A STUDY OF PATIENT SATISFACTION AT A TERTIARY CARE HOSPITAL OF HYDERABAD

Syed Murtuza Hussain Bakshi*

Abstract

Healthcare industry is fast changing the rapid transformation is to meet the ever-increasing needs and demands of its patient population. Hospitals and healthcare providers are shifting from viewing patients as uneducated having little healthcare choice to educated consumer has many service demands and health care choices available. The modern healthcare organizations have identified patient as an ultimate consumer of the hospital services and understanding the importance of Patient satisfaction, establishing patient satisfaction as a yardsticks. The present study is explorative in nature. A cross sectional study aimed to collect data regarding attitude of patients , assessing their satisfaction levels towards ease of getting care, facilities offered at the hospital, attitude of the staff at the hospital and overall status of the hospital. The research study revealed many insights regarding the attributes that are important for doctors, nurses and hospital which would match to patient expectation and lead to satisfaction.

Key words: - Patient Satisfaction, Healthcare, Hospital

* Associate Professor and Vice Principal, Department Of Hospital Management, Deccan School of Management, Hyderabad

Introduction

Healthcare industry is fast changing all over the world (Aarti Verma & R.K.Sarma).In emerging countries like India health care industry has undergone a rapid transformation to meet the ever-increasing needs and demands of its patient population. Hospitals are shifting from viewing patients as uneducated and with little health care choice, to recognizing that the educated consumer has many service demands and health care choices available (Howard J.E). A patient is the ultimate consumer of the hospital. He is the person in distress. He expects from hospital comfort, care and cure. Patient forms certain expectations prior to visit. Once the patient come to the hospital and experience the facilities, they may become either satisfied or dissatisfied. Patient satisfaction is one of the established yardsticks to measure success of the services being provided in the hospitals (Talluru Sreenivas & G.Prasad). Evaluating to what extent patients are satisfied with health services is clinically relevant, as satisfied patients are more likely to comply with treatment (Marquis MS et.al).For a health care organization to be successful monitoring customer's perceptions is a simple but important strategy to assess and improve their performance (Repert MI) & (Gombeski WR et al). Patient satisfaction is the patient's perception of care received compared with the care expected (Aiello A et.al).

A theoretical model of patient views
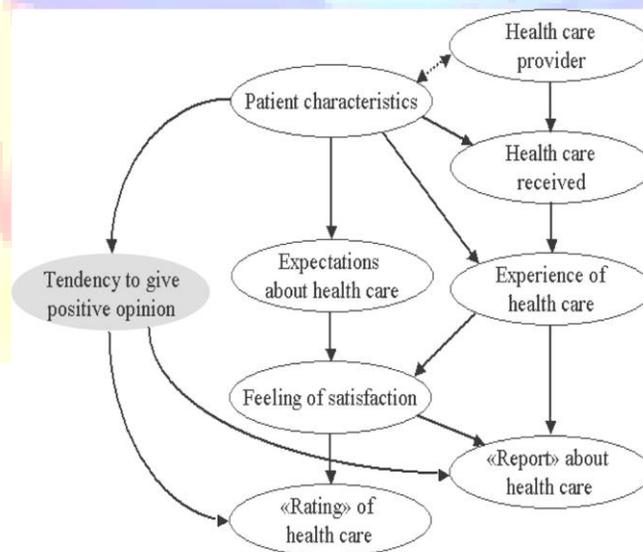
Perneger TV (2004). Adjustment for patient characteristics in satisfaction surveys, *International Journal for Quality in Health Care*, 16 (6), 433-435.

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

International Journal of Marketing and Technology
http://www.ijmra.us

100

Materials and Methods

A hospital based cross sectional study was carried out at a 1050 bedded tertiary care teaching hospital in Hyderabad, Andhra Pradesh. The study was conducted from October 2012 to December 2012 among patients admitted in wards with a minimum hospital stay of 2 days .the Sampling method adopted in the study is simple random sampling .The study is a explorative aimed to collect data regarding attitude of patients and assessing their satisfaction levels towards various services offered. Prior permission was obtained from the authorities of the hospital. Data was collected by using a questionnaire containing 15 questions. The questions addressed specific areas like ease of getting care, facilities offered at the hospital, attitude of the staff at the hospital and overall status of the hospital. The questionnaires were handed over to the respondents and collected back after they finished answering it. For the respondents who don't have any educational qualification and pediatric patient, attendants of patients were given the questionnaire. A strict Confidentiality of the participant was maintained. A scoring system was used for finding satisfaction of the patient, with a minimum score of 1 and maximum score of 10. Depending on the score given by the patient, satisfaction was divided into 3 levels i.e. poor, average and satisfactory. Data collected was analyzed using SPSS software version 17 .

Results and Discussions

 Table 1 shows details about demographic variables. Total number of participated in the study were 300 out of which males were 145 and females 155.

TABLE 1		
Socio Demographic Characteristics of Patients		
Variable	**Number**	**Percentage (%)**
Sex		
Male	145	48.3
Female	155	51.7
Total	300	100.0
Age		
0-17	21	7.0
18-27	34	11.3
28-37	49	16.3
38-47	56	18.7
48-57	64	21.3

57 & above	76	25.3
Total	300	100.0
Educational status		
Illiterate	3	1.0
Primary School	35	11.7
Secondary school	33	11.0
Graduation	145	48.3
Post Graduation	84	28.0
Total	300	100.0
Occupation		
Student	55	18.3
Government employee	21	7.0
Private employee	121	40.3
Housewife	45	15.0
Unemployed	58	19.3
Total	300	100.0
Admission mode		
Planned	97	32.3
No planned	203	67.7
Total	300	100.0
Previous admissions		
No	184	61.3
Onetime	32	10.7
More	84	28.0
Total	300	100.0
Length of stay		
2 Days	67	22.3
3-5 Days	156	52.0
More than 5 days	77	25.7
Total	300	100.0

Table 2 shows the respondent's satisfaction experiences towards behavior of the hospital staff. The hospital staffs were divided in to four categories they were doctors, nurses, class III and

class IV employees who are important component of the hospital workforce. The results revealed that about 66.0% of patients were satisfied with doctors, 52% were satisfied with nurses where as 44% were satisfied with class III employees but there was a great deal of dissatisfaction about class IV employees on further investigation it was found out that the class IV employees were rude in behavior, not available at the patient comfort when needed and were not trained.

TABLE 2							
Satisfaction of the Patients Regarding Behavior of Hospital Staff							
	Doctors	**(%)**	**Nurses**	**(%)**	**Class III Employees**	**(%)**	**Class IV Employees**	**(%)**
Poor	26	8.7	32	10.7	45	15.0	142	47.3
Average	76	25.3	114	38.0	123	41.0	123	41.0
Satisfactory	198	66.0	154	51.3	132	44.0	35	11.7
total	300	100.0	300	100.0	300	100.0	300	100.0

Table 3 shows the respondent's satisfaction experiences towards cleanliness in the hospital. The cleanliness was satisfactory in the patient care areas and wards but the lavatory cleanliness was unsatisfactory. The other areas were respondents expressed dissatisfaction was the staircase which was not clean. The overall campus was green with ample parking space and neat ambience.

TABLE 3							
Satisfaction of the Patient Regarding Cleanliness in the Hospital							
	Patient area	**(%)**	**Wards**	**(%)**	**Toilets**	**(%)**	**Hospital Campus**	**(%)**
Poor	33	11.0	34	11.3	59	19.7	45	15.0
Average	187	62.3	189	63.0	149	49.7	195	65.0
Satisfactory	80	26.7	77	25.7	92	30.7	60	20.0
Total	300	100.0	300	100.0	300	100	300	100.0

Table 4 shows the respondent's satisfaction experiences towards quality of food and availability of drinking water were on average scale. On further investigation it was found out that the water filters were not working because of technical problems.

TABLE 4				
Satisfaction of the Patient Quality of Food and Availability of Water in the Hospital				
	Quality Of Food	**(%)**	**Availability of Drinking Water**	**(%)**
Poor	54	18.0	43	14.3
Average	178	59.3	159	53.0

Satisfactory	68	22.7	98	32.7
Total	300	100.0	300	100.0

Table 5 shows the respondent's satisfaction experiences towards hospital services. The hospital services rating were on average scale because of overcrowding in departments like Obstetrics & gynecology, general medicine, surgical wards and pediatrics

TABLE 5		
Satisfaction of the Patients regarding Hospital Services		
Hospital Services	**Number of Patients**	**(%)**
Poor	49	16.3
Average	178	59.3
Satisfactory	73	24.3
Total	300	100.0

On further investigation with the respondents reveled the list of attributes that would lead to satisfaction and the list is tabulated in table 6: it provides valuable insights about patient satisfaction with respect to the doctors' performance in terms of necessary attributes like doctors' professional skills, efficiency and knowledge, doctor's communication, doctors' kindness and politeness, impartial attitude, language comfort and understandability, listening skills, doctors' respectful manners, confidentiality are contributing to patient satisfaction. Whereas for nurses the attributes like nurses' professional skills , knowledge , cooperation , politeness , language , impartial attitude , communication , kindness and respectful manners are key variables related with satisfaction of nurses . The other key attributes are waiting room cleanliness, bed side cleanliness, easy appointment system, all specialist services and diagnostic services under one roof, convenient office hours are key factors that even contribute to patient satisfaction. The patient feels happy with the hygiene and cleanliness condition of different health care units. The key concerns of patient unhappiness were delayed process of admissions and discharges, long waiting times at diagnostics and radiological services.

TABLE 6
Key Patient Satisfaction Attribute

Doctor	Nurses	Facilities Management	Cleanliness and Sanitation
Doctors' Professional skills	Nurses' professional skills	All Specialist services and Diagnostic services under one roof	Waiting room's cleanness
Efficiency and Knowledge	Knowledge	Convenient Office Hours	Clean toilets with water supply
Doctors' Communication skills	Cooperation with Doctors , Patients and allied healthcare professionals	Simple Checking Procedure	Proper Sitting/ Bedding Arrangements
Cooperation with patient and attendants	Politeness	Easy Appointment system	Neat ambience
Language comfort and understandability	Language and understandability	Well-equipped Units	Regular janitorial service
Doctors' kindness and Politeness	Impartial Attitude	No Over Crowding	Staff Appearance Fresh
Impartial attitude	Proper Record maintenance	A good Grievances Handling System	Natural Light
Examination comfort	Queries Properly handled	Welcome and Implement Your Suggestions	Dust Boxes and Spittoons Provided
Identifying patient with name	Availability on time of call	Availability of chairs and visitors lounge	Bed side cleanliness
Timely visits	0. Experience	0. Good canteen	0.No Flies / Mosquitoes
Experience	1. Nurses' communication	1. Physical Comfort (Examination Room and Waiting Room)	.Fans and other equipment without dust and bad odor
Thorough checkup	1. Nurses' kindness	2. Parking Space	
Working According to Patients' Expectations	2. Nurses' respectful manners	3. Easy appointment	
Individual Consideration and Confidentiality Maintained		4. Good signage	
15. Listening skills		5. Space and	

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gage, India as well as in Cabell's Directories of Publishing Opportunities, U.S.A.
International Journal of Marketing and Technology
http://www.ijmra.us

105

		comfort for physically handicapped and lift working	
16. Doctors' respectful manners			

Conclusion

Assessing patient satisfaction is simple and cost effective way for evaluation of hospital services. When the respondents were questioned about satisfaction and behavior towards the hospital staff majority of the patients were satisfied with doctors and nurses, cleanliness in the hospital at patient care areas, wards, quality of food and availability of drinking water was on an average scale. Most of the patient complained about lavatory cleanliness was unsatisfactory. The present study also listed key attributes that would lead to satisfaction they were professional skills of doctors and nurses, communication , kindness and politeness, listening ability, Cooperation, Bed side cleanliness, Easy appointment system and Specialist services with Diagnostic services under one roof .

Recommendations

There is a great scope for improving services in the hospital. Behavior of class IV employees should be improved by conducting special sessions for behavior change and communication. Emphasis should be given to improve cleanliness in the hospital especially in the toilets.

Limitations of the study

The present study is restricted to a select tertiary care hospital for evaluating hospital services .A continuous ongoing study is required for getting definitive results.

References

1. Repert MI, Babakus E. Linking quality and performance. Quality orientation can be a competitive strategy for health care providers. J Health Care Mark, 1996; 16:39-43.

2. Gombeski WR, Jr Miller PJ, Hann JH, Gillete CM, Belinson JL, Bravo LN, Curry PS. Patient call back program: a quality improvement, customer service and marketing tool. J Health Care Mark, 1993; 13:60-65.

3. Aarti Verma, R.K.Sarma. Evaluation of the exit proform as in use at special wards of public sector tertiary care center. Journal of Academy of hospital administration 2000; Volume 12, No.1 (2000-01 – 2000-06)

4. Talluru Sreenivas, G.Prasad. Patient satisfaction –A comparative study. Journal of Academy of hospital administration 2003; Vol 15, No.2 (2003-07 –2003-12)

5. Aiello A, Garman A, and Morris BS: Patient satisfaction with nursing care: A multilevel analysis. J Quality Management in Health Care 2000, 312(3):187–191.

6. Marquis MS, Davies AR, and Ware JE Jr: Patient satisfaction and change in medical care provider: a longitudinal study. Med Care 1983, 21:821–829.

7. Howard J.E. Customer service: The key to remaining competitive in managed care. Managed Care Quarterly, vol. 8 (2), 2000, p. 22-29