

MEASUREMENT OF PATIENT SATISFACTION WITH SERVQUAL MODEL

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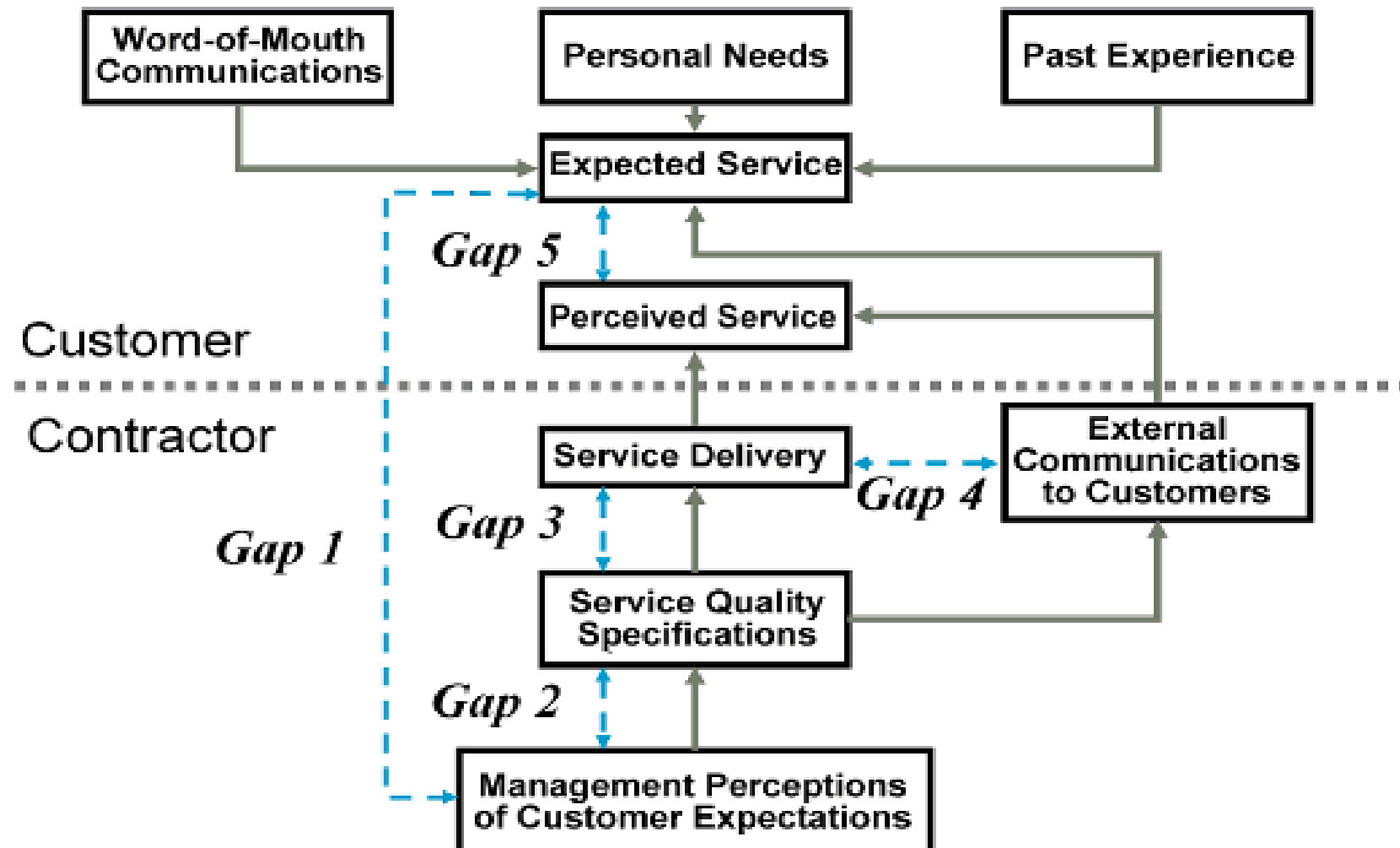
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INTRODUCTION

- The **SERVQUAL Model** is an empiric **model** by Zeithaml, Parasuraman and Berry to compare **service quality** performance with customer **service quality** needs. It is used to do a gap analysis of an organization's **service quality** performance against the **service quality** needs of its customers.
- The model depended on 10 elements of administration quality and afterward diminished to 5 measurements, as **Tangibility, Reliability, Responsiveness, Empathy** and **Assurance**.
- The SERVQUAL model has questions that are intended to gauge clients' desires from administration and the clients' observation and disposition towards a help gave by a specialist co-op association.

ServQual

Source: Zeithaml, Parasuraman & Berry, Delivering Quality Service



OVERVIEW

- India has a huge therapeutic administrations system, anyway there remain gigantic differences in the idea of social protection office and organizations provided for nation and urban districts similarly as among open and private human administrations. Despite this, India is a notable objective for clinical vacationers, given the by and large low costs and high gauge of its private clinical centers.
- Numerous Indians—particularly poor people—get inadmissibly low-quality medicinal services. The quickly developing weight of ceaseless infections in India makes the low nature of care profoundly remarkable for wellbeing strategy.

BACKGROUND

- This examination is planned to research the degree of value social insurance benefits that are conveyed to patients by the clinics. For this reason 'SERVQUAL' instrument just as five help quality measurements; confirmation, compassion, substance, dependability, and responsiveness were utilized to gauge the patient's observations about the administration nature of private clinics in India.

RATIONALE

- The target of this examination is to survey administration quality measurements to decide understanding fulfillment with specialists, medical caretakers, and staff care in emergency clinics of India, in view of various components like affirmation, sympathy, substantial quality, unwavering quality, and responsiveness.

OBJECTIVE OF THE STUDY

■ PRIMARY OBJECTIVE

- *The prime objective of this study is to assess service quality dimensions to determine patient satisfaction with doctors, nurses, and staff care in private hospitals.*

■ SECONDARY OBJECTIVES

- *To identify the significant factors that can influence patient satisfaction,*
- *To analyze the factors that affect the satisfaction of patients, and*
- *To give some suggestions for the improvement of the patient satisfaction level of private hospitals in India.*

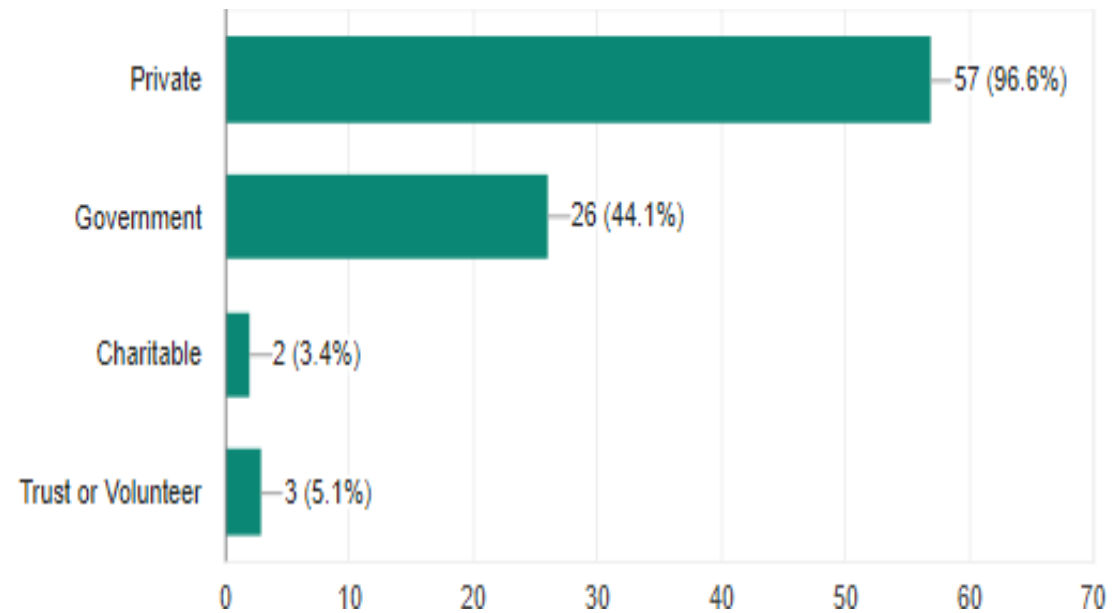
RESEARCH METHODOLOGY

- Study Design: Descriptive Observational Study
- Sample Area: OPD and IPD of GBH American Hospital
- Sampling Method: Systematic Random Sampling
- Data Type: Primary
- Study Tool: Self Administered Questionnaire

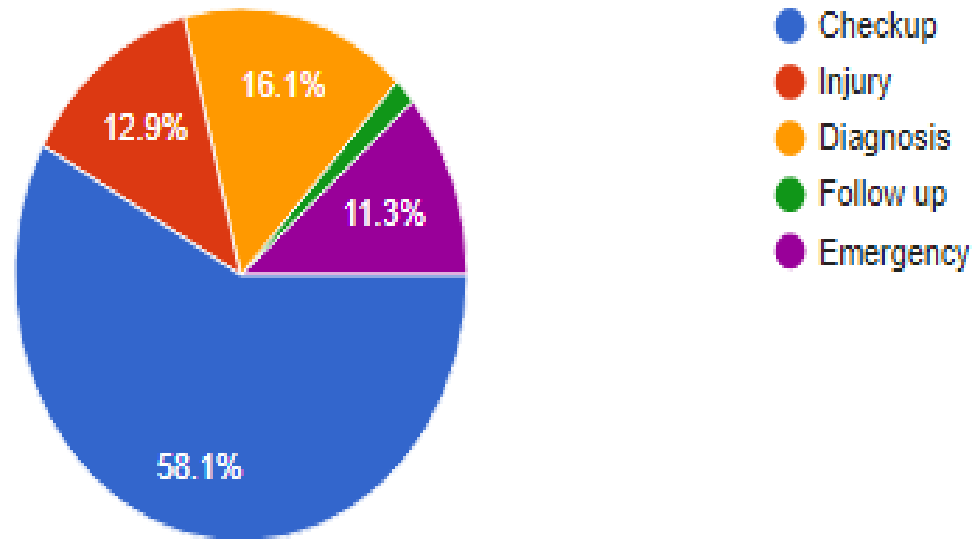
OBSERVATION AND RESULTS



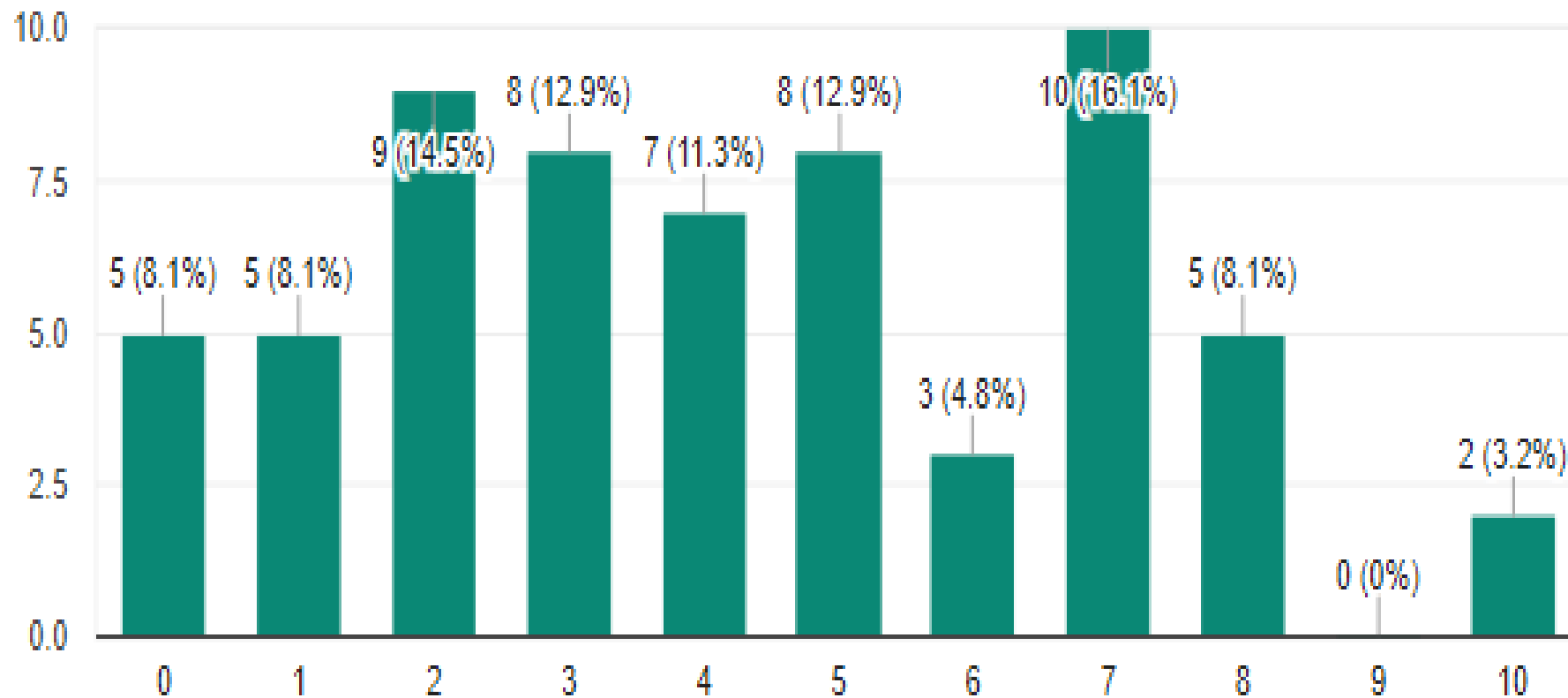
Type of hospital patients have visited.



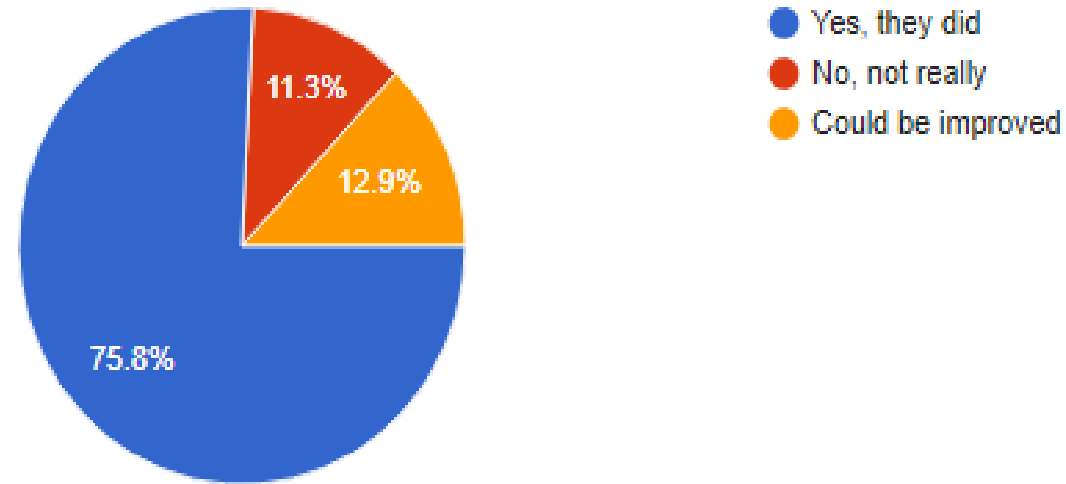
The reason for a visit to the hospital



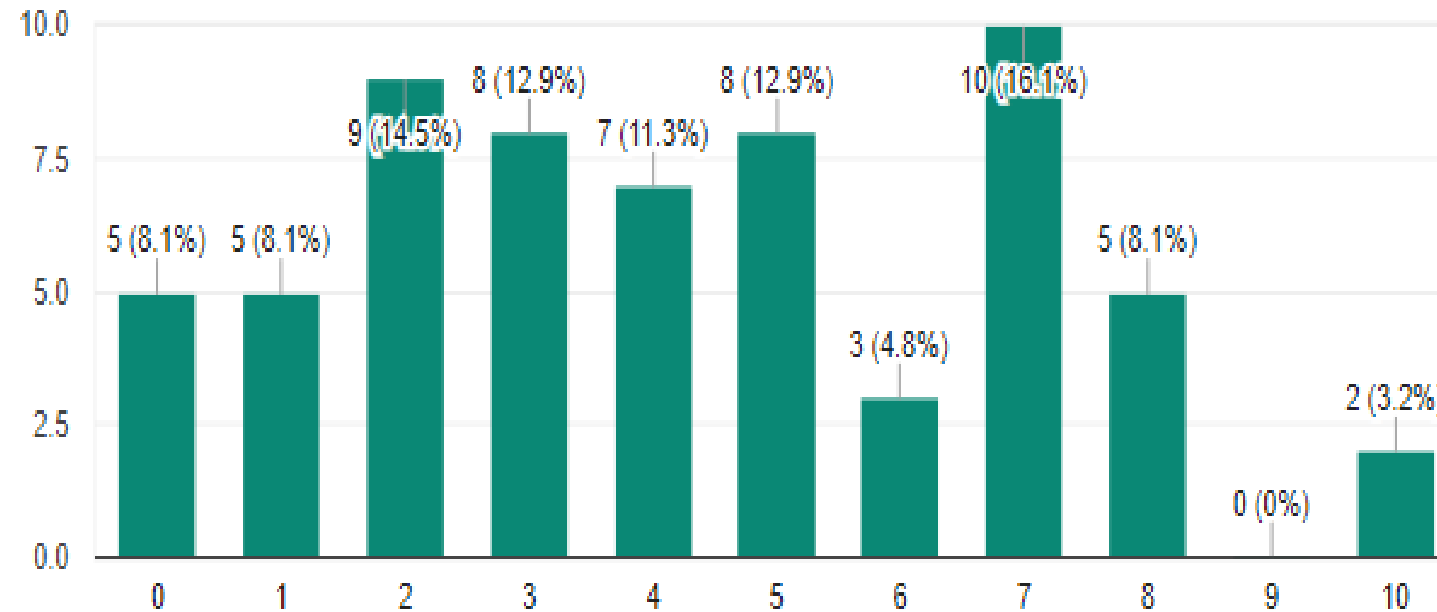
On a scale 0-10, how easy was it to get an appointment



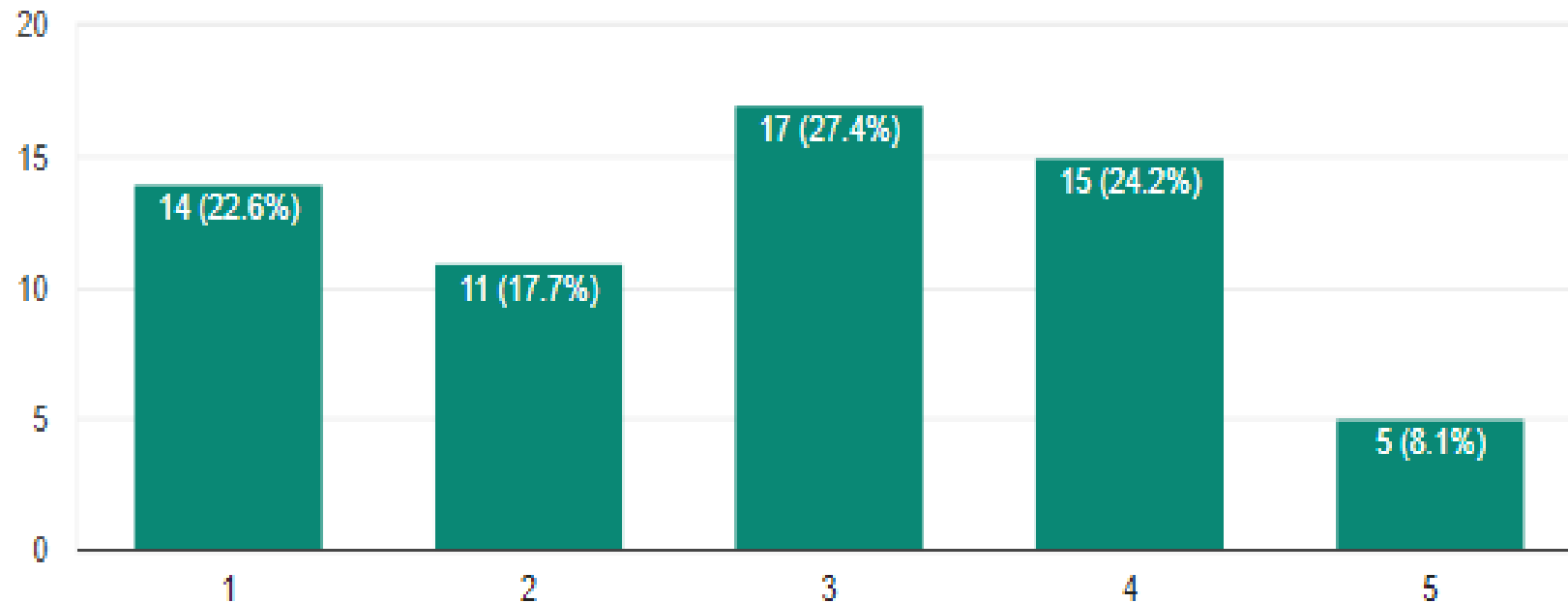
Did your doctor listen carefully to your health concerns and medical history?



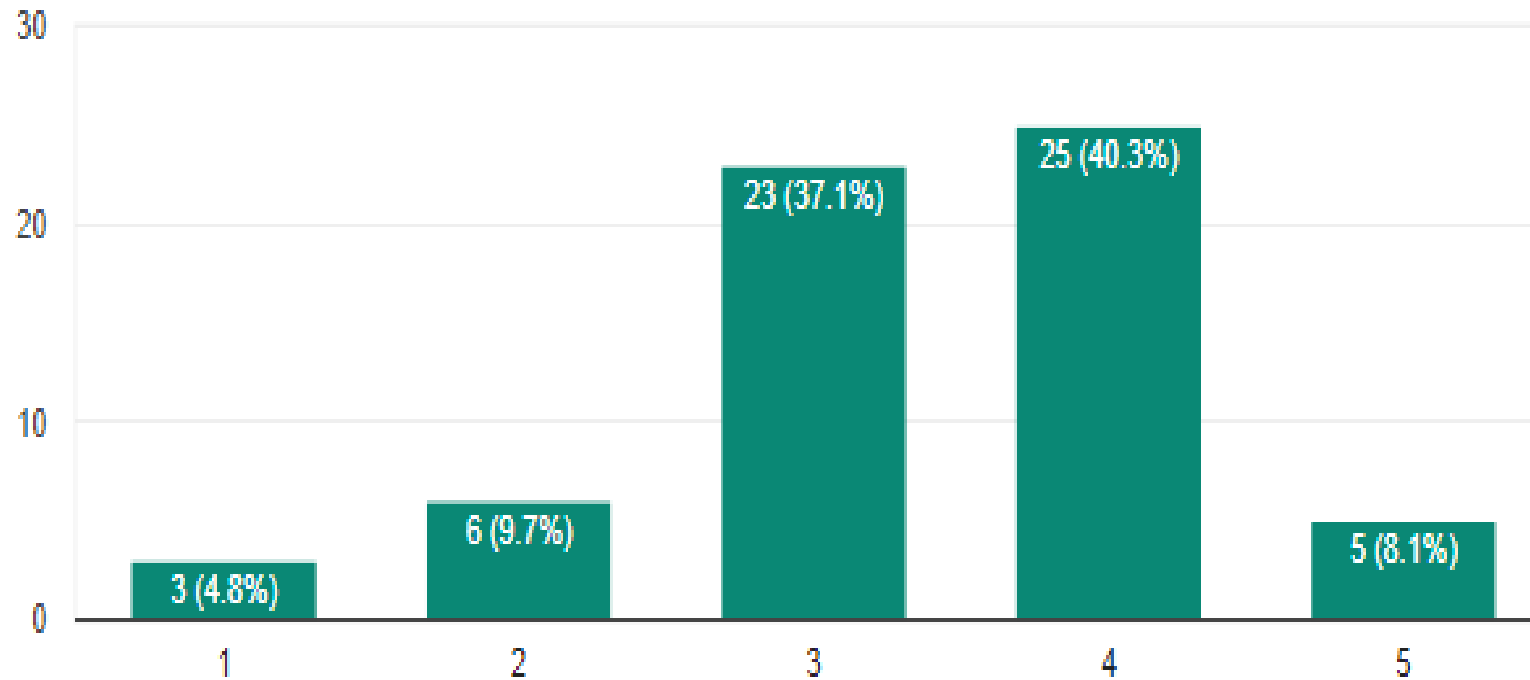
Did your doctor give clear explanations and instructions regarding the medication?



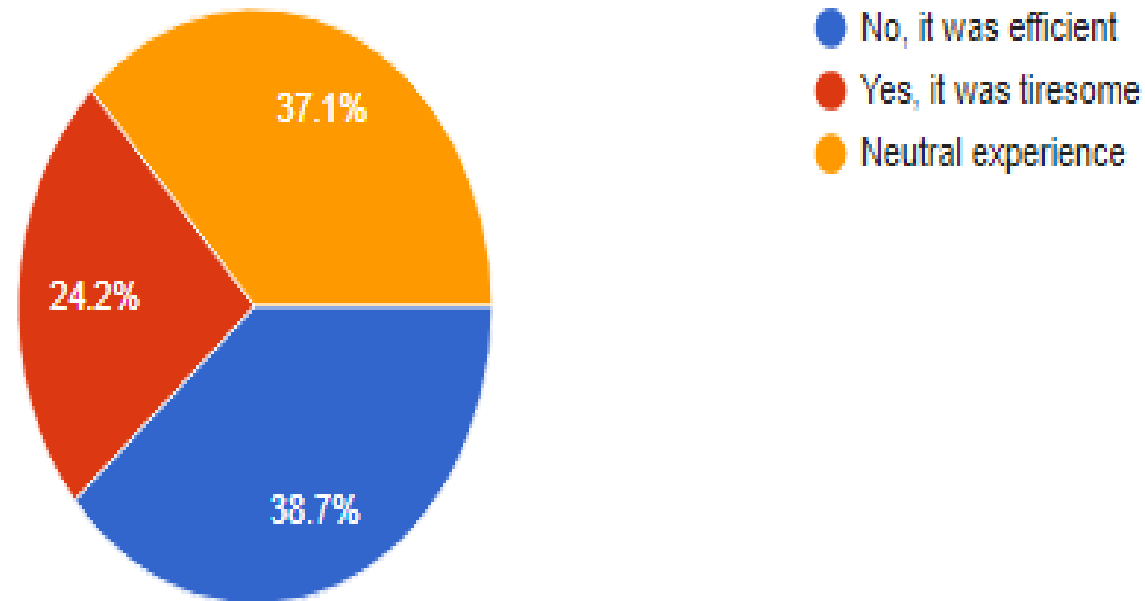
Were the nurses and medical assistants attentive and caring?



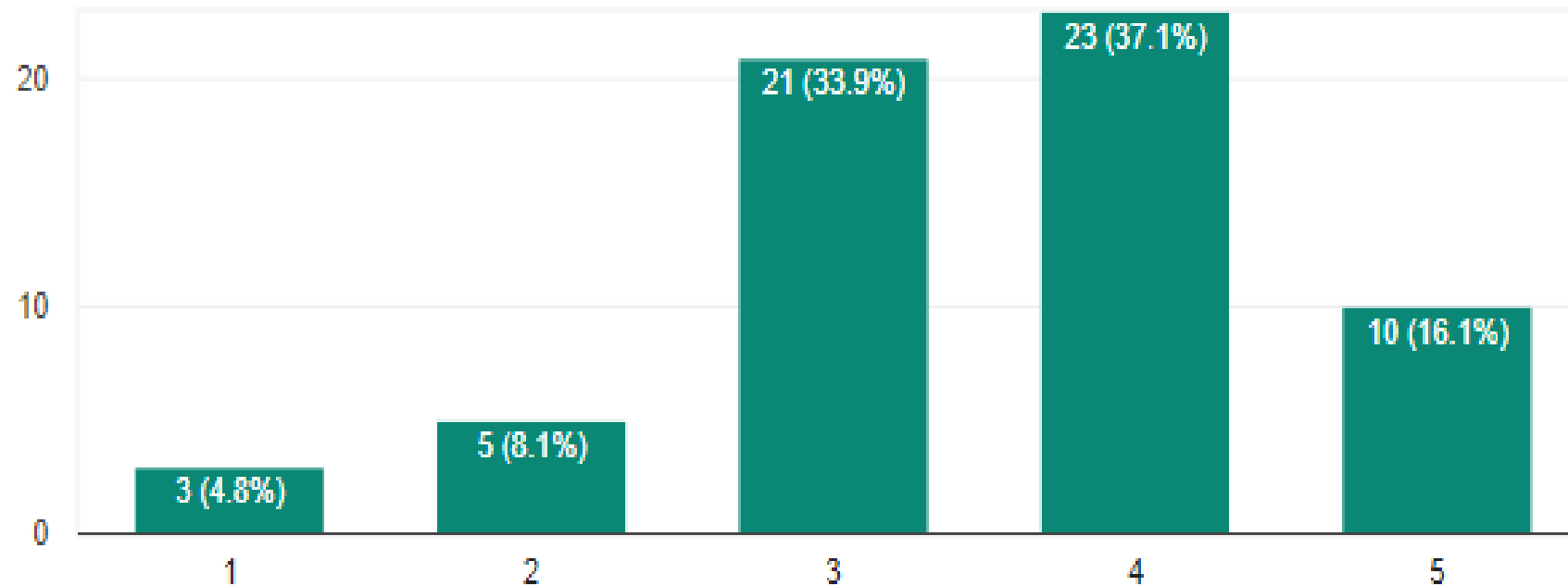
How would you rate the organization of procedures and operations?



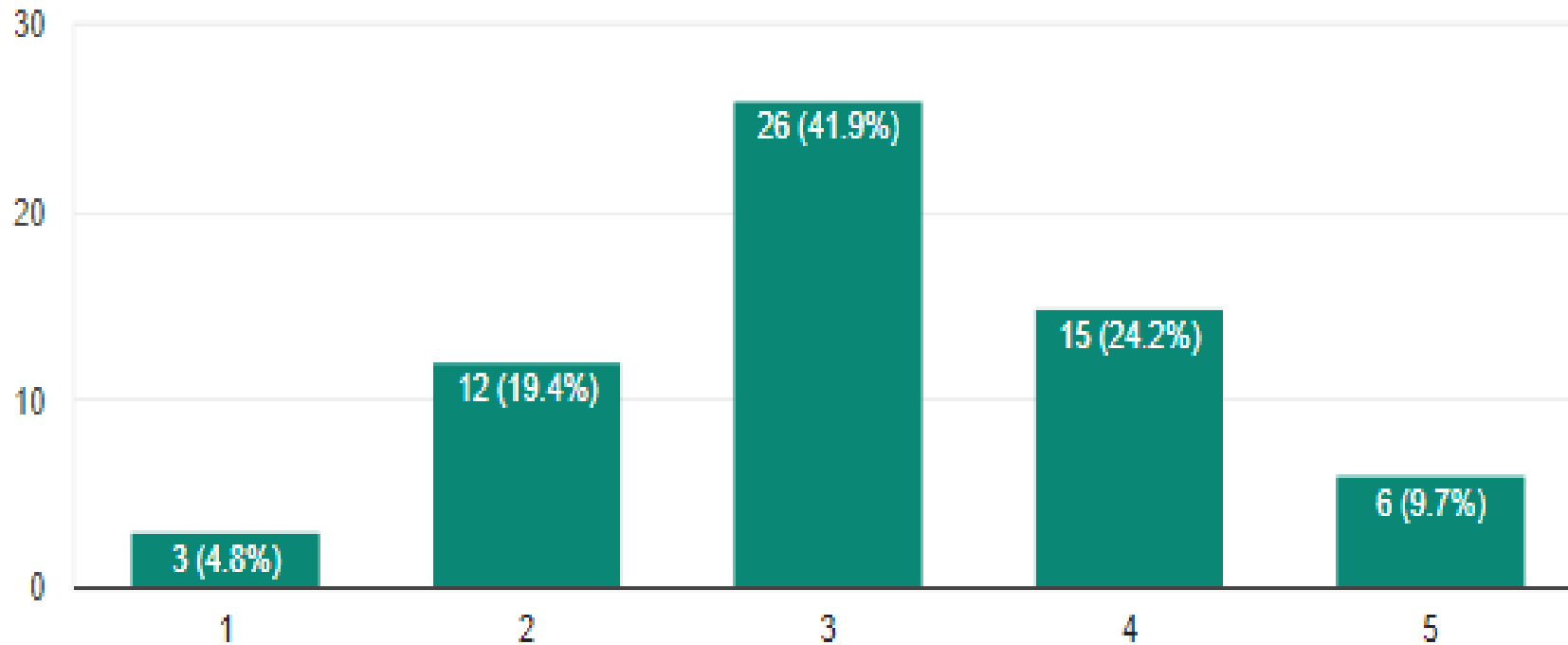
Was there any difficulty in the discharge and billing procedures?



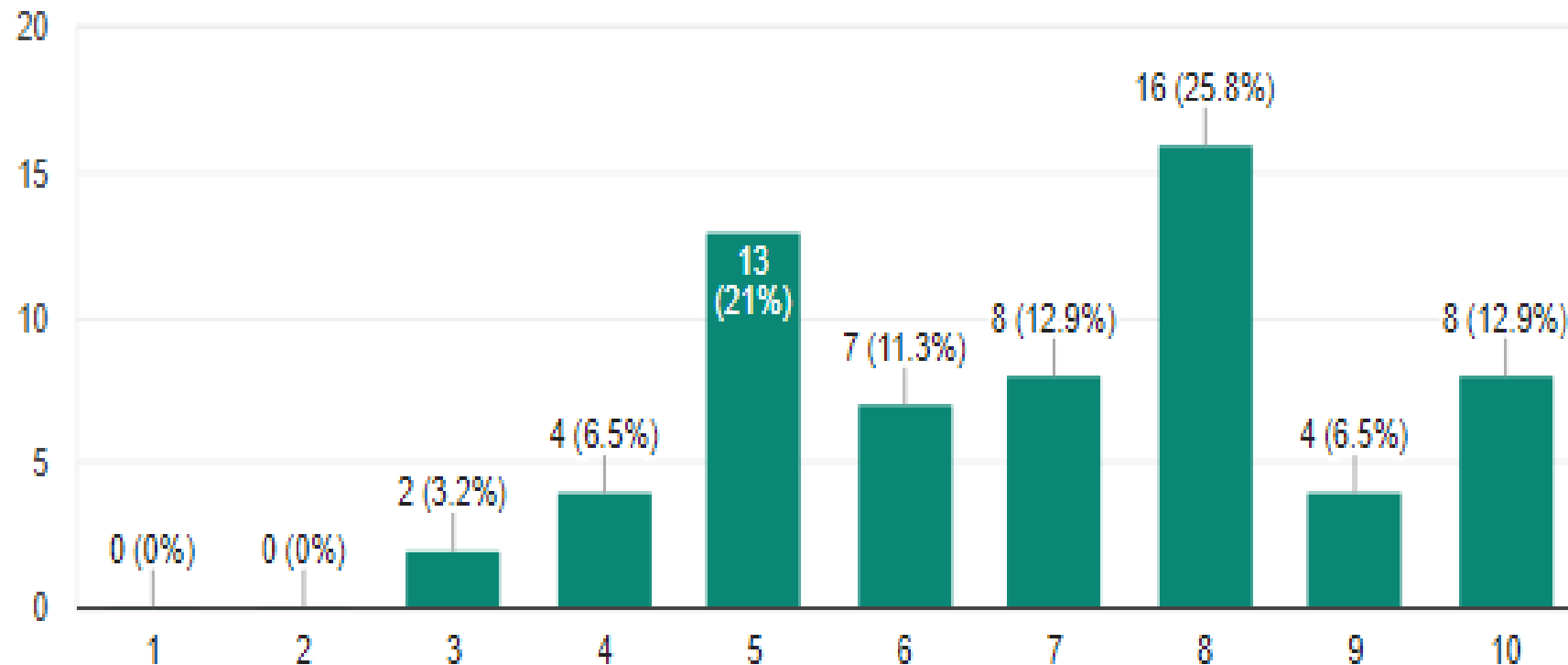
How satisfied are you with the overall cleanliness and hygiene?



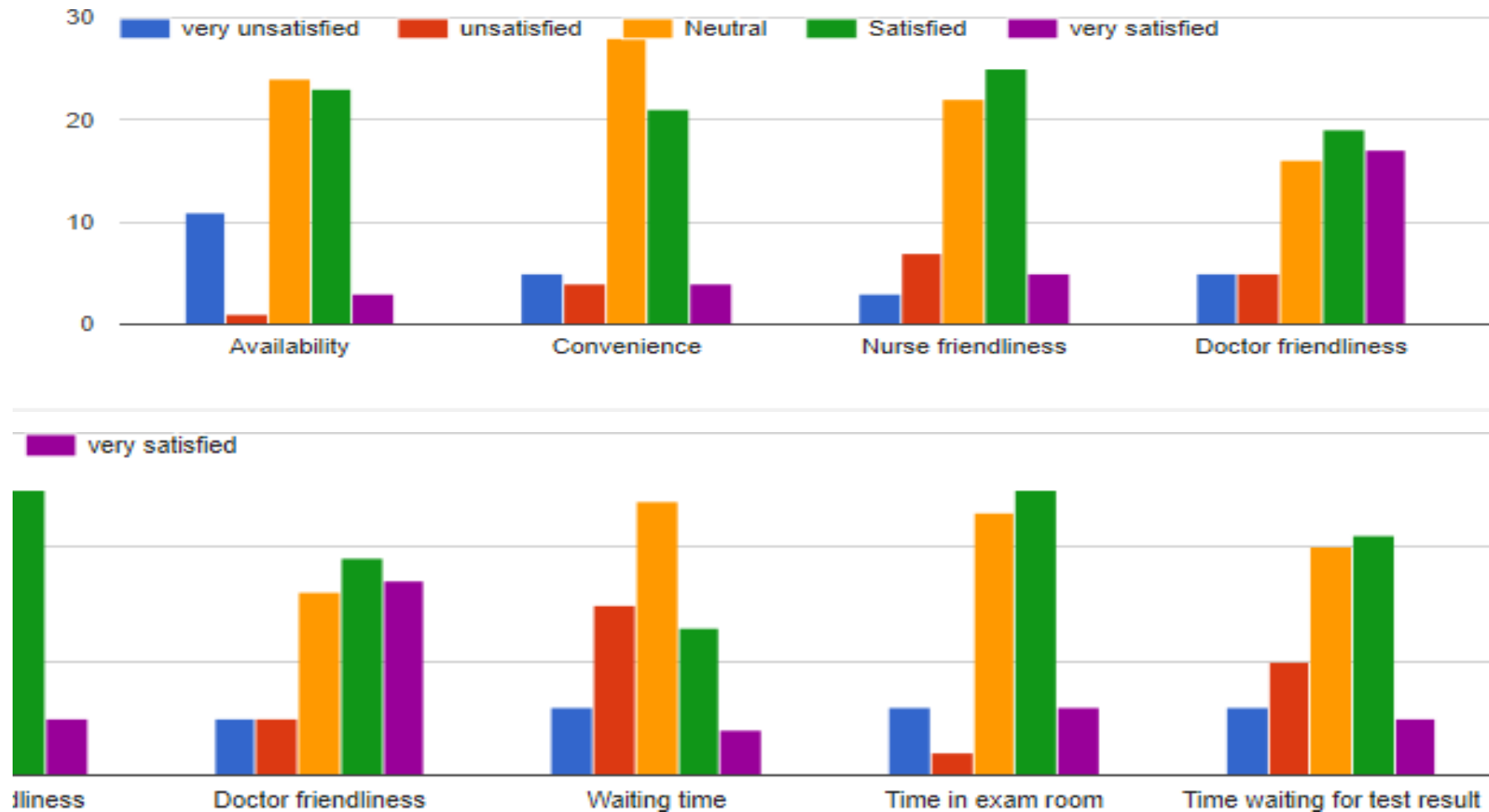
How would you rate the accommodation and canteen facilities?



How satisfied are you with the outcome of treatment, on a scale of 0-10?



How satisfied were you with the following aspects of our care?



RESULTS OF PATIENT SATISFACTORY SURVEY

- A sum of study reactions were broke down in below segment.
 - **Factor-1 (Assurance):** *It gives a premise to the conceptualization of a measurement that might be distinguished as an affirmation factor.*
 - **Factor-2 (Empathy):** *It gives a premise to the conceptualization of a measurement that might be distinguished as a compassion factor.*
 - **Factor-3 (Reliability):** *It gives a premise to the conceptualization of a measurement which might be recognized as an unwavering quality factor.*
 - **Factor-4 (Responsiveness):** *It gives a premise to the conceptualization of a measurement which might be distinguished as responsiveness factor.*
 - **Factor-5 (Tangibility):** *It gives a premise to the conceptualization of a measurement which might be recognized as a substance factor.*

■ Assurance to Patient Satisfaction (H1)

- *As per our examination, patients are happy with the administrations given by private emergency clinics. The examination found that confirmation to understanding fulfillment is exceptionally huge at the 1 % level of criticalness. This implies private clinics in India can offer enough quality types of assistance.*

■ Empathy to Patient Satisfaction (H2)

- *This assessment found that compassion toward calm satisfaction is significantly essential at the 1 % level of monstrosity. This suggests private clinical centers in India have a positive effect true to form of organizations to the patients.*

■ Tangibility and Patient Satisfaction (H3)

- *This examination found that substance to calm satisfaction is authentically significant at the 5 % level of criticalness. This infers private facilities in India altogether influence infrastructural undeniable workplaces on lenient satisfaction.*

■ Reliability and Patient Satisfaction (H4)

- *This investigation found that dependability to understanding fulfillment is exceptionally critical at the 1 % level of essentialness. This implies private medical clinics in India have a noteworthy degree of exactness in conveying quality administrations.*

■ Responsiveness and Patient Satisfaction (H5)

- *This assessment found that responsiveness to open minded satisfaction is particularly essential at the 1 % level of criticalness. This suggests private crisis centers in India has a strong positive display for open minded satisfaction by offering quick and perfect kinds of help to the patients.*

CONCLUSIONS

- This examination finds that the patients are worried about getting uncommon consideration regarding crisis cases, specialists, staffs, and medical caretakers care for the patient as unique treatment is extremely critical to crisis cases.
- They look for on-time conveyance of reports, want to be seen at the guaranteed time, and arrangement based treatment as individuals need their time is esteemed.
- Individuals who visit medical clinics are normally dissolvable. That is the reason practicality and precision are as a rule profoundly esteemed by them.
- Patients likewise think as far as feelings as they see whether specialists have certified worry about patients, or whether they effectively react to the patients, or whether they are happy to support the patients.
- Above all patients look for good sterile conditions, tidiness inwards/rooms (sheets, floor), and a sound domain at clinics. Natural neatness is required in each emergency clinic, yet when patients are in medical clinics, they look for these tidiness related factors fundamentally.

RECOMMENDATION

- This examination recommends that for guaranteeing better patient fulfillment, factors like extraordinary consideration regarding crisis patients, precision in lab reports, specialists/Staff watch patients ideal, arrangement based perception, sterile condition, and on-time conveyance of reports ought to be given.

THANK YOU