

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



Dissertation submitted to



by

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IIHMR-U/18/2024-26/0028

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2026



OVERVIEW

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RESEARCH PVT. LTD.**

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ABOUT KEN RESEARCH PVT. LTD.



- ✓ Ken Research Pvt. Ltd. is a leading global market research and consulting firm specializing in healthcare, consumer, automotive, FMCG, education, and technology sectors.
- ✓ The company provides primary and secondary research, survey consulting, market intelligence, and business strategy solutions.
- ✓ During my 4-month internship as a **Survey Consulting Intern**, I contributed to multiple healthcare and market research projects involving survey design, competitor analysis, data analysis, and insight generation.
- ✓ The **Bhailal Amin General Hospital** project was selected for this dissertation due to its relevance to healthcare analytics and patient experience management.



MISSION

- To help ambitious change-makers shape the future by delivering data-driven market intelligence, strategic consulting, and actionable insights that enable sustainable growth and informed business decisions.



VISION

- To be a globally trusted leader in market intelligence and strategy consulting by empowering organizations with innovative research solutions, fostering long-term value creation, and driving business transformation across industries.



About Bhailal Amin General Hospital

- **Bhailal Amin General Hospital (BAGH)** is a leading multispecialty tertiary care hospital located in Vadodara, Gujarat, committed to delivering high-quality, patient-centric healthcare services.
- The hospital offers comprehensive medical, surgical, diagnostic, emergency, and specialty care supported by modern healthcare infrastructure and advanced clinical expertise.
- With a strong focus on clinical excellence, patient safety, and continuous quality improvement, BAGH strives to enhance healthcare outcomes through innovation and service excellence.
- The hospital continuously adopts patient-focused initiatives to improve healthcare accessibility, operational efficiency, and overall patient experience.

Project Background

- ✓ This study was undertaken as part of a **Healthcare Survey Consulting Project** executed by the **Survey Consulting Team at Ken Research Pvt. Ltd.**
- ✓ The project aimed to evaluate the competitive landscape of Bhailal Amin General Hospital by analyzing patient perceptions, hospital selection behaviour, and service quality across key competing hospitals in Vadodara.
- ✓ Primary data was collected through **Face-to-Face (F2F) interviews** with **300 respondents** (150 respondents each from two competitor hospitals).
- ✓ The collected insights were utilized to identify patient pain points, benchmark competitor performance, and develop strategic recommendations to enhance patient satisfaction and strengthen the hospital's competitive positioning.



Aim

- To assess patient experiences, identify critical service gaps, and benchmark competitor hospitals in order to develop data-driven strategic recommendations for enhancing patient satisfaction and strengthening the competitive positioning of Bhailal Amin General Hospital.

Research Purpose

- Analyze the key factors influencing patients' hospital selection decisions. Evaluate patient satisfaction across critical healthcare service dimensions.
- Identify patient pain points and service gaps throughout the healthcare journey.
- Benchmark competitor hospitals based on patient perceptions and service quality.
- Develop patient-centric, data-driven strategies to enhance service excellence and strengthen the competitive positioning of Bhailal Amin General Hospital.





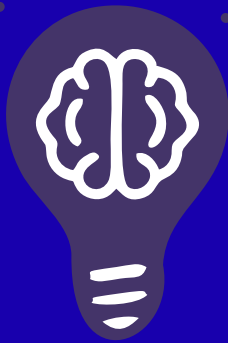
- ❑ Examine the key factors influencing patients' hospital selection behaviour.
- ❑ Evaluate patient satisfaction across critical dimensions of healthcare service quality.
- ❑ Identify patient pain points and service gaps throughout the patient care journey.
- ❑ Benchmark competing hospitals based on patient perceptions, service quality, and overall experience.
- ❑ Recommend evidence-based, patient-centric strategies to enhance service quality, improve patient experience, and strengthen the competitive positioning of **Bhailal Amin General Hospital**.





RESEARCH METHODOLOGY





1. Analyzed Hospital Selection Factors

To identify and evaluate the key factors influencing patients' choice of hospitals, including doctor reputation, accessibility, affordability, infrastructure, and quality of healthcare services.



2. Assess Patient Satisfaction

To measure patients' satisfaction across critical service dimensions such as clinical care, staff behaviour, waiting time, communication, billing process, and overall healthcare experience.

3. Identify Patient Pain Points

To examine the major challenges and service gaps encountered by patients throughout their healthcare journey, enabling opportunities for targeted service improvement.



DATA
PRIVACY

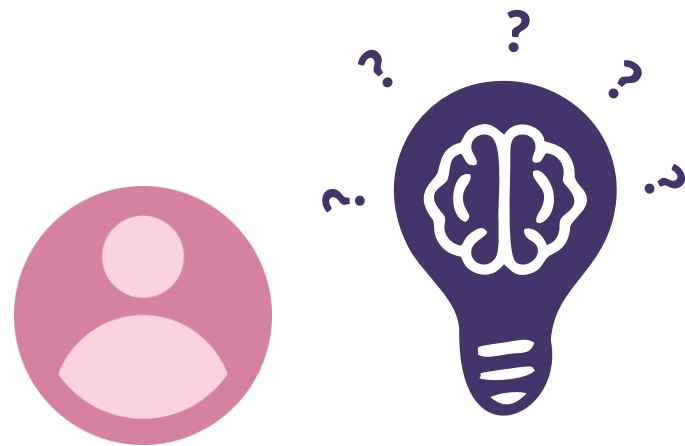
4. Benchmark Competitor Hospitals

To compare competing hospitals based on patient perceptions, service quality, operational efficiency, and overall patient experience to identify competitive strengths and improvement areas.



5. Develop Strategic Recommendations

To propose evidence-based, patient-centric strategies that enhance service quality, improve patient satisfaction, and strengthen the competitive positioning of Bhailal Amin General Hospital.



- Reduce patient waiting time through process optimization.
- Strengthen appointment scheduling systems. Improve staff communication and patient engagement.
- Enhance billing transparency. Implement continuous patient feedback monitoring.
- Develop patient experience dashboards for decision-making. Benchmark service quality periodically against competitors.





- This study successfully leveraged **patient experience analytics** and **competitive benchmarking** to evaluate the factors influencing hospital selection, patient satisfaction, and service quality across competing healthcare providers in Vadodara.
- The analysis identified critical patient pain points, service gaps, and key determinants of patient experience, providing valuable insights into the evolving expectations of healthcare consumers.
- The findings demonstrate that integrating **primary patient feedback** with **data-driven healthcare analytics** enables evidence-based decision-making and supports continuous quality improvement.
- By translating patient perceptions into strategic recommendations, the study provides a practical framework for enhancing service excellence, strengthening patient-centric care, and improving the competitive positioning of **Bhailal Amin General Hospital**.
- Overall, this research highlights the significant role of healthcare analytics in driving sustainable organizational growth, operational excellence, and superior patient outcomes.





THANKYOU