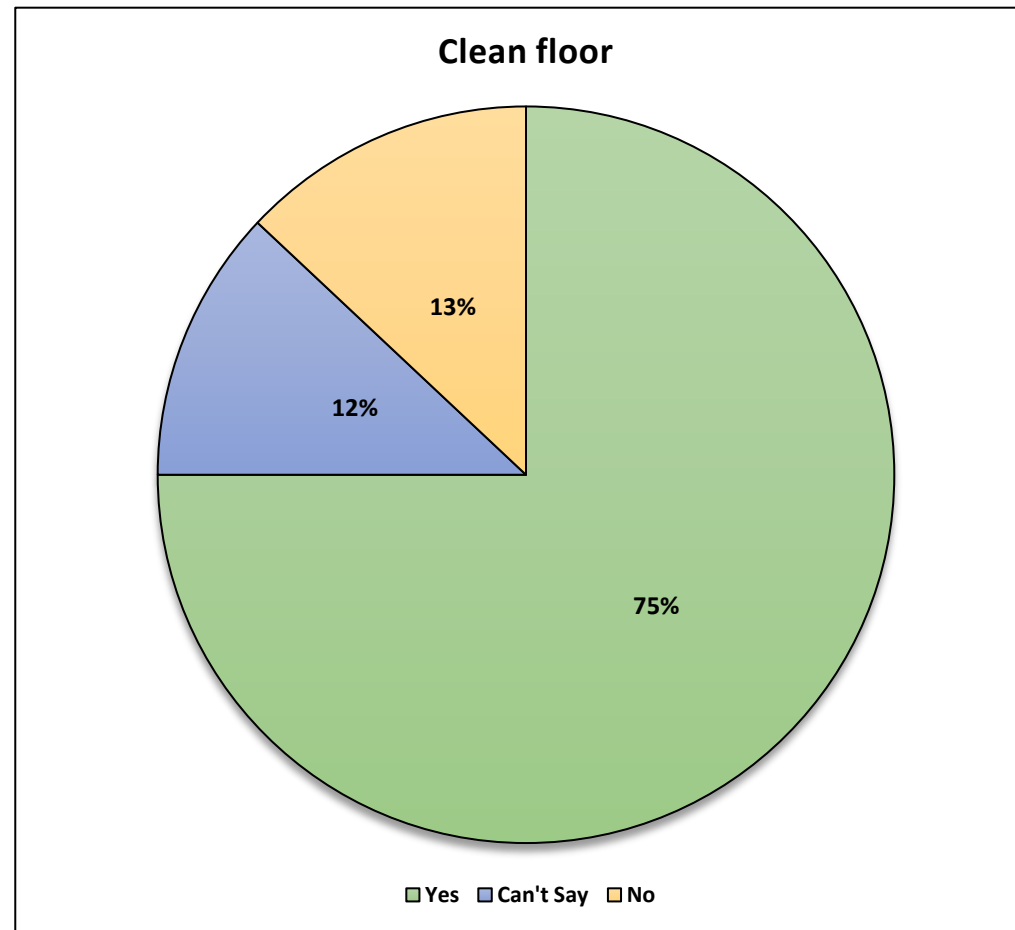
Analysis: According to the study, 68% of the patients did not feel the hospital staff to be friendly. Only 29% of patients believed the employees were nice and friendly. Only 3% of the patients remained silent.

PERCEPTION OF THE PATIENTS TOWARDS BEHAVIOR OF THE STAFF



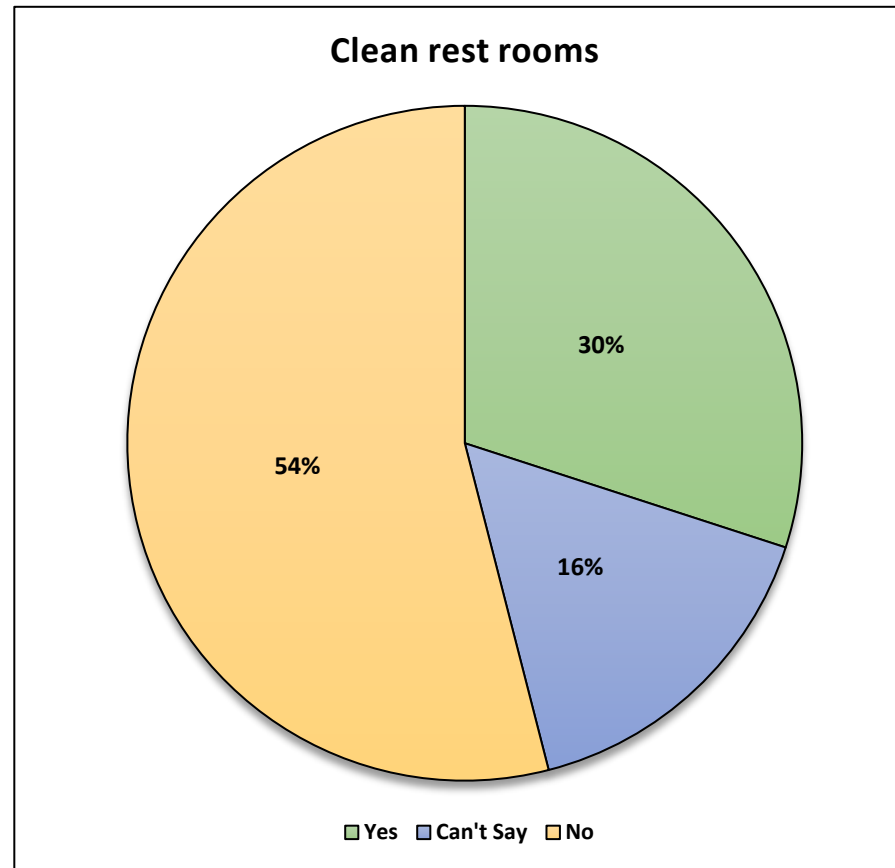
Analysis: The survey found that 91% of patients were extremely satisfied with their Consultants/Doctors. The patients said that the physicians took their time explaining the disease to them. Only 3% of the patients disagreed with this. 6% of the patients remained silent.

PERCEPTION OF THE PATIENTS TOWARDS CLEANLINESS



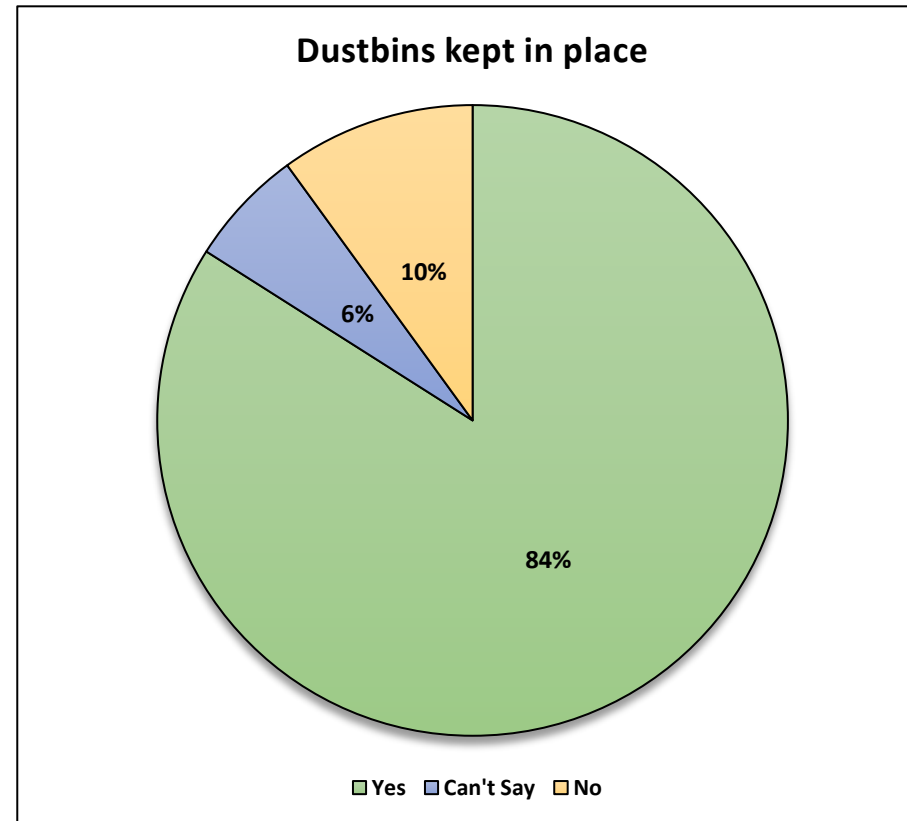
Analysis: According to the study, 75% of the patients thought the flooring were tidy and clean. 13% of patients disagreed. 12% of the patients were silent.

PERCEPTION OF THE PATIENTS TOWARDS CLEANLINESS



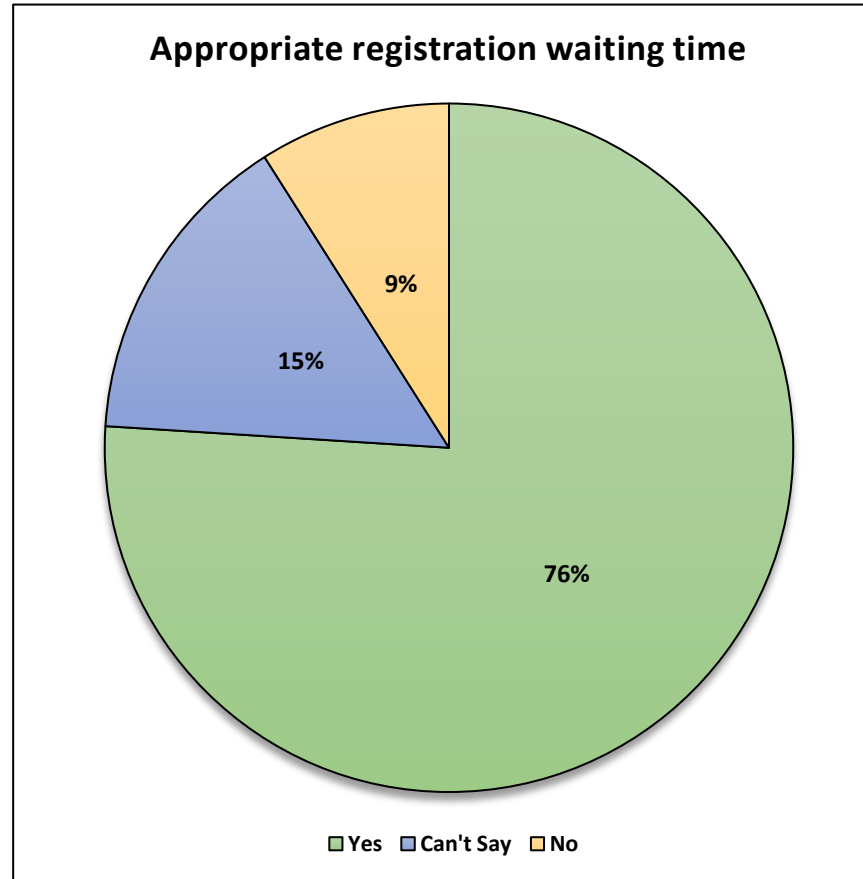
Analysis: According to the report, 54% of patients believe that the restrooms were not sufficiently cleaned. 30% of patients think the restrooms are clean. Only 16% of patients commented on this.

PERCEPTION OF THE PATIENTS TOWARDS CLEANLINESS



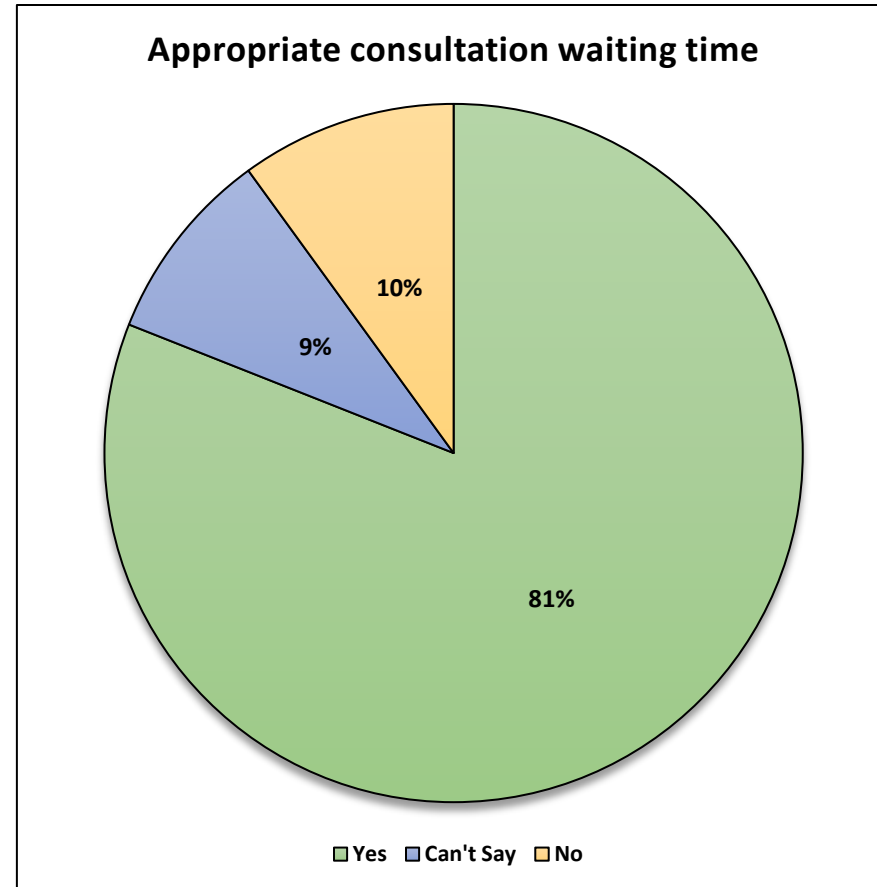
Analysis: According to the research, 84% of the patients reported the dustbins were stored in the toilets and other locations of the hospital. 10% of the patients disagreed. 6% of patients did not respond.

PERCEPTION OF THE PATIENTS TOWARDS SERVICES



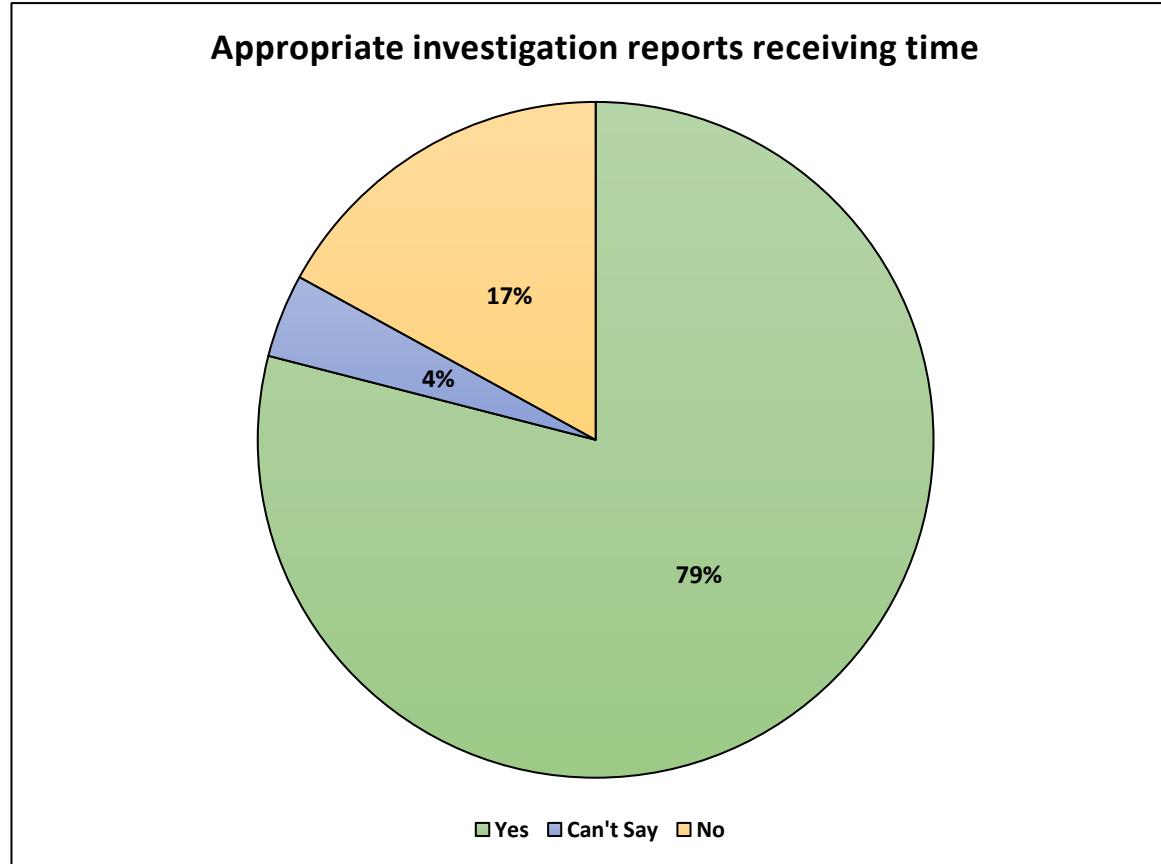
Analysis: According to the study, 76% of the patients believe that the waiting time for registration is appropriate. There are no long waiting queues. 9% of the patients did not think the same. This was not answered by 15% of the patients.

PERCEPTION OF THE PATIENTS TOWARDS SERVICES



Analysis: According to the study, 81% of patients thought the consultation wait time was adequate, whereas 10% did not. 9% of the patients did not react.

PERCEPTION OF THE PATIENTS TOWARDS SERVICES



Analysis: According to the study, 79% of patients said that the investigation reports were made available to them within the time frame specified. 17% of the patients disagreed, citing a delay in getting the investigation reports. 4% of the patients did not respond.



AREAS OF PROBLEM

- 1. BEHAVIOUR OF THE STAFF**
 - 2. REGISTRATION PROCESS TAKING LONG TIME**
 - 3. RESTROOMS NOT PROPERLY CLEANED**
-

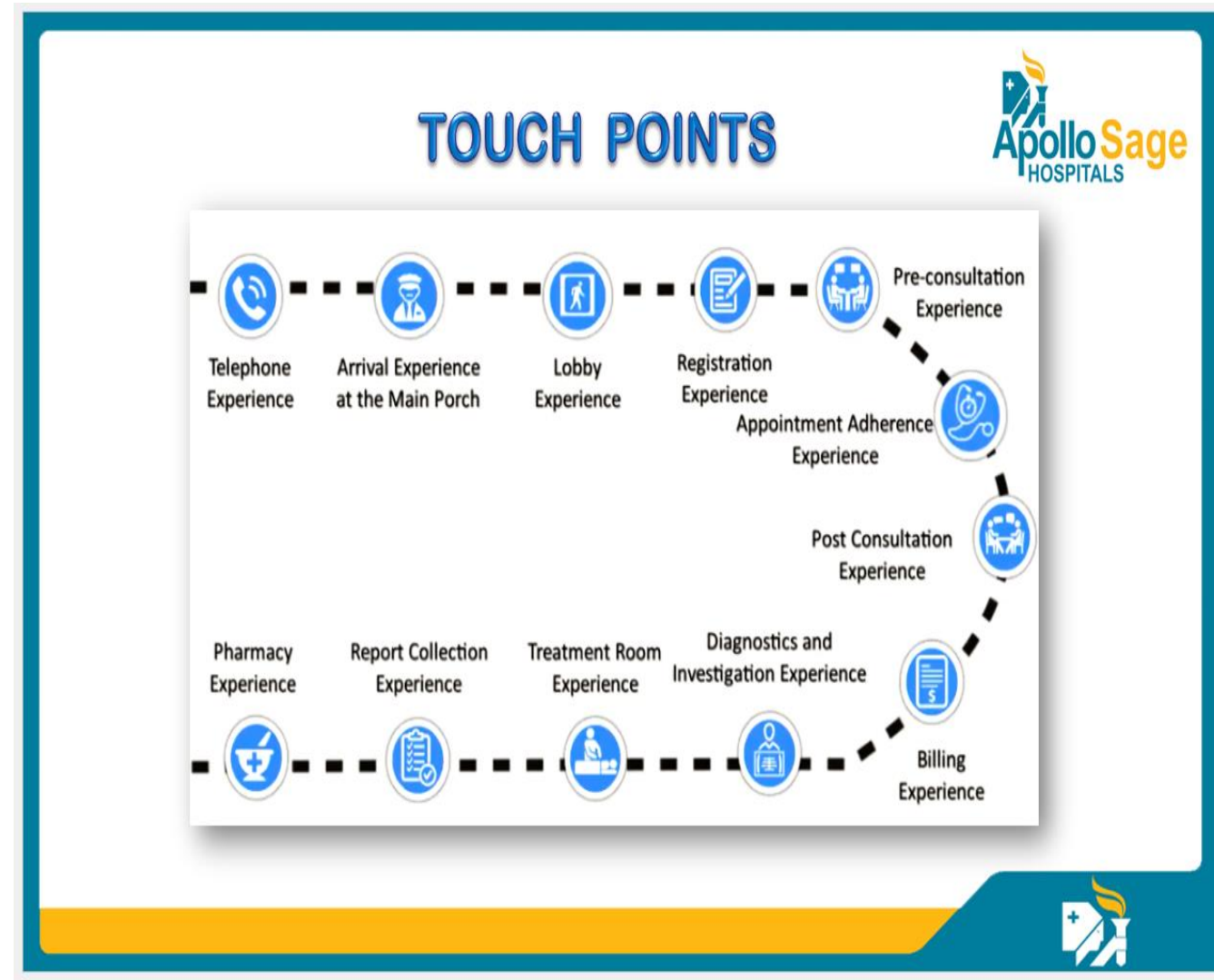
RECOMMENDATIONS

TRAINING ON SERVICE EXCELLENCE:

From the patient feedback, it was found that the patients were not satisfied with the behavior of the staff.

So, keeping the feedbacks given in mind and keeping ourselves in the shoes of the patients, SERVICE STANDARDS and SCRIPTS were designed, printed and pasted on the workstations of the staff.

Regular training of the staff will also be taken regarding service excellence.



RECOMMENDATIONS

2. DEPLOY TECHNOLOGY FRIENDLY STAFF:

- To overcome the delay in the registration process, staff who are fast in using the Medmantra software, who is technically strong, should be deployed at the registration counter.
- Regular assessments of the staff should be done

3. RECRUIT MORE GDA STAFF:

- The restrooms were not clean because housekeeping staff was going the work of GDA staff also.
- Management was told to recruit more GDA staff, so that housekeeping staff can focus on their work only.

LIMITATIONS IN THE FEEDBACK FORM



Did Not Cover All The Processes Of The Outpatient Department, For Example Questions Related To OP Pharmacy



Feedback Form Is Only In English Language

THANKYOU