

**DISSERTATION SYNOPSIS**  
**ON**  
**A STUDY ON RELATIONSHIP BETWEEN PATIENT**  
**SATISFACTION & MEDICAL SERVICES IN HEALTH**  
**ORGANISATION.**

**Submitted by – Garima Soni**

**(PG/22/033)**

Under the guidance of Dr. Ratika Samtani

PGDM (Hospital and Health Management)

2022-2024



International Institute of Health Management Research, New Delhi



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Title of the Dissertation Assignment	A Study on Relationship between Patient Satisfaction with Medical Services.		
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The following dissertation titled "Relationship between Patient Satisfaction <sup>+ Medical</sup> Service" at "Yathauth Hospital" is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **PGDM (Hospital & Health 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 for the purpose it is submitted.

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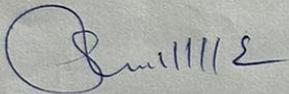
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**TO WHOMSOEVER IT MAY CONCERN**

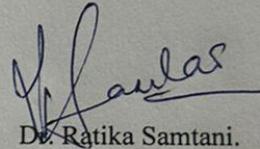
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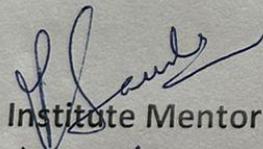
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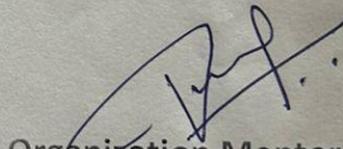
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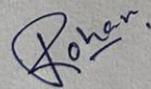
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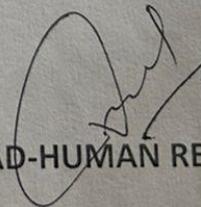
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She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish her all the best for the future endeavors.



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Name of the Student: Garima Soni

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Area of Dissertation: Operations

Attendance: 96%

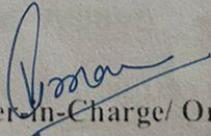
Objectives achieved: YES - Within TAT

Deliverables: YES - Within TAT

Strengths: Good Communication skills, Punctual, Good Listener (observer)

Suggestions for Improvement: Should have more time for counselling  
to patient / Attendant.

Suggestions for Institute (course curriculum, industry interaction, placement, alumni):

  
Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

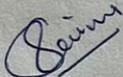
Date: 15-06-24

Place: Orchha - M.P.

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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **A study on Relationship between Patient Satisfaction & Medical Services** and submitted by **Garima Soni** Enrollment No. **PG/22/033** under the supervision of **Dr. Ratika Samtani** for award of PGDM (Health IT) of the Institute carried out during the period from **15-03-2022 to 15-06-2024** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

  
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### **Acknowledgements:-**

Completion of this work would not have been possible above all without the blessings and constant support from few significant people. It required a lot of effort from each individual involved in this project, as well as with me, and I would like to thank them.

Firstly, I would like to thank my mentor **Dr. Ratika Samtani**, Assistant Professor, for proving constant support and guidance throughout my journey.

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Lastly, I would like to thank my beloved parents, for their constant support and encouragement throughout my internship journey.

Garima Soni.

(PG/22/033)

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## **1. INTRODUCTION**

Increasing the average life expectancy almost all over the world increases the importance of healthcare sector at the same time. The health system has important and different characteristics. The main difference is that this sector is directly related to human life.

In contemporary healthcare systems, patient satisfaction has emerged as a crucial indicator of service quality and effectiveness. The significance of patient satisfaction lies not only in its reflection of the patient experience but also in its potential impact on health outcomes, healthcare utilization, and organizational performance. Consequently, understanding the factors influencing patient satisfaction within healthcare organizations has become a priority for improving overall healthcare delivery.

This study aims to investigate the relationship between patient satisfaction and medical services within hospital. As an essential component of healthcare quality assessment, patient satisfaction offers valuable insights into the effectiveness of medical services, including aspects such as communication, accessibility, and perceived quality of care. By examining this relationship, the study seeks to identify areas for improvement within the organization's healthcare delivery system, ultimately enhancing patient experiences and healthcare outcomes.

The importance of patient satisfaction cannot be overstated. Satisfied patients are more likely to adhere to treatment plans, engage in preventive care measures, and have better health outcomes overall. Moreover, positive patient experiences contribute to a favorable organizational reputation, leading to increased patient loyalty and potential for growth.

To achieve these objectives, the study will employ a mixed-methods approach, combining quantitative analysis of patient satisfaction surveys with qualitative exploration of patient experiences and perceptions. By triangulating data from multiple sources, the study aims to provide a comprehensive understanding of the factors influencing patient satisfaction within the Hospital.

In the subsequent sections, the methodology, results, and implications of the study will be discussed in detail, offering valuable insights for healthcare practitioners, administrators, and policymakers striving to optimize patient-centered care delivery.

This introduction sets the stage for the study by highlighting the importance of patient satisfaction, outlining the research objectives, and providing an overview of the methodology to be employed.

## **2.ABSTRACT**

This study investigates the relationship between patient satisfaction and medical services at Yatharth Super Specialty Hospital. Recognizing the critical role of patient satisfaction in healthcare quality, the research aims to identify factors that influence patient satisfaction and suggest improvements to enhance patient experiences and health outcomes. Employing a mixed-methods approach, the study combines quantitative analysis of patient satisfaction surveys with qualitative exploration of patient experiences. Key factors such as communication, quality of care, accessibility, and support services are examined. Results indicate that professionalism, effective communication, adequate time with patients, and quality support services significantly impact patient satisfaction. Recommendations for improving healthcare delivery include enhancing communication, involving patients in decision-making, and improving coordination of care. The study underscores the importance of patient-centered care and provides actionable insights for healthcare practitioners and policymakers.

## **3. AIMS**

- To understand how the quality of medical services provided impacts patient satisfaction levels.
- To identify areas for improvement within the organization's healthcare delivery system, ultimately leading to enhanced patient experiences and outcomes.

## **4. OBJECTIVES**

- To identify the areas of improvement in medical services for patient satisfaction.
- To investigate the relationship between patient satisfaction and the quality of services provided in a hospital.
- The study aims to identify the key factors of the medical and administrative services that significantly influence patient satisfaction levels, determine areas of improvement, and provide actionable insights for enhancing overall patient care and experience.

## **5. LITERATURE REVIEW**

Understanding the relationship between patient satisfaction and medical services in hospitals is crucial for improving healthcare quality and patient outcomes. Numerous studies have explored various aspects of this relationship, providing a comprehensive understanding of the factors influencing patient satisfaction.

5.1 Sofaer and Firminger (2005) conducted a foundational study on the determinants of patient satisfaction with medical services. Their research identified key factors such as communication, responsiveness, and the environment of care, which significantly influence patient perceptions of healthcare quality. Similarly, Chahal and Mehta (2004) provided a comprehensive review of the literature, highlighting multiple determinants of patient satisfaction, including the behavior of healthcare providers, the physical environment, and the accessibility of services.

5.2 Ancarani, Di Mauro, and Giammanco (2009) focused on the role of the hospital environment in patient satisfaction. Their study demonstrated that both the physical and organizational aspects of hospitals play a critical role in shaping patient experiences. This finding is supported by Thom and Campbell (2008), who emphasized the strong correlation between patient satisfaction and the overall quality of care. They suggested that improving care quality directly enhances patient satisfaction.

5.3 In a study employing structural equation modeling, Otani, Herrmann, and Kurz (2011) identified key factors influencing inpatient satisfaction. Their research provided a detailed analysis of how various elements, such as staff behavior and hospital facilities, interact to affect patient satisfaction. Similarly, Kara, Tarim, and Tatoglu (2008) conducted an exploratory study in Turkey, highlighting the significant impact of health service quality on patient satisfaction within private hospitals.

5.4 Porter and Lee (2013) discussed the principles of patient-centered care and its influence on patient satisfaction. Their work underscores the importance of tailoring healthcare services to meet individual patient needs and preferences, which in turn enhances satisfaction levels. Rivera and Casado (2010) analyzed the influence of hospital staff on patient satisfaction, demonstrating that positive interactions with staff members are crucial for a satisfactory hospital experience.

5.5 Cleary and McNeil (2005) provided a detailed review of the methods and concepts used in measuring patient satisfaction. Their work is instrumental in understanding the complexities involved in accurately assessing patient satisfaction in healthcare settings. Finally, Blendon/ and Donelan (2009) discussed the use of patient satisfaction surveys in evaluating and improving the quality of care. Their research highlights the practical applications of these surveys in identifying areas for improvement and implementing changes to enhance patient satisfaction.

## **6. METHODOLOGY**

### **6.1 Research Design**

This study employs a quantitative research design, which enables the generalization of results from a sample group to a broader population. The structured and statistical nature of quantitative research provides the capability to draw conclusions and make informed decisions regarding future actions. A cross-sectional design is used to analyze data from the population at a specific point in time, offering a snapshot of patient satisfaction within the hospital setting. The study focuses on Yatharth Super Specialty Hospital, located in Orchha, M.P., and includes patients admitted during the data collection period.

### **6.2 Data Collection Methods**

Primary data for this study was collected from Yatharth Super Specialty Hospital using a structured survey administered within the hospital. The survey was designed to capture various aspects of patient satisfaction and the quality of medical services provided. A convenient sampling technique was employed, allowing for the selection of readily available participants. The sample size for this study was 121 patients, chosen based on their admission status within the data collection timeframe. The inclusion criteria consisted of patients who were admitted to the hospital, while the exclusion criteria ruled out patients not admitted during the specified period.

### **6.3 Data Analysis Methods**

The collected data was analyzed using descriptive statistics, which involves summarizing and interpreting data to describe the sample's characteristics. Descriptive statistics provide a straightforward way to present the data, facilitating the identification of patterns and trends. The primary outcome variable in this study is patient satisfaction, measured through surveys and questionnaires. The independent variable is the quality of medical services, encompassing several sub-variables such as clinical quality, service quality, access to care, facility quality, and administrative efficiency.

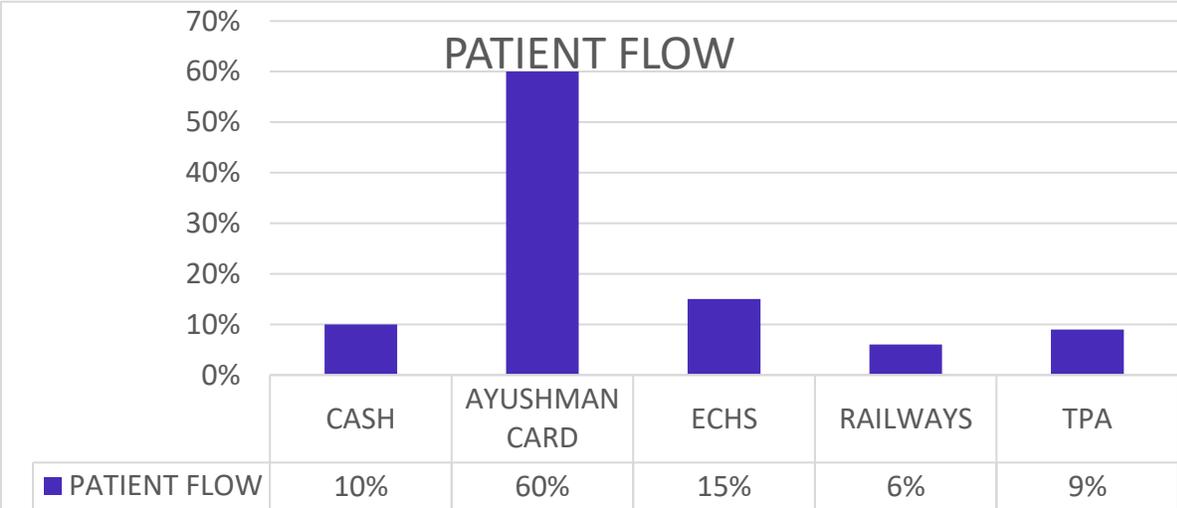
### **6.4 Ethical Considerations**

Ethical considerations were paramount in this study. Informed consent was obtained from all participants, ensuring they were aware of the study's purpose, their role, and their right to withdraw at any time without penalty. Confidentiality was maintained by anonymizing responses and securing data storage. The study was conducted following ethical guidelines to ensure the dignity, rights, and welfare of the participants were protected.

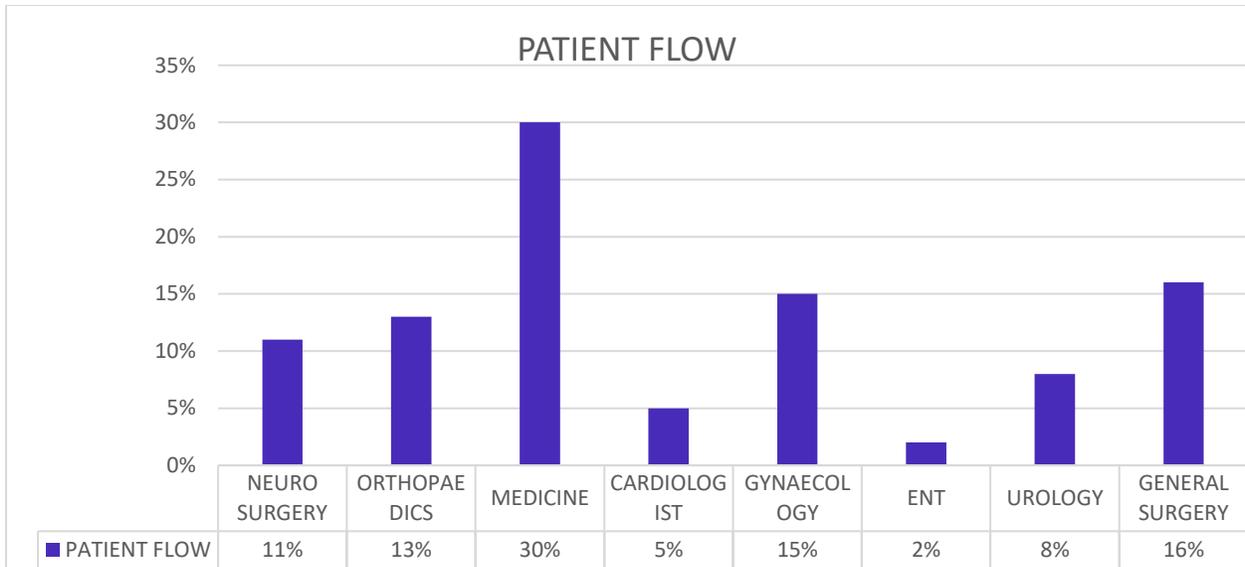
### **6.5 Limitations of the Study**

Despite the rigorous methodology, this study has certain limitations. The use of a convenient sampling technique may introduce selection bias, limiting the generalizability of the findings. The cross-sectional design provides a snapshot in time, which may not capture changes in patient satisfaction or service quality over time. Additionally, the study is limited to a single hospital, and results may not be applicable to other settings or geographical areas. These limitations should be considered when interpreting the findings and drawing conclusions from the study.

### 7. ANALYSIS & RESULTS

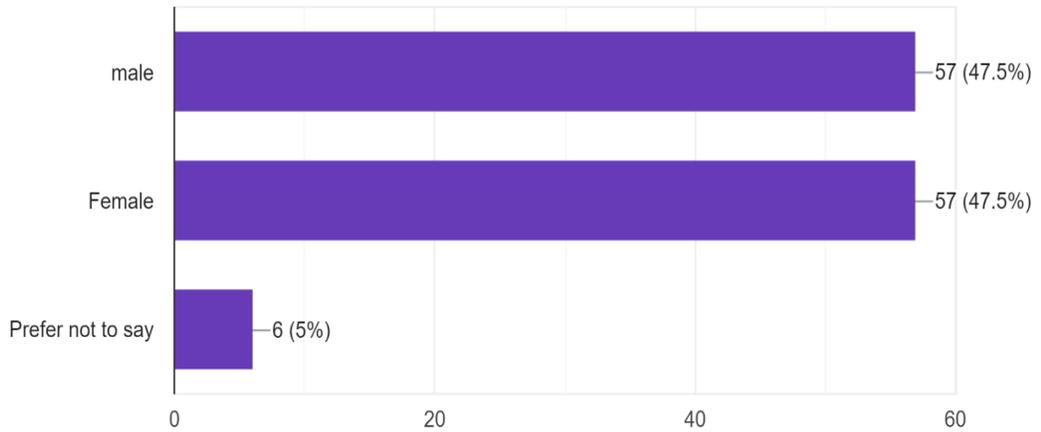


### SPONSORS PATIENT FLOW



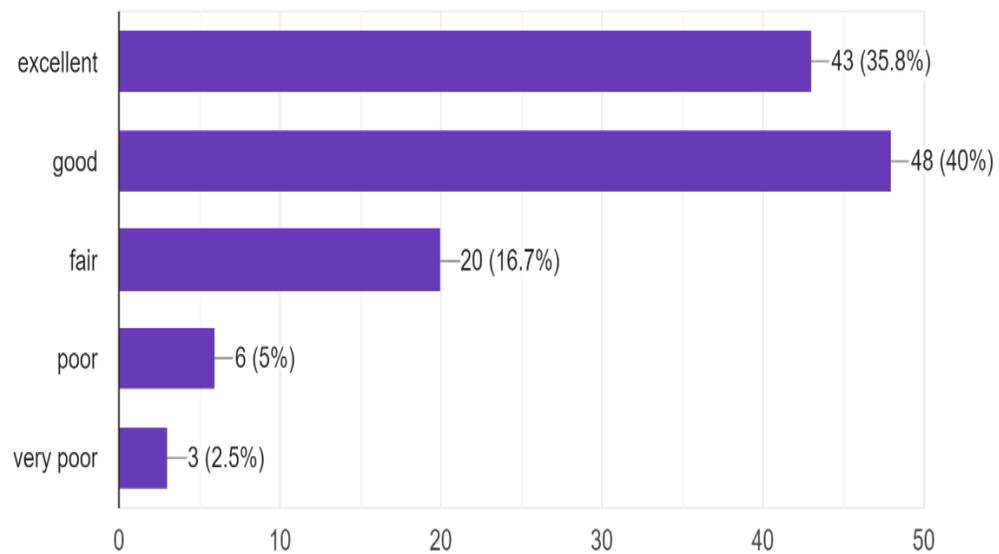
## SPECIALISATION PATIENT FLOW

Gender  
120 responses



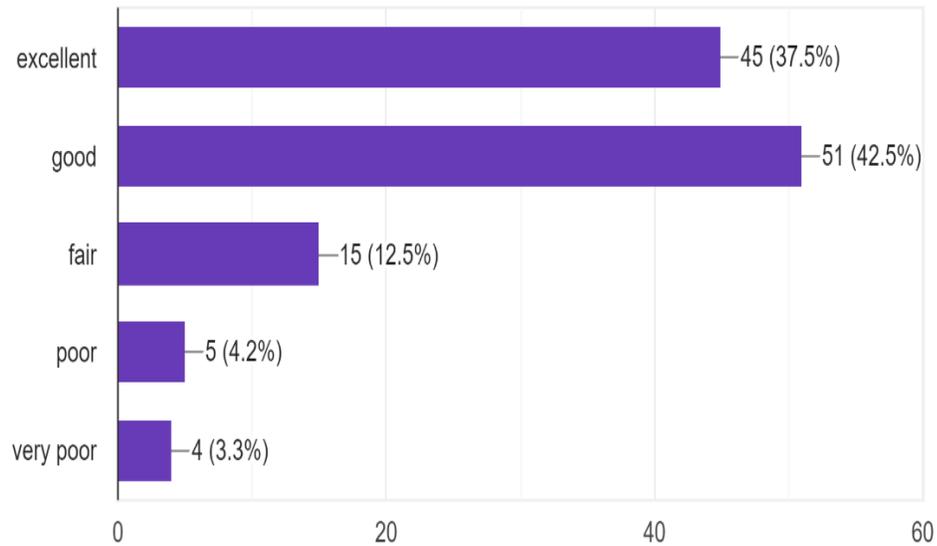
## How would you rate the professionalism and courtesy of the nursing staff?

120 responses



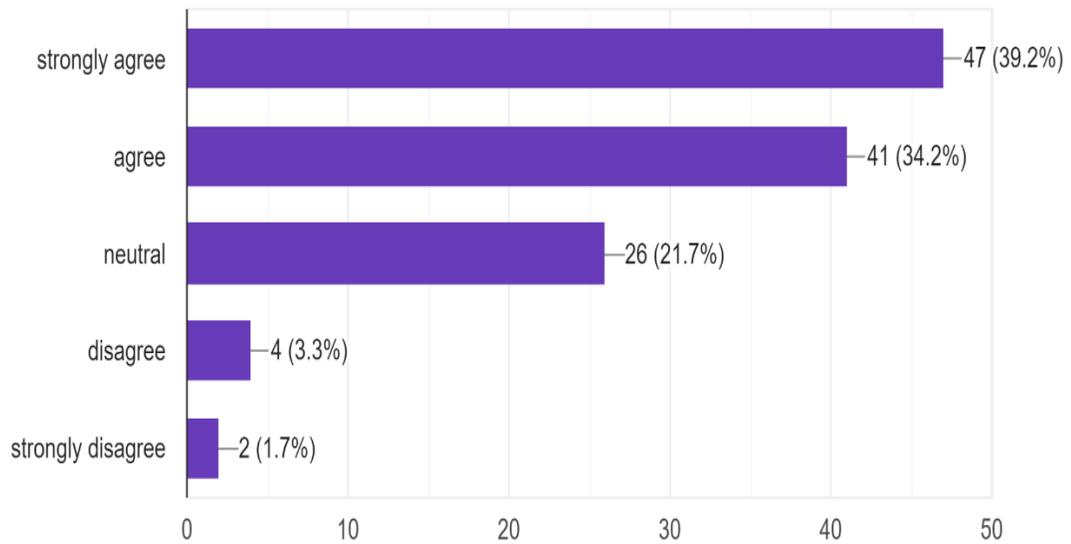
### How would you rate the professionalism and courtesy of the doctors?

120 responses



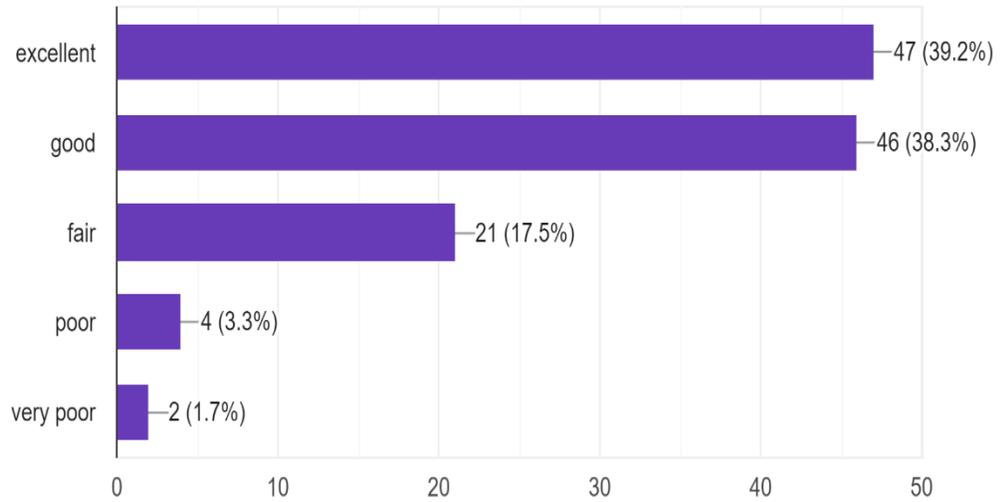
### Did you feel that your concerns and questions were adequately addressed by the medical staff?

120 responses



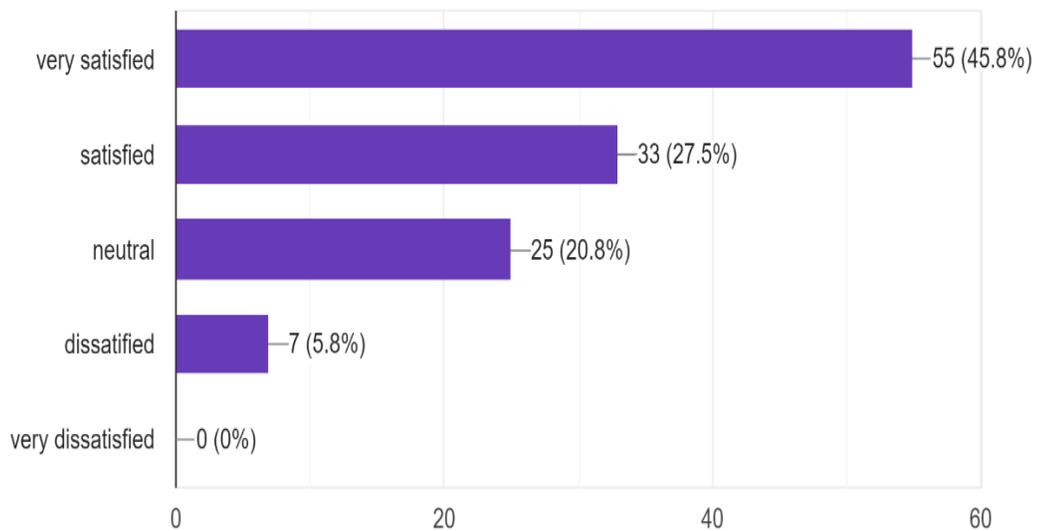
### How would you rate the clarity of explanations provided about your condition and treatment?

120 responses



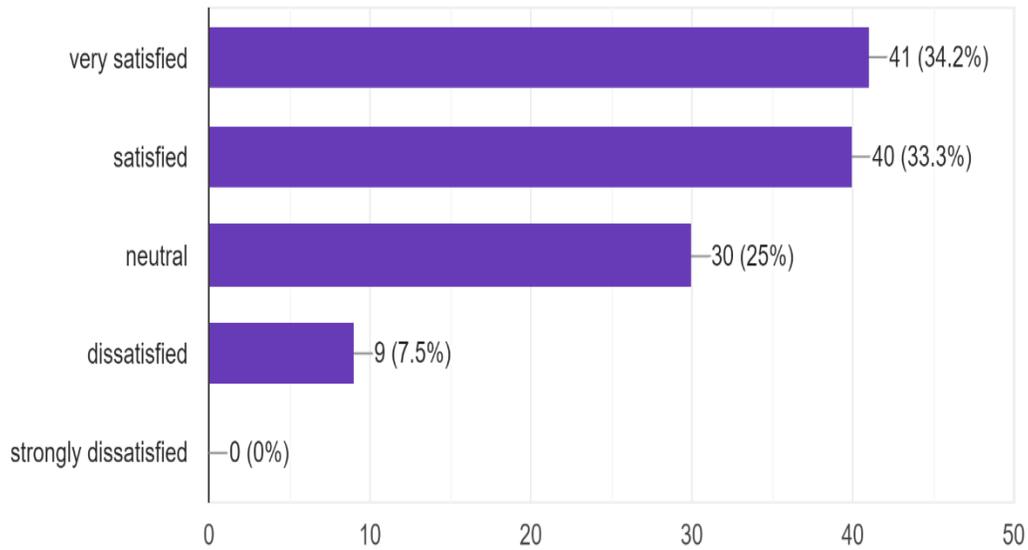
### How satisfied are you with the time the doctor spent with you during your visit?

120 responses



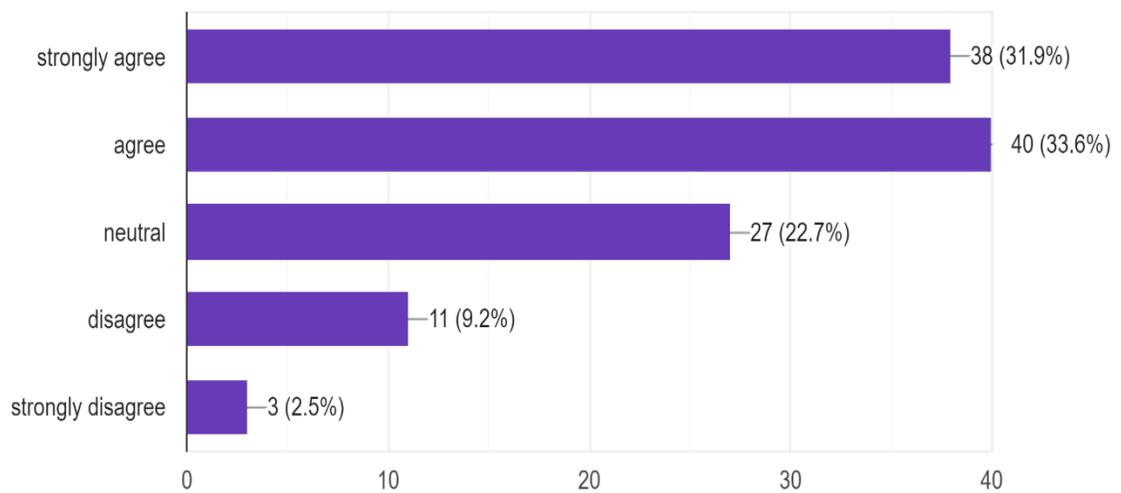
### How satisfied are you with the effectiveness of your treatment?

120 responses



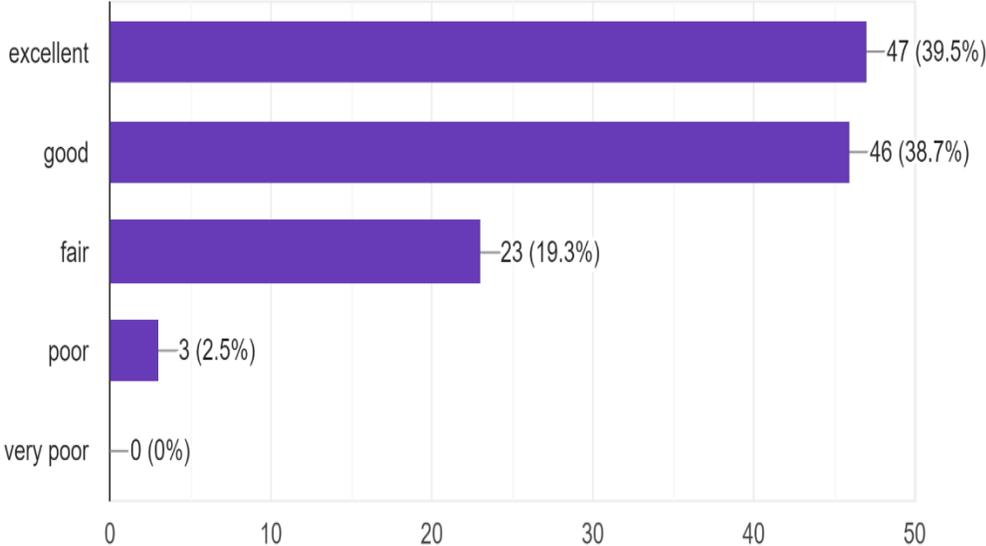
### Were you involved in decisions about your treatment plan to your satisfaction?

119 responses



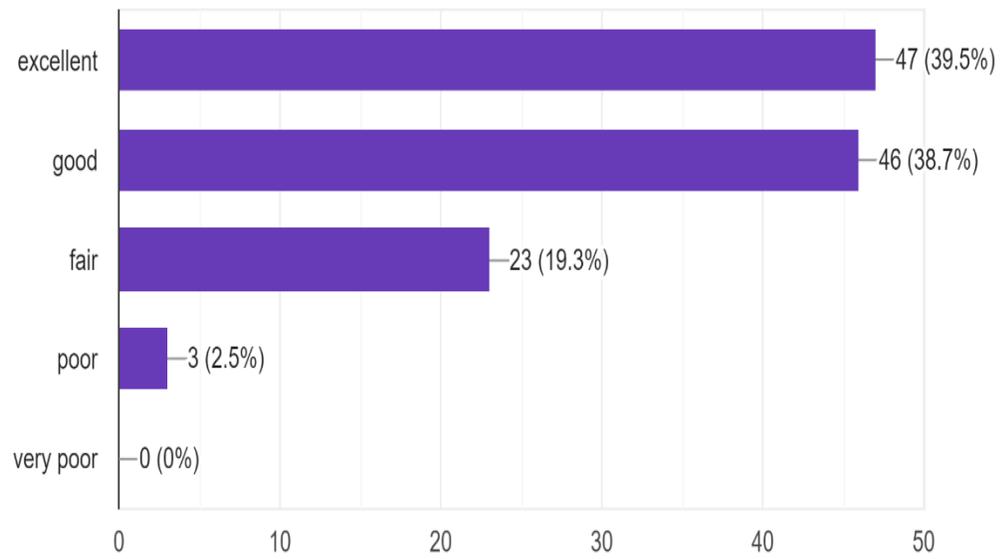
How would you rate the coordination of your care among different medical providers?

119 responses



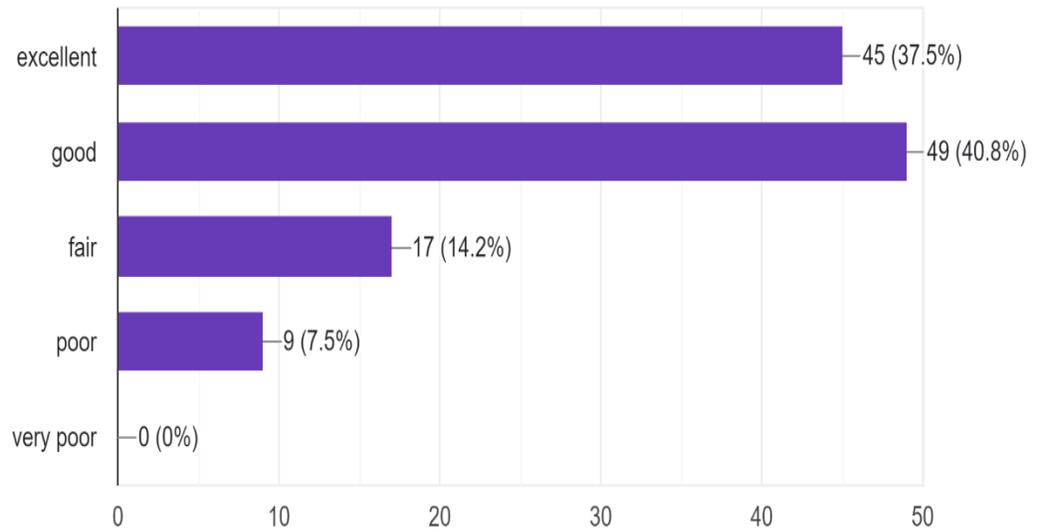
## How would you rate the coordination of your care among different medical providers?

119 responses



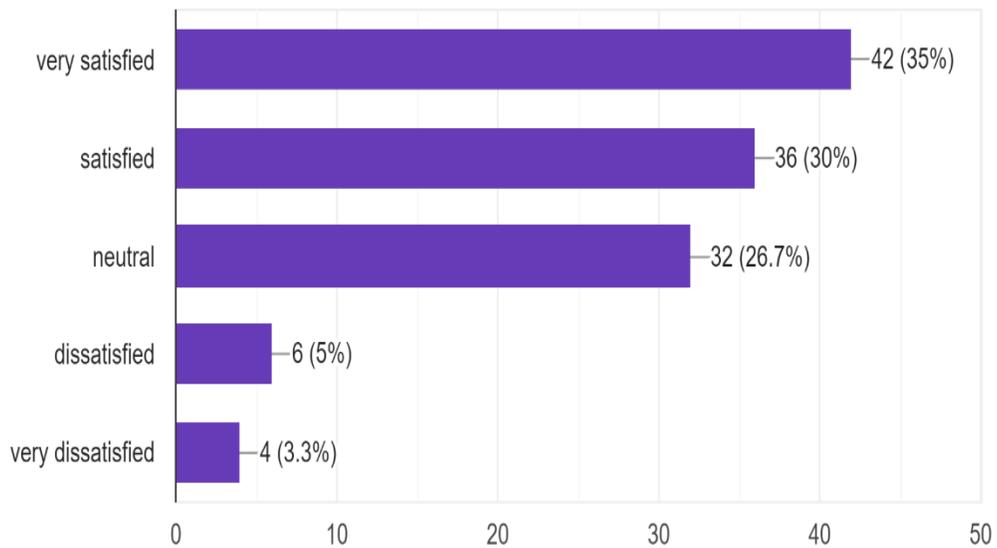
How would you rate the quality of the hospital's support services (e.g., pharmacy, laboratory, radiology)?

120 responses



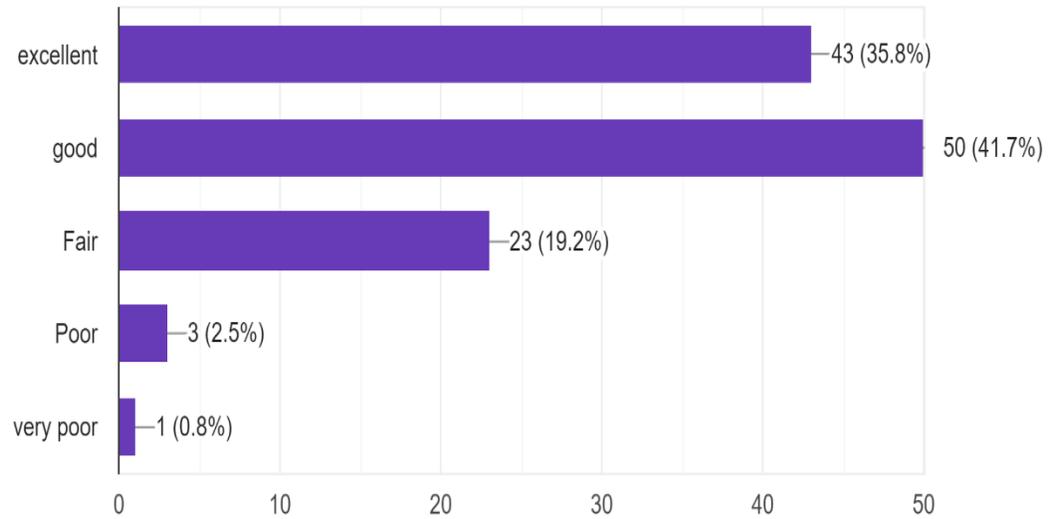
How satisfied are you with the billing process and the explanation of charges?

120 responses



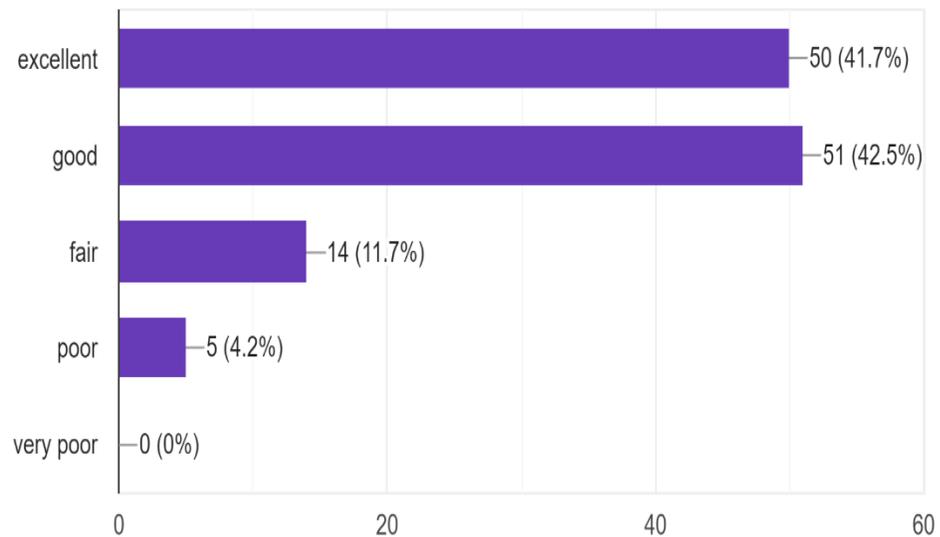
### How would you rate the hospital's communication and follow-up after your discharge?

120 responses



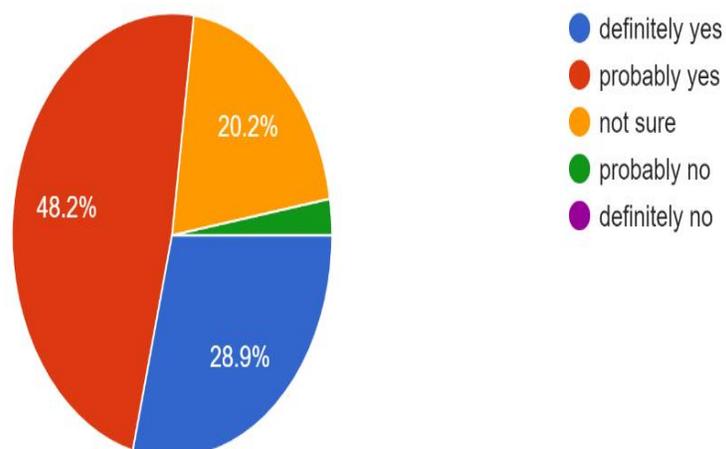
### Overall, how would you rate your experience at this hospital?

120 responses



Would you recommend this hospital to others?

114 responses



## 8. DISCUSSION

### 8.1 INTERPRETATION

#### 8.1.2. CORRELATION BETWEEN INDEPENDENT AND DEPENDENT VARIABLES

DEPENDENT VARIABLE	INDEPENDENT VARIABLES	CORRELATION
Overall Experience.	Professionalism and courtesy of nursing staff	0.45
	Professionalism and courtesy of doctors	0.43
	Concerns and questions addressed by medical staff	0.42
	Satisfaction with the time doctor spent during visit	0.36
	Clarity of explanations provided	0.51
	Involvement in treatment decisions	0.48
	Effectiveness of treatment	0.51
	Coordination of care	0.55
	Quality of support services	0.61
	Communication and follow-up after discharge	0.51

The table shows the correlation between various independent variables and the dependent variable "Overall Experience." Here are the key points:

- Professionalism and courtesy of nursing staff:** Moderately positive correlation (0.45).
- Professionalism and courtesy of doctors:** Moderately positive correlation (0.43).
- Concerns and questions addressed by medical staff:** Moderately positive correlation (0.42).
- Satisfaction with the time doctor spent during visit:** Weak positive correlation (0.36).
- Clarity of explanations provided:** Moderately positive correlation (0.51).
- Involvement in treatment decisions:** Moderately positive correlation (0.48).
- Effectiveness of treatment:** Moderately positive correlation (0.51).
- Coordination of care:** Moderately strong positive correlation (0.55).
- Quality of support services:** Strong positive correlation (0.61).
- Communication and follow-up after discharge:** Moderately positive correlation (0.51).

**These correlations suggest that all these factors positively impact the overall experience, with "Quality of support services" showing the strongest correlation.**

**8.1.3.** The data collected from Yatharth Super Specialty Hospital reveals several insights into patient satisfaction with medical services. Descriptive statistics indicate that the majority of patients rated the professionalism and courtesy of nursing staff and doctors positively, with average scores of 4 and 3.6 respectively. Concerns and questions addressed by medical staff received an average rating of 3.6, indicating room for improvement in communication. The time spent by doctors during visits was generally well-received, with an average score of 4. Support services and post-discharge communication received scores of 3.4 and 4.2, respectively. Overall, the hospital experience and likelihood to recommend the hospital were rated positively, with average scores of 3.6 and 4.2.

## **8.2. Comparison with Existing Literature**

The findings of this study align with existing literature, which emphasizes the importance of various factors in influencing patient satisfaction. For instance, Sofaer and Firminger (2005) highlighted that communication and responsiveness are critical determinants of patient satisfaction, which is consistent with the lower ratings observed for addressing patient concerns and questions. Ancarani et al. (2009) and Thom and Campbell (2008) stressed the significance of

the hospital environment and quality of care, both of which were rated relatively well in this study. However, the moderate ratings for support services suggest that improvements in this area could enhance overall satisfaction, as indicated by Otani et al. (2011).

### **8.3. Implications of the Findings**

The findings suggest that while Yatharth Super Specialty Hospital performs well in several areas, there is room for improvement, particularly in communication and support services. Enhancing these aspects could lead to higher overall patient satisfaction and better recommendations. The positive ratings for nursing and doctor professionalism, as well as post-discharge communication, indicate strengths that the hospital can build upon. Implementing targeted improvements based on patient feedback could enhance the overall quality of care and patient experiences.

### **8.4. Limitations of the Study**

This study has several limitations that must be considered when interpreting the results. The use of convenient sampling may introduce selection bias, limiting the generalizability of the findings. The cross-sectional design provides only a snapshot of patient satisfaction, which may not reflect changes over time. Additionally, the study is confined to a single hospital in Orchha, M.P., and may not be applicable to other settings or geographical areas. These limitations suggest that caution should be exercised when generalizing the results beyond the studied population.

### **8.5. Recommendations for Future Research**

Future research should aim to address the limitations of this study by employing a more randomized sampling technique to enhance the generalizability of findings. Longitudinal studies could provide insights into changes in patient satisfaction over time and the impact of implemented improvements. Expanding the study to include multiple hospitals across different regions would offer a broader understanding of patient satisfaction with medical services. Additionally, qualitative research methods, such as interviews and focus groups, could provide deeper insights into patient experiences and areas for improvement.

## **9. CONCLUSION**

This study investigated patient satisfaction with medical services at Yatharth Super Specialty Hospital, providing valuable insights into key factors influencing patient experiences. The findings revealed that patients generally rated the professionalism and courtesy of both nursing staff and doctors positively, with overall satisfaction scores indicating a favorable hospital experience. However, areas such as addressing patient concerns and the quality of support services showed room for improvement. These results align with existing literature, confirming

that communication, responsiveness, and service quality are critical determinants of patient satisfaction. The study's cross-sectional design and convenient sampling method present limitations, suggesting the need for more randomized and longitudinal studies to enhance the generalizability and depth of future research. Overall, this research contributes to the understanding of patient satisfaction in a hospital setting and highlights specific areas for potential improvement, which can guide healthcare providers in enhancing the quality of care and patient outcomes

### **9.1. Summary of Key Findings**

The study at Yatharth Super Specialty Hospital revealed several important insights into patient satisfaction. Patients generally rated the professionalism and courtesy of nursing staff and doctors positively, with average scores of 4 and 3.6, respectively. While the overall hospital experience and likelihood to recommend the hospital received favorable ratings, areas such as addressing patient concerns and support services showed room for improvement. The average ratings for these areas were 3.6 and 3.4, respectively, indicating that while the hospital performs well in certain aspects, there are specific areas that require attention to enhance patient satisfaction further.

### **9.2. Answers to Research Questions or Confirmation of Hypotheses**

The research confirmed that several factors significantly influence patient satisfaction, consistent with existing literature. The study corroborated the hypothesis that communication and responsiveness are crucial determinants of patient satisfaction, as indicated by the moderate ratings for addressing patient concerns. Additionally, the findings supported the idea that the quality of care, including the professionalism of medical staff and the effectiveness of support services, plays a vital role in shaping patient experiences. The positive ratings for nursing and doctor professionalism align with the literature emphasizing the importance of staff behavior in patient satisfaction.

### **9.3. Overall Contributions of the Research**

This research contributes to the understanding of patient satisfaction in hospital settings by highlighting key areas of strength and potential improvement. The study's findings align with existing literature, reinforcing the critical role of communication, staff professionalism, and support services in determining patient satisfaction. By identifying specific areas needing enhancement, such as addressing patient concerns and improving support services, the research provides actionable insights for healthcare providers. These insights can guide hospital administrators in implementing targeted improvements to enhance the overall quality of care and patient outcomes. Furthermore, the study's methodology and findings can serve as a foundation for future research, encouraging more randomized and longitudinal studies to gain a deeper understanding of patient satisfaction dynamics.

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## **11. ANNEXURE**

The questionnaire is a tool used in the survey is provided by the Hospital.

### **General Information**

1. Age: \_
2. Gender: \_
3. How many times have you visited this hospital in the last year? \_

## **Medical Staff and Care**

4. How would you rate the professionalism and courtesy of the nursing staff?

- Excellent
- Good
- Fair
- Poor
- Very Poor

5. How would you rate the professionalism and courtesy of the doctors?

- Excellent
- Good
- Fair
- Poor
- Very Poor

6. Did you feel that your concerns and questions were adequately addressed by the medical staff?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. How satisfied are you with the time the doctor spent with you during your visit?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

## **Treatment and Outcomes**

8. How would you rate the clarity of explanations provided about your condition and treatment?

- Excellent
- Good
- Fair
- Poor
- Very Poor

9. Were you involved in decisions about your treatment plan to your satisfaction?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. How satisfied are you with the effectiveness of your treatment?

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

11. How would you rate the coordination of your care among different medical providers?

- Excellent
- Good
- Fair
- Poor
- Very Poor

## **Support Services**

12. How would you rate the quality of the hospital's support services (e.g., pharmacy, laboratory, radiology)?

- Excellent
- Good
- Fair
- Poor
- Very Poor

13. How would you rate the hospital's communication and follow-up after your discharge?

- Excellent
- Good
- Fair
- Poor
- Very Poor

**Overall Experience**

14. Overall, how would you rate your experience at this hospital?

- Excellent
- Good
- Fair
- Poor
- Very Poor

15. Would you recommend this hospital to others?

- Definitely Yes
- Probably Yes
- Not Sure
- Probably No
- Definitely No

Thank you for taking the time to complete this questionnaire. Your feedback is valuable in helping us improve our services.

## **12. CONSENT FORM**

### **Consent Form for Participation in survey on Patient Satisfaction & Medical Services.**

Yatharth Super Speciality Hospital is conducting a survey to understand the patient needs in the Hospital. The survey aims to gather feedback to help improve our services, and overall patient experience. Your responses will be kept confidential and anonymous. We will not collect personally identifiable information, and your responses will be combined with those of other participants for analysis.

The data collected from this survey will be used to identify trends and areas for improvement within the Hospital. The results may be shared with the management and relevant departments in aggregated form but will not include any identifying information. The data may also be used for internal research and planning purposes.

- You have the right to choose whether to participate in the survey.
- There are no significant risks associated with participating in the survey, but we encourage you to please participate and give an honest response.

By participating, you agree that you have read and understood this information and consent to take part in the survey. Thank you for your valuable input.