1.0 <u>Introduction</u>

"Health is Wealth" is something we all have been hearing right from our childhood days. Healthcare industry is one of the largest industries which like education may never see a dip in its expansion. Recently, the government reflected the importance it gives to healthcare while presenting the Budget 2018. Finance Minister Mr Arun Jaitley(2018) announced a new flagship National Health Protection Scheme, providing a health insurance cover of ₹5 lakh a family per annum. The scheme will cover 10 crore vulnerable families, with approximately 50 crore beneficiaries.

Though the governments around the globe are trying to focus on healthcare but the quality of healthcare received by the patients remains a sour point in most of the countries and the same is applicable to India also. With improving Public Awareness about their Rights and Consumer Protection Act in place, the common man is now questioning the quality of care which directly affects the patient satisfaction level. Recently, the healthcare regulators shifted towards a market-driven approach of turning patient centric audits/surveys into a quality improvement tool for overall organizational performance.

To conduct my dissertation for PGDHM at IIHMR New Delhi, I have decided to carryout survey of 'Patient Satisfaction' at Cygnus Magnus Brahm Shakti Sanjivani Hospital. It is one of the issues which keeps getting highlighted whenever we experience mishaps in healthcare industry e.g the Gorakhpur tragedy wherein number of infants lost their lives due to various issues related to patient-care. I thought that this is an area where much useful study can be done,

as quality care of the patient is a top priority and it is important to find out the source of dissatisfaction or lacunae in the system. This aim of my dissertation is also in consonance with the Vision ("To provide each patient with the world-class care, exceptional service and compassion we would want for our loved ones.") and Mission ("compassionate provider of patient-centred care") of the hospital where I intend doing my dissertation work.

Role of Patient Satisfaction. Measurement of satisfaction level of the services provided to the patients, plays an increasingly important role in the growing movement towards accountability among health care providers. In today's competitive world, good quality patient care which leads to patient satisfaction is a bench mark of the success for any health care provider. Impartial surveys and inputs from the patients helps management to improve the organization as a whole. Once an audit is conducted and the results analysed, the organization can work upon its weaknesses to further improve quality of patient care thus increasing the patient satisfaction which is viewed as a key indicator of performance.

2.0 Literature Review

Patient Satisfaction is integral to any of the hospitals whether Public or Private. The Patient Satisfaction focuses on various aspects of quality standards in health care organizations like Wards, Staffing & Nursing, and Documentation etc. Patient satisfaction surveys have been carried out in hospitals across the globe to understand the patient satisfaction and its connected factors. Imad Baalbaki et al.(2008) in their study found that patient perceptions are significantly influenced by hospital support functions. Further, these perceptions

determine hospital reputation, influence future patient demands and are integral to the understanding of patients as consumers of health care systems rather than consumers of medical procedures.

Hospitals are not culpable of failing to integrate patient/consumer assessments at first sight. For example, research(Liz Gill and Lesley White,2009) has shown that at the time of admission a patient/consumer might express only his or her critical need to get rid of the pain. However, this same research has shown that, when discharged, this same patient/consumer will evaluate the service (perception sharing) according to various other hospital factors like food, safety, noise, response time of the nurse, and competence of physicians. Patient satisfaction is defined as a patient's personal evaluation of health care services and providers and thus a vital component of heath care outcome and remains an area of interest and need in health care.

There is a need to achieve a balance between delivering a clinical role while maintaining the centrality of the nurse-patient relationship. This can be linked to achieving a balance between 'nursing the clinic' alongside 'nursing the patient'. These findings have implications for the discourse on caring within inpatient department.

Although only a small proportion of patients usually express dissatisfaction with the aspects of the service provided. They are significant in that they constitute a call for action by the hospital management to encourage the health personnel to embrace a new staff-patient relationship ethos in which the patient is viewed as a customer. The health care team needs to get more involved with the patients to

provide them greater support and keeping them informed and involved with their medical treatment. Effort should be made to get regular feedback from the patients.

Every hospital and every bed ward has its strengths and weaknesses. Endeavour should be to maintain the strengths and improve upon the weaknesses. All organizational levels have a significant potential for improvements of services & care of medical patients.

3.0 Objectives and Research Methodology

3.1 **Aim**. The basic aim of this study is to carryout survey of 'Patient Satisfaction' at Cygnus Magnus Brahm Shakti Sanjivani Hospital, Bahadurgarh.

3.2 **Objectives**.

   (a) To monitor quality of patient care.

   (b) To assess the patient satisfaction

   (c) To find out deficiencies of the system and administration.

   (d) To identify areas for improvement.

3.3 **Study Area**. The Cygnus Magnus Brahm Shakti Sanjivani Hospital, Bahadurgarh is a 102 bedded tertiary care hospital.

3.4 **Study Period**. 01 March 2018 – 30 April 2018.

3.5 **Study Design**. Quantitative research – Descriptive study design.

3.6 **Study Population**. The patients coming for healthcare services will be studied which includes both OPD and IPD patients. It comprises of semi-urban and rural population staying in and around the town of Bahadurgarh(NCR).

3.7 **Study Tools**

3.7.1   *Questionnaire.* Bilingual questionnaire will be used to extract the information from the patients.

3.7.2   *Informal Discussion/Interviews***.** Informal discussions/interviews will be carried out to obtain data on patients.

3.7.3   *Exit Interviews*. These are the best methods for getting the unbiased feedbacks, as the patient can recall every aspect being fresh in his/her memory. Exit interviews will be an important tool to determine patient's views.

3.8 **Sample Selection**

Those patients who got admitted/reported in the hospital during the months of March/April 2018 were studied.

All patients were informed about the confidentiality and the voluntary nature of the study. Samples were selected as per simple random sampling method.

3.9 **Sample Size**. In patients' satisfaction survey, I chose patients who visited/admitted in the hospital during the months of March/April 2018. As per the last year patient load during these months, approx. 500 patients visited the hospital, out of which approx. 20% were ESI empanelled, 35 % males, 35% females and 10% children. Assuming that the patient load will be similar, I

surveyed the patients in the same ratio. For having a significant sample size, I surveyed 150 patients with   45 % males, 45% females and 10 % children. Out of the 150 patients, 100 were OPD and 50 were IPD patients.

3.10   **Data Analysis**. The collected data has been analysed using Microsoft Excel and presented with statistical bar charts.

Patients were rated for their satisfaction/related aspects in various categories. The four possible ratings were 1-Excellent, 2-Good, 3-Average/Satisfactory and 4-Poor. Scores for these categories were totalled to render an overall satisfaction score.

4.0 Results

4.1 **Outdoor Patient Department** *(In all the bar charts, blue column depicts N i.e the No. of patients responded and red column depicts the percentage of the same)*

4.1.1   Why did you choose Brahm Shakti Sanjivani hospital for your

   treatment?
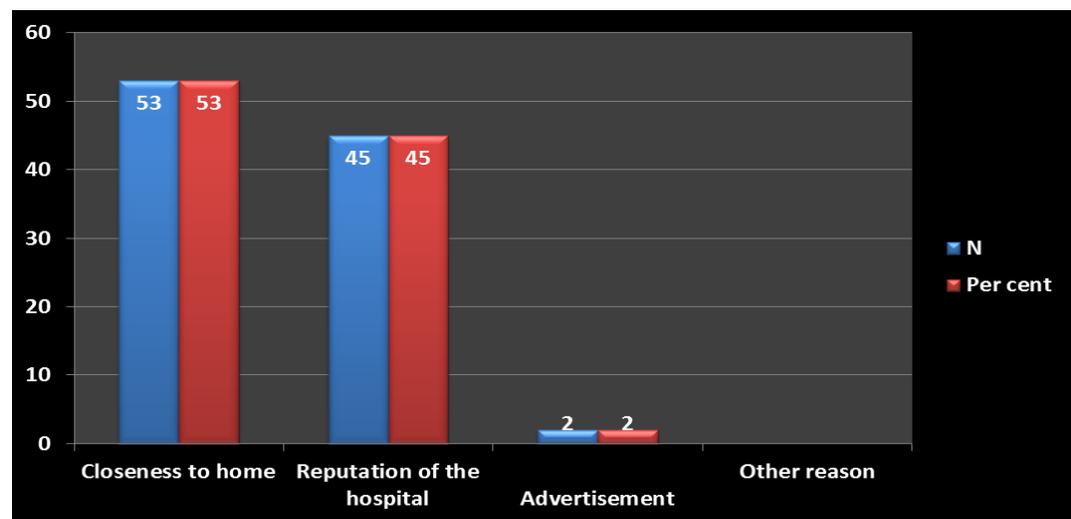
Fig 4.1: Reason for Choosing Brahm Shakti Sanjivani Hospital

4.1.2   How was your first impression of the hospital as you entered the
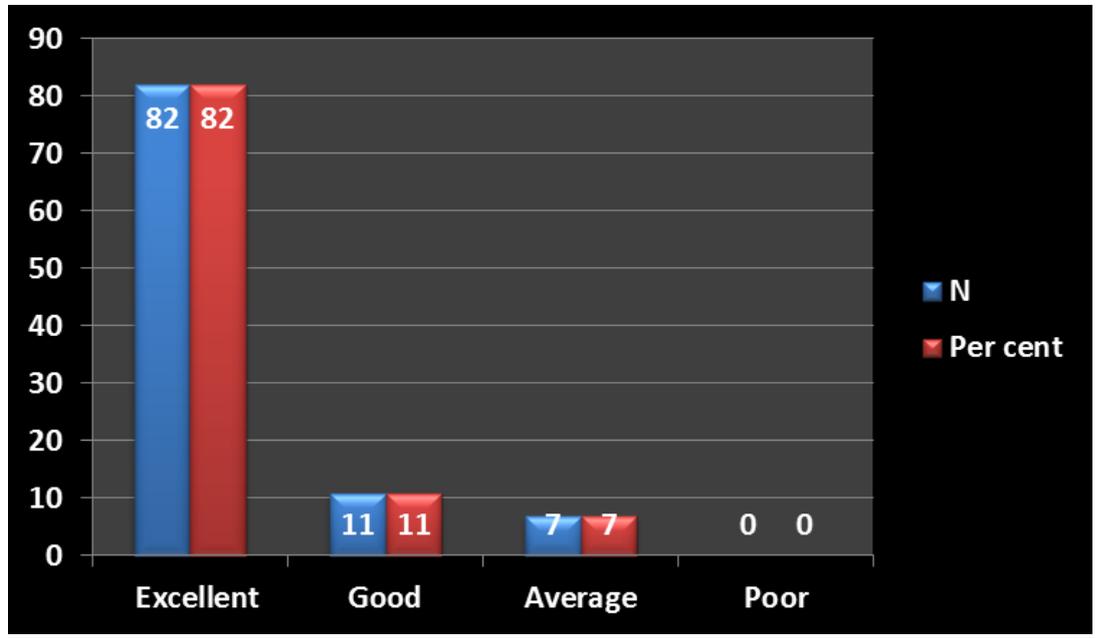
hospital?

Fig 4.2: First Impression of the Hospital

4.1.3   How was the behaviour of reception staff?
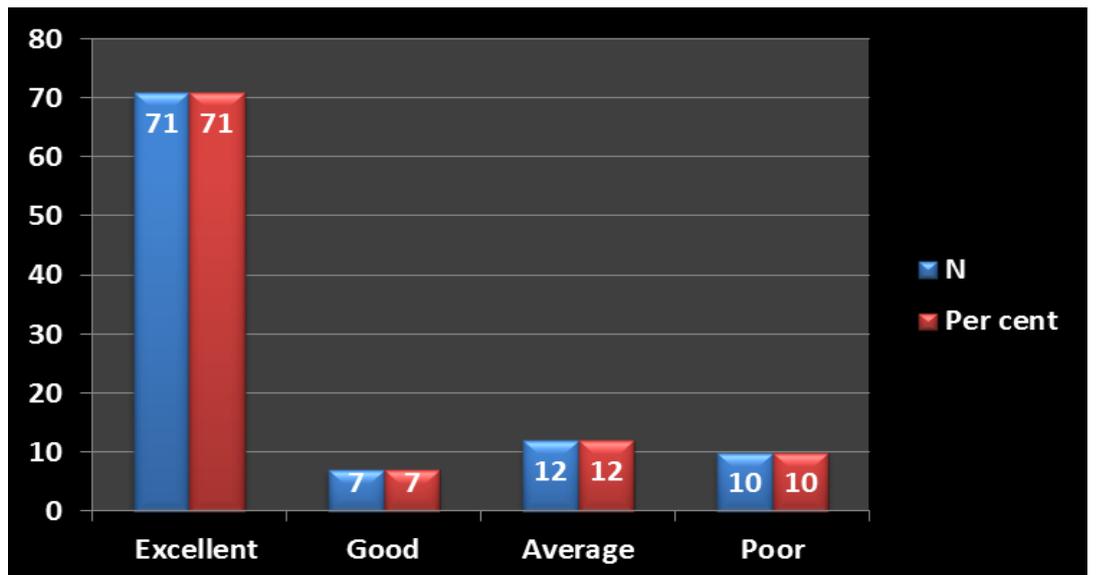
Fig 4.3: Behaviour of Reception Staff

4.1.4   How much time was taken for registration process/reception?
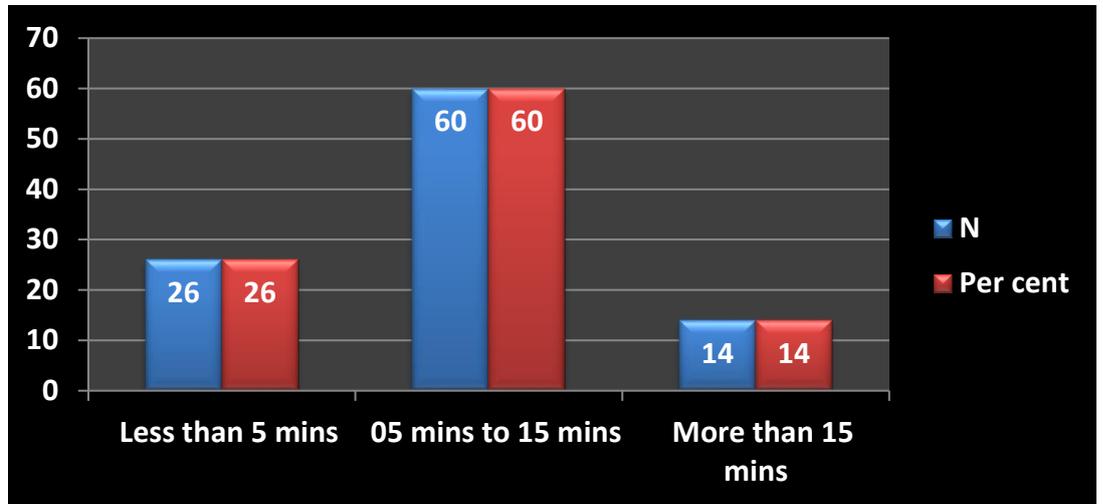
Fig 4.4: Time Taken for Registration Process

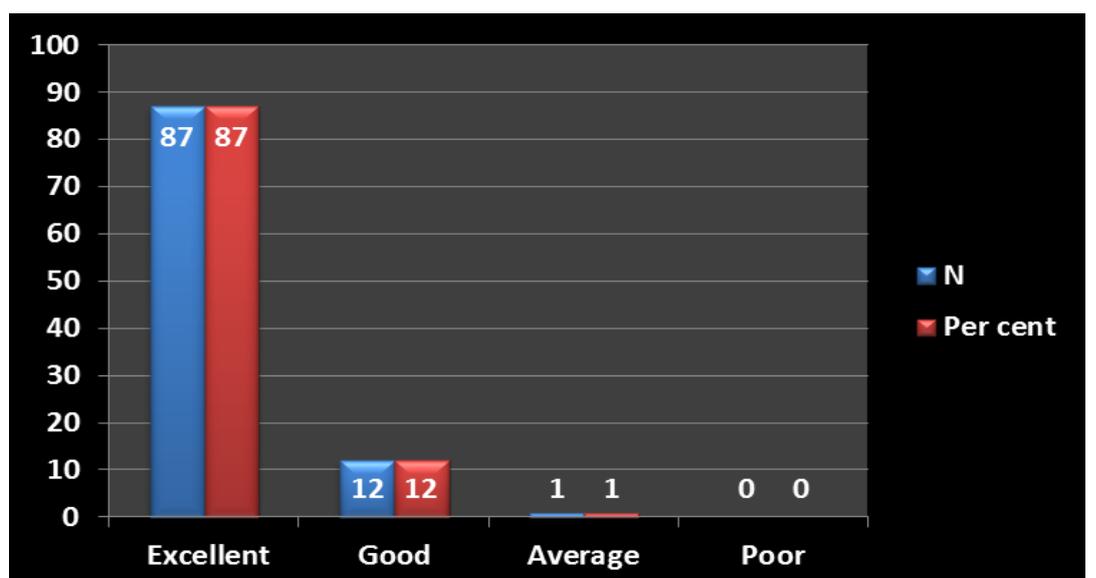4.1.5   How much time was taken by consultant/Doctor for consultation?
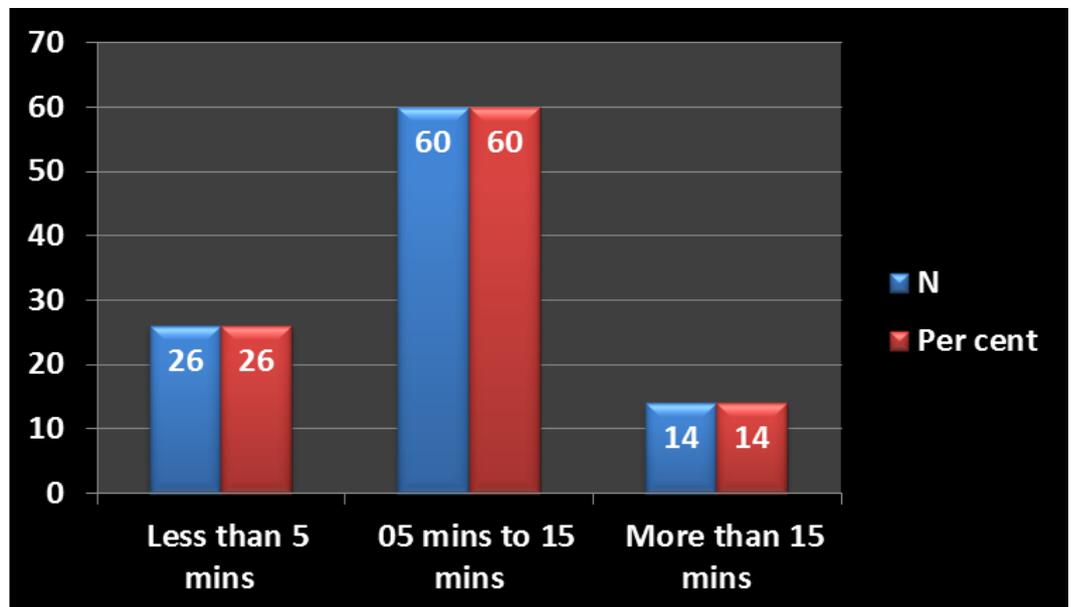
Fig 4.5: Time Taken By Consultant/Doctor for Consultation

4.1.6   How was the behaviour of the Staff (other than reception)?
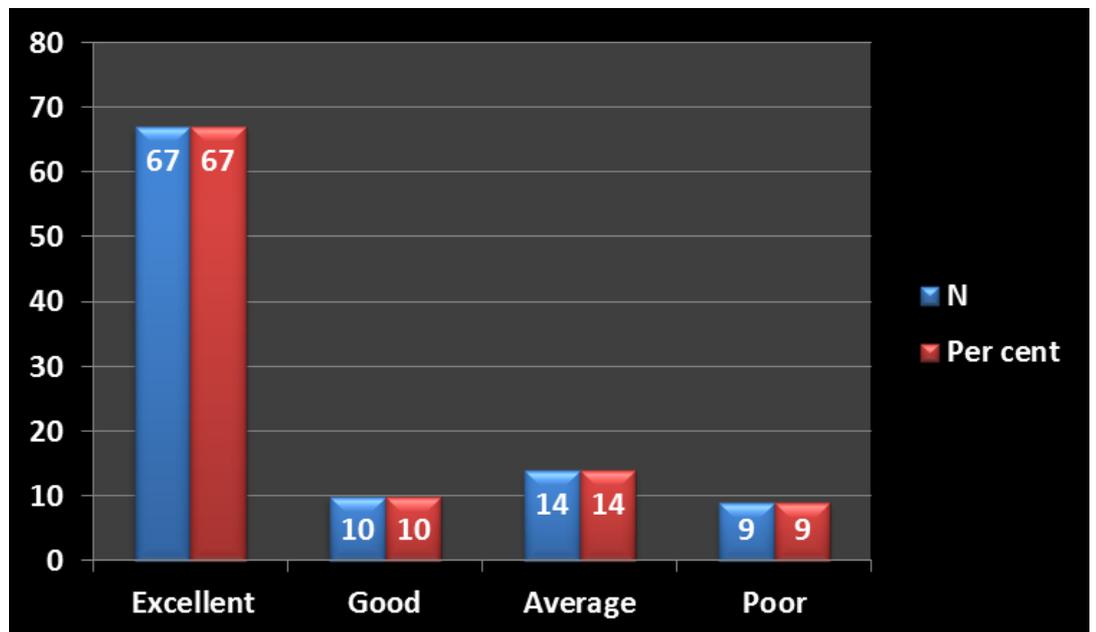
Fig 4.6: Behaviour of the Staff (Other Than Reception)

4.1.7   How was the cleanliness of the toilets/washrooms?

Fig 4.7: Cleanliness of the Toilets/Washrooms

4.1.8   Was there adequate privacy provided during consultation with doctor?
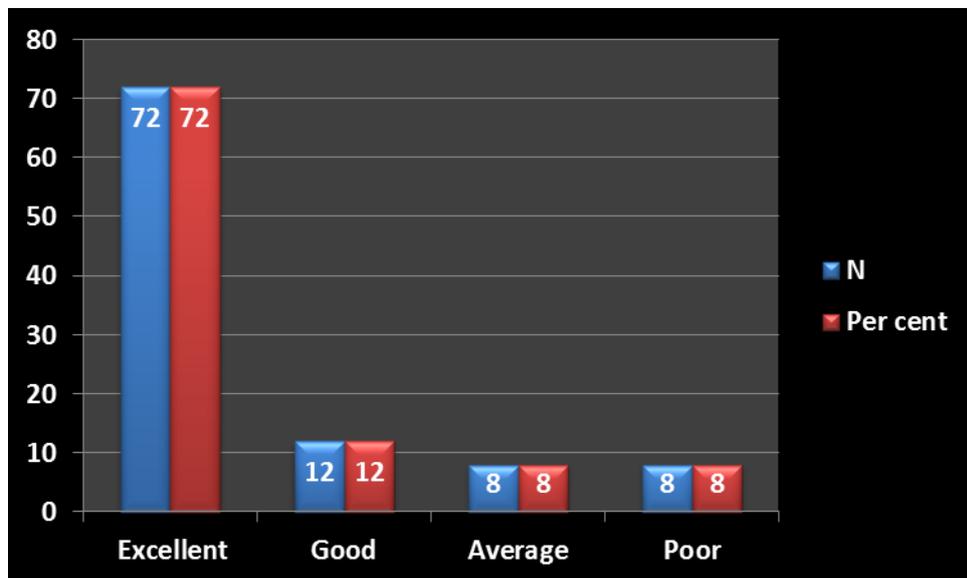
Fig 4.8: Privacy Provided During Consultation

4.1.9   How will you rate the Pharmacy services?
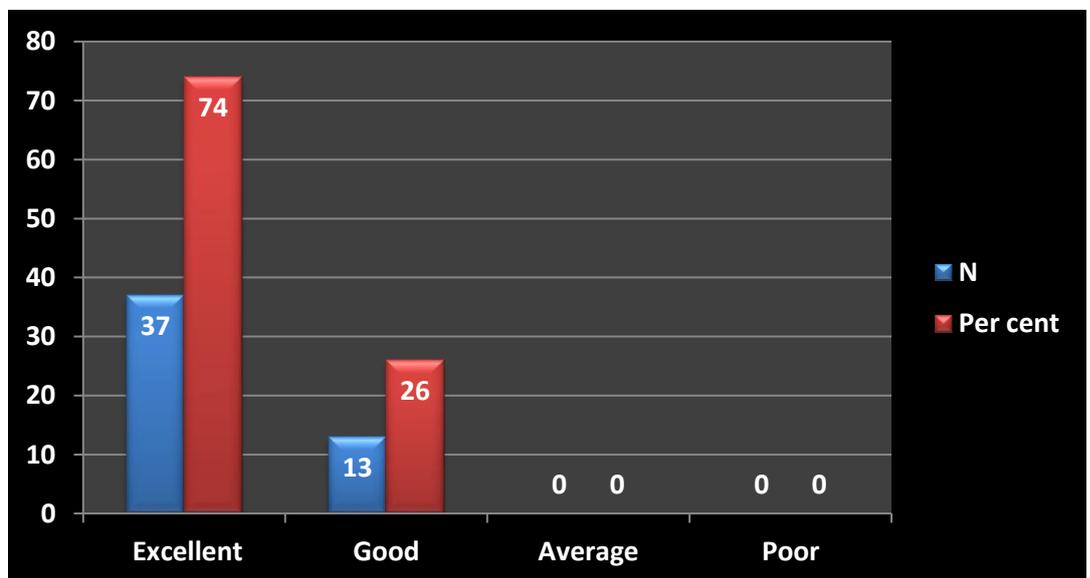
Fig 4.9: Pharmacy Services

4.1.10 Are you regular visitors to this hospital?
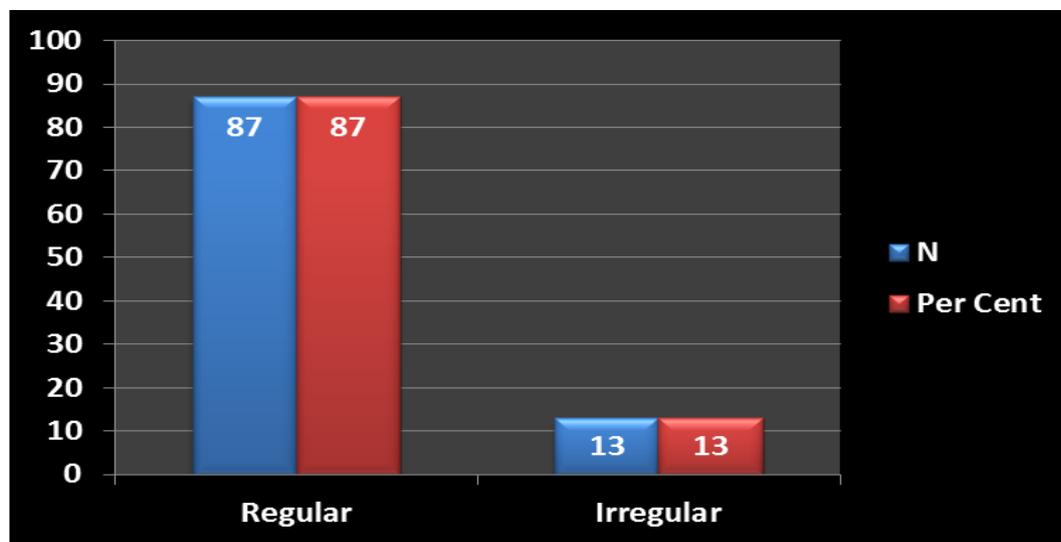
Fig 4.10: Are You Regular Visitor

4.1.11   If yes (for above question), are you satisfied with previous

treatment given to you?
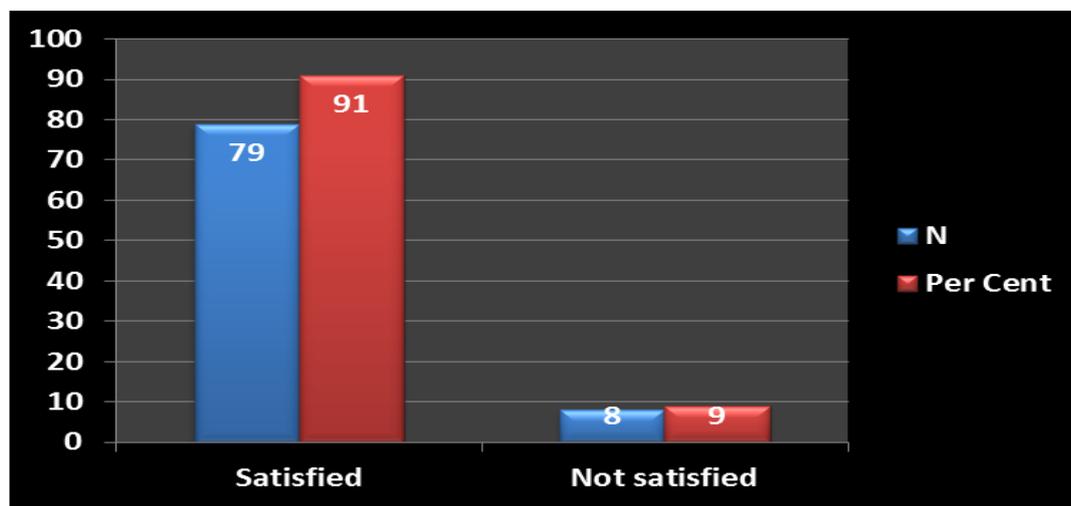
Fig 4.11: Are You Satisfied With Previous Treatment

4.2 Analysis OPD Data

4.2.1   From the responses received from the OPD patients it is inferred that 53% are taking services of this hospital due to convenience of location to their homes and 45 per cent due to its reputation.

4.2.2   71% of the patients are very satisfied with the behaviour of reception staff, however, 22% are not satisfied with the same. Certain remedial measures need to be taken to improve upon the same.

4.2.3   It has been seen that 33% patients had to wait more than 15 minutes at the reception for the Registration. There is a need to make the registration process more efficient

4.2.4   Consultation time given to the patient is a very important aspect. 26% were given less than 5 minutes in consultation room, 60% were given 5-10 minutes and 14% spent more than 15 minutes in the consultation rooms. Generally, a deliberate consultation requires atleast 10 minutes with the patient by the doctor. Hence, there is a need to advise those doctors spending less time(especially less than 5 minutes) to be more deliberate

4.2.5   23% rated the behaviour of staff as average or poor, which is an aspect requiring attention.

4.2.6   87% patients were quite satisfied with the cleanliness.

4.2.7   Privacy during consultation is a basic Right of any patient. 16 % patients were not satisfied with the privacy aspects during consultation. The hospital should work towards improving this aspect.

4.2.8   87% patients were found to be regular visitors to the hospital. This gives an indication that they are overall satisfied with the services of the hospital and the hospital is able to retain its clientele.
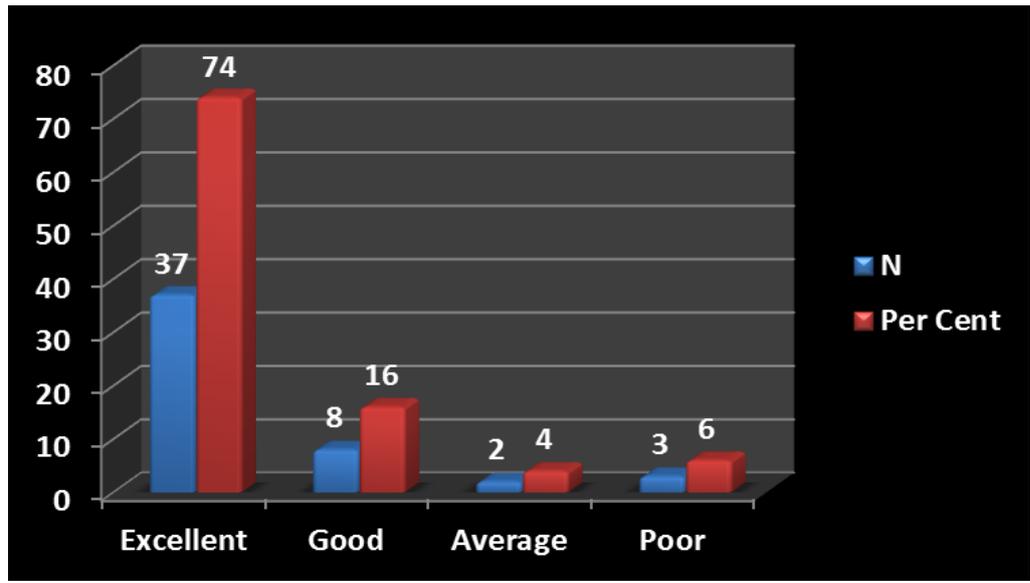
4.3 <u>Indoor Patient Department</u> *(**In all the bar charts, blue column depicts N i.e. the No. of patients responded and red column depicts the percentage of the same)***

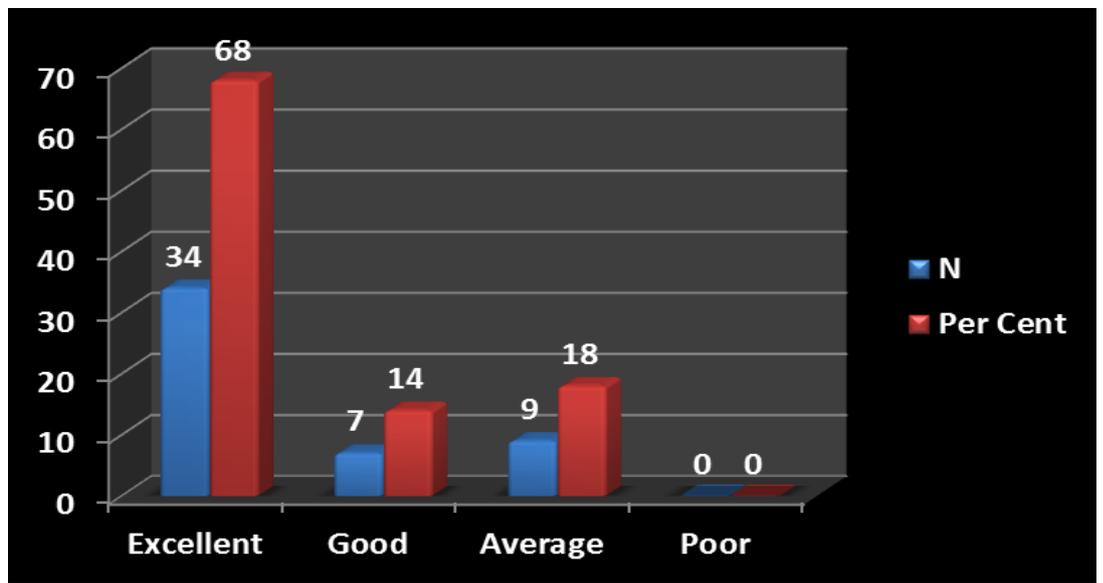4.3.1   How will you rate the abilities of staff members to take care of patients at the reception?
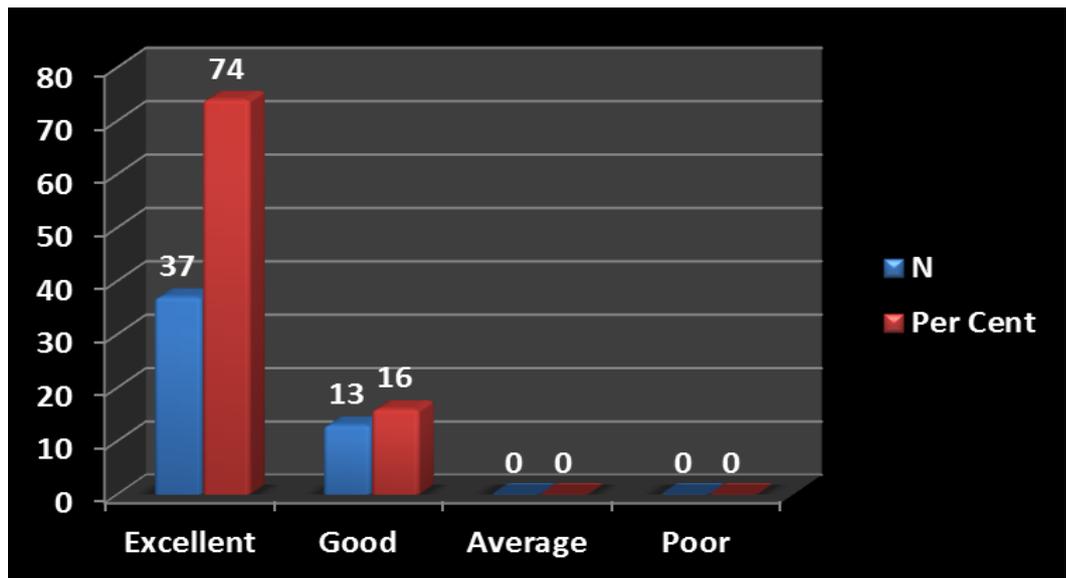
Fig 4.12: Abilities of Staff Members

4.3.2   How was the behaviour of reception staff?

Fig 4.13: Behaviour of Reception Staff

4.3.3   How will you rate the information provided by doctors and its clarity?

Fig 4.14: The Information Provided By Doctors

4.3.4   How much time was taken for the registration process?
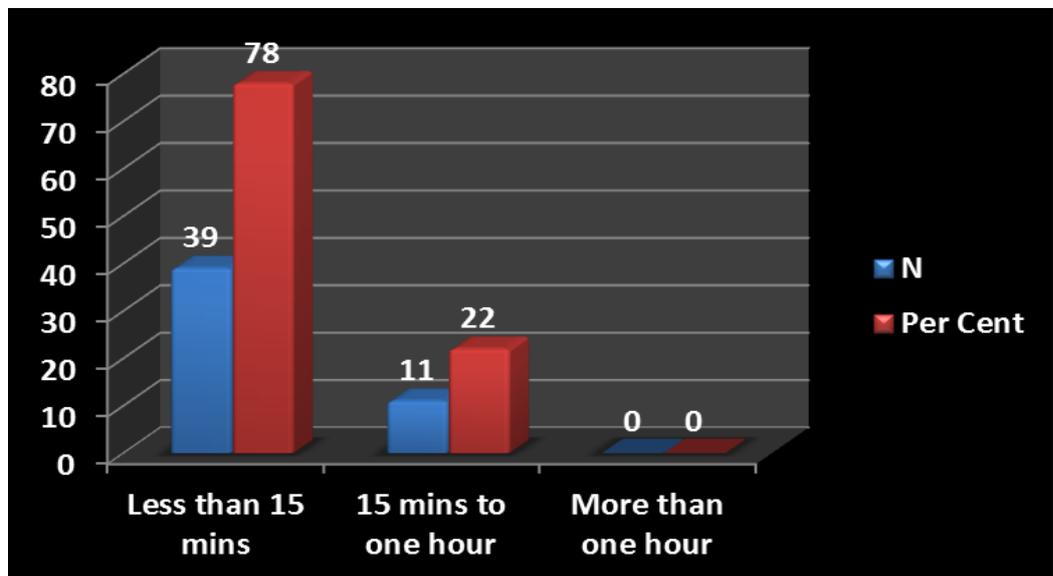
Fig 4.15: Time Taken For Registration

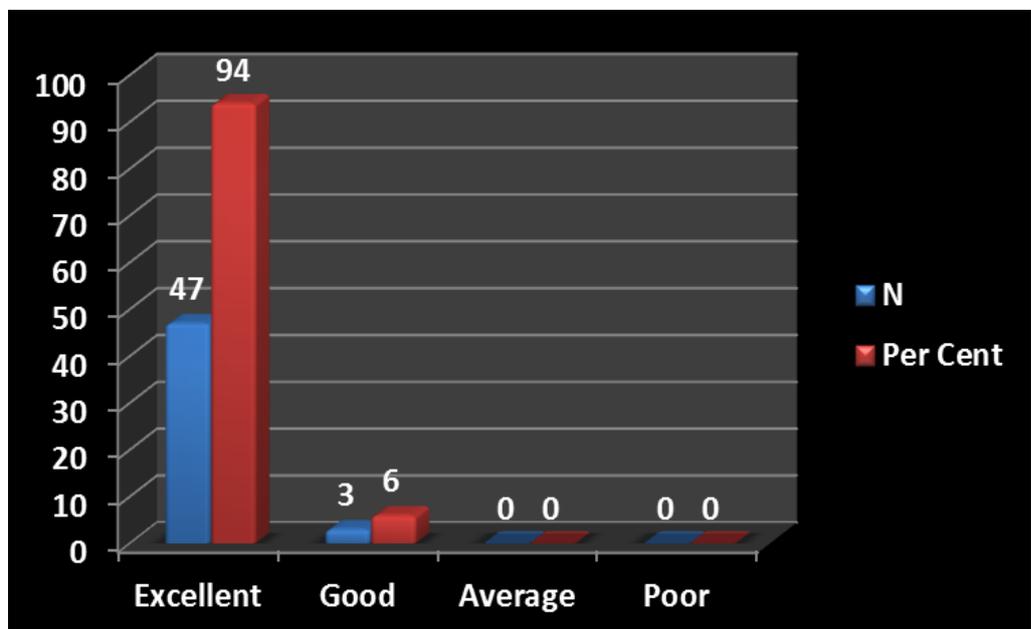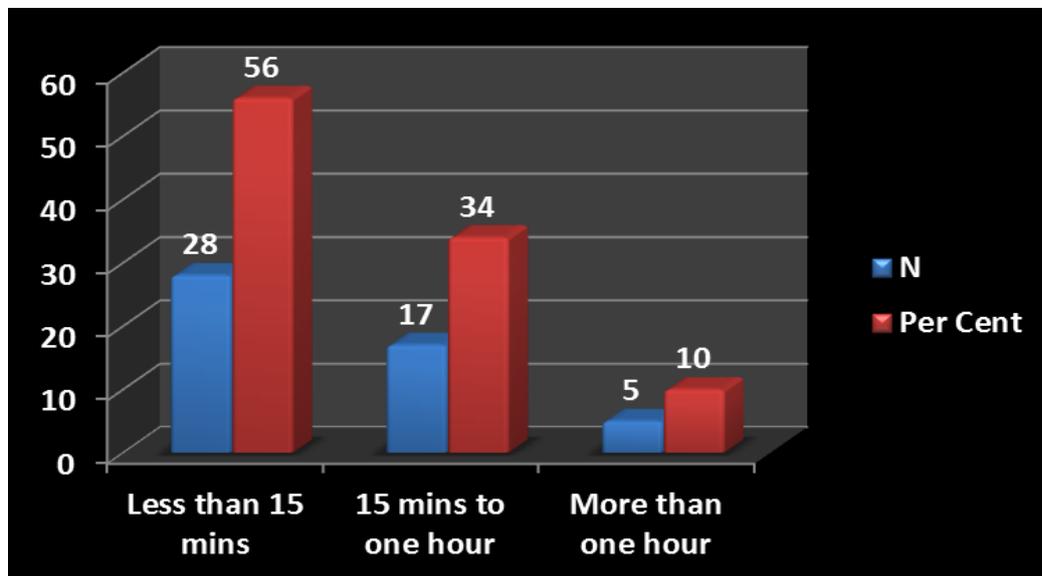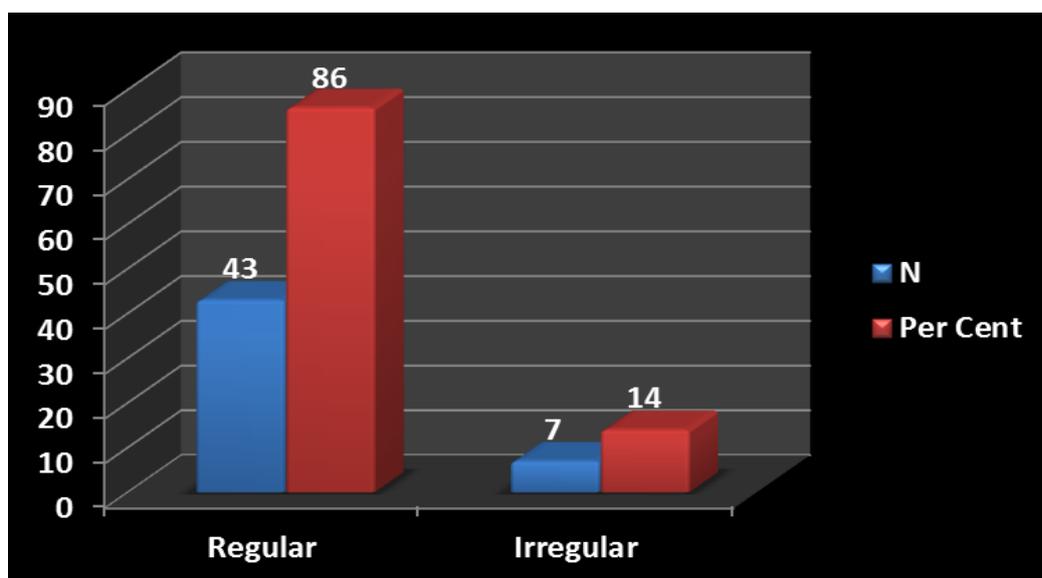4.3.5   How did the Doctor's respond to your queries?

Fig 4.16: **Doctor's Response to Queries**

4.3.6   After how much time did the consultant came to visit you post

admission?

Fig 4.17: Time Taken by Consultant for First Visit

4.3.7   Were the doctors regular in their visits to the patients in the ward?

Fig 4.18: Were Doctors Regular in Visiting Patients

4.3.8   How will you rate the nursing care and their skills?
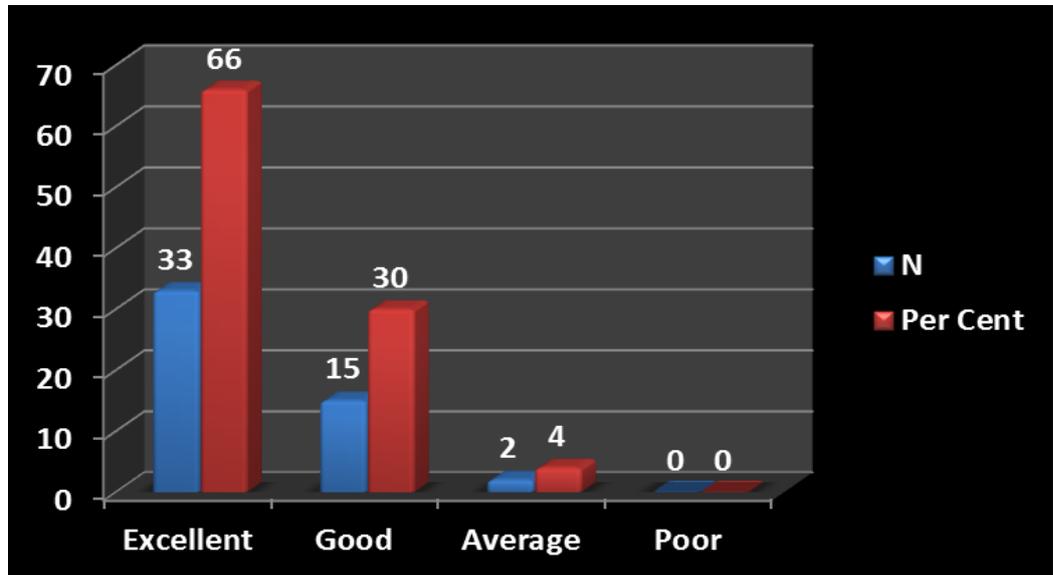
Fig 4.19: Nursing Care

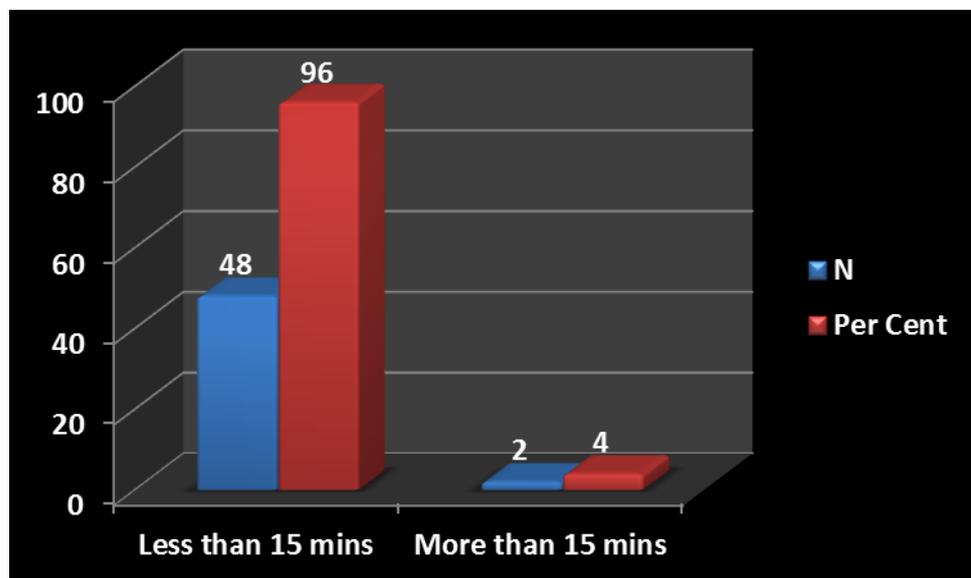4.3.9   How much time did the nurses take to respond to your calls?

Fig 4.20: Response Time of Nurses

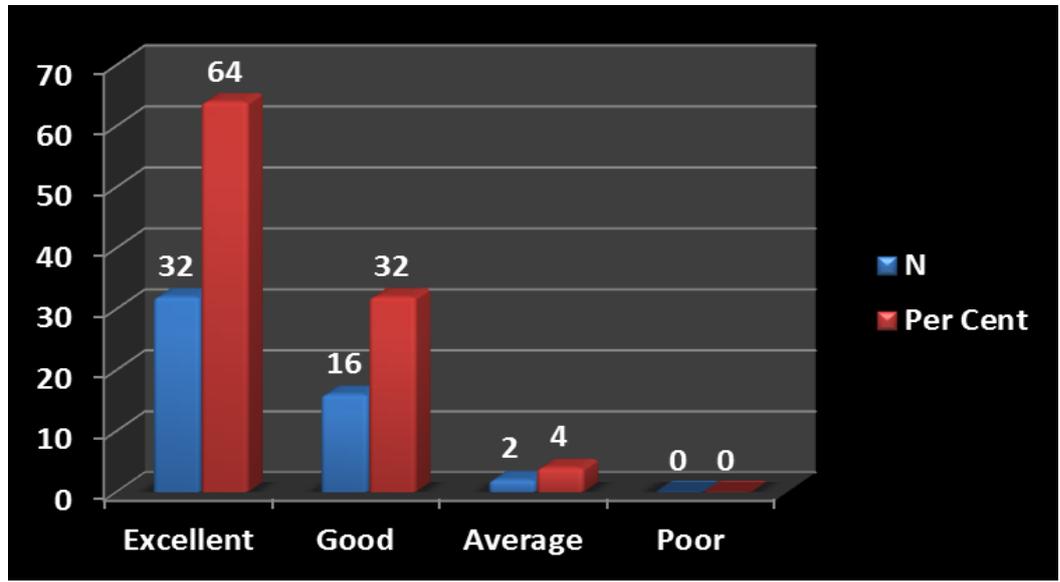4.3.10 How will you rate the nurse behaviour?

Fig 4.21: Nurses Behaviour

4.3.11 How will you rate the cleanliness of the rooms?
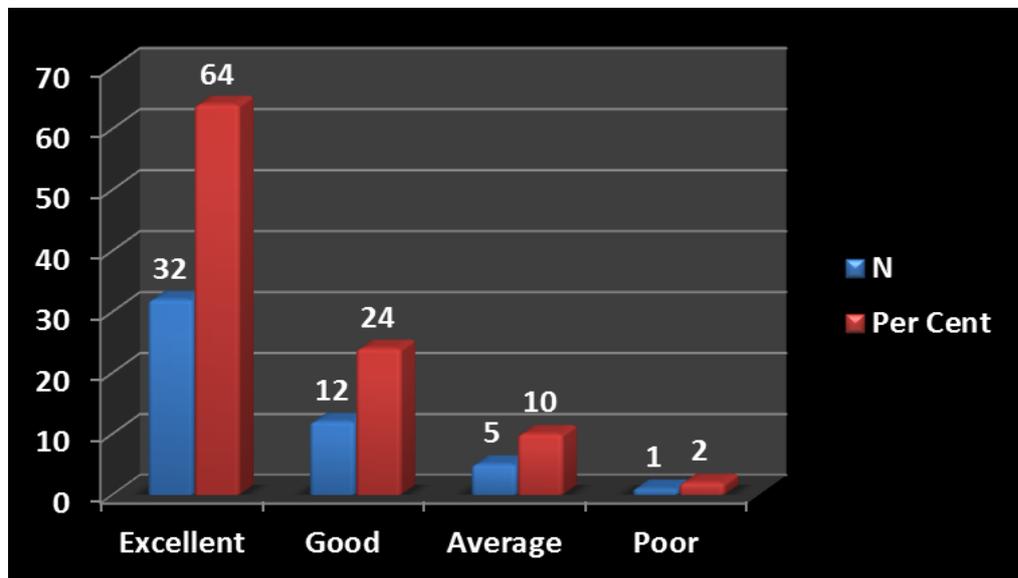

Fig 4.22: Cleanliness of Rooms

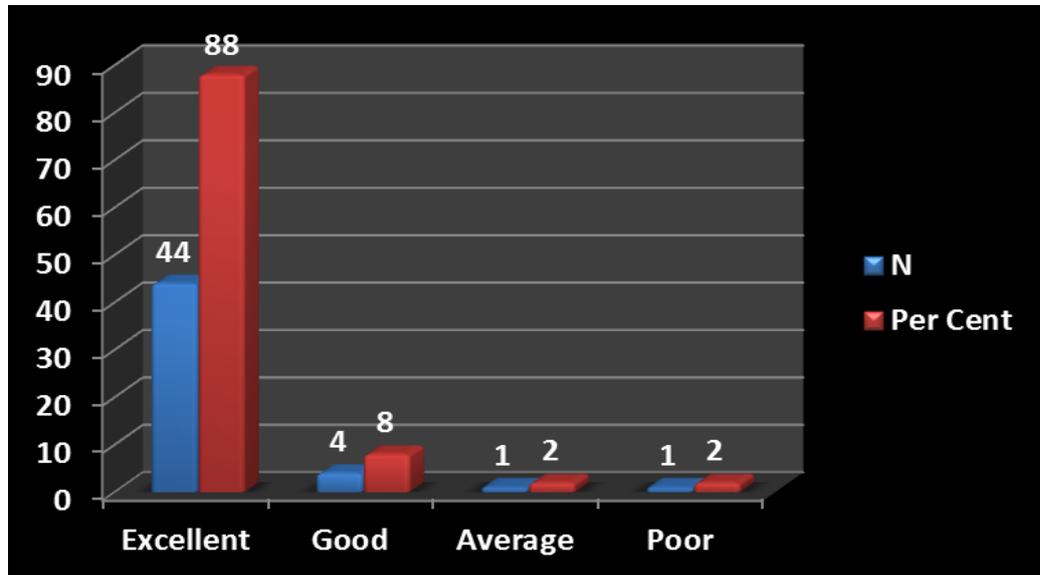4.3.12 How will you rate the behaviour of Housekeeping Staff?

Fig 4.23: Behaviour of Housekeeping Staff
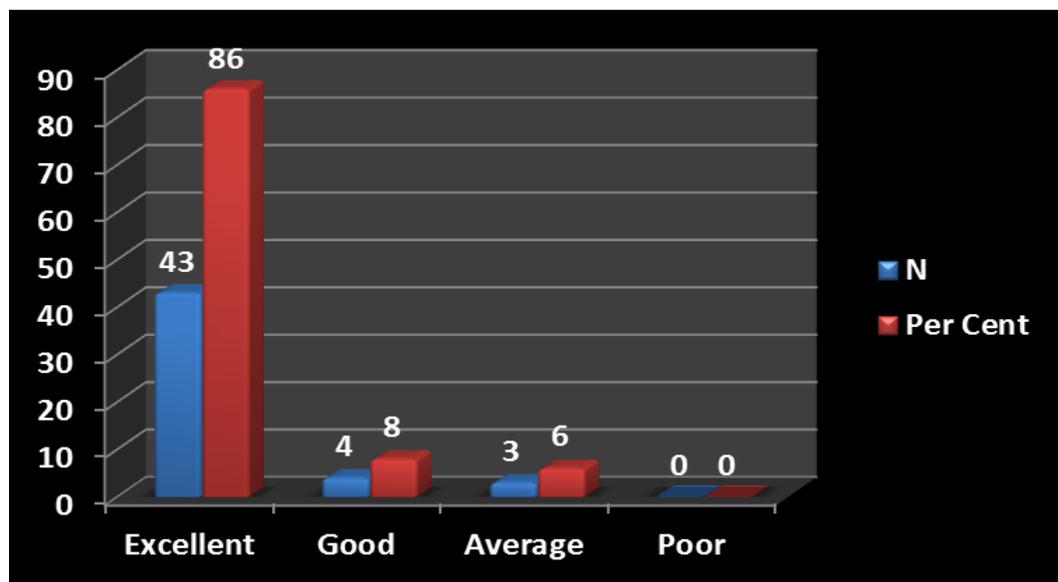
4.3.13 How will you rate the cleanliness of the toilets?

Fig 4.24: Cleanliness of Toilets
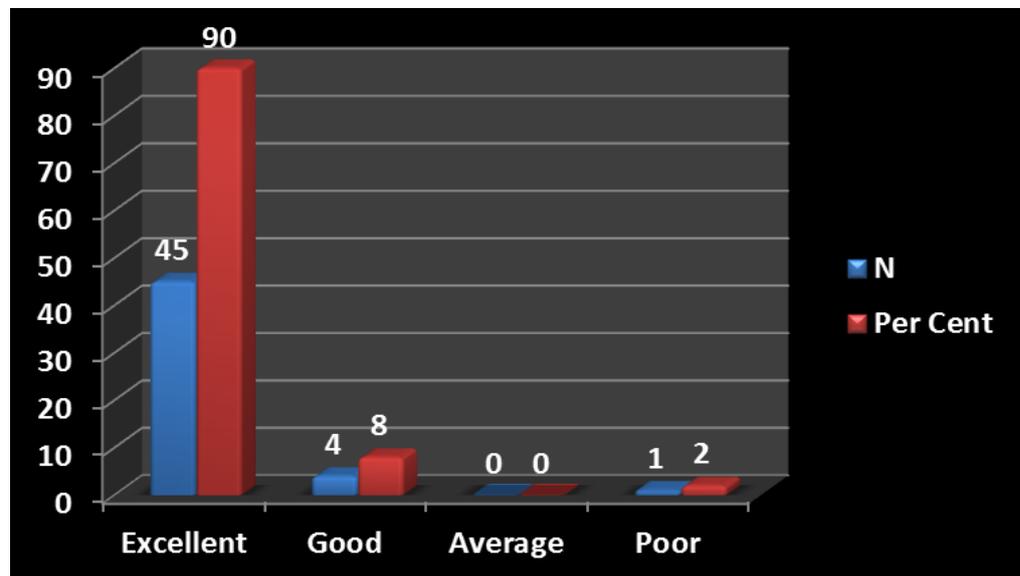
4.3.14 How was the quality and cleanliness of linen?

Fig 4.25: Quality and Cleanliness of Linen

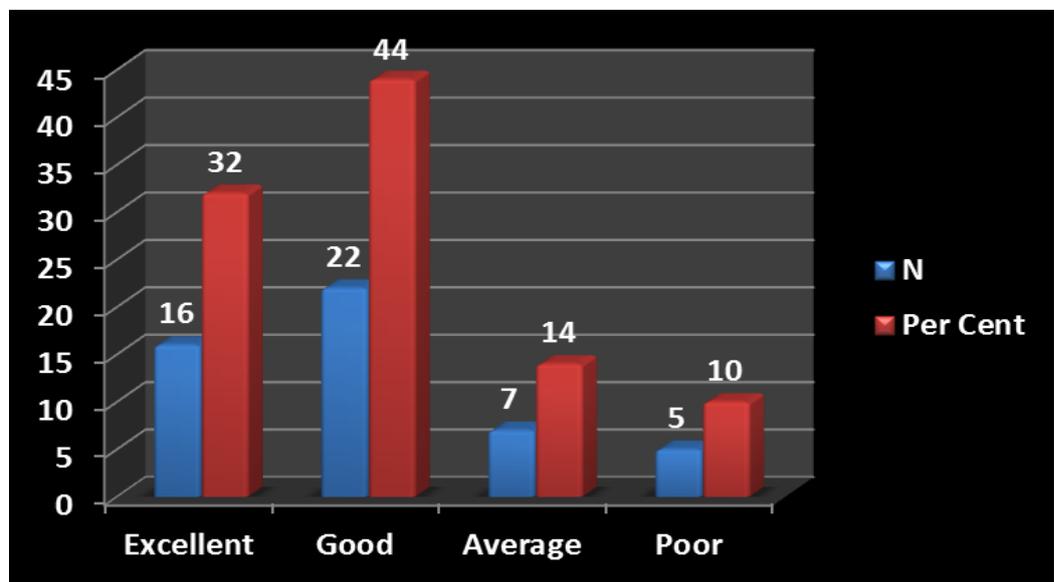4.3.15 How will you rate the quality of food?
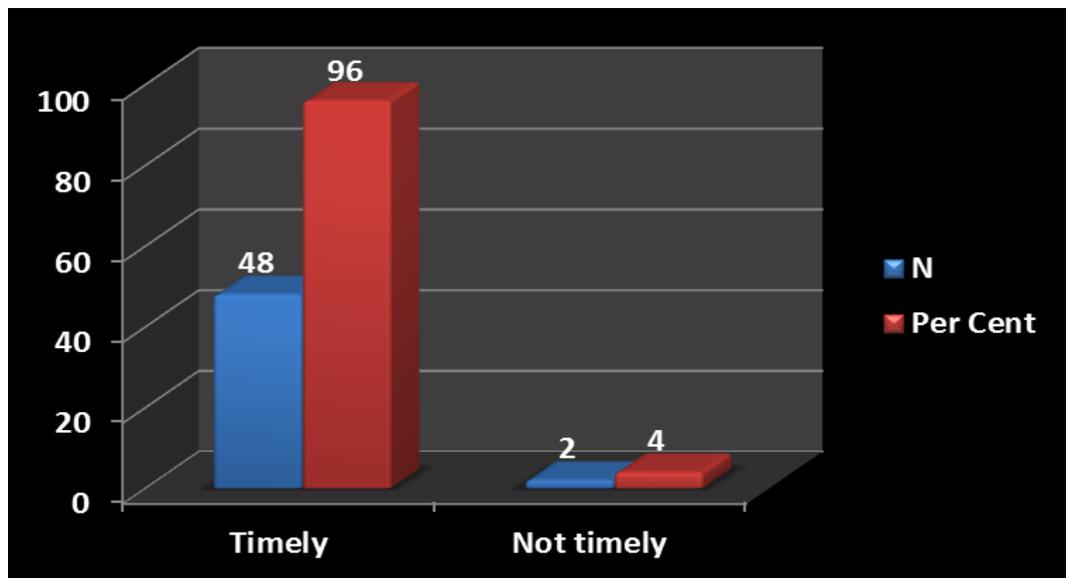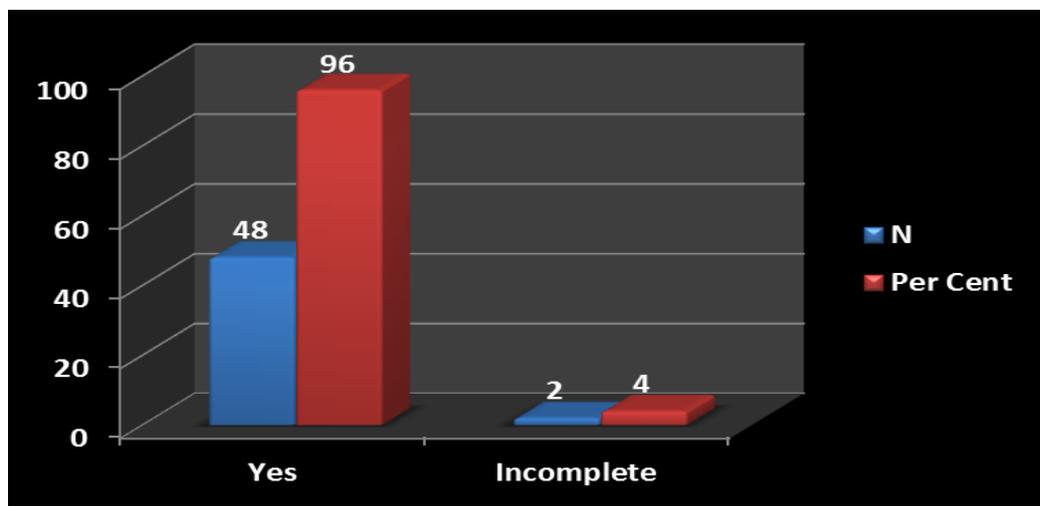

Fig 4.26: Quality of Food

4.3.16 Were the meals provided on time?

Fig 4.27: Adherence to Meal Timings

4.3.17 Have you got all documents before discharge?

Fig 4.28: Receipt of Complete Medical Documents

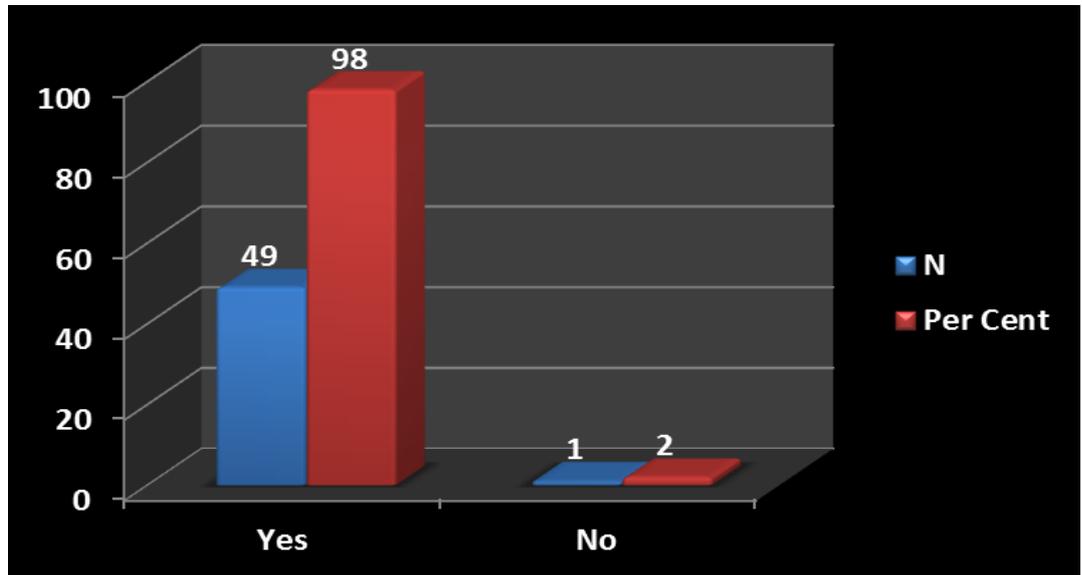4.3.18 Were the bills accurate and as per the estimate given to you?

Fig 4.29: Accuracy of Bills

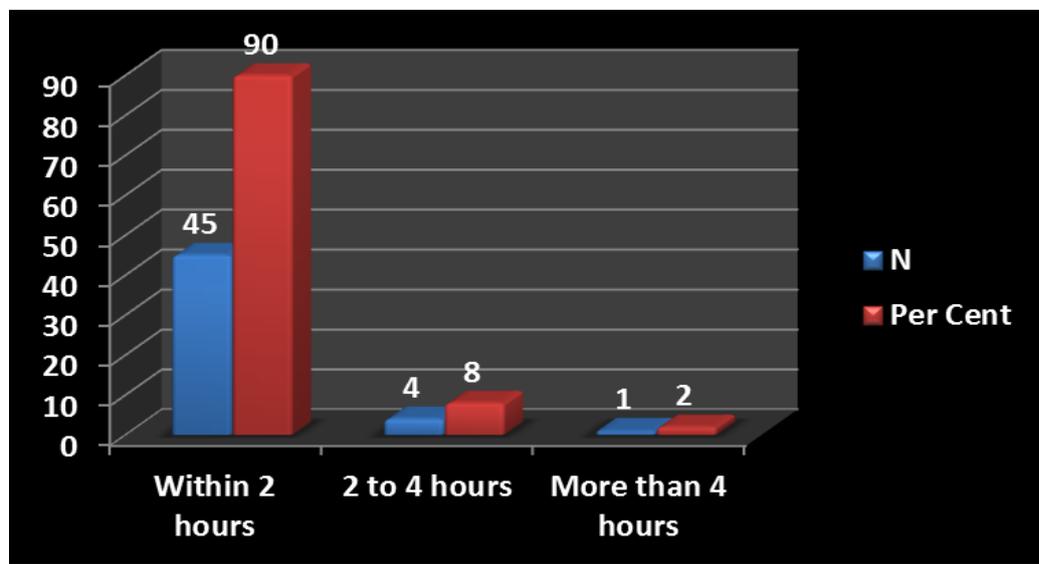4.3.19 How much time was taken for discharge process?

Fig 4.30: Time Taken for Discharge Process

4.4 <u>**Analysis IPD Data**</u>

4.4.1   Responses from 50 IPD patients were obtained, it was seen that 74% patients were extremely satisfied with the ability of front desk staff.

4.4.2   10% patients are not satisfied with the reception staff. There is a need to organize a formal training for them to deal with the customers.

4.4.3   18% patients were not very satisfied with information and its clarity provided by the doctors. A majority of patients (34) found it excellent while (7) found it good. The probable reason behind not getting clear information is the literacy rate of the patients and their comprehension power, being from a poor background. 22% patients indicated that time taken for registration process was 15 minutes to one hour. There is a definite need to bring down the registration time.

4.4.4   90% patients said that the doctors visited them immediately or within one hour of admission. While 10% patients said that it took more than one hour. At most of the times doctors were sincere towards their patients/visits but sometimes their visits were late/irregular due to their occupancy in OTs or other emergencies.

4.4.5   86% patients are satisfied regarding the regularity of visits by the doctors while 14% patients said the visits were irregular. The probable reason for irregular visit is the busy schedule of doctors. This is an issue for the hospital which can be improved upon with little effort from the doctors.

4.4.6 The responses from 50 respondents about nursing care were quite satisfactory. A majority of patients (66%) rated it excellent while (30%) rated it good while only 4% rated it as average. So this is not a major issue, however, the hospital should strive hard to maintain this satisfaction level being a very important aspect for IPD patients.

4.4.7 The responses regarding nursing behaviour show that there is no dissatisfaction regarding behaviour of nurses. 64% patients rated it excellent, while 32% rated nurse behaviour as good and only 4% patients rated it as average.

4.4.8 Barring 2% patients, all the patients were satisfied with the housekeeping. All the patients were satisfied with the cleanliness of the toilets.

4.4.9 Regarding dietary aspects, 24% (n=12) patients were not satisfied with quality of food. The probable reasons regarding dissatisfaction for food quality is due to poor quality of milk and pulses. This issue can be rectified by the hospital authorities.

4.4.10 The responses for 50 patients about discharge shows that a majority of patients interviewed got all their documents before discharge. Only 4% patients didn't get their complete documents. Probable reason could be that the histopathology reports etc are given 3—5 days after sample collection.

4.4.11 Regarding discharge process, 90% patients were discharged within 2 hours, 10% patients were unsatisfied as they had to wait for more than 2 hours to get discharge. Thus it needs to be addressed. The evidence suggests that, the

time taken in discharge is more in credit patients because of pharmacy bill settlements and overload of work on billing department.

5.0   **Recommendations.** On the basis of responses from the patients/relatives through questionnaires, exit interviews and general interactions, the following aspects need attention from the Hospital administration/doctors:-

5.1   The FDAs should have adequate, well trained and courteous staff round the clock for quick admission procedure and providing clear information. A formal training should be conducted for the staff especially on soft skills.

5.2   Almost 26 per cent of the doctors are not giving adequate time to the patients during consultancy. To ensure a better patient satisfaction and correct diagnosis, doctors should not show any urgency in disposing off a patient. Patient should be heard properly and all his queries need to be addressed.

5.3   Patient privacy is a very important issue. Many patients are not satisfied with the same. It was observed that when one patient is being diagnosed the next patient keeps on peeping through the door. Also there was shortage of curtains in the female ward for partitioning.

5.4   The doctor's should be requested to ensure regular and time framed visits, so that the attendants can meet the doctor and get their queries responded.

5.5   The nursing staff though performing satisfactorily should not be over burdened with paper work. So that they can add to even higher level of satisfaction by utilizing their time more for patient care.

5.6   The quality of food was reported as unsatisfactory by 24 per cent of the patients. There is a need to look into this aspect.

5.7   The discharge summary of cases which are known for discharge the next morning should be kept ready.

5.8   The bills of different departments like pharmacy, diagnosis, F&B etc should be ready before the discharge, to overcome the last moment delays in making final bills.

6.0 Conclusion

The purpose of this research was to conduct survey of patient satisfaction at super specialty hospital. The same was conducted by carrying out study of the aspects which finally lead to patient satisfaction, which is the ultimate aim of a good hospital. The index of satisfaction gives healthcare managers the ability to evaluate patient satisfaction and improve service quality and user satisfaction.

In health industry, the customer is in a physical and mental distress and therefore his care and high quality medical attention becomes priority for the hospital management. High quality medical treatment at a reasonable cost has given rise to the new phenomenon of medical tourism. Patients of developed countries visit the reputed hospitals of our country for treatment with tourism as a value added service. Therefore, timely quality assurance audits and measurement of patient's satisfaction now play an increasingly important role in the growing push toward accountability among healthcare providers.

Developing a high level of quality patient care is a big challenge. It is something that can be achieved. Human satisfaction is complex, every human being has specific demands from the clinic. It is the duty of healthcare provider to serve the patient with due care and attention.

In this study, nursing staff is found to be providing highest satisfaction among inpatients. Satisfaction level is very high regarding the reception staff. The patients are reasonably satisfied with the case handling by doctors. There is no dissatisfaction regarding the behaviour and hygiene of food serving staff. The laundry services and the staff are rated high. The areas of concern are the registration time, privacy of patients, staff behaviour, time taken for visit by consultants to wards and the quality of food.

QUESTIONAIRRE - OPD

PATIENT SATISFACTION AT CYGNUS MAGNUS BRAHM SHAKTI SANJIVANI HOSPITAL, BHADURGARH

NAME: **TODAY'S DATE**

ADDRESS:

TELEPHONE: **AGE:**

SEX: FEMALE/MALE

1. Why did you choose Brahm Shakti Sanjivani hospital for your treatment?

      (a)   Closeness to home.

      (b)   Reputation of the hospital.

      (c)   Advertisement.

      (d)   Any other reason_____

2.   How was your first impression of the hospital as you entered the hospital?

Excellent		Good		Satisfactory/Average		Poor	

3. How was the behaviour of reception staff ?

Excellent		Good		Satisfactory/Average		Poor	

4. How much time was taken for registration process/reception?

Less than 15 mins	
15 mins to one hour	
More than one hour	

5. How much time was taken by consultant/Doctor for consultation?

Less than 5 mins	
05 mins to 15 mins	
More than 15 mins	

6. How was the behaviour of the Staff (other than reception)?

Excellent		Good		Satisfactory/Average		Poor	

7.   How was the cleanliness of the toilets/washrooms?

Excellent		Good		Satisfactory/Average		Poor	

8.   Was there adequate privacy provided during consultation with doctor?

Excellent		Good		Satisfactory/Average		Poor	

9.   How will you rate the Pharmacy services?

Excellent		Good		Satisfactory/Average		Poor	

10.   Are you regular visitor of this hospital?

Yes	
No	

11.   If Yes(for above question), are you satisfied with previous treatment given to you?

Yes	
No	

QUESTIONAIRRE:IPD

PATIENT SATISFACTION AT CYGNUS MAGNUS BRAHM SHAKTI SANJIVANI HOSPITAL, BHADURGARH

NAME: **TODAY'S DATE**

ADDRESS:

TELEPHONE: **AGE:**

SEX: FEMALE/MALE

1.   How will you rate the abilities of staff members to take care of patients at the reception?

Excellent		Good		Satisfactory/Average		Poor	

2. How was the behaviour of reception staff?

Excellent		Good		Satisfactory/Average		Poor	

3. How will you rate the information provided by doctors and its clarity?

Excellent		Good		Satisfactory/Average		Poor	

4. How much time was taken for the registration process?

Less than 15 mins	
15 mins to one hour	
More than one hour	

5. How did the Doctor's respond to your queries?

Excellent		Good		Satisfactory/Average		Poor	

6. After how much time did the consultant came to visit you post admission?

Less than 15 mins	
15 mins to one hour	
More than one hour	

7. Were the doctors regular in their visits to the patients in the ward?

Regular	
Irregular	

8. How will you rate the nursing care and their skills?

Excellent		Good		Satisfactory/Average		Poor	

9. How much time did the nurses take to respond to your calls?

Less than 15 mins	
More than 15 mins	

10. How will you rate the nurse behaviour?

Excellent		Good		Satisfactory/Average		Poor	

11. How will you rate the cleanliness of the rooms?

Excellent		Good		Satisfactory/Average		Poor	

12. How will you rate the behaviour of Housekeeping Staff?

Excellent		Good		Satisfactory/Average		Poor	

13. How will you rate the cleanliness of the toilets?

Excellent		Good		Satisfactory/Average		Poor	

14. How was the quality and cleanliness of linen?

Excellent		Good		Satisfactory/Average		Poor	

15. How will you rate the quality of food?

Excellent		Good		Satisfactory/Average		Poor	

16. Were the meals provided on time?

Timely	
Not timely	

17. Have you got all documents before discharge?

Yes	
Incomplete	
No	

18. Were the bills accurate and as per the estimate given to you?

Yes	
No	

19. Time taken for discharge process

Within 2 hours	
2 to 4 hours	
More than 4 hours	

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