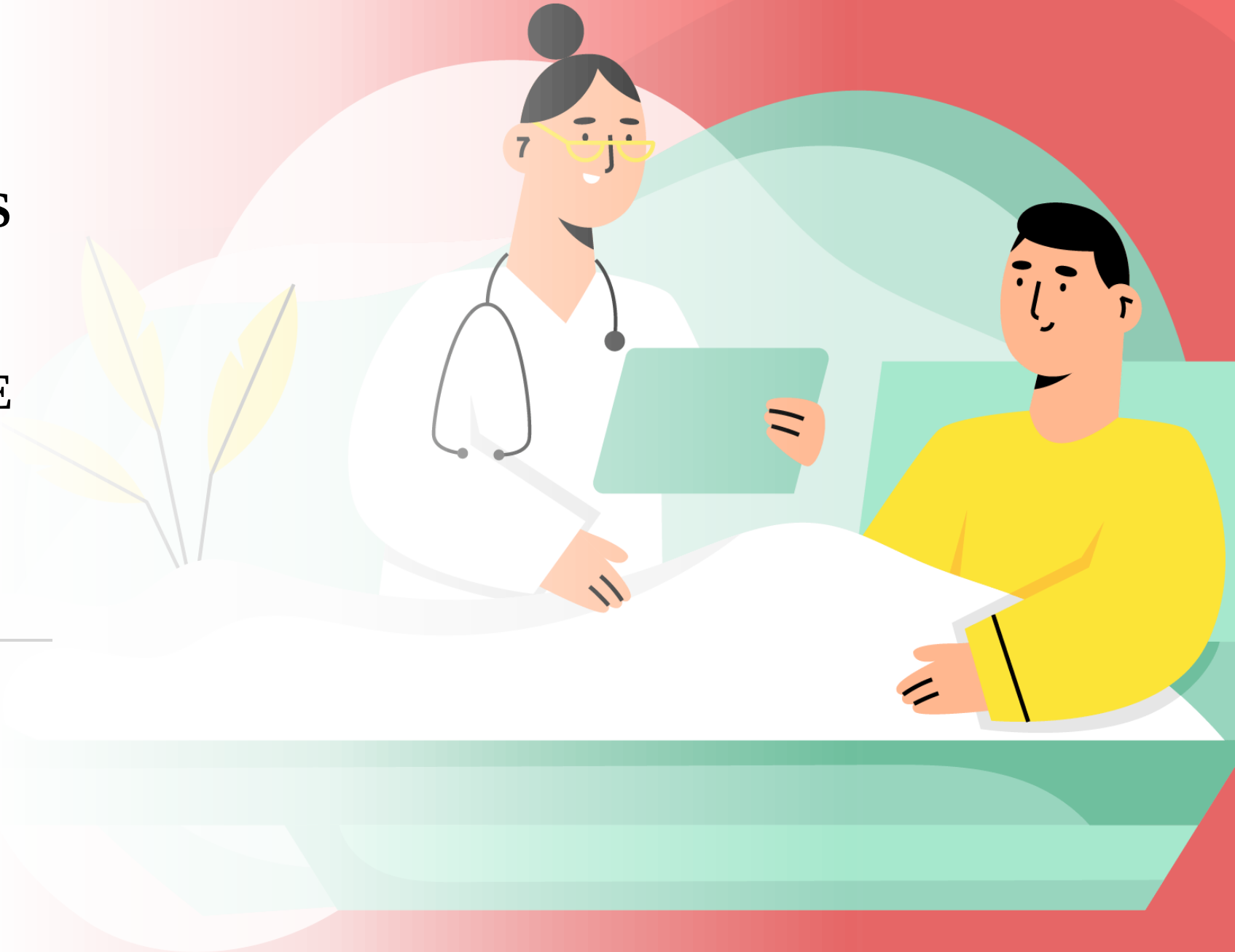


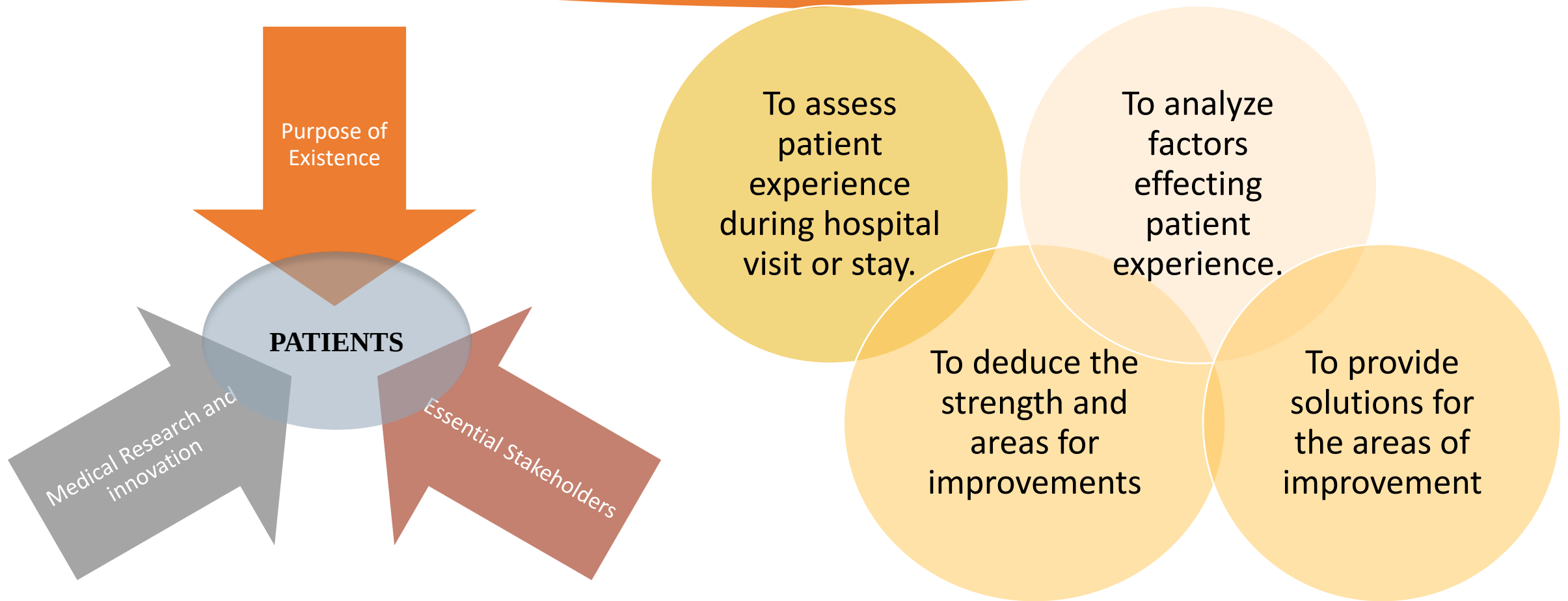


A STUDY ON FACTORS AFFECTING PATIENT EXPERIENCE: A TOOL TO EVALUATE AND IMPROVE HOSPITAL CARE

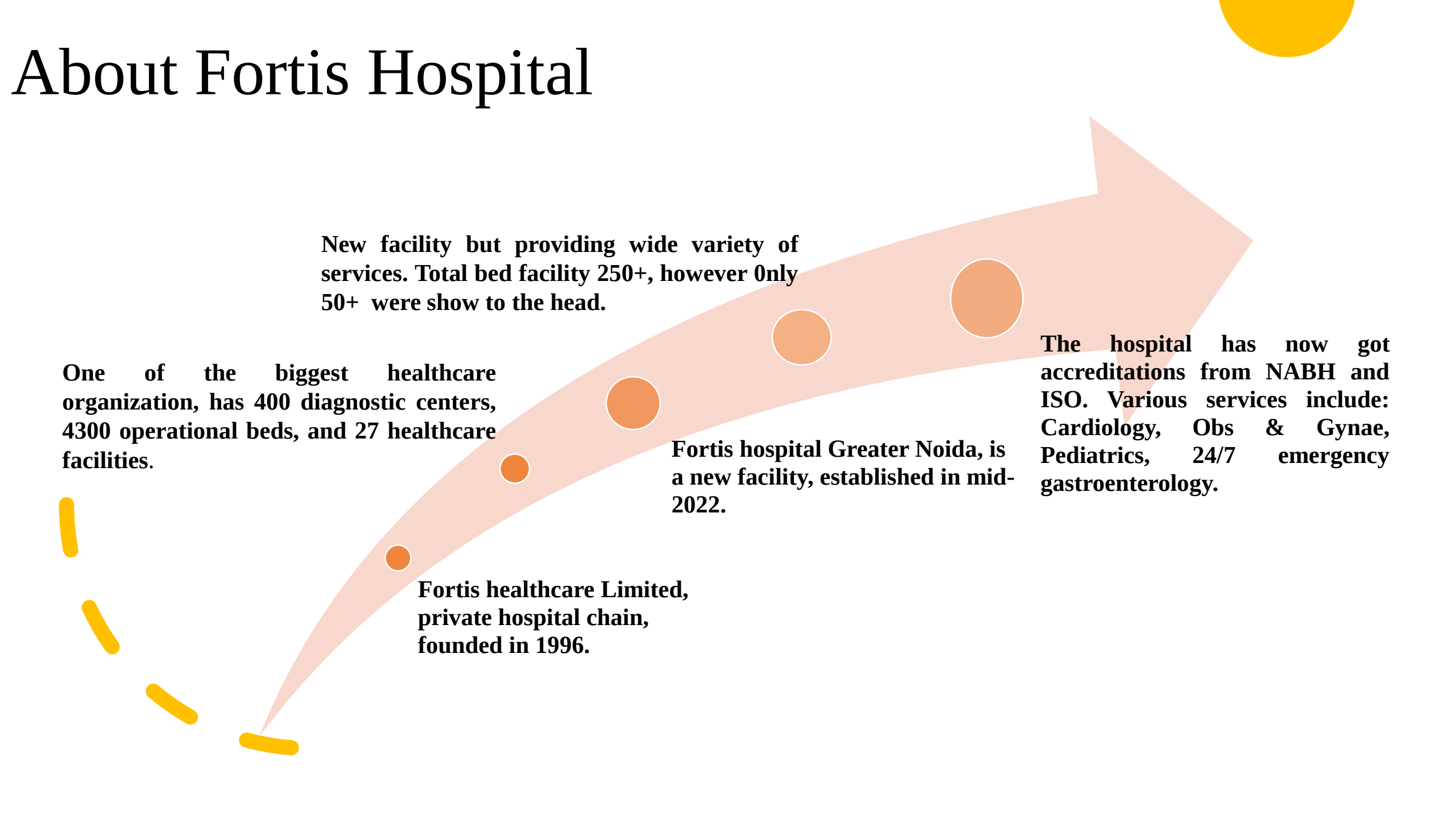
Submitted by – Parushni Satsangi
MBA,2nd year, Hospital Management
Roll No. - 1344



OBJECTIVES OF RESEARCH



About Fortis Hospital



New facility but providing wide variety of services. Total bed facility 250+, however Only 50+ were show to the head.

One of the biggest healthcare organization, has 400 diagnostic centers, 4300 operational beds, and 27 healthcare facilities.

Fortis hospital Greater Noida, is a new facility, established in mid-2022.

Fortis healthcare Limited, private hospital chain, founded in 1996.

The hospital has now got accreditations from NABH and ISO. Various services include: Cardiology, Obs & Gynae, Pediatrics, 24/7 emergency gastroenterology.

Methodology

- **Study Population**

- All patients of Fortis Hospital, Greater Noida, Uttar Pradesh.

- **Duration of the Study:**

- 3 months (February,2023 – April,2023)

- **Population:**

- All Patients of Fortis Hospital, Greater Noida.

- **Duration of the Study:**

- 3 months (February,2023 – April,2023)

- **Sampling Technique:**

- The technique used is Convenience sampling

- **Sample Size:** Number of samples: 577

- **Inclusion criteria:**

- OPD and IPD patients of Fortis Hospital, Greater Noida
- Patients who are willing to give feedback.

- **Exclusion criteria:**

- Only need hospital diagnostic services patients of Fortis Hospital, Greater Noida
- Patients who were experiencing grief due to any said reason.
- Patients who were not willing to give their feedbacks.

Research Design

Mixed Method Design

Patient experience study by offering a thorough grasp of patient views, capturing contextual insights, increasing the validity of findings through triangulation, and uncovering patterns and reasons for patient experiences.

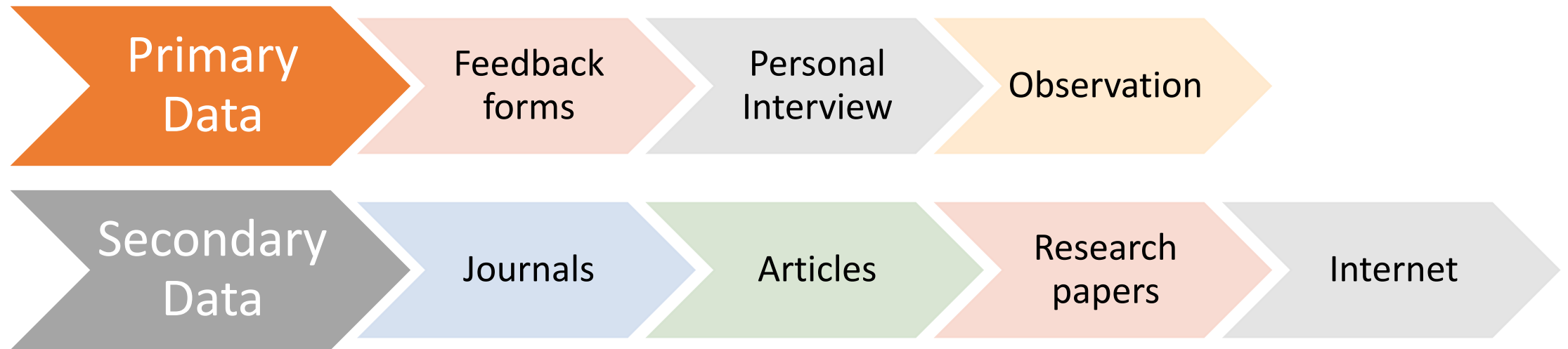


Research Approaches- Mixed Method Approach

Quantitative data – Feedback Forms

Qualitative Data – Personal Interview
Communication Approach – DISC Profile
The AIDET Way, The LEAP Way

Data Collection Procedure:



Method of calculation:

Average analysis –

Data obtained is in the form of feedback given as rating between 1-5. The average is taken of the different sectors and of 3 different months by using the following formula:

- **average = {Sum of responses} ÷ {Total number of responses}**

After calculating the average, the result is converted into percentage according to the 5-pointer feedback scale by using formula:

- **Percentage = (Average/5) *100**

Net Promoter Score –

The net promoter score is calculated to analyse and check the number of patients who are highly satisfied and have the potential to give the positive feedback as word of mouth to people. The following formula is used to calculate net promoter score:

- **(Sum of number of high rating respondents/Total number of respondents) *100. and then subtracting it with the low rating feedback to calculate actual score.**

Results

The data for the month of February is taken from the database and data of March and April is taken live during the dissertation period. Total Feedback Forms filled are:



In Patient
Department – 213



Outpatient
Department - 364

Data is processed by three stages:



Monthly
assessment



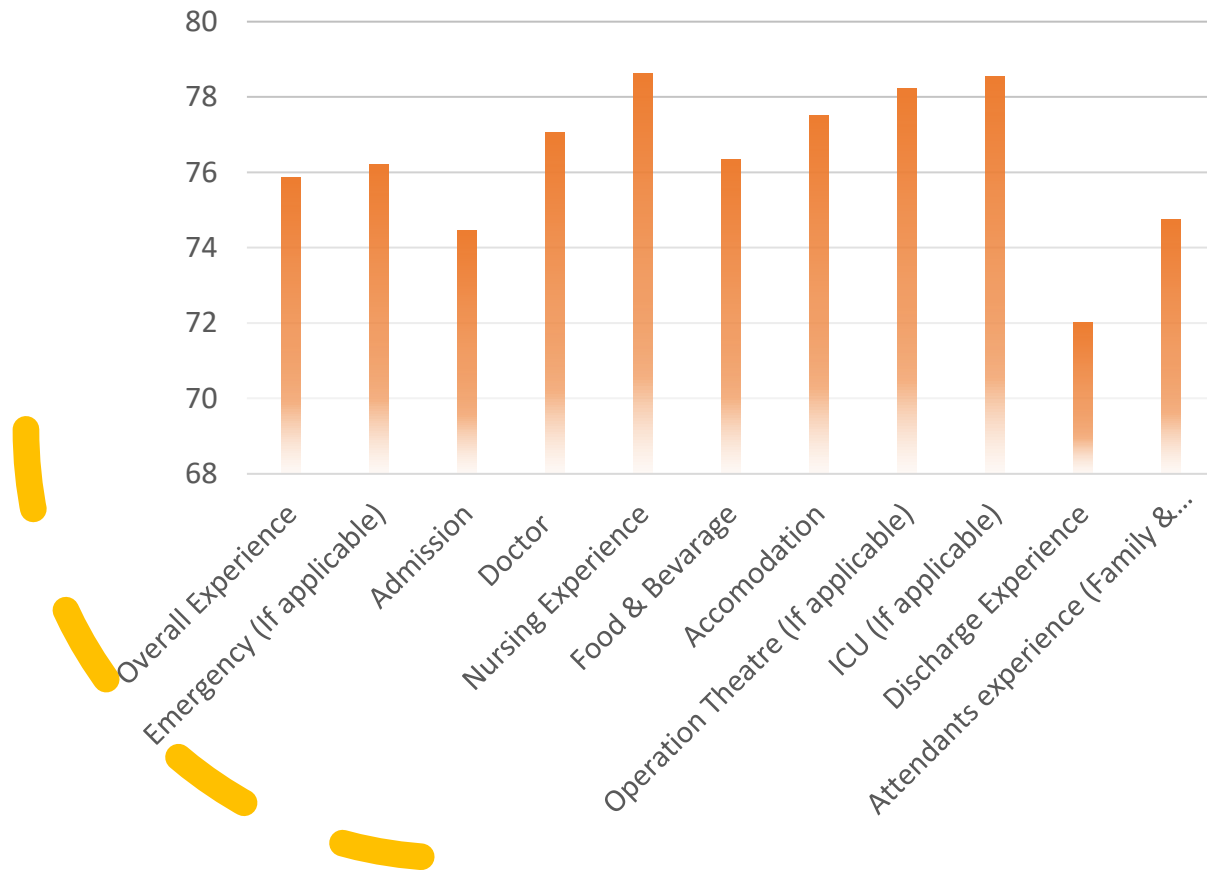
Aggregate of
months



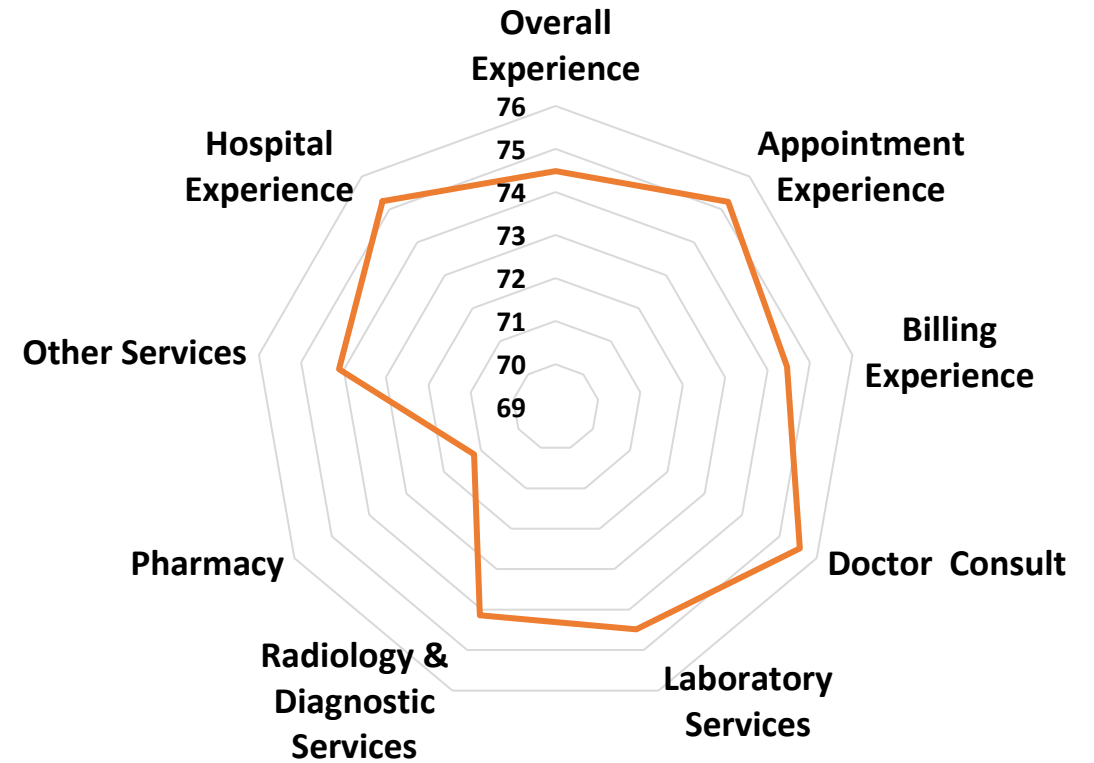
Net Promotor
Score

Monthly Assessment Responses - February

IN-PATIENT DEPARTMENT PATIENTS RESPONSE IN FEBRUARY

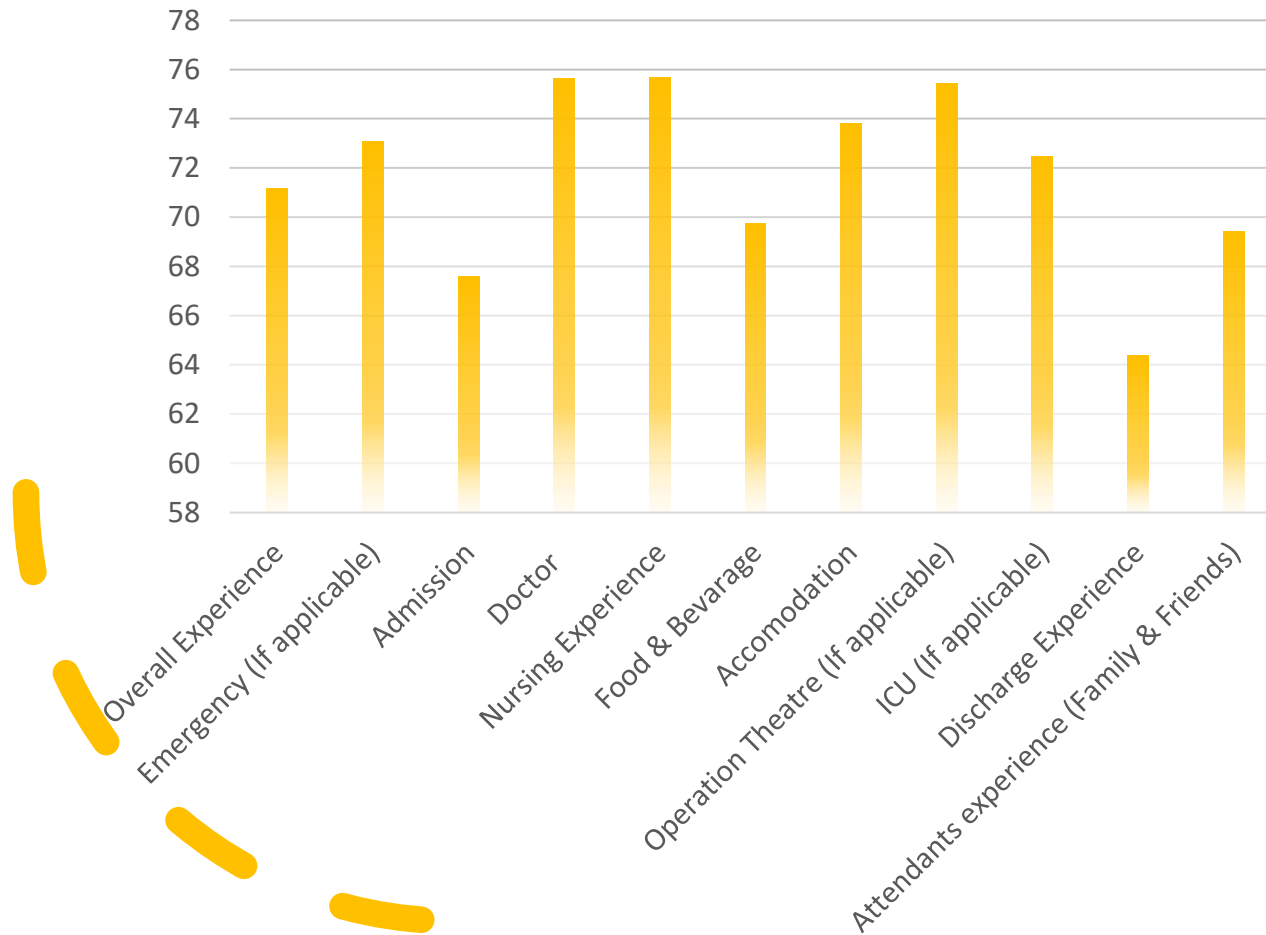


Out-Patient Department Patients feedback in February

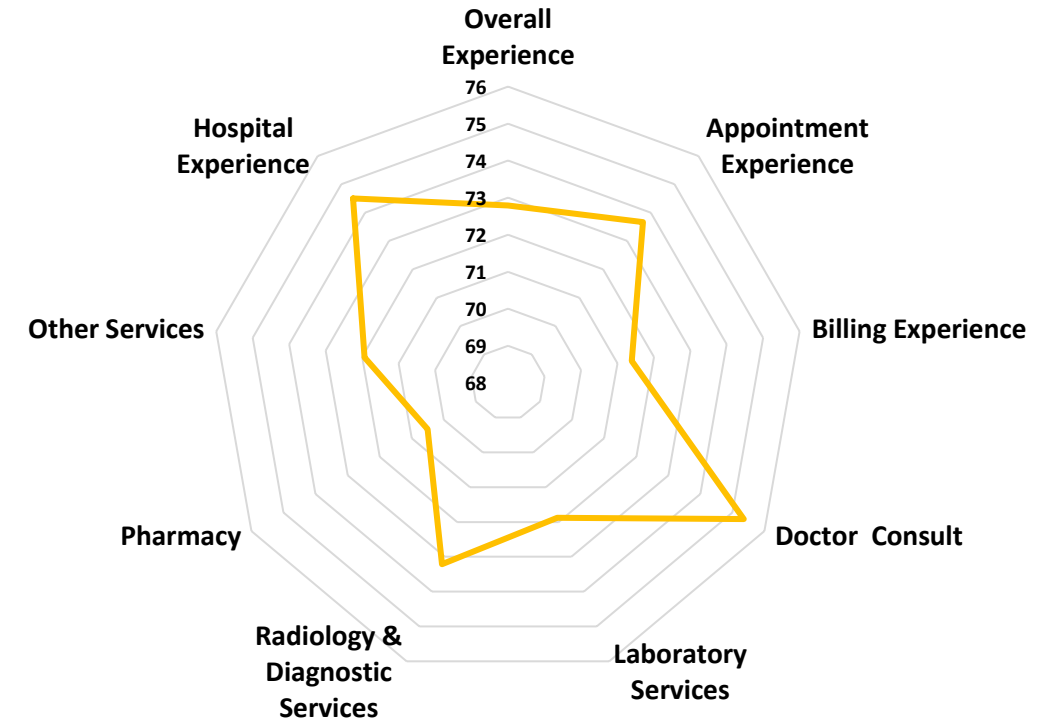


Monthly Assessment Responses – March

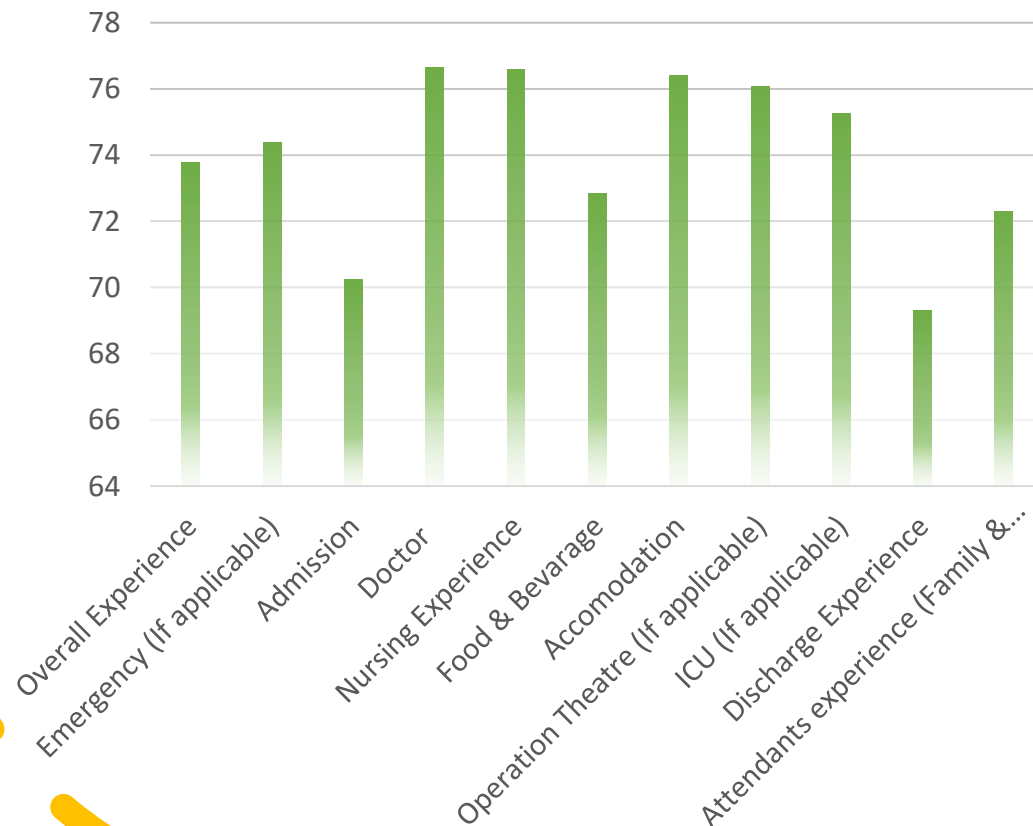
IN-PATIENT DEPARTMENT PATIENTS RESPONSE IN MARCH



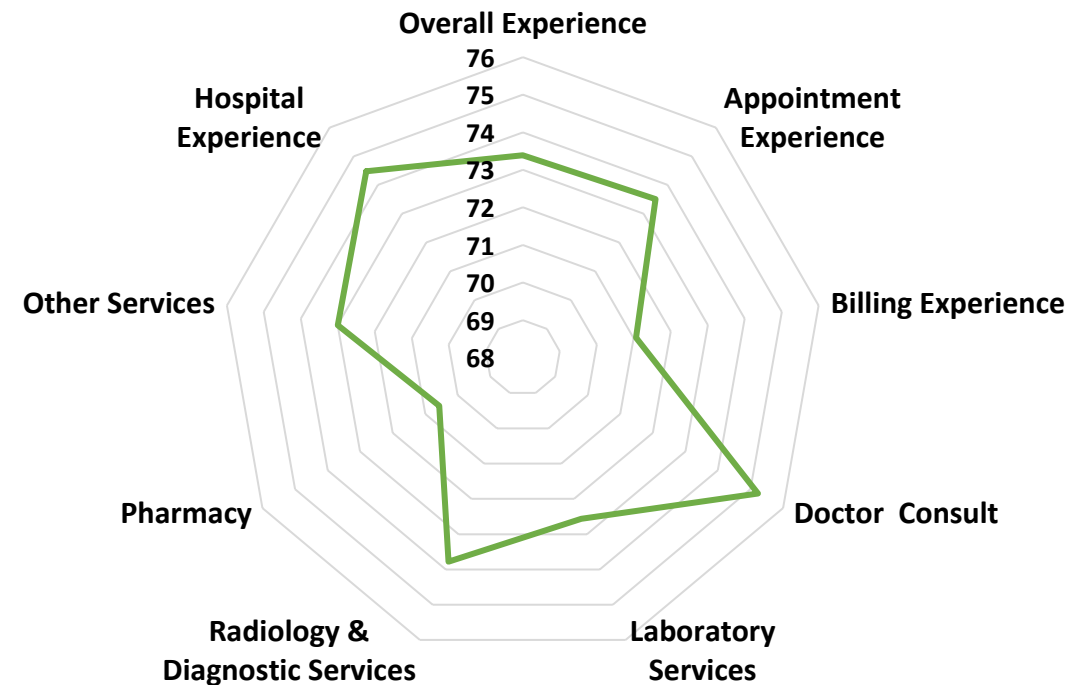
Out-Patient Department Patients feedback in March



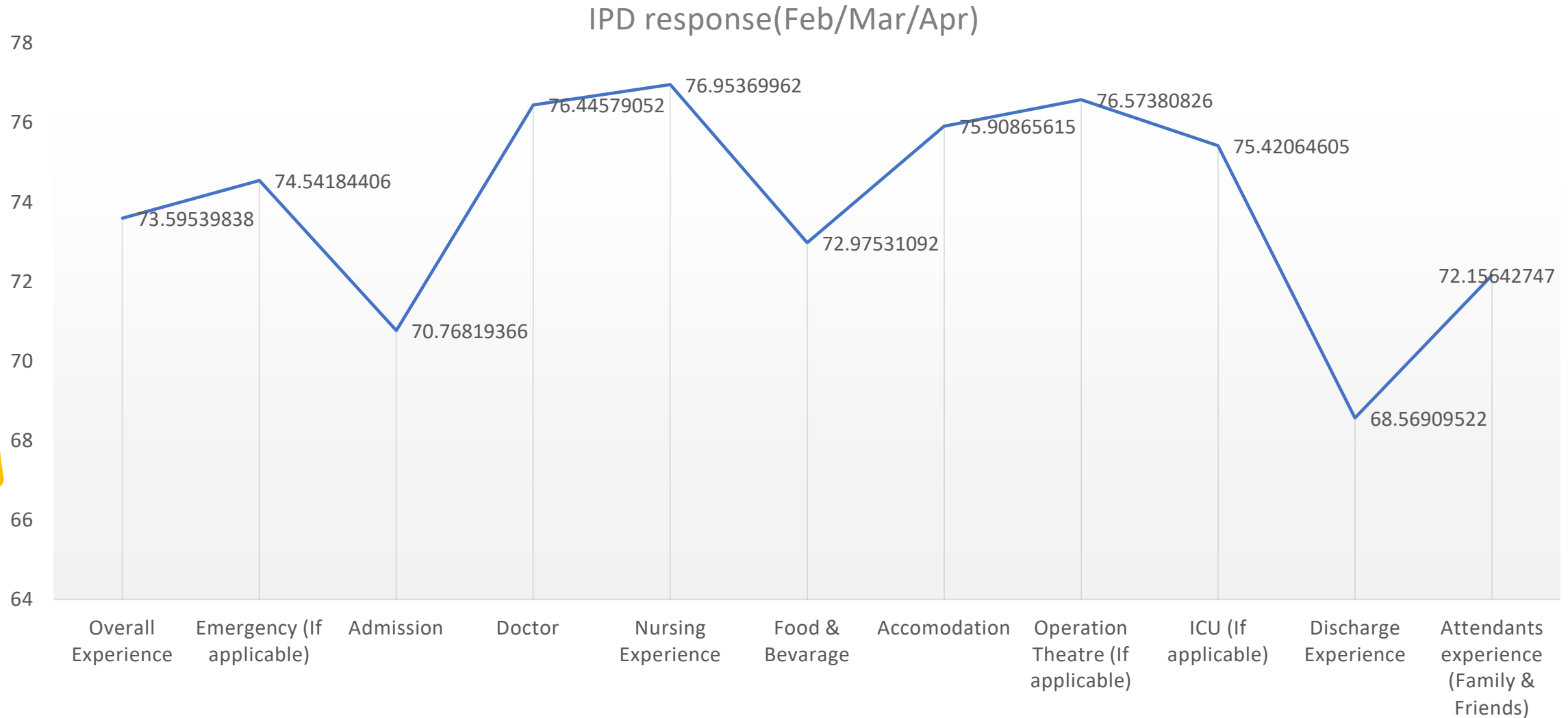
IN-PATIENT DEPARTMENT PATIENTS RESPONSE IN APRIL



Out-Patient Department Patients feedback in April

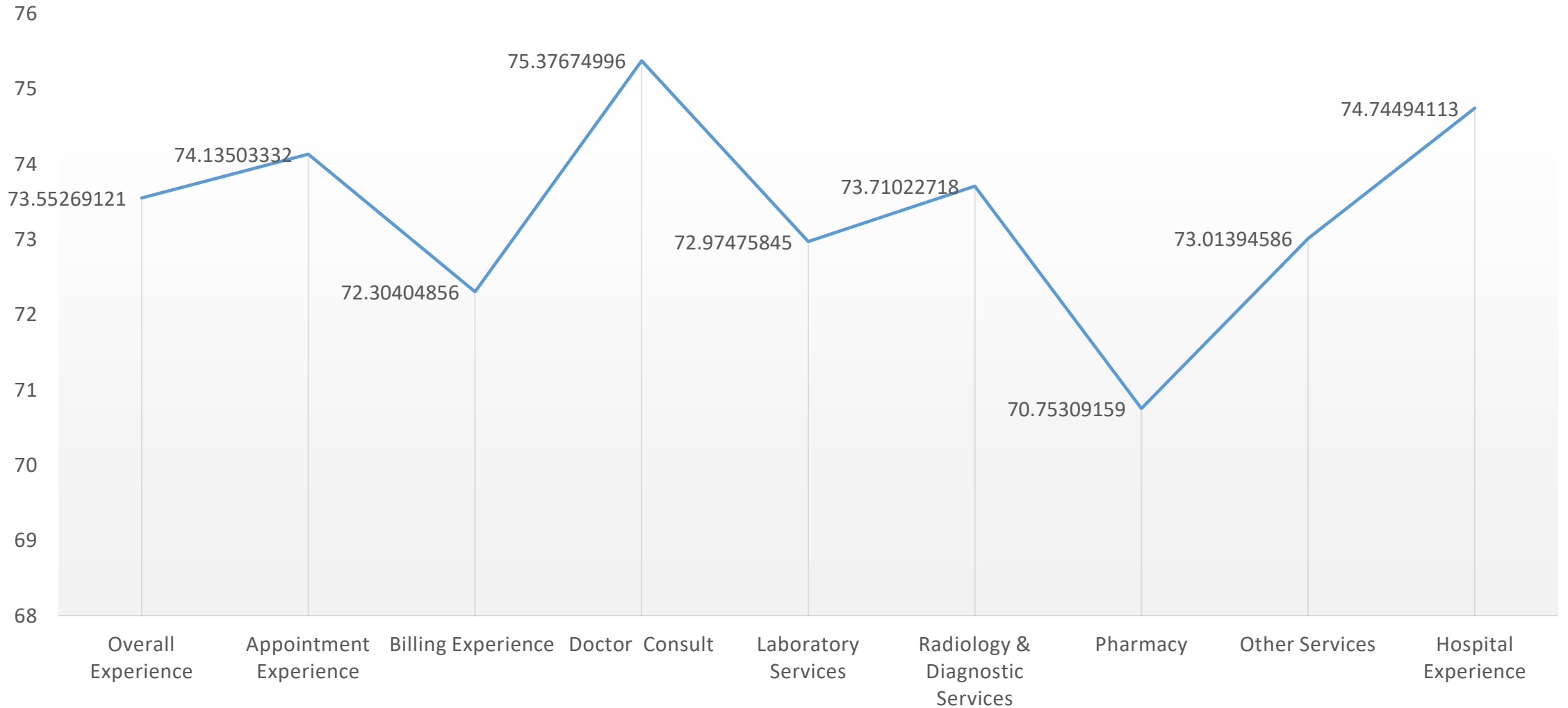


Aggregate Responses - IPD



Aggregate Responses - OPD

OPD RESPONSE (FEB/MAR/APR)



Net Promotor Score – IPD & OPD

IPD	Promoters (10,9)	Detracted 0-6)	NPS score:
No. of respondents	180	5	82.16%
Percentage	84.51%	2.35%	

The aggregate Net Promotor Score from the In-Patient Department of the hospital is **82.16%**

The aggregate Net Promotor Score from the Out-Patient Department of the hospital is **78.02%**

OPD	Promoters (10,9)	Detracted 0-6)	NPS score:
No. of respondents	302	18	78.02%
Percentage	82.97%	4.95%	

The score also directly helps in looking at the bigger picture of how much a satisfied patient help in the growth of the hospital services and help in further improvement of the services.

The score for both the departments is high which indicates that a sizable majority of the surveyed patients are inclined to promote the medical services to others. This suggests a favourable opinion and level of satisfaction with the treatment and services offered. It is regarded as an exceptional rating and exhibits a high degree of patient advocacy and dedication.

Areas of improvement and suggestions

Parking Space

- Drop- off
- Separate parking space for staff and patient
- Valet parking for certain patients

Discharge time

- Inter departmental communication strong
- Plan discharge beforehand and collect all required data
- More involvement of patients and families.

Admission Time

- Proper communication and explain the process to patients.
- Admission related chores can be done by patients through mobile app or kiosk self check in.

OPD Pharmacy

- Keep the pharmacy stocked and utilize effective supply chain management techniques.
- Seamless cooperation

Food and beverages

- Assess patient needs and change accordingly
- Create personalized menu occasionally
- Train the staff

Conclusion

During the time-period of three months, it is observed and analysed that satisfaction level and communication and comfort level of the admitted patients with the doctors as well as nurses is very high

Doctors to Nurse satisfaction Ratio is approximately same, that is approximately 76%, which indicated that hospital's doctors as well as nurses are given proper training and they are responsible towards their duties.

It can also be concluded that admitted patients are not very satisfied with the admission and discharge procedure as they face many problems during the process. The satisfaction rate is comparatively low than other sectors which is approximately 70% and 68% respectively.

Patients who visited hospital for the consultation with the doctors were very satisfied with the consultation as the satisfaction rate is high with the approximate percentage of 75%.

To conclude further, the hospital has a good patient experience rate but need to improve a few sectors to maintain and improve the satisfaction rate.



Thank you

