

SYNOPSIS REPORT

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



IIHMR University, Jaipur

For the partial fulfilment of the award of the degree

Master of Business Administration (MBA)

in

Healthcare Analytics

by

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

A. Introduction

The healthcare industry is increasingly focusing on patient-centred care, where patient experience and satisfaction play a crucial role in determining the success and competitiveness of healthcare organizations. With the growing number of private and multispecialty hospitals, patients have more choices than ever before, making it essential for hospitals to understand patient expectations, service quality perceptions, and factors influencing hospital selection.

Bhailal Amin General Hospital (BAGH), one of the leading healthcare institutions in Vadodara, aims to enhance its patient experience and strengthen its market position through data-driven decision-making. To achieve this, a competitor benchmarking study was conducted by Ken Research through face-to-face surveys among patients visiting two competing hospitals in Vadodara.

The study focuses on understanding patient preferences, identifying service gaps, evaluating patient pain points, and comparing the performance of healthcare providers across key service parameters. The findings are expected to provide actionable insights that can support strategic improvements in patient care, operational efficiency, and overall patient satisfaction.

B. Review of Literature

Existing literature suggests that patient satisfaction is influenced by multiple factors, including doctor-patient communication, waiting time, hospital infrastructure, nursing care, staff behaviour, affordability, and service accessibility.

Research on healthcare service quality highlights that hospitals that regularly assess patient experiences and benchmark themselves against competitors are better positioned to improve service delivery and patient retention. Studies on healthcare analytics further emphasise the importance of survey-based insights in identifying patient expectations, measuring satisfaction levels, and supporting evidence-based management decisions.

However, there remains a need for localized competitor benchmarking studies that capture real patient experiences and provide hospital-specific recommendations for service improvement.

C. Theoretical/ Conceptual Framework

The study is based on the following frameworks:

Patient-Centered Care Framework

This framework emphasizes understanding patient expectations, experiences, and satisfaction levels to improve healthcare delivery and outcomes.

SERVQUAL Model

The SERVQUAL model evaluates healthcare service quality across dimensions such as:

- Reliability
- Responsiveness
- Assurance
- Empathy
- Tangibles

These dimensions will be used to assess patient perceptions and identify service gaps.

Competitive Benchmarking Framework

The framework compares healthcare organizations on key performance indicators to identify strengths, weaknesses, and opportunities for improvement.

D. Research Gaps

Several studies have examined patient satisfaction and healthcare service quality. However, limited research has focused on comparative benchmarking using primary survey data collected directly from patients of competing hospitals.

There is also a lack of studies integrating patient pain-point analysis with competitor benchmarking to generate strategic recommendations for healthcare institutions. This study aims to bridge this gap through a survey-based analytical approach.

E. Research Questions

1. What factors influence patients while selecting a hospital?
2. What are the major pain points experienced by patients during their healthcare journey?
3. How do patients perceive the service quality of competing hospitals?
4. What service gaps and improvement opportunities exist for Bhailal Amin General Hospital?
5. How can patient experience analytics support strategic decision-making in healthcare organizations?

F. Research Objectives

- To analyze patient experience and benchmark competing hospitals to identify service improvement opportunities for Bhailal Amin General Hospital.
- To understand factors influencing hospital selection.
- To evaluate patient satisfaction across various healthcare service parameters.
- To identify key patient pain points and service gaps.
- To compare competing hospitals based on patient perceptions.

- To provide data-driven recommendations for enhancing patient experience and service quality.

G. Methodology

Research Design: Descriptive and comparative study to assess patient experience and benchmark competing hospitals against Bhailal Amin General Hospital.

Data collection strategy:

Data Collection: Primary data collected through Face-to-Face (F2F) surveys among patients and attendants of two competing hospitals in Vadodara.

Sample Size: 300 respondents, comprising 150 respondents from each competitor hospital, selected through convenience sampling.

Analysis Parameters: Hospital selection factors, patient satisfaction, service quality, infrastructure, staff behaviour, waiting time, billing experience, and patient pain points.

Data Analysis: Descriptive analytics, competitor benchmarking, service gap analysis, and patient experience assessment using MS Excel, Descriptive Statistical Analysis and Power BI.

H. Plan of analysis:

- The collected survey data will be analyzed using demographic profiling, patient satisfaction assessment, and identification of key patient pain points to understand factors influencing hospital preference and overall patient experience.
- Comparative benchmarking and service gap analysis will be conducted across competing hospitals using graphical visualizations and dashboards to generate actionable insights and strategic recommendations for Bhailal Amin General Hospital.

I. Tentative Chapter Plan

- Introduction – Healthcare Industry Overview, Background of the Study, Problem Statement, Objectives
- Literature Review – Patient Satisfaction, Healthcare Service Quality, Patient Experience Analytics, Competitor Benchmarking
- Research Methodology- Research Design, Sampling, Data Collection, Analytical Framework
- Data Analysis & Findings: Respondent Profile, Hospital Selection Factors, Satisfaction Analysis, Patient Pain Point Analysis, Competitor Benchmarking
- Recommendations- Strategic Recommendations, Service Improvement Opportunities, Patient Experience Enhancement Measures

- Conclusion- Key Findings, Managerial Implications, Scope for Future Research
- References and Annexures

THE END