Dissertation Training

At

ASG EYE Hospital, Jodhpur

(Feb to May , 2023)

A Report

A STUDY ON PATIENT SATISFACTION IN OUT PATIENT DEPARTMENT

By

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EnRoll No.: PG/21/065

Under The Guidance of

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PGDM (Hospital and Health Management)

2021-2023



International Institute of Health Management Research, New Delhi

(Completion of Dissertation from respective organization)

The certificate is awarded to

Name DR.NIKITA PRADHAN

in recognition of having successfully completed his/her Internship in the department of

Title OPERATIONS

and has successfully completed his/her Project on

Title of the Project

A STUDY ON PATIENT SATISFACTION LEVEL AT ASG EYE HOSPITAL, JODHPUR

Date 15-06-2023

Organisation ASG EYE HOSPITAL , JODHPUR

He/She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish him/her all the best for future endeavors.

Training & Development

Zonal Head-Human Resources

20

TO WHOMSOEVER IT MAY CONCERN

This is to certify that DR-MKITA PRADER vistudent of PGDM (Hospital & Health Management) from International Institute of Health Management Research, New Delhi has undergone internship training at ASG EVE HOSPITAL, TODEPUR from feb 2013 to April 2023

The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his/her future endeavors.

Dr. Sumesh Kumar Associate Dean, Academic and Student Affairs IIHMR, New Delhi

IIHMR, New Delhi

CERTIFICATE FROM DESSERTATION ADVISORY COMMITTEE

This is to certify that DR.NIKITA PRADHAN, a graduate student of the PGDM(Hospital & Health Management) has worked under the guidance and supervision. She is submitting this dissertation titled "A STUDY ON PATIENT SATISFACTION IN OUT PATIENT DEPARTMENT AT ASG EYE HOSPITAL JODHPUR" in partial fulfillment of the requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduces from any other dissertation, monograph, report or book.

Dr Alter Yousuf Mir

Assistant Professor

IIHMR Delhi

Dr Ajeet Jakhar

Centre Head

ASG EYE HOSPITAL

CERTIFICATE OF APPROVAL

The following dissertation titled "A STUDY ON PATIENT SATISFACTION IN OUT PATIENT DEPARTMENT AT ASG EYE HOSPITAL, JODHPUR" is hereby approved as a certificate study management carried out and presented in manner satisfactorily to warrant is acceptance as a prerequisite for the award of Post Graduate Diploma in Health and Hospital Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only the purpose it is submitted.

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FEEDBACK FORM

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Suggestions for Institute (course curriculum, industry interaction, placement of
Consistent efforts in improving intra a facilities as
Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)
long.
Date: 14/6/23 Place: Jodhpur
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"Wisdom is enlightenment that flows from a teacher to his pupil. A pupil but can feel as words are inadequate to express the gratitude towards his/her teacher."

Many have contributed to this project and it is not possible for me to mention their individually but I want them to know that their suggestions have been of great use in completing this project. I must thank to <u>Dr.Ajeet Jakhar sir(Centre head, Paota)</u>, <u>Ms Pooja Sodha ma'am(Operational zonal)</u>, who encouraged and motivated me during my internship. I must thank <u>Dr.Mayank Sharma sir (Medical Director)</u> of the ASG EYE Hospitals, Jodhpur for allowing me to conduct a project on patient satisfaction over there. I am thankful to <u>Dr.Altaf Yusuf Sir (IIHMR)</u> & <u>Mr.Sandeep Puri Sir (Snr.Operation Manager)</u>, & Mr.Devashish Pawar (operation manager) for providing me the necessary guidance.

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PROFILE OF THE HOSPITAL

ASG EYE HOSPITAL JODHPUR



ASG EYE HOSPITALS was established in 10th December 2005 with a mission of making available to every individual, the best of eye care solutions irrespective of their awareness, knowledge and financial levels and for this purpose to create a pool of trained and skilled eye care professionals whose skills and knowledge levels are at par with the best in the world.

ASG Eye Hospital is a renowned healthcare institution specializing in comprehensive eye care services. With a strong commitment to delivering exceptional quality and patient-centered care, ASG Eye Hospital has established itself as a trusted name in the field of ophthalmology. This introduction will provide an overview of ASG Eye Hospital, highlighting its mission, services, and the factors that contribute to its success in providing top-notch eye care.

ASG Eye Hospital was founded with a vision to provide world-class eye care services accessible to all individuals, irrespective of their socio-economic backgrounds. The hospital's primary goal is to ensure the preservation and restoration of vision, thereby enhancing the quality of life for

patients. It operates on the principles of compassion, integrity, and innovation, constantly striving to achieve excellence in all aspects of eye care.

The hospital boasts a team of highly skilled and experienced ophthalmologists, surgeons, and support staff who are dedicated to providing personalized care to each patient. They stay updated with the latest advancements in eye care technology and treatment modalities, enabling them to deliver the highest standard of care. ASG Eye Hospital's team of experts covers a wide range of ophthalmic subspecialties, including cataract surgery, refractive surgery, cornea and external diseases, glaucoma, retina, and pediatric ophthalmology, among others.

ASG Eye Hospital takes pride in its state-of-the-art infrastructure and advanced diagnostic and surgical equipment. These resources enable accurate diagnosis, effective treatment, and superior surgical outcomes. The hospital strictly adheres to stringent quality control measures and follows evidence-based practices to ensure patient safety and optimal results. Additionally, ASG Eye Hospital maintains a patient-friendly environment, designed to provide comfort and convenience during the entire treatment process.

The hospital's commitment to patient satisfaction is paramount. ASG Eye Hospital places great emphasis on fostering strong doctor-patient relationships, encouraging open communication, and addressing patients' concerns and expectations. It is driven by a patient-centric approach, recognizing that each individual has unique needs and deserves personalized care. By valuing patient feedback and continuously improving its services, ASG Eye Hospital strives to exceed patient expectations and deliver an unparalleled eye care experience.

Moreover, ASG Eye Hospital is actively involved in community outreach programs, aiming to create awareness about eye health, prevent blindness, and provide eye care services to underserved populations. Through these initiatives, the hospital extends its impact beyond its premises and contributes to the overall well-being of society.

ASG Eye Hospital stands as a leading institution in the field of eye care, providing comprehensive services, utilizing cutting-edge technology, and upholding the highest standards of care. Its patient-centric approach, commitment to excellence, and community engagement set it apart as a trusted healthcare provider. ASG Eye Hospital's unwavering dedication to preserving and enhancing vision makes it an invaluable asset in the pursuit of better eye health and improved quality of life for countless individuals.

ASG Eye Hospital has successfully treated over fifty lakh patients till date and are pioneers of the latest technology of Phacoemulsification and implantation of multifocal IOLs. Specialized treatments at the institute include Advanced Vitreo-Retinal Surgery for treatment of complicated retinal and Vitreous disorders, Glaucoma Surgery, Advance Corneal Microsurgery, Squint, Oculoplastic Surgery that includes treatment for different types of eye tumors and cosmetic eye surgery. It has state of the art facility for spectacle removal by one of the fastest available LASIK Laser machines in the world. ASG provides comprehensive diagnostic, medical, and surgical eye care services through the latest technology.

ASG has been started by experts trained from AIIMS (New Delhi).

ASG Eye Hospital has established itself as a prominent player in the field of ophthalmology, and its branches are strategically located to serve patients in different regions and there is a wide range of Super Specialty Hospitals in:

Jodhpur, Bikaner, Nagaur, Udaipur, Patna, Raipur, Muzaffarpur, Bhopa, Hajipur, Dhanbad, Jamshedpur, Bhubaneswar, Varanasi, Guwahati, Kolkata, Srinagar, Kampala, Kanpur, Jaipur, Bhubaneswar, Surat, Ludhiana, Pune, Indore, Kathmandu, Ujjain, Siliguri, Nashik, Amritsar, Darbhanga, Panjim (Goa), Gwalior, Aurangabad, Sehore, Patna, Pimpri, Mysore, Dombivli.

ASG has taken operational control of Vasan Eye Care following the transfer of ownership. With the acquisition, ASG Eye Hospitals plans to expand its business into new and underserved markets in India. The addition of Vasan Eye Care to its network will increase the total number of hospitals to over 150 in 21 states across the country, strengthening ASG's position in the healthcare industry and enhancing its market presence across India.

Awards and Achievements

ASG Eye Hospital is widely recognized as a leader in providing high-quality eye care, from routine eye care procedures to the most complex cases.

ASG has been awarded the "Young Entrepreneur Award" for the year 2013 by the Times of India. It has also been bestowed upon with the "All India Achievers Award" in 2009-10. Recently, "Rajiv Gandhi Gold Medal Award" has also been received for Medicine & Management.



Services offered:

- Cataract
- Diabetic Retinopathy
- Cornea
- Glaucoma
- Neuro Ophthalmology
- Oculoplasty
- Pediatric Ophthalmology & Squint
- Refractive Surgeries
- Retina

Corporates Associates

ASG Eye Hospitals is Empanelled with almost all of the reputed Health Insurance providers. Cashless facility is subject to the terms & conditions in the policy.

EMPANELLED WITH

Government TPAs









राज्य कर्मचारियों व पेंशनर के लिए RGHS से अधिकृत Rajasthan Government Health Scheme (RGHS)

EMPANELLED WITH

Insurance Companies



















EMPANELLED WITH

Major TPAs Companies















LOCATION

ASG Eye Hospital, Jodhpur (Paota) Plot no. 7&8, Mandore Rd, Manji ka Hatha, Paota, Jodhpur, Rajasthan 342003

Email: jodhpur@asgeyehospital.com info@asgeyehospital.com

Contact Details: +91-291-2550004

+91-8875020419

FLOORS	DEPARTMENTS		
D.A. GELLEEN	Opd Chamber		
BASEMENT	Couselling chamber		
	Work-up area		
	Waiting area		
	Reception		
GROUND FLOOR	Admission & discharge		
GROUND FLOOR	• Pharmacy		
	• Cashless / TPA		
	Opticals		
	Camera system		
	Minor procedures room		
1 st Floor	• OCT		
1 ~ F100F	• USG		
	NFFP		
	ANGIOGRAPHY		
	Opd Chamber		
	Couselling chamber		
2 nd FLOOR	Work-up area Wiking area OT		
2 ILOOK	Waiting area OT Was Least Chamber		
	Yag Laser ChamberWashroom		
	In patient roomsOT		
3 RD FLOOR	Doctor's changing room		
	Store room		
	Eye OPD Chamber		
	• Lunch room		
	Dental unit		
4 TH FLOOR	Dental reception area		
	Dental procedure room (2)		
	Common waiting area for both eye & dental		
	Washroom		
TERRACE			

OPERATIONS DEPARTMENT

The operation department is responsible for the overall planning and delivery of patient care in the hospital.

PURPOSE

To provide patients with a safe and secure environment while utilizing the best available resources.

SCOPE OF SERVICES

• Coordination with patients ,doctors, nurses, house keeping staffs , F&B staff. Smooth functioning of all departments.

Operational Definitions:

- 1. **Study**: the devotion of time and attention to gaining knowledge of an academic subject.
- 2. Assess: evaluate or estimate the nature, ability, or quality of.
- 3. **Patient**: a person who lives in hospital while under treatment.
- 4. **Satisfaction**: a happy or pleased feeling because of something that happened to us.
- 5. Patient satisfaction: patient's opinion of care received
- 6. Hospital: a place where people who are ill are looked after by nurses and doctors

Staff under operation manager 26

DEPARTMENT	No. OF STAFF
Reception	3
Тра	1
Pharmacy	2
OPD	6
Nursing	4
Counsellor	2
Optom	4
Housekeeping	2
ОТ	2

EXECUTIVE SUMMARY

Over time, hospitals have transformed from secluded sanatoriums to establishments offering luxurious amenities. In the present day, patients and their families expect more than just excellent medical treatment; they also desire a variety of supplementary services that enhance their comfort throughout their hospital experience. This shift in mindset and expectations can be attributed to the significant influence of media, increased exposure, commercialization, and advancements in healthcare facilities. The objective of this study was to assess the satisfaction level of patients and their relatives at a teaching hospital providing specialized tertiary care, and to gather feedback for potential improvements.

To achieve this, 250 structured questionnaires were distributed among patients and their relatives. The study involved a comprehensive review of relevant national and international literature, a survey conducted with 250 participants at a specific surgical unit using a structured questionnaire, and the utilization of appropriate statistical methods to analyze the collected data.

REVIEW LITRATURE

Patient satisfaction refers to the satisfaction or fulfillment of an individual's expectations in relation to a service or product. When a patient visits a hospital, they arrive with preconceived notions about various aspects of the facility based on its reputation and associated costs. While their primary expectation is to receive effective treatment and return to their daily lives, there are additional factors that impact their overall satisfaction. It is worth noting that sometimes patients may rate a hospital poorly based on information they have gathered from different sources, but upon experiencing it firsthand, they may find it surpasses their initial expectations, resulting in satisfaction. Conversely, if a hospital fails to meet the high expectations of a patient, their satisfaction may be diminished.

Over time, hospitals have transformed from isolated sanatoriums to luxurious five-star facilities. Patients and their relatives who visit hospitals now have expectations not only for top-notch medical treatment but also for additional amenities to ensure their comfort during their stay. This shift in expectations can be attributed to the significant growth and influence of media, as well as improvements in healthcare facilities.

Gaining insight into the different expectations and the factors that impact them, as well as evaluating the tangible and perceived quality of healthcare, is crucial for designing and executing initiatives that effectively meet the needs and desires of patients. Patient satisfaction is a complex concept influenced by multiple factors such as lifestyle, past experiences, future expectations, and societal values in terms of ethics and economics. In 1954, Maslow introduced the hierarchy of needs, which outlines the different levels of needs that contribute to individual satisfaction and motivation.

Patient satisfaction holds significant importance in the realm of healthcare. Even with highly esteemed medical professionals and advanced infrastructure, there exist numerous factors that can influence patient satisfaction, some of which may be unfamiliar to us. In today's era, as expectations from healthcare institutions continue to rise while satisfaction levels decline, resulting in a surge in legal disputes and instances of aggression towards medical professionals, it becomes crucial to understand the variables that impact patient satisfaction. Consequently, the decision to undertake the current study was made.

Patient satisfaction is a subjective concept that can vary in interpretation among different patients and even for the same patient at different times. It is often considered an indicator of the quality of healthcare provided by healthcare providers.

According to a previous study, findings indicate that when patients report a high level of satisfaction, it signifies that the hospital has successfully fulfilled their expectations and provided quality healthcare. The favorable perception of staff behavior indicates that healthcare professionals in the outpatient department (OPD) maintain a professional and empathetic attitude, which significantly contributes to patient satisfaction.

Also some of the study shows and identifies waiting time as an area that requires improvement. Long waiting times can lead to patient dissatisfaction and may impact the overall patient experience.

INTRODUCTION

Patient satisfaction is determined by the degree to which a patient's perception of the care they receive corresponds with their envisioned standard of care. It has emerged as a crucial priority for healthcare facilities worldwide. As a multidimensional concept, patient satisfaction serves as a significant indicator of the quality of healthcare delivery. Consequently, it is widely recognized as an essential factor that requires continual study to ensure the effective functioning of healthcare systems.

Patient satisfaction can be described as the satisfaction or fulfillment of an individual's expectations regarding a service or product. When patients visit a hospital, they often have preconceived notions about various aspects of the facility based on its reputation and associated costs. While their primary expectation is to receive effective treatment and return to their daily lives, there are other factors that influence their overall satisfaction.

Conducting patient satisfaction surveys is crucial for gaining a comprehensive understanding of patients' needs and their perceptions of the healthcare services they receive. These surveys serve as valuable tools in evaluating the quality of healthcare delivery within a hospital setting.

TITLE:

A STUDY ON PATIENT SATISFACTION IN OUT PATIENT DEPARTMENT AT ASG EYE HOSPITAL, JODHPUR

AIM:

The aim of this study was to evaluate the level of patient's satisfaction at eye hospital and feedback from them for improvement of the same.

OBJECTIVE:

- To assess the patient satisfaction level.
- To identify the factors affecting patient satisfaction.

PROBLEM STATEMENT:

- Patient satisfaction is a serious problem in a day care hospital. Differentiation in patient
 and patient satisfaction are employees as standard publicly reported metrics of the
 quality of patient care services in a Eye hospital.
- Failure to satisfy patient will results in directly affect patient flow and will gain competitor profit.

HYPOTHESIS: Null Hypothesis

• There is no statistically significant impact at level of quality of patient care on patient satisfaction.

NEED OF THE STUDY:

- Patient satisfaction can be an emerging force for morale within healthcare ,further research work in patient satisfaction should focus on area such as:
 - ✓ -Patient care services
 - ✓ -Doctor treatment
 - ✓ -Diagnostic services
 - ✓ -Overall surroundings facility , hygiene, aesthetic etc.

METHODOLOGY

This chapter deals with the methodology of **A STUDY ON PATIENT SATISFACTION IN OUT PATIENT DEPARTMENT AT ASG EYE HOSPITAL, JODHPUR.** It includes the description of methods of data collection, project approach, and project design, setting of the study, sample and sampling technique, development of data collection tools, procedure for data collection and plan for data analysis.

Taken four factors of 5Q model that are mostly considered by every patient when they choose the health care organization and that are Service quality, Processes, Infrastructure and Interaction.

STUDY DESIGN

-Descriptive study:

• Descriptive studies aim to objectively describe and measure various aspects of patient satisfaction, such as waiting times, communication with healthcare providers, quality of care, and overall patient experience. These studies provide a detailed and comprehensive understanding of the current state of patient satisfaction in outpatient departments.

• Cross - sectional study:

aims surveys or questionnaires to a sample of patients within a specific timeframe. The survey collects information about patients' perceptions, experiences, and satisfaction levels regarding the healthcare services they received. The survey may encompass components pertaining to different facets of patient satisfaction, including the quality of care, communication with healthcare providers, waiting times, facilities, and the overall experience.

The survey data collected in a cross-sectional study can provide valuable insights into the factors influencing patient satisfaction at a particular point in time. Then analyze the data to examine associations between patient satisfaction and other variables of interest

- Observational study:

Observational studies allow researchers to observe and collect data in real-world settings, such as outpatient clinics, without interfering with the natural course of events. This approach helps capture patients' actual experiences and perceptions without introducing any artificial elements that may influence their responses. It provides a realistic representation of patient satisfaction in routine clinical practice.
 During the study, active participants in the group and situation is taken. It entails observing people's behaviour in the hospital, including patients,doctors and all staffs. Interviews and notes based on their observations and interactions are examples of data

that is being collected.

STUDY SETTING:

ASG EYE HOSPITAL, Jodhpur

STUDY POPULATION

Inclusion criteria:

-OPD patients from feb 2023 to april 31st 2023

Exclusion criteria:

-Hospital personnel

Duration of study: 3months (feb to April 2023)

Sample size 250

Justification of sample size:

Usually in research study for 1 attribute at least 10 observation should be taken . As per the HEIRAT OL for 1 attribute, minimum 5 observation should be taken.

In my study there are total 15 attributes, and as per the sample size calculation the minimum sample size would be 150.

15attributes X 10observation = 150sample

But the sample size is 250 i.e more than 150

SAMPLING METHOD:

Random sampling method

DATA ANALYSING:

Analyzed by using Microsoft excel.

Data collection tools:

- Primary source :
 - > Pre structured questionnaire
 - > Direct observations and interactions with OPD patients and their attendants.

All of that used a 5-point Likert Scale, with a value of:

1- Excellent, 2-Very good, 3- Good, 4- Average, 5-Poor

• Secondary Source:

> The study used articles, references, dissertations and the internet for building the theoretical part of the study.

ETHICAL CONSIDERATION:

Patient confidentiality is not compromised during this study. Explanation is provided to the patients regarding the purpose of study.

ANALYSIS

Opinion about doctor(s)



EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
188	55	8	0	2
75%	21.50%	3%	0%	1%

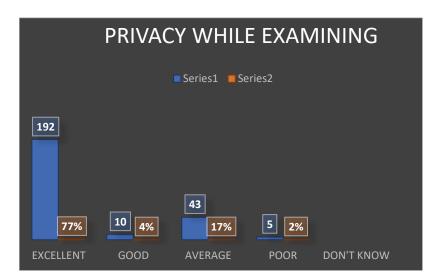
Interpretation:

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding doctor's attitude and behaviour.
- Patients who are satisfied (good) regarding doctor's attitude and behaviour.
- Patients who are satisfied (average) regarding doctor's attitude and behaviour.
- Patients who are satisfied (poor) regarding doctor's attitude and behaviour.

- 188 patients (75%) have excellent experience regarding doctor's attitude and behaviour.
- 55 patients (21.5%) have very good experience regarding doctor's attitude and behaviour.
- 8 patients (3%) have good experience regarding doctor's attitude and behaviour.

- None of the patients have poor experienced regarding doctor's attitude and behaviour.
- \bullet \checkmark 2 patients (1%) have neutral experience regarding doctor's attitude and behaviour.
- √ 188 patients (75%) have excellent experience regarding doctor's attitude and behaviour.

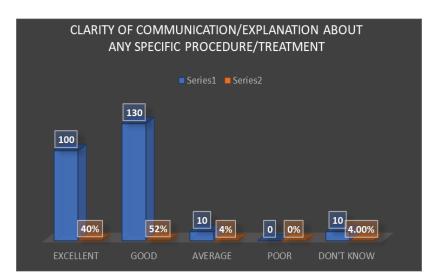


EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
192	10	43	5	
77%	4%	17%	2%	

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding given privacy while examining.
- Patients who are satisfied (good) regarding given privacy while examining.
- Patients who are satisfied (average) regarding given privacy while examining.
- Patients who are satisfied (poor) regarding given privacy while examining.
- Patients who are satisfied (don't know) regarding given privacy while examining.
- This data consists of 250 patients, & we can see that:

- 192 patients (77%) have excellent experience regarding given privacy while examining.
- 10 patients (4%) have good experience regarding given privacy while examining.
- 43 patients (17%) have average experience regarding given privacy while examining.
- 5 patients (2%) have poor experience regarding given privacy while examining.
- 0 patients (0%) have neutral experience regarding given privacy while examining.



EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
100	130	10	0	10
40%	52%	4%	0%	4.00%

The above chart has shown the percentage of:

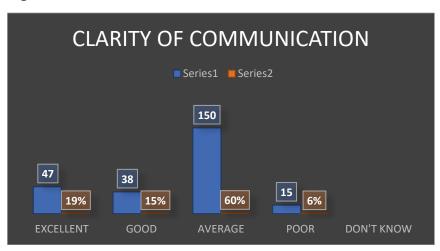
- Patients who are satisfied (excellent) regarding of communication/explanation about any specific procedure/treatment.
- Patients who are satisfied (good) regarding of communication/explanation about any specific procedure/treatment.
- Patients who are satisfied (average) regarding of communication/explanation about any specific procedure/treatment.
- Patients who are satisfied (poor) regarding of communication/explanation about any specific procedure/treatment.

• Patients who are satisfied (don't know) regarding of communication/explanation about any specific procedure/treatment.

This data consists of 250 patients, & we can see that:

- 100 patients (40%) have excellent experience regarding of communication/explanation about any specific procedure/treatment.
- 130 patients (52%) have good experience regarding of communication/explanation about any specific procedure/treatment.
- 10 patients (4%) have average experience regarding of communication/explanation about any specific procedure/treatment.
- 0 patients (0%) have poor experience regarding of communication/explanation about any specific procedure/treatment.
- 10 patients (4%) have neutral experience regarding of communication/explanation about any specific procedure/treatment.

opinion about Counsellor

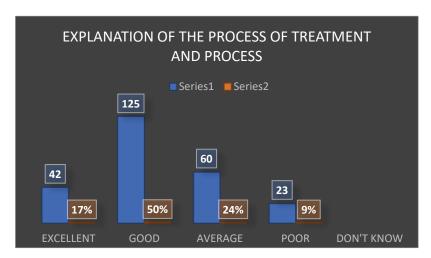


EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
47	38	150	15	
19%	15%	60%	6%	

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding clarity of communication.
- Patients who are satisfied (very good) regarding clarity of communication.
- Patients who are satisfied (good) regarding clarity of communication.
- Patients who are satisfied (average) regarding clarity of communication.
- Patients who are satisfied (poor) regarding clarity of communication.

- 47 patients (19%) have excellent experience regarding clarity of communication.
- 38 patients (15%) have good experience regarding clarity of communication.
- 150 patients (60%) have average experience regarding clarity of communication.
- 5 patients (6%) have poor experience regarding clarity of communication.
- 0 patients (0%) have neutral experience regarding clarity of communication.

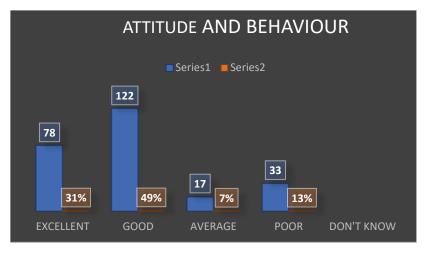


EXCELLENT	GOOD	AVERAGE	POOR
42	125	60	23
17%	50%	24%	9%

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding explanation of the process of treatment and process.
- Patients who are satisfied (good) regarding explanation of the process of treatment and process.
- Patients who are satisfied (average) regarding explanation of the process of treatment and process.
- Patients who are satisfied (poor) regarding explanation of the process of treatment and process.
- Patients who are satisfied (don't know) regarding counselor's attitude and behaviour.

- 42 patients (17%) have excellent experience regarding of communication/explanation about any specific procedure/treatment.
- 125 patients (50%) have good experience regarding of communication/explanation about any specific procedure/treatment.
- 60 patients (24%) have average experience regarding of communication/explanation about any specific procedure/treatment.
- 23 patients (9%) have poor experience regarding of communication/explanation about any specific procedure/treatment.



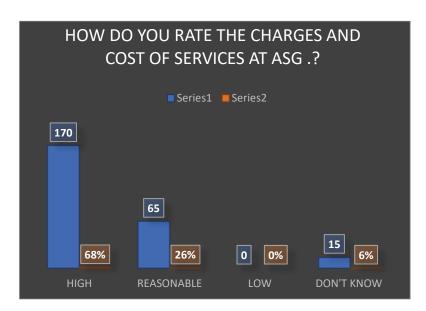
EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
78	122	17	33	
31%	49%	7%	13%	

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding counselor's attitude and behaviour.
- Patients who are satisfied (good) regarding counselor's attitude and behaviour.
- Patients who are satisfied (average) regarding counselor's attitude and behaviour.
- Patients who are satisfied (poor) regarding counselor's attitude and behaviour.
- Patients who are satisfied (don't know) regarding counselor's attitude and behaviour.

- 78 patients (31%) have excellent experience regarding counselor's attitude and behaviour.
- 122 patients (49%) have very good experience regarding counselor's attitude and behaviour.
- 17 patients (7%) have good experience regarding counselor's attitude and behaviour.

- 33 patients (13%) have excellent experience regarding counselor's attitude and behaviour
- None of the patients have neutral experienced regarding counselor's attitude and behaviour.

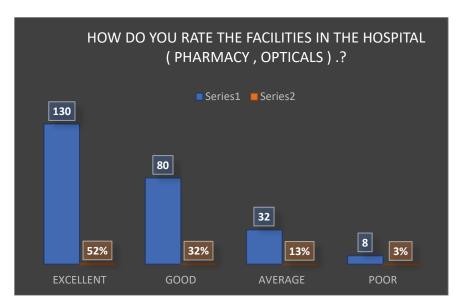


HIGH	REASONABLE	LOW	DON'T KNOW
170	65	0	15
68%	26%	0%	6%

The above chart has shown the percentage of:

• Patients who gave the ratings for charges and cost of services at ASG.

- 170 patients (68%) rated the charges and cost of services HIGH at ASG.
- 65 patients (26%) rated the charges and cost of services REASONABLE at ASG.
- 0 patients (0%) rated the charges and cost of services LOW at ASG.
- 15 patients (6%) are neutral regarding the charges and cost of services at ASG.



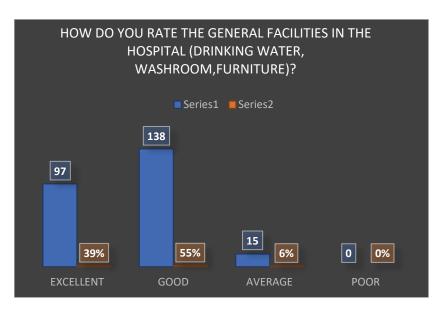
EXCELLENT	GOOD	AVERAGE	POOR
130	80	32	8
52%	32%	13%	3%

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding the facilities in the hospital (Pharmacy, Optical).
- Patients who are satisfied (very good) regarding the facilities in the hospital (Pharmacy , Optical) .
- Patients who are satisfied (good) regarding the facilities in the hospital (Pharmacy, Optical).
- Patients who are satisfied (average) regarding the facilities in the hospital (Pharmacy , Optical) .
- Patients who are satisfied (poor) regarding the facilities in the hospital (Pharmacy, Optical).

This data consists of 250 patients, & we can see that:

- 130 patients (52%) have excellent experience regarding the facilities in the hospital (Pharmacy, Optical).
- 80 patients (32%) have good experience regarding the facilities in the hospital (Pharmacy, Optical).
- 32 patients (13%) have average experience regarding the facilities in the hospital (Pharmacy, Optical).
- 8 patients (3%) have poor experience regarding the facilities in the hospital (Pharmacy, Optical).



EXCELLENT	GOOD	AVERAGE	POOR	
97	138	15	0	
39% 55%		6%	0%	

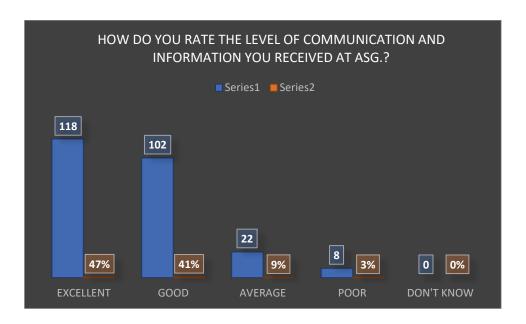
Interpretation:

The above chart has shown the percentage of:

• Patients who are satisfied (excellent) regarding the general facilities in the hospital (Drinking water, washroom, furniture)

- Patients who are satisfied (very good) regarding the general facilities in the hospital (Drinking water, washroom, furniture)
- Patients who are satisfied (good) regarding the general facilities in the hospital (Drinking water, washroom, furniture)
- Patients who are satisfied (average) regarding the general facilities in the hospital (Drinking water, washroom, furniture)
- Patients who are satisfied (poor) regarding the general facilities in the hospital (Drinking water, washroom, furniture)

- 97 patients (39%) have excellent experience regarding the general facilities in the hospital (Drinking water, washroom, furniture)
- 138 patients (55%) have good experience regarding the general facilities in the hospital (Drinking water, washroom, furniture)
- 15 patients (6%) have average experience regarding the general facilities in the hospital (Drinking water, washroom, furniture).
- 0 patients (0%) have poor experience regarding the general facilities in the hospital (Drinking water, washroom, furniture).

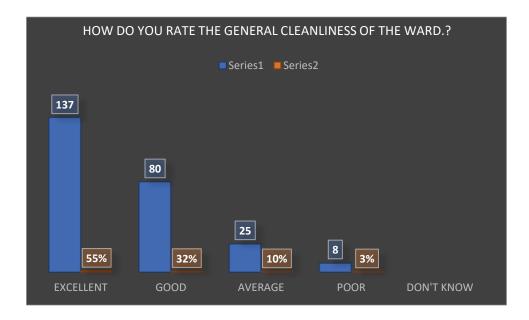


EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
118	102	22	8	0
47%	41%	9%	3%	0%

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding the level of communication and information you received at ASG.
- Patients who are satisfied (very good) regarding the level of communication and
- Patients who are satisfied (good) regarding the level of communication and information you received at ASG.
- Patients who are satisfied (average) regarding the level of communication and information you received at ASG.
- Patients who are satisfied (poor) regarding the level of communication and information you received at ASG.

- 118 patients (47%) have excellent experience regarding the level of communication and information you received at ASG.
- 102 patients (41%) have good experience regarding the level of communication and information you received at ASG.
- 22 patients (9%) have average experience regarding the level of communication and information you received at ASG.
- 8 patients (3%) have poor experience regarding the level of communication and information you received at ASG.
- 0 patients (0%) have poor experience regarding the level of communication and information you received at ASG.

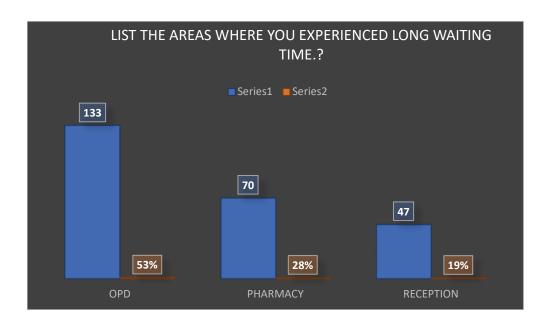


EXCELLENT	GOOD	AVERAGE	POOR
137	80	25	8
55%	32%	10%	3%

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding How do you rate the general cleanliness of the ward.
- Patients who are satisfied (very good) regarding How do you rate the general cleanliness of the ward.
- Patients who are satisfied (good) regarding How do you rate the general cleanliness of the ward.
- Patients who are satisfied (average) regarding How do you rate the general cleanliness of the ward.
- Patients who are satisfied (poor) regarding How do you rate the general cleanliness of the ward.

- 137 patients (55%) have excellent experience regarding How do you rate the general cleanliness of the ward.
- 80 patients (32%) have good experience regarding How do you rate the general cleanliness of the ward.
- 25 patients (10%) have average experience regarding How do you rate the general cleanliness of the ward.
- 8 patients (3%) have poor experience regarding How do you rate the general cleanliness of the ward.

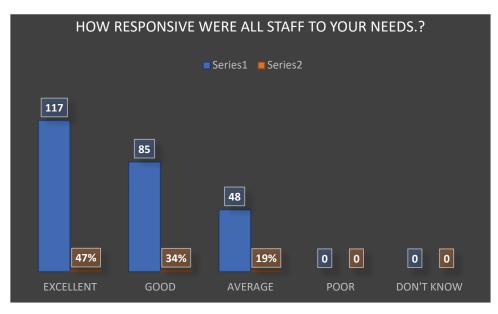


OPD	PHARMACY	RECEPTION
133	70	47
53%	28%	19%

The above chart has shown the percentage of:

• Patients who have experienced long waiting time in different areas in hospital.

- 133 patients (53%) have experienced long waiting time in OPD area in hospital.
- 70 patients (28%) have long waiting time in PHARMACY area in hospital.
- 47 patients (19%) have long waiting time in RECEPTION area in hospital.



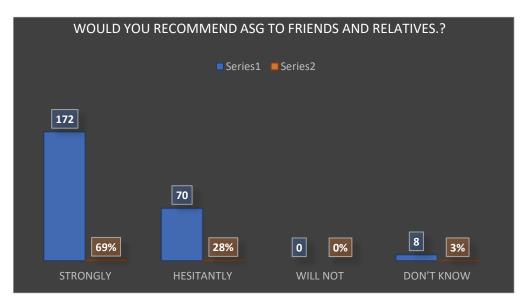
EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
117	85	48	0	0
47%	34%	19%	0	0

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding how responsive were all staff to your needs.
- Patients who are satisfied (very good) regarding how responsive were all staff to your needs.
- Patients who are satisfied (good) regarding how responsive were all staff to your needs.
- Patients who are satisfied (average) regarding how responsive were all staff to your needs.
- Patients who are satisfied (poor) regarding how responsive were all staff to your needs.

- 117 patients (47%) have excellent experience regarding how responsive were all staff to your needs.
- 85 patients (34%) have good experience regarding how responsive were all staff to your needs.

- 48 patients (19%) have average experience regarding how responsive were all staff to your needs.
- 0 patients (0%) have poor experience regarding how responsive were all staff to your needs.



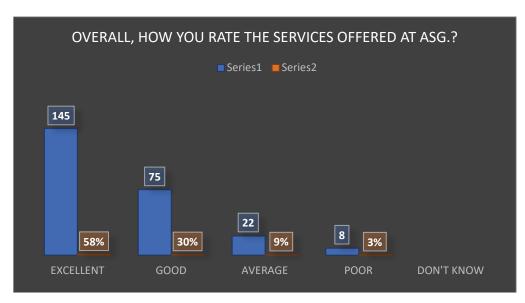
STRONGLY	HESITANTLY	WILL NOT	DON'T KNOW
172	70	0	8
69%	28%	0%	3%

The above chart has shown the percentage of:

• Patients expressing their likelihood to recommend ASG to their friends and relatives can fall into categories such as "strongly recommend," "hesitantly recommend," "will not recommend," and "don't know."

- 172 patients (69%) Would strongly recommend ASG to friends and relatives.
- 70 patients (28%) Would Hesitantly recommend ASG to friends and relatives.
- 0 patients (0%) Will not recommend ASG to friends and relatives.

• 8 patients (3%) don't know whether they recommend ASG to friends and relatives or not.



EXCELLENT	GOOD	AVERAGE	POOR	DON'T KNOW
145	75	22	8	0
58%	30%	9%	3%	0

Interpretation:

The above chart has shown the percentage of:

- Patients who are satisfied (excellent) regarding the services offered at ASG
- Patients who are satisfied (very good) regarding the services offered at ASG
- Patients who are satisfied (good) regarding the services offered at ASG
- Patients who are satisfied (average) regarding the services offered at ASG
- Patients who are satisfied (poor) regarding the services offered at ASG

.This data consists of 250 patients, & we can see that:

Overall,

- 145 patients (58%) rate Excellent to the services offered at ASG
- 75 patients (30%) rate Good to the services offered at ASG

 22 patients (9%) rate Average to the services offered at ASG 8 patients (3%) rate Poor to the services offered at ASG 0 patients (0%) don't know what to give rating to the services offered at ASG . 		
	•	22 patients (9%) rate Average to the services offered at ASG
• 0 patients (0%) don't know what to give rating to the services offered at ASG.	•	8 patients (3%) rate Poor to the services offered at ASG
	•	0 patients (0%) don't know what to give rating to the services offered at ASG .

DISCUSSION

The significance of consumer satisfaction in evaluating the quality of patient care services provided by healthcare organizations is widely acknowledged. The satisfaction levels concerning the attitudes and services of healthcare providers are expected to directly influence treatment outcomes and prognosis. Therefore, patient satisfaction is a multifaceted concept and a personal experience that is closely tied to a patient's perception of care, expectations, and perceived needs.

The "perception gap," or the discrepancy between patients' impressions of care and their needs and expectations, is significant, according to McNealy. Patients will be happy and satisfied if this gap doesn't exist and performance levels are already at satisfaction or "delight" levels. Patient satisfaction surveys serve a variety of functions, including evaluating healthcare services from the perspective of the patient, identifying problem areas, and generating solutions to those concerns.

Any service interaction at a hospital results in a consumer judgement, which might be either one of satisfaction or dissatisfaction A satisfaction judgement results when the hospital's perceived performance meets or exceeds consumers' expectations, whereas a dissatisfaction judgement occurs when perceived performance falls short of expectations.

taken four factors of 5Q model that are mostly considered by every patient when they choose the health care organization and that are service quality, processes, infrastructure and interaction.

In my study patients were satisfied with the some of dimensions of the service quality and with few dimensions they are dissatisfied.

However, 97% people were satisfied with the behaviour, explanation and attitude of Doctors and 90% people were satisfied with overall behaviour explanation and attitude of counsellor.

However, a notable 13% of individuals expressed the sentiment that doctors and counselors have displayed reduced sensitivity and empathy towards their concerns. It is imperative to provide training to the new generation of doctors, emphasizing the importance of empathetic care and reinforcing the value of soft skills.

81% of people are satisfied with the hospital personnel % 88% of people are satisfied with the information & communication received at the hospital.

84% of people are satisfied with the facilities in the hospital i.e Pharmacy & Optical .13% were given average rating. only 3% are dissatisfied.

Although 86% people are satisfied but the cleanliness of toilets should be improved.

113 (53%) of people have experienced long waiting time at OPD area, 70 (28%) of people have

experienced long waiting time at pharmacy and 47(19%) of people have experienced long waiting time at reception.

172 (69%) of people Strongly agreed to recommend ASG to their friends & family. 70(28%) of people were Hesitantly agreed to recommend ASG to their friends & family and 8(3%) of people have given neutral reaction as they dont know whether they will recommend or not.

220 (88%) of people were highly satisfied with the services and care given at ASG .22 (9%) people were less satisfied and only 3% of people are dissatisfied with ASG .

After analysis major factors affecting the patient satisfaction

- More waiting time at reception Registration of cashless patient. Less no. of system.
- More waiting time at pharmacy
- Waiting time for cashless approval for t/t.
- More waiting time at OPD:
 Patient preference for doctors
 Doctor's consulting manner
 Doctor's meeting
 Rush hour (11:00am to 1:30pm)
 Number of procedures/treatment advised to the patient.
- IPD & Post op experience.
- Communication & information provided by the staff.

This study is conducted to understand patient's expectations toward ASG eye hospital and it's services at different levels and suggest the changes to be made accordingly.

Found that the overall patient satisfaction level at the eye hospital was high. A significant majority of patients expressed satisfaction with the quality of care and services provided.

A small number of patients were unsatisfied with care, respect and attention given by the doctor, counsellor and staff, long waiting time in the services, high service cost and cleaniness of hospital.

Well, waiting time was the main concern of the patient which can be improved by

- ✓ improving communication and information delivery by the staff to the patient.
- ✓ Separate counter for cashless entry to speed up registration.
- ✓ Washrooms must be cleaned after every 1-2hrs.
- ✓ Staff hiring in housekeeping to improve cleanliness in hospital.

CONCLUSION

Patient satisfaction is a crucial aspect of healthcare delivery, and it holds particular significance in the context of an eye hospital. Through this dissertation, we have explored the factors influencing patient satisfaction in an eye hospital setting and their implications for improving the overall quality of care.

Our findings indicate that several key factors contribute to patient satisfaction in an eye hospital. These include the quality of healthcare services provided, the competence and empathy of healthcare professionals, the accessibility and efficiency of the hospital's operations, and the physical environment of the facility. Addressing these factors can significantly enhance patient satisfaction and, consequently, their overall healthcare experience.

The study also emphasized the importance of effective communication between healthcare providers and patients. Clear and concise communication, along with the provision of comprehensive information about diagnosis, treatment options, and post-operative care, can alleviate patient anxiety and improve their satisfaction levels. Moreover, involving patients in shared decision-making processes empowers them and fosters a sense of ownership over their healthcare journey.

Another crucial aspect identified in the research is the role of staff attitudes and behaviors in shaping patient satisfaction. Staff members who demonstrate empathy, respect, and professionalism create a positive and supportive environment, leading to higher patient satisfaction. Investing in staff training and development programs can further cultivate these essential qualities and enhance patient experiences.

Furthermore, the dissertation highlighted the significance of efficient hospital operations, including streamlined appointment scheduling, reduced waiting times, and effective management of patient flow. By implementing systems and technologies that optimize these processes, eye hospitals can enhance patient satisfaction by minimizing inconvenience and maximizing convenience and efficiency.

Lastly, the physical environment of the hospital emerged as an influential factor in patient satisfaction. A clean, comfortable, and well-designed environment can positively impact patient experiences, instilling a sense of confidence in the hospital's capabilities and fostering a healing atmosphere.

In conclusion, improving patient satisfaction in an eye hospital requires a multi-faceted approach that addresses various aspects of healthcare delivery. By focusing on enhancing service quality, promoting effective communication, nurturing staff attitudes, optimizing hospital operations, and creating a welcoming environment, eye hospitals can cultivate a patient-centric culture and achieve higher levels of patient satisfaction. Ultimately, this will contribute to improved healthcare outcomes and a positive reputation for the hospital in the community it serves.

RECCOMENDATION

The study finding suggests that following measures may be taken by Hospital to increase the patient satisfaction in ASG EYE HOSPITAL.

- ♦ Implement strategies to reduce waiting times, such as optimizing appointment scheduling and streamlining processes.
- ♦ Conduct training programs for staff members to enhance their communication skills and promote a patient-centered approach.
- ♦ Develop standardized protocols for providing clear and concise information to patients, ensuring they fully understand their diagnosis, treatment, and post-treatment care.
- ♦ Continuously monitor and evaluate treatment outcomes to ensure the highest level of effectiveness and patient satisfaction.

QUESTIONAIRE FORMAT:

ASG Eye Hospital is committed to giving high quality medical care and quality services. In order to assess our performance we would like you to take a few minutes to complete this questionnaire.

Please answer all the questions by circling the number you feel to be appropriate. If you would like to add any comment or make suggestions, please use the box at the end.

EXCELLENT = 1 GOOD = 2 AVERAGE = 3 POOR = 4 DON'T KNOW = 5

1. Your opinion about doctor(s) .:

a) Doctor's attitude & behaviour

1	2	3	4	5

B) Clarity of communication/explanation about any specific procedure/treatment

1	2	3	4	5

C) Privacy while examining

1 2 3	4 5
	7 3

Clarity of comm	nunication			
1	2	3	4	5
Attitude and be	haviour			
1	2	3	4	5
1	2	<u> </u>	4	5
1	2	3	4	5
	2 the charges and c			5
How do you rate	the charges and c	ost of services :	at ASG .?	
		ost of services :		DON'T KNOW
How do you rate	the charges and c	ost of services :	at ASG .?	
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How do you rate HIGH How responsive v	the charges and control REASONA	ABLE	at ASG .?	DON'T KNOW
How do you rate HIGH How responsive v	the charges and control REASONA	aBLE ur needs.?	at ASG .? LOW 4	DON'T KNOW

1	2	3	4	5
lo you rate	the facilities in th	e hospital (Pharm	acy, Opticals).?	
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o you rate	the general facilit	ies in the hospital (Drinking water, wa	ashroom, fur
1	2		4	

1	2	3	4	5
2.Please add	any further comm	ents or suggestions	you would like to	make.
NK YOU FO	R YOUR VALUAI	BLE FEEDBACK		
NK YOU FO	R YOUR VALUAI	BLE FEEDBACK		
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