

PATIENT EXPERIENCE AND COMPETITOR BENCHMARKING: A STUDY OF BHAILAL AMIN GENERAL HOSPITAL

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Healthcare Analytics

by

Subhmita Ghosh

Under the Supervision and Guidance of

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2026



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We sincerely appreciate the valuable contributions made during your tenure with us and extend our best wishes for your continued success in all future endeavors.

Yours Faithfully,

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CERTIFICATE

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled "Patient Experience and Competitor Benchmarking: A Study of Bhailal Amin General Hospital" is the bona fide 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.

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ABSTRACT

Title: Patient Experience and Competitor Benchmarking: A Study of Bhailal Amin General Hospital

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Keywords: Bhailal Amin General Hospital, Patients Competitor Benchmarking, Patient Experience, Patient Satisfaction, TAT, Accessibility, Feedback, Pain Points, Market Research

Background:

For a hospital to achieve a sustainable competitive advantage, they have to constantly improve on the quality of the services they provide as well as the efficiency of their operations while also satisfying their patients. Competitive benchmarking fueled by patient feedback lets hospitals know what their patients want, what services they have that are lacking, and what they can improve upon. This study uses market and competitor benchmarking for Bhailal Amin General Hospital to position itself amongst other healthcare providers in Vadodara in order to strategically improve services and patient experiences.

Objective

To gather and analyze patient experience data for Bhailal Amin General Hospital, Vadodara, and identify problems to develop opportunities for enhancing the hospital service from the perspective of the patient and in comparison to two of the competitor hospitals.

Methodology:

I did a study to learn more about this. The study was done by asking people questions face to face. I asked 300 people from two hospitals. 150 People from each hospital. I looked at the answers to see what people thought. I used statistics to compare the answers and see what people liked and did not like about the hospitals. I also looked for gaps in the service at the hospitals. The hospitals being compared were competitor hospitals. Face-to-Face surveys were used to collect data, about the competitor hospitals.

Results & Findings:

The hospital study found out what matters to people when they pick a hospital. This includes what people think of the doctors how good the care is, how easy it is to get to the hospital what the hospital looks like how long people have to wait and if they can afford it. People get really upset when they have to wait a time when the billing takes forever when it is hard to make an appointment and when the hospital does not communicate well. By comparing Bhailal Amin General Hospital to hospitals we can see where they can improve the experience for patients and make the hospital better, than others.

Conclusions:

Healthcare organizations like hospitals can really benefit from patient experience analytics. It gives them a lot of information to make their services better make patients happier and be more competitive. When healthcare organizations focus on making things run smoothly and taking care of patients they can make a big difference in how well the hospital does. Patient experience analytics is very important, for this. It helps them figure out what to do to improve satisfaction and make the hospital a better place for people to get care.

ACKNOWLEDGEMENT

I want to express my sincere gratitude to the following individuals and institutions for helping me to complete this thesis:

Firstly, I would like to thank the president of IHMR University, Jaipur, Dr. Prahlad Rai Sodani, for motivating me to pursue my dissertation.

Thank you to Dr. Rajesh Kumar Sinha, Dean, School Of Digital Health for their help, understanding, and knowledge during this research. The direction and caliber of this work have been greatly influenced by their insightful counsel and helpful criticism.

I would also like to express my gratitude to Dr. Ritu Vashishth, my faculty mentor who is the Associate professor at the School of Digital Health, for her valuable advice, enthusiastic support, and encouragement during the project's completion.

The academic staff and professors at IHMR University, Jaipur, for creating an environment that fosters learning and research. I am appreciative of the tools, resources, and chances they have given me to increase my knowledge and abilities.

I would also like to express my gratitude to Dr. Ritu Vashistha, my faculty mentor, who is an Assistant Professor at the School of Digital Health, for her valuable advice, enthusiastic support, and encouragement during the project's completion.

- Subhmita Ghosh

TABLE OF CONTENT

SR. NO	CONTENT	PAGE NO.
1	Introduction	11-13
2	Review of Literature	14-19
3	Research Methodology	20-22
4	Results	23-26
5	Discussion	27-30
6	Conclusion	31
7	References	32-33
8	Annexure	34-37

LIST OF TABLES

TABLE NO.	TABLE TITLE	PAGE NO.
Table 2.1	Literature Review Findings	16-18

LIST OF FIGURES

FIGURE NO.	FIGURE TITLE	PAGE NO.
Figure 4.1	Age Distribution of Respondents	23
Figure 4.2	Gender Distribution of Respondents	24
Figure 4.3	Patient Category distribution Frequency	24
Figure 4.4	Visit Frequency of Respondents	24

1. INTRODUCTION

1.1 Background and Context:

These days, healthcare organizations get it—patient experience matters. The competition between hospitals is tough, and patients have options. If hospitals want to keep people coming back, they need to really listen and keep improving what they offer. It's not just about medical care anymore; it's about how people feel from start to finish. Getting this right keeps patients happy and helps the hospital do well. In short, if hospitals want to stay on top, they can't afford to ignore the patient experience.

1.2 Bhailal Amin General Hospital: “One Name You Can Trust”

Bhailal Amin General Hospital sits right in Vadodara, aiming to make healthcare personal and effective. The team's focus isn't just treating illness—they want patients to actually feel cared for. Doctors here use modern equipment and pay close attention to what each patient needs.

They're always looking for new ways to improve how they work, whether that's using the latest technology or refining how they care for people day-to-day. Their goal? To be the hospital that people in Vadodara trust when they need help.

Here is what sets them apart:

- They look closely at how patients feel about their experience—not just at their own hospital, but across all their competitors in Vadodara.
- They zero in on what really matters to patients when picking a hospital and what keeps them satisfied.
- The staff digs into what frustrates patients at different points during their healthcare journey, not just at the beginning or end.
- They measure how they stack up against other hospitals when it comes to quality of service and how patients actually see them.
- Using real data, they pinpoint where they're falling short and discover chances to get better.
- Healthcare analytics help them make smarter decisions based on evidence instead of guesswork.
- All that information helps them create strategic recommendations—to make things run

more smoothly, boost patient satisfaction, and stay ahead of the competition.

In short, Bhailal Amin General Hospital wants you to feel heard, seen, and well cared for every time you walk in the door.

1.3 Ken Research Pvt Ltd: Research & Project Overview

While working as an Intern Survey Consultant at Ken Research Pvt. Ltd., I have been involved in numerous research projects in healthcare industry that were based on survey and market research.

Out of all those projects, the project named “Bhailal Amin General Hospital (BAGH), Vadodara” has been chosen for this dissertation since it is closely related to healthcare analytics and patient experience management.

This research was done in order to understand the patients' perception, to benchmark the competitor hospitals, to find out the service gaps and to study the pain points of the patients via personal interviews.

1.4. Aim (Purpose of the Study)

The leaders at Bhailal Amin General Hospital wished to get feedback from their clients and hence conducted a research to determine what the clients like and dislike about the hospital, and investigated how other hospitals operate to find out what could be done to enhance the operations in their hospital. This will enable them to make informed decisions and improve on their customer service.

1.5. Problem statement (Purpose of the Study)

Today's hospitals face intense competition and must understand and leverage patient expectations to improve hospital service quality to ensure elevated levels of patient satisfaction and maintain market competitiveness. Unfortunately, healthcare institutions grapple with a lack of patient-driven insight that inhibits their ability to identify service gaps and evaluate their competitive positioning in the market. This study focuses on patient experience and competitor analysis to develop recommendations for the improvement of both patient experience and service quality at Bhailal Amin General Hospital in Vadodara, through the collection and analysis of primary survey data.

1.6. Research objectives:

- To analyze factors influencing hospital selection.
- To assess patient satisfaction across healthcare service parameters.
- To identify patient pain points during the healthcare journey.
- To benchmark competing hospitals based on patient perceptions.
- To recommend strategies for enhancing patient experience.

1.7. Significance of the Study:

The study gives us some ideas that are based on facts. These ideas can help hospitals and other healthcare places make their patients happier do things better and be more popular with patients. This is, about making sure that patients are the main focus of what these places do. The study shows that when healthcare organizations think about patients first they can do a job and people will like them more. This is what the study is saying about satisfaction and patient-centric strategies.

2. REVIEW OF LITERATURE

2.1 Patient Satisfaction and Healthcare Service Quality

Patient satisfaction is a fundamental part of a hospital's success and the overall quality of healthcare. It demonstrates the ability of healthcare services to keep patients satisfied regarding the staff, delivery of service, and the overall experience. Ferreira and colleagues (2023) demonstrated that patient satisfaction is influenced by quality of care, staff, accessibility, waiting times, and overall communications and infrastructure of the hospital. The authors asserted that hospitals that monitor patient feedback are more successful in service improvements and improving patient outcomes.

2.2 SERVQUAL Model in Healthcare

The SERVQUAL model, which was developed by Parasuraman and his team is a popular framework for measuring the quality of services in healthcare. The model looks at service quality in five areas: Tangibility, Reliability, Responsiveness, Assurance and Empathy. Mohebifar and his team found in 2016 that patient satisfaction is affected by the difference between what patients expect and what they actually get. The SERVQUAL framework helps hospitals find out where their services are not good enough and make improvements.

2.3 Importance of Patient Experience in Hospital Performance

Recent research in healthcare shows that patient experience is not about the medical care they get but about every interaction they have with the hospital. Rahmatia reported in 2025 that all the areas looked at by the SERVQUAL model have an impact on patient satisfaction with empathy and assurance being the most important. Patients want to be treated with kindness have communication with staff and trust their healthcare providers. When patients have an experience they are more likely to come back recommend the hospital to others and the hospitals reputation gets better.

2.4 Hospital Service Quality and Patient Outcomes

The quality of healthcare services has an impact on patient satisfaction and the outcomes of their care. A study in hospitals found that the quality of clinical services, diagnostic services, administrative efficiency, support services and how well healthcare professionals work together are all important. The study found that patient satisfaction is connected to the quality of services and healthcare outcomes which shows that hospitals need to provide patient-centered services.

2.5 Competitive Benchmarking in Healthcare

Comparing yourself to others is a tool for hospitals to see how they are doing compared to their competitors. Hospitals use this to find out what they are good at what they are not good at and where they can improve. Studies show that comparing satisfaction, how well services are run and the quality of services helps hospitals adopt best practices and improve patient experience. By comparing themselves to others hospitals can understand what patients expect and develop strategies to be better than their competitors.

2.6 Patient Pain Points and Service Gaps

Research shows patients have dissatisfaction due to long waiting times, delays in getting appointments, communication problems, administrative issues, etc. Delays in the healthcare system can influence and create perceptions for patients about the choice of hospital. If hospitals can recognize what patients have to say and where they need to improve in their services, they have the capacity to create a positive impact on patients and improve organizational practice.

2.7 Healthcare Analytics and Data-Driven Decision Making

Using data and analytics to transform feedback into actionable insights is critical. Hospitals today use data on patient experience, satisfaction surveys and measures of service quality to guide their decisions on an evidence basis. Analytics help hospitals see trends measure performance check expectations and focus on improvements Research shows that using patient experience analytics in planning can lead to major improvements in service delivery, patient retention and hospital operations.

2.8 Literature Gap

Even though there is a lot of research on satisfaction and healthcare service quality not many studies have looked at using patient experience analytics and comparing hospitals in the Indian healthcare system. Most studies look at hospitals rather than comparing patient perceptions across different hospitals. There is also not research, on patient pain points and how patients choose hospitals at the same time to give strategic recommendations to hospitals. So this study aims to fill this gap by comparing competing hospitals and finding insights to improve patient experience and competitiveness at Bhailal Amin General Hospital, Vadodara.

Literature Review Table

Table 2.1. Literature Review Findings

No.	Author	Study Location	Sample Size	Sampling Technique	Salient Features
1	Parasuraman, Zeithaml & Berry (1988)	USA	Multiple Service Sectors	Scale Development Study	Developed the SERVQUAL model comprising Reliability, Responsiveness, Assurance, Empathy, and Tangibles for measuring service quality.
2	Babakus & Mangold (1992)	USA Hospitals	Hospital Patients	Survey-Based Study	Adapted the SERVQUAL model to healthcare settings and established a strong relationship between service quality and patient satisfaction.
3	Mukhtar et al. (2013)	Pakistan	OPD Patients	Cross-Sectional Survey	Found waiting time, staff behaviour, and physician interaction as major determinants of patient satisfaction.
4	Mohebifar et al. (2016)	Multiple Countries	Multiple Studies	Systematic Review	Identified service quality gaps between patient expectations and perceptions across healthcare institutions.
5	Krishnamoorthy & Srinivasan (2016)	India	Hospital Patients	Quantitative Survey	Demonstrated that healthcare service

No.	Author	Study Location	Sample Size	Sampling Technique	Salient Features
6	Ferreira et al. (2023)	Global	Multiple Studies	Systematic Review & Meta-Analysis	quality significantly influences patient satisfaction and loyalty. Highlighted communication, accessibility, & infrastructure, and quality of care as key drivers of patient satisfaction.
7	Singh & Kumari (2023)	India	Hospital Patients	SERVQUAL-Based Survey	Evaluated patient expectations and perceptions to identify service gaps in healthcare delivery.
8	KS (2023)	Multiple Healthcare Settings	Patients	Quantitative Analysis	Established a positive relationship between healthcare service quality, patient satisfaction, and treatment outcomes.
9	Diwakar et al. (2024)	India	Inpatients	SERVQUAL Assessment	Assessed service quality gaps in tertiary care hospitals and identified areas requiring quality improvement.
10	Goel et al. (2024)	Global	Multiple Studies	Systematic Literature Review	Discussed healthcare consumer behaviour and factors influencing adoption of healthcare

No.	Author	Study Location	Sample Size	Sampling Technique	Salient Features
					services.
11	Understanding Patient Experience Through Service Quality in NABH Accredited Hospitals (2024)	India	Hospital Patients	Comparative Study	Found patient experience to be strongly associated with hospital reputation, service quality, and trust.
12	Rahmatia (2025)	Indonesia	Inpatients	Quantitative Survey	Identified empathy, assurance, and responsiveness as the strongest predictors of patient satisfaction.
13	Uprety et al. (2025)	Public Hospitals	Patients	SERVQUAL-Based Study	Demonstrated the importance of service quality dimensions in improving patient satisfaction levels.
14	Paul (2025)	Global Healthcare Context	Multiple Studies	Literature Review	Emphasized patient loyalty, recommendation intent, and patient-centric care as key organizational success factors.
15	Patient Satisfaction in Health Care Facilities: Determinants and Service Quality Dimensions	India	Hospital Patients	Survey-Based Study	Highlighted doctor reputation, waiting time, infrastructure, and staff behaviour as critical determinants of patient satisfaction.

2.9 Literature Summary:

Patient satisfaction and service quality are key to measuring how well a hospital is doing. They help decide which hospital to choose, how loyal patients will be and how well patients recover. Studies using the SERVQUAL framework show that things like reliability, responsiveness, assurance, empathy and tangibility are important to patients.

Additionally, research indicates that satisfaction is influenced by a number of characteristics,

including infrastructure, administrative efficiency, staff behaviour, communication efficacy,

waiting times, doctor reputation, and quality of service.

Experience is now seen by hospitals as a means of maintaining their competitive edge and improving service quality. To compare performance, identify service gaps, and gain knowledge from other hospitals, they employ benchmarking.

Hospitals may enhance quality and make better decisions by using healthcare analytics to transform patient feedback into insightful information.

However, there isn't much research on customer satisfaction and service quality.

Experience and competitor benchmarking are rarely compared in research.

Research on hospital choices and pain spots in India is similarly lacking.

This study aims to fill this gap by looking at experiences finding service gaps and comparing hospitals to give recommendations for improving patient satisfaction and service at Bhailal Amin General Hospital, Vadodara.

3. RESEARCH METHODOLOGY

3.1. Introduction:

The approach used to evaluate patient experience, hospital selection factors, service quality perceptions, and patient pain points among patients attending rival hospitals in Vadodara is presented in this chapter.

The study was carried out as a component of Ken Research's competition benchmarking and healthcare market research assignment for Bhailal Amin General Hospital.

In-person interviews were used to gather primary survey data, which was then processed to produce useful insights for strategic decision-making and service enhancement.

3.2. Research design

The study employed a descriptive and comparative research design in an attempt to evaluate the performance of competing hospitals, service quality, and patient attitudes towards healthcare services given by the other two hospitals. While the comparison method helped to benchmark the competing hospitals on the basis of different service features, the descriptive one helped to collect patient experiences and satisfaction levels.

3.2.1. Quantitative Phase:

Through in-person interactions, qualitative research was utilized to comprehend patient perspectives, experiences, and pain spots, offering deeper insights into the quality of healthcare services.

3.2.2. Qualitative Phase:

In order to statistically examine patient satisfaction, hospital selection determinants, and competition performance using descriptive and comparative analysis, 300 respondents completed a structured survey.

3.3. Study setting:

In Vadodara, Gujarat, two significant competitor hospitals participated in the study. These hospitals were chosen because of their substantial patient volume and prominent position in the regional healthcare industry. The location offered a suitable setting for evaluating healthcare service delivery methods and comprehending patient preferences.

3.4. Study Population:

The study population consisted of patients and employees who visited the selected hospitals during the survey period. Respondents who had recently utilised healthcare services were able to provide relevant comments regarding their experiences, satisfaction levels, and views toward hospital services.

3.5. Sample size

A total sample of 300 respondents was considered for the study to ensure adequate representation and meaningful analysis.

- Hospital A – 150 Respondents
- Hospital B – 150 Respondents

The sample size was considered sufficient to identify trends, compare patient perceptions, and generate actionable insights for healthcare service improvement.

3.6. Sampling technique

Respondents were chosen using a convenience sampling technique. Interviews were conducted with patients and attendants who were accessible and willing to take part during the survey period. This approach made it easier to collect data effectively given the time and budget limitations.

3.7. Data Collection Methods

3.7.1. Primary Research

Primary data was collected by face-to-face (F2F) interviews using a standardised questionnaire. The questionnaire was designed to document patient experiences, satisfaction levels, hospital selection considerations, and service-related challenges. Accurate and thorough data on respondents' healthcare experiences were obtained through direct communication.

3.7.2. Parameters Assessed

The survey questionnaire covered multiple dimensions of patient experience and the hospital performance, including:

- Hospital Selection Factors
- Doctor Reputation

- Waiting Time
- Infrastructure & Facilities
- Staff Behavior
- Billing Experience
- Accessibility
- Overall Satisfaction
- Recommendation Intent
- Patient Pain Points

These parameters were selected to provide a comprehensive understanding of patient expectations and service quality perceptions.

3.8. Data Analysis

The collected data was cleaned, organized, and analyzed using various analytical techniques to derive meaningful insights. The following methods were employed:

- Frequency Analysis
- Percentage Analysis
- Comparative Benchmarking
- Service Gap Analysis
- Patient Satisfaction Analysis
- Dashboard-Based Visualization

The analysis helped identify key satisfaction drivers, service gaps, patient pain points, and areas where hospitals could improve their service delivery and patient experience.

3.9. Ethical Considerations

Primary data was collected by face-to-face (F2F) interviews using a standardized questionnaire. The questionnaire was designed to document patient experiences, satisfaction levels, hospital selection considerations, and service-related challenges. Accurate a Only The study was completely voluntary to participate in. Before conducting interviews, the goal of the survey was explained to the respondents, and their agreement was obtained. All participants' identities and confidentiality were upheld during the study, and the data gathered was only utilized for analytical and research reasons.

4. RESULTS

4.1. Overview

Primary data was collected through F2F (face-to-face) interviews based on the standardized questionnaires. The questionnaires were developed for recording patient experiences, patient satisfaction levels, reasons for selecting hospitals, and service challenges. Accurate. However, only the findings of the poll with 300 participants from the competing hospitals in Vadodara are shown in this chapter. The study aims to explore pain points in the healthcare experience of patients, their satisfaction levels, hospital selection process, demographics of participants, and service quality perception.

4.2. Demographic Profile & Respondents

Understanding the demographic characteristics of respondents helps provide context for interpreting patient perceptions and satisfaction levels.

4.2.1. Age Distribution

This section analyzes the distribution of respondents across different age groups and identifies the dominant patient segments utilizing healthcare services.

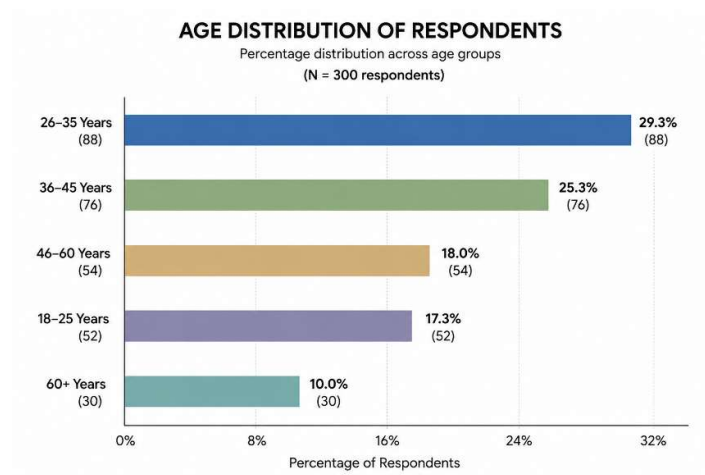


Figure 4.1. Age distribution of respondents

4.2.2. Gender Distribution:

This section analyzes the distribution of respondents across different age groups and identifies the dominant patient segments utilizing healthcare services.

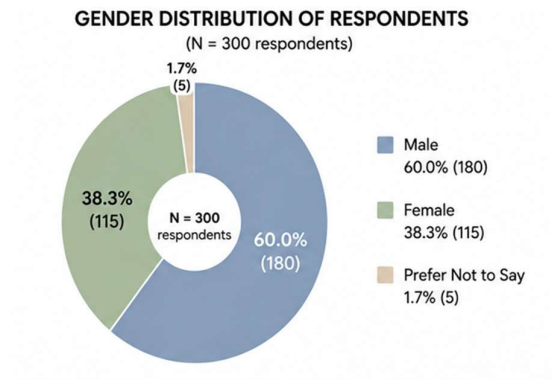


Figure 4.2 Gender distribution of respondents

4.2.3. Patient Category

Respondents were categorized based on their healthcare utilization, including OPD and IPD patients, to assess differences in service experiences.

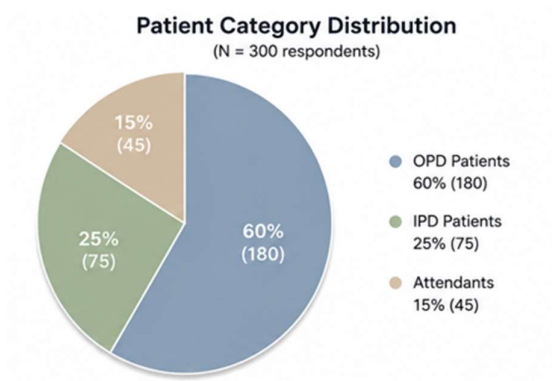


Figure 4.3. Patient category distribution

4.2.3. Visit Frequency

This section evaluates whether respondents were first-time visitors or repeat patients and examines the influence of prior experiences on hospital perceptions.

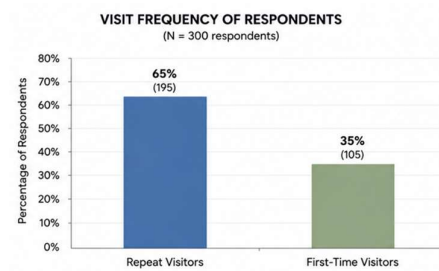


Figure 4.4. Visit Frequency

4.2.5 Hospital Selection Drivers

Patients consider multiple factors while selecting a healthcare provider. The study assessed the importance of the following factors:.

- Doctor Reputation
- Quality Of Care
- Accessibility
- Infrastructure
- Affordability
- Insurance Acceptance

The findings highlight the key determinants influencing hospital choice and patient decision-making.

4.2.6 Patient Satisfaction Analysis

Patient satisfaction was evaluated across various service dimensions to identify strengths and improvement areas within hospital operations.

- Doctor Consultation Experience
- Nursing Care
- Staff Behaviour
- Waiting Time

- Registration Process
- Billing Process
- Hospital Cleanliness
- Infrastructure

The analysis provides insights into the aspects of healthcare delivery that contribute most significantly to patient satisfaction.

4.2.7. Patient Pain Points Analysis

The study identified major challenges faced by patients during their healthcare journey. These pain points have a direct impact on overall patient experience and satisfaction.

- Long Waiting Times
- Appointment Delays
- High Treatment Costs
- Billing Challenges
- Communication Gaps
- Navigation Difficulties

Understanding these issues helps healthcare providers prioritize service improvement initiatives.

4.2.8. Competitor Benchmarking

Primary data was collected by face-to-face (F2F) interviews using a standardized questionnaire.

The questionnaire was designed to document patient experiences, satisfaction levels, hospital selection considerations, and service-related challenges. Accurate. Only the participating hospitals were compared across the main service dimensions. The best-performing regions, service gaps, and chances for competitive differentiation were all found thanks to benchmarking. The results give Bhailal Amin General Hospital important information to improve patient satisfaction and bolster its standing in the market.

4.2.9. Summary Findings

The key findings of the study are summarized below:

- Doctor reputation emerged as a major hospital selection driver.
- Waiting time significantly influenced patient satisfaction.
- Service quality perceptions varied across hospitals.
- Billing and administrative processes were key pain points
- Opportunities exist for enhancing patient experience through operational improvements.

These findings form the basis for strategic recommendations aimed at improving healthcare service delivery.

5. DISCUSSION

5.1 Introduction:

In this chapter, I have analyzed the survey results and discussed how it can relate to the management of healthcare services quality and competition between healthcare providers. We will associate the results from our study to healthcare management and highlight how healthcare businesses can better their operations. In particular, we will focus on managing patients' experience and quality of healthcare.

5.2 Interpretations

Patients indicated that they visited hospitals primarily because of doctor expertise, perceived quality of care, accessibility, and trust on that particular institution. Doctor reputation seemed to be one of the driving factors that influenced one's decision when it came to healthcare. This emphasises how important clinical superiority and brand reputation are.

5.2.1 Patients Satisfaction

The quality of doctors consultation, staff responsiveness, nursing care, and the facility's infrastructure influenced patient satisfaction. Patients tended to rate higher if their hospital provided good interaction with them and ran smoothly. We can say that hospitals that were able to provide patients with quality interaction and services received higher satisfaction. Doctor consultation and nursing care were influential to the patients we spoke to. Staff responsiveness and infrastructure also played a role in the patients' satisfaction. If hospitals had good staff response rates and new infrastructure, we can say that those patients were extremely pleased with how knowledgeable their doctors' consultations were and the quality of services provided to them.

5.2.2. Impact Of Waiting Time

Long waiting times are a problem. People get frustrated when they wait too long. • Delays in registration are an issue.

- Delays in consultations are also an issue.
- Delays in service delivery create further issues.

These delays make patients unhappy. They feel the process should be better. Patients are unhappy with waiting times. Long waiting times are harmful for patients. They want to be seen. The process needs improvement to reduce waiting times.

5.2.3. Administrative Experience

When patients come to a hospital or clinic, they have to do things like registering, paying bills,

and making appointments. These things are very important to the patient's feelings about their visit. If these things are not going well, it can frustrate the patients. They're not happy with their visit. Administrative tasks important to patients include registration, billing and appointment management. "Patients can be very unhappy if there's a problem with these tasks.

5.2.4. Patient Pain Points

The respondents mentioned that they experienced significant challenges, including communication gaps, delays, difficulties in navigation, and cost-related issues. Tackling these issues can make a big difference in patient engagement and the overall healthcare experience.

5.2.5. Competitive Positioning

Benchmarking results gave strengths and areas of improvement for Bhailal Amin General Hospital. The comparative analysis provided useful insights into competitor performance

and pointed to opportunities for differentiation through patient-centric service improvements.

5.2.6. Competitive Positioning

Based on the findings of the study the following strategic recommendations are proposed:

Strategy 1: Lower patient waiting time

- Simplify OPD schedules
- Enhance appointment management systems

- Enhance patient flow processes to remove delays.

Strategy 2: Improved Patient Communication

- Enhance patient guidance and data sharing.
- Better staff communication training
- Streamline billing procedures.

Strategy 3: Enhance billing efficiency

- Shorten billing turnaround time.
- Increase transparency in billing and payment procedures.
- Establish transparent communication channels for patient questions and concerns.

Strategy 4: Improve the measurement of the patient experience

- Introduce routine patient feedback.
- Create patient experience dashboards.
- Periodically conduct satisfaction surveys to monitor progress.

Strategy 5: Improve Competitive Position

- Focus on differentiating your service.
- Advocate for patient-centered health care initiatives.
- Continually improve quality of service using patient feedback.

5.2.7. Strength Of the Study

This study has several strengths:

- Patient survey data from the real world
- Benchmarking versus direct competition.
- A healthcare analytics-led approach.
- Recommendations to management for practical action.
- Overall evaluation of patient experience measures.

5.3. Limitations Of the Study

The study has some limitations; however, its contributions are:

- Limited geographic coverage.
- Sampling method of convenience.
- Findings are limited to hospitals surveyed.
- Study period bound by time.
- Responses may be shaped by individual perceptions and experiences.

6. CONCLUSION

Given the fierce competition among hospitals, it is necessary not only to know the expectations of people in terms of medical care but also to provide customers with a satisfactory experience. That was the reason why we decided to conduct an analysis of patient perceptions of the hospital, identify gaps in the current services provided by our facility, the factors which annoy patients, and to evaluate our competitors. The information collected would enable us to develop new marketing strategies and increase the competitiveness of the hospital.

As it appears, when choosing a hospital, patients pay attention mostly to such aspects as the reputation of the doctor, quality of care, accessibility of the facility, infrastructure and overall level of customer service. While high-quality medical services play a crucial role in making a choice. Such details as waiting time, effective communication between staff members, ease of appointment and billing are very important in shaping patients' perception of the hospital.

Competitor analysis helped us identify the areas in which Bhailal Amin General Hospital has advantages and shortcomings. Definitely, one cannot guarantee patients' satisfaction with health services by having skilled specialists and treatment options alone. What is also important is effective service and operations. Furthermore, the results of the research prove the value of using patient experience analytics and taking measures aimed at making decisions and solving existing problems.

All in all, the lesson to be learned from the case is quite evident. One should not expect patient satisfaction and take it for granted, it should be constantly measured and improved. By applying the strategy used by Bhailal Amin General Hospital and taking patient experience analytics and competitive analysis into account, a hospital will be able to satisfy patients, establish trust, and get ahead of its competitors. It goes without saying that the approach in question has become inevitable for any medical institution which wants to improve quality of its operations.

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ANNEXURE – QUESTIONNAIRE SURVEY

Questionnaire

Title: Patient Experience Analytics and Competitive Benchmarking: A Study for Bhailal Amin General Hospital, Vadodara

Purpose: This survey aims to understand patient experiences, hospital selection factors, service quality perceptions, and key pain points to support healthcare service improvement.

Demographic Details

1. Age Group
 - a. Below 18 Years
 - b. 18–25 Years
 - c. 26–35 Years
 - d. 36–45 Years
 - e. 46–60 Years
 - f. Above 60 Years
2. Gender
 - a. Male
 - b. Female
 - c. Prefer not to say
3. Type of Patient
 - a. OPD
 - b. IPD
 - c. Attendant

Hospital Selection Factors

4. What was the primary reason for choosing this hospital?
 - a. Doctor Reputation
 - b. Quality of Treatment
 - c. Location & Accessibility
 - d. Infrastructure & Facilities
 - e. Cost of Treatment

- f. Insurance Coverage
5. How did you come to know about this hospital?
- a. Family/Friends
 - b. Doctor Referral
 - c. Social Media
 - d. Advertisement
 - e. Online Search
 - f. Other

Patient Experience Assessment

6. How would you rate the registration and admission process?
- a. Very Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
 - e. Very Dissatisfied
7. How satisfied are you with the waiting time before consultation?
- a. Very Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
 - e. Very Dissatisfied
8. How would you rate the doctor's consultation experience?
- a. Excellent
 - b. Good
 - c. Average
 - d. Poor
 - e. Very Poor
9. How satisfied are you with the behaviour of hospital staff?
- a. Very Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied
 - e. Very Dissatisfied

10. How would you rate the cleanliness and infrastructure of the hospital?

- a. Excellent
- b. Good
- c. Average
- d. Poor
- e. Very Poor

11. How satisfied are you with the billing and administrative services?

- a. Very Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Very Dissatisfied

Patient Pain Points

12. Which challenge did you experience during your visit?

- a. Long Waiting Time
- b. Appointment Delays
- c. High Cost
- d. Billing Delays
- e. Poor Communication
- f. Parking Issues
- g. No Major Issues

13. Which aspect requires the most improvement?

- a. Waiting Time
- b. Staff Behaviour
- c. Billing Process
- d. Infrastructure
- e. Communication
- f. Cost of Services

Competitive Perception & Loyalty

14. Compared to other hospitals, how would you rate this hospital?

- a. Much Better
- b. Better
- c. Similar
- d. Worse
- e. Much Worse

15. Would you recommend this hospital to your family and friends?

- a. Definitely Yes
- b. Probably Yes
- c. Not Sure
- d. Probably No
- e. Definitely No

Thank You for Your Participation