

Dissertation Training

at

Sarvodaya Hospital and Research Centre, Faridabad

on,

“A cross sectional study of patient satisfaction levels within the Outpatient Department (OPD) of a tertiary care hospital located in the Delhi NCR region.”

By

Mayank Singh Tomar

PG/22/053

Under the guidance of

Dr Preetha G S

PGDM (Hospital & Health Management)

2022-2024



**International Institute of Health Management Research
New Delhi**

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**International Institute of Health Management Research
New Delhi**

(Completion of Dissertation from respective organization)

The certificate is awarded to

Name Mayank Singh Tomar

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

Title Operations

and has successfully completed his/her Project on

Title of the Project

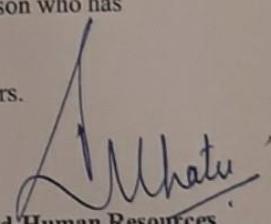
Date A cross sectional study of patient

Satisfaction levels within the outpatient
Department (OPD) of a tertiary care hospital
located in Delhi NCR region.

Organisation Sarvodaya Hospital and Research
Centre.

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.


Head-Human Resources
RAJEEV KR. KHATRI
Head-Human Resources
Sarvodaya Healthcare
Sec-8, Faridabad-121006

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mayank Singh Tomar** student of PGDM (Hospital & Health Management)

from International Institute of Health Management Research, New Delhi has undergone internship training at **Sarvodaya Hospital and Research Centre, Faridabad** from 02/02/2024 to 02/07/2024.

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

Dr. Preetha G S
IIHMR Mentor

Certificate of Approval

The following dissertation titled "A Cross-sectional study of patient satisfaction levels within the outpatient department (OPD) of a tertiary care hospital located in Delhi NCR region" at "Sarvodaya Hospital and Research Center, Faridabad" 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.

Dissertation Examination Committee for evaluation of dissertation.

Name

Signature

Dr. Aman Raj Gupta

Aman Raj Gupta

Dr. Madhu Yadav

Madhu

Dr. Pijush Kanti Khan

Pijush

Certificate from Dissertation Advisory Committee

This is to certify that **Mr. Mayank Singh Tomar**, a graduate student of the **PGDM (Hospital & Health Management)** has worked under our guidance and supervision. He/ She is submitting this dissertation titled **“A Cross Sectional Study Of patient Satisfaction Levels Within the outpatient department (OPD) of a tertiary Care hospital located in the Delhi NCR region”** at **“SARVODAYA HOSPITAL & RESEARCH CENTRE”** in partial fulfillment of therequirements 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 reproduced from any other dissertation, monograph, report or book.

Institute Mentor Name,
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Organization

Shweta Singh
Deputy Manager

Organization Mentor Name
Designation,

Organization

Shweta Singh
5/1/2024

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT
RESEARCH, NEW DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**A cross sectional study of patient satisfaction levels within the Outpatient Department (OPD) of a tertiary care hospital located in the Delhi NCR region**” and submitted by **Mayank Singh Tomar Enrollment No- PG/22/053** under the supervision of **Dr. Preetha G S** for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from to 2022- 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.

Mayank Singh Tomar

FEEDBACK FORM

Name of the Student: Mayank Singh Tomar

Name of the Organisation in Which Dissertation Has Been Completed: Sarvodaya Hospital
and Research Centre

Area of Dissertation: Operations

Attendance: 95%

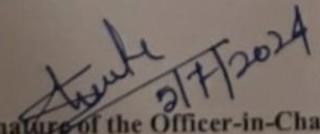
Objectives achieved: Gained knowledge about OPD operations.

Deliverables: Able to solve patient's queries and problems
and help in getting them right treatment.

Strengths: Ready to do any kind of work handover to him.

Suggestions for Improvement: Need to work on Patient interaction/
Customer interaction. Proactiveness to be approached.

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


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

Date: 5/7/2024
Place: Faridkot



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CERTIFICATE ON PLAGIARISM CHECK

Name of Student (in block letter)	Dr./Mr./Ms.: <i>Mayank Singh Tomar</i>		
Enrollment/Roll No.	<i>pu/22/053</i>	Batch Year	<i>2022-24</i>
Course Specialization (Choose one)	Hospital Management	Health Management	Healthcare IT
Name of Guide/Supervisor	Dr./ Prof.: <i>Ruchita V S</i>		
Title of the Dissertation/Summer Assignment	<i>A cross sectional study of patient satisfaction levels within the outpatient department (OPD) of a tertiary care hospital located in the Delhi NCR region.</i>		
Plagiarism detect software used	<i>"TURNITIN"</i>		
Similar contents acceptable (%)	Up to 15 Percent as per policy		
Total words and % of similar contents Identified	<i>0.1.</i>		
Date of validation (DD/MM/YYYY)	<i>26/7/24</i>		

Guide/Supervisor

Name:

Signature:

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Date:

Library Seal

Student

Name: *Mayank Singh Tomar*

Signature: *Mayank*

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Date:

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ACKNOWLEDGEMENT

I would like to express my sincere gratitude to IIHMR Delhi (International Institute of Health Management & Research) for providing me with the opportunity to work on **“A cross sectional study of patient satisfaction levels within the Outpatient Department (OPD) of a tertiary care hospital located in the Delhi NCR region.”** This project has been an invaluable experience in enhancing my knowledge and skills in the field of healthcare management.

I am immensely grateful to Mayank Singh Tomar and Dr Preetha G S, my mentors and guided thoroughly. Their expertise, guidance, and unwavering support have been instrumental in shaping my understanding of the healthcare landscape and project management. Their invaluable insights, constructive feedback, and continuous encouragement have greatly enriched my learning experience.

Next, I would like to extend my heartfelt appreciation to my parents, whose unwavering support and sacrifices have made my educational journey possible. Their constant encouragement, love, and belief in my abilities have been a constant source of strength for me. Their unwavering faith in my potential has been a driving force behind my achievements, and I am forever grateful for their unwavering support.

I am truly grateful to all my beloved friends and the organization, as their contributions have been indispensable in my professional growth and development.

Mayank Singh Tomar

Date- July 2024

So. No.	<u>Table of Contents</u>	Page No.
	Introduction.....	
	Rationale.....	
	Objectives..... General Objective..... Specific Objective.....	
	Methodology..... Study Design..... Study Area..... Study Period..... Sampling Technique..... Sample Size.....	
	Results.....	

	Discussion.....	
	Conclusion.....	
	References.....	
	Plagiarism Report.....	

ABOUT THE ORGANIZATION



Sarvodaya, a leading super specialty hospital brings the best of tertiary healthcare to Faridabad, Delhi NCR with a focus on affordability and medical excellence.

Sarvodaya, with its mission of ‘Sarve Santu Niramaya’ i.e. ‘Good Health for All’ provides the best of medical care and services through the qualified and empathetic doctors and staff across the departments. It’s work is reflected in the reputation it holds across various specialties, whether it’s the doctors who enjoy time-tested bonds of trust with patients, it’s very own institute for nurses and paramedical staff which was set up to ensure high standards of personalized care, and its commitment to provide world class healthcare to all sections of society irrespective of background or ailment.

Spread across 4.25 acres with 450 beds, 109 ICU beds, 10 OTs, the hospital has set benchmarks in

super-specialty with its path breaking work over the past 31 years. Today, it is recognized as one of the top healthcare destination providing super specialty services in Cancer Care & Bone Marrow Transplant, Nuclear Medicine and PET-CT, Radiation Oncology, Surgical Oncology, Orthopedics & Joint Replacement, Neuro Sciences, Cardiology, Cardio-Thoracic & Vascular Surgery, Minimally Invasive Surgery, Urology, Dialysis & Kidney Transplant, ENT & Cochlear Implant, Asthma & Lungs and Gastroenterology & GI Surgery.

The flagship unit of the group, Sarvodaya Hospital, Sector 8 Faridabad is a 450-bedded super speciality hospital, serving the people across Faridabad & Delhi-NCR with preventive and curative services. Our new-age healthcare solutions, outcome-driven experience and unmatched personalised care have made us a hospital of choice for patients.

Working under the aegis of globally renowned doctors and experienced staff, we have given people a new chance at life with Advanced Cancer Care, Robotic Knee Replacements, Urolift Surgery, Complex Paediatric to Adult Cardiac procedures and treatments for minor to critical and trauma cases. We house North India's First Fully Active Robot for Joint Replacement; Spyglass DS II Direct Visualisation System, a Revolutionary tool for the Diagnosis & Treatment of Pancreatic, Bile Ducts & Gall Bladder Disorders; Zeiss Tivato 700 Neuro-surgical Microscope for complex brain surgeries; Versa HD 6D LINAC for radiotherapies and radiosurgery with sub-mm accuracy; and more.

We bring a wide gamut of curative and therapeutic facilities under different dedicated departments for Comprehensive Cancer Care, Bone Marrow Transplant, Nuclear Medicine and Molecular Theranostics, Robotic Joint Replacement, Neurosciences, Paediatric to Adult Cardiology, Minimal Access Surgery, Dialysis & Kidney Transplant, Gastroenterology & GI Surgeries, Urology & LASER Urological Surgeries and more.

ABSTRACT

Introduction: Patient satisfaction is a critical component of healthcare quality and has significant implications for improving service delivery and patient outcomes. In the outpatient departments (OPD) of hospitals in the Delhi NCR region, understanding patient satisfaction is essential to address the unique challenges faced by patients in a densely populated and diverse area. This study aims to assess patient satisfaction levels in OPD settings within this region to provide insights for enhancing healthcare services.

Methodology: This cross-sectional study was conducted at Sarvodaya Hospital and Research Centre in OPD settings in hospital within the Delhi NCR region. A structured questionnaire was distributed to 150 patients, with a response rate of 95%. The questionnaire covered various dimensions of patient satisfaction, including wait times, communication with healthcare providers, staff professionalism, and overall facility conditions. Data were analyzed using statistical methods to identify patterns and areas of concern.

Results: The findings indicated that overall patient satisfaction was moderate. Key areas of dissatisfaction included long wait times, perceived lack of personalized attention from healthcare providers and inadequate facility amenities conversely, aspects such as staff friendliness and the clarity of medical explanations received higher satisfaction ratings.

Discussion: The study highlights significant areas for improvement in patient satisfaction within OPDs in the Delhi NCR region. Long wait times and

insufficient personalized care emerged as critical concerns that could be addressed through better management practices and enhanced training for healthcare providers. While staff professionalism was generally well-regarded, addressing the other identified issues could lead to substantial improvements in patient satisfaction. Recommendations include optimizing appointment scheduling, increasing staffing levels during peak hours, and enhancing patient-provider communication strategies. Future research could explore the impact of specific interventions on patient satisfaction and identify best practices for OPD settings in similar urban contexts

INTRODUCTION

A key element of healthcare delivery that has a big impact on both patient outcomes and the general prosperity of healthcare institutions is patient satisfaction in the outpatient department (OPD).

This broad term includes the contacts that patients have with medical professionals, the administrative procedures that they must go through, and the actual physical surroundings of the facility.

The caliber of contacts with medical professionals, such as physicians, nurses, administrative assistants, and other support workers, is one of the most important variables in determining patient happiness. Effective communication, empathy their encounters with healthcare practitioners, including responsiveness, professionalism, empathy, and effective communication.

Patients' wait times for appointments with healthcare providers are also very important. Prolonged wait times can cause patients to become frustrated and perceive inefficiencies, whereas shorter wait times suggest a well-run and effective system, which raises patient satisfaction. An easy-to-use and effective scheduling system that makes it simple for patients to make, change, or cancel appointments considerably improves their experience. The act of arranging appointments is particularly crucial. Understanding a patient's diagnosis, available treatments, and anticipated results also helps them feel more confident and satisfied, therefore it's critical to communicate clearly and completely about the patient's condition and suggested course of therapy.

Patient satisfaction is significantly impacted by the physical surroundings, including comfort and cleanliness, since patients frequently associate a facility's level of cleanliness with the calibres of treatment they receive. Views of the standard of care are also very important, and they are impacted by the skill of the medical staff, the success of the treatments, and the general calibre of the services. Better health outcomes, precise diagnosis, and efficient

treatments are hallmarks of high standards of care, which raise patient satisfaction. The sum of these elements influences the entire patient experience in the outpatient department (OPD). A good experience leads to improved patient adherence to treatment programs, higher satisfaction, and positive word-of-mouth recommendations. Patient results improve, healthcare facilities' reputations are improved, and overall success is increased when patient pleasure is prioritized.

patient contentment in the First and foremost, good communication is essential between patients and healthcare professionals. Patients feel heard, understood, and valued when medical professionals speak intelligibly, sympathetically, and competently. A sense of confidence and trust in the care they receive is fostered by this pleasant encounter.

Additionally, a shorter wait time is a major factor in patient satisfaction. Shorter wait times signify a well-organized and efficient system, improving the entire patient experience, while longer wait times can cause dissatisfaction and a sense of inefficiency.

In addition, the process of making appointments is crucial to patient happiness. An easy-to-use and effective scheduling system that makes it simple for patients to make, change, or cancel appointments improves their experience significantly.

Patients especially appreciate being able to schedule appointments in a timely manner and having access to online booking tools. Clear and thorough communication regarding a patient's condition and suggested therapy is also crucial. Understanding one's diagnosis, available treatments, and anticipated results is essential for patients to feel confident and satisfied with their care.

Patient satisfaction is also significantly impacted by the OPD's physical surroundings, which includes comfort and cleanliness. A comfortable, spotless, and well-maintained facility shows a dedication to providing high-quality care and meticulous attention to detail. It is crucial to a patient's overall experience since they frequently associate a facility's cleanliness with the caliber of treatment they receive. The effectiveness of therapy, the level of expertise

of healthcare professionals, and the general quality of Patients are more likely to keep their appointments, come back for follow-up visits, and refer others to the medical facility when they are satisfied. The number of new patients seeking care in the OPD can be considerably increased by positive word-of-mouth referrals from happy patients. A hospital that has a reputation for excellent patient care also has a competitive edge and draws in more patients who are seeking dependable, high-quality medical care. In addition to lowering wait times and congestion, effective patient flow management, guided by patient satisfaction data, also makes sure that resources are used as efficiently as possible to serve a greater number of patients.

In summary, patient satisfaction in the outpatient department is a thorough indicator of the calibre of treatment that medical facilities offer. Healthcare institutions may attract more patients, improve the overall quality of service, and build trustworthy connections with patients by putting patient happiness first. This all-encompassing method of delivering healthcare helps healthcare providers achieve operational excellence and long-term success in addition to benefiting patients by giving them better care and happy experiences.

RATIONALE

Analysing patient satisfaction in a hospital's Outpatient Department (OPD) is a complex process that offers important information on the standard of treatment given. One of the most important measures of the OPD's overall efficacy and performance is patient satisfaction. Healthcare professionals can facilitate a continual cycle of quality enhancement by identifying areas that require work as well as their strengths by evaluating the experiences and views of their patients.

Gaining an understanding of patient satisfaction emphasizes the significance of patient-centered care, which gives patients' needs, preferences, and values top priority when receiving medical care. By using this method, care is guaranteed to be both clinically

successful and in line with patients' priorities. In order to assist patients develop trust and confidence, this approach places a strong emphasis on healthcare practitioners' effective communication, empathy, and respect. Better health outcomes and treatment plan adherence result from patients' satisfaction levels rising when they feel their concerns are acknowledged and valued.

For various reasons, it is essential to examine patient satisfaction levels in the outpatient department. It is a first indicator of the calibre of care. Prompt service, appropriate diagnosis, successful treatments, and high levels of satisfaction are frequently correlated with high-quality care. Reduced contentment, on the other hand, may be a sign of possible problems like protracted wait times, inadequate facilities, or poor communication.

Healthcare practitioners are better able to decide where to concentrate their improvement efforts by routinely checking these levels.

Improving the patient experience is yet another important rationale for researching patient satisfaction. A patient's opinion of the medical facility as a whole can be greatly impacted by a pleasant OPD experience, which can also affect the patient's propensity to return for future care and refer others to the hospital. The ability to draw in new patients and keep a solid patient base is greatly enhanced by word-of-mouth recommendations.

Building patient loyalty and satisfaction go hand in hand. Patients who are happy with the care they receive at the hospital are more inclined to stick with it and bring their families there for medical attention. Both patients and healthcare professionals benefit from this commitment since it guarantees continuity of service and fosters the development of enduring bonds that promote improved health outcomes.

Quality improvement activities are also driven by patient happiness. Responses from satisfaction surveys might point out certain areas that want improvement, whether they be in the physical environment, administrative procedures, or therapeutic practices. A dedication

to bettering care and being receptive to patient needs is demonstrated by putting patient feedback into practice, which can further improve outcomes and satisfaction.

Another crucial element is guaranteeing regulatory compliance. Patient satisfaction levels must be tracked and reported on by numerous regulatory agencies in the healthcare industry as part of their quality requirements. In order to keep the facility's accreditation and avoid fines that could harm its finances and reputation, compliance with these rules is crucial.

Finally, patient satisfaction and financial stability are tightly related. Elevated levels of satisfaction have the potential to boost patient attractiveness and retention. This proactive approach to healthcare aids in cost control and enhances the facility's overall financial stability.

In summary, researching patient satisfaction in the outpatient department is a vital, complex process that is vital to assessing and boosting the quality of care, enhancing patient satisfaction, building patient loyalty, promoting quality improvement, making sure that regulations are followed, and preserving financial stability. Healthcare institutions can achieve improved health outcomes, operational excellence, and long-term growth by putting patient pleasure first.

OBJECTIVES

GENERAL OBJECTIVE

1. To study the patient satisfaction regarding the various services provided in outpatient department in a tertiary care hospital located in Delhi NCR region.

SPECIFIC OBJECTIVE

1. Assess patients' satisfaction with the quality of medical care

and nurses.

2. Measure patient satisfaction with the ease of appointment scheduling, the availability of appointment slots, and the time spent waiting for consultations.
3. Evaluate how effectively healthcare providers communicate with patients regarding diagnoses, treatment options, and follow-up care instructions.
4. Assess patient satisfaction with the efficiency and friendliness of administrative staff, including the check-in/check-out process and the handling of medical records.

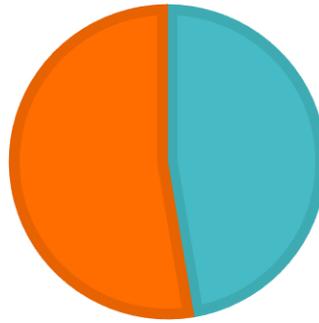
METHODOLOGY

- **Study Design:** A cross-sectional study of patient satisfaction levels within the Outpatient Department (OPD) of a tertiary care hospital located in the Delhi NCR region.
- **Study Period:** The study will be conducted from 01/03/2024 to 31/05/2024.
- **Study Area:** The data would be collected in tertiary care hospital located in the Delhi NCR region.
- **Sampling Technique:** Convenient and Multistage sampling technique will be carried out for the study based on feasibility and accessibility to collect maximum participant information.
- **Sample Size:** For the study, a total of 150 participants was surveyed through a Google form.
- **Research Instrument:** A survey would be administered using semi-structure questionnaire.
- Participants would be surveyed through google form and the survey would be sent via google Form through WhatsApp/ Email.
- **Ethical Considerations:** This study was submitted for ethical review to the IIHMR student research review board. The tool and study protocol were cleared through this committee.

- All the participants were explained about the objectives of the study if they were being Surveyed through an online message. As a researcher, I made the participant understand and explain to them in the language they understand. After explaining them, consent would be taken.
- For the participants filling the Google Form themselves, a question of consent had been added to the survey, before they could answer the next question. Privacy and data protection will be strictly followed.

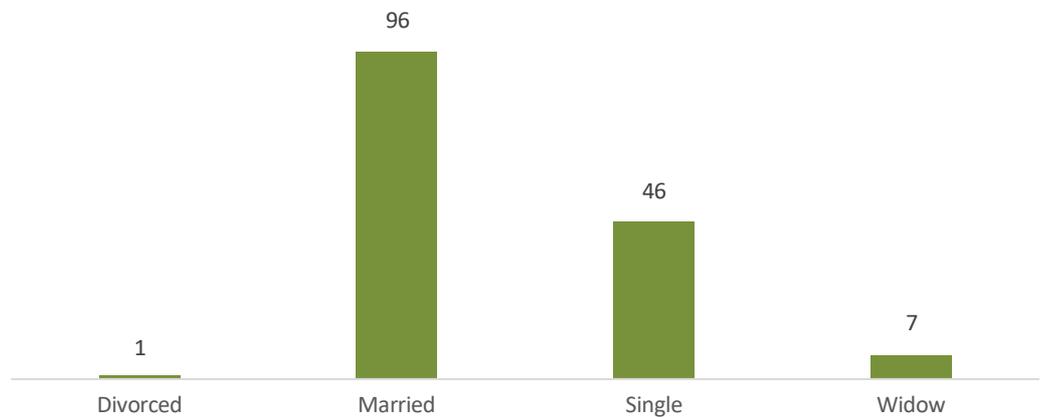
RESULTS

SEX OF THE RESPONDENT



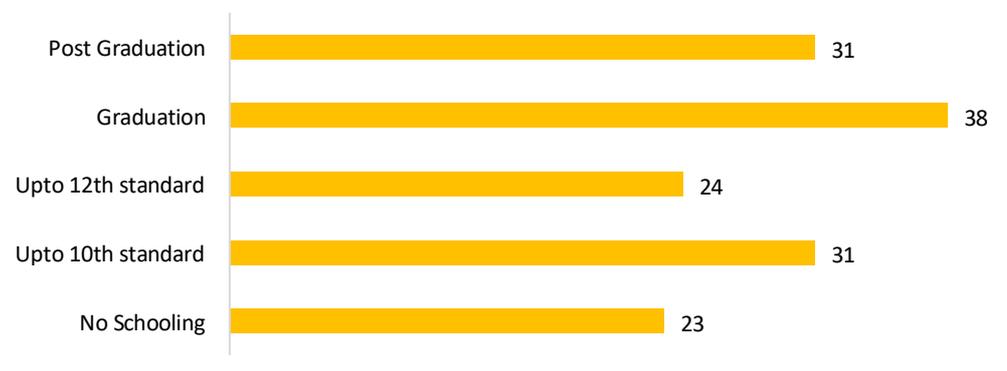
Among the respondent 53% are Female and 47% are Male.

MARITAL STATUS OF THE RESPONDENT

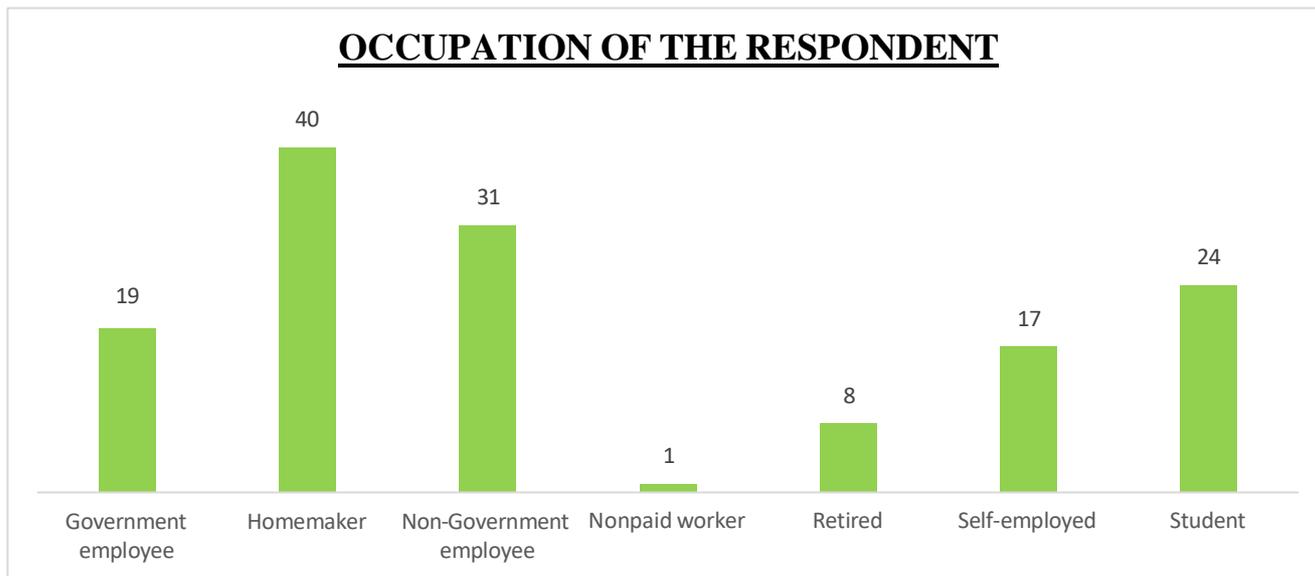


Among the respondent Marital status of the respondent are 96 Married out of 150 respondent , 46 are Single out of 150 respondent and 7 were widows.

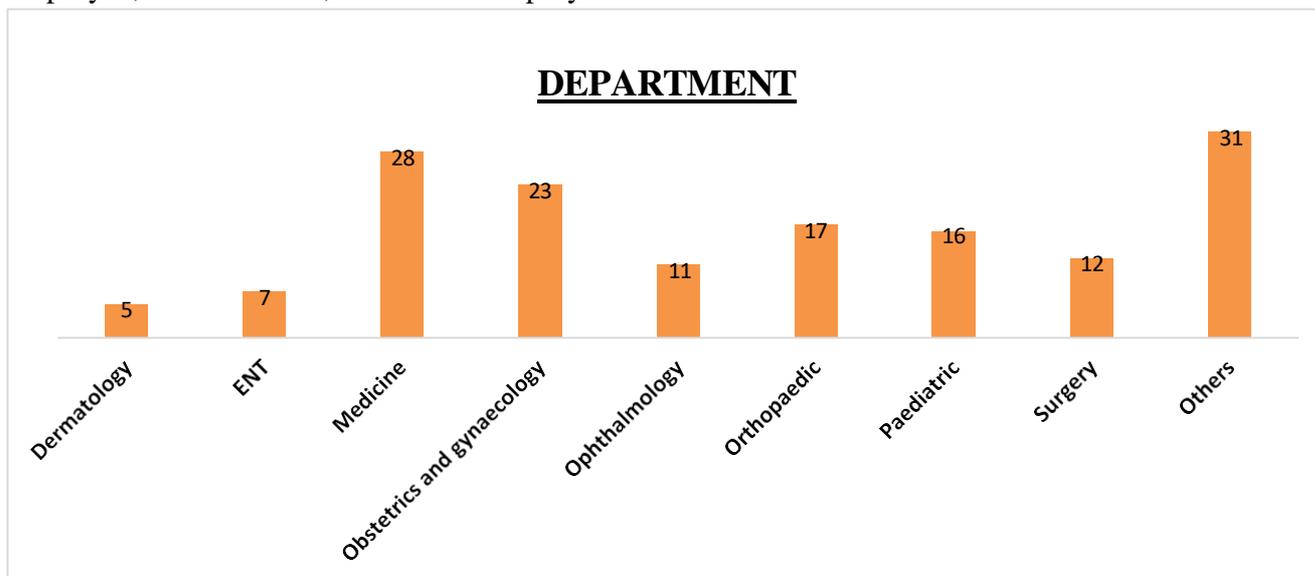
EDUCATIONAL QUALIFICATION



Among the respondent 23 did not attended any schooling, 31 up to 10th standard, 24 up to 12th standard , 38 are Graduates and 31 are Post graduation.

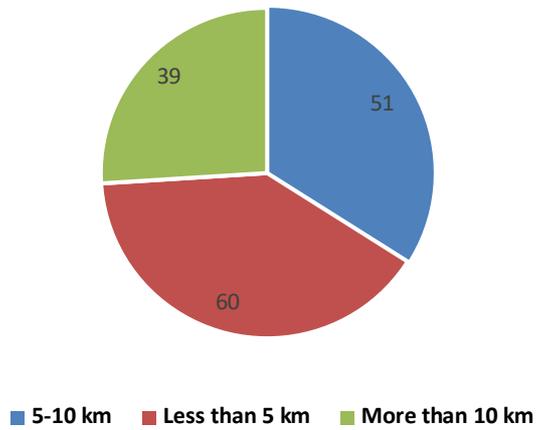


Among the respondent 19 are Government employees, 40 are Homemaker, 31 are Non-Government employee, 8 are Retired , 17 are Self employed and 24 are Student.

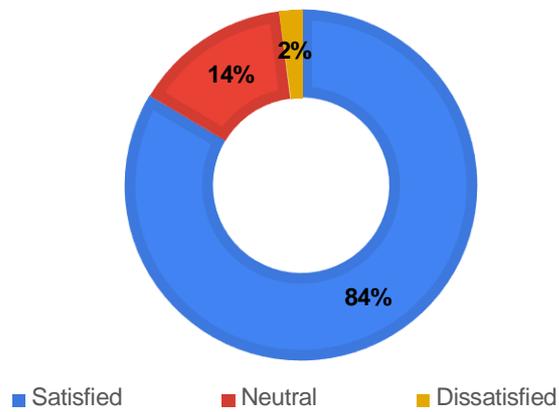


Among the respondent 5 visited Dermatology, 7 visited ENT, 28 visited Medicine , 23 Obstetrics and Gynecology , 11 visited Ophthalmology , 17 visited Orthopedic, 16 visited Paediatric ,12 visited Surgery and rest visited other departments.

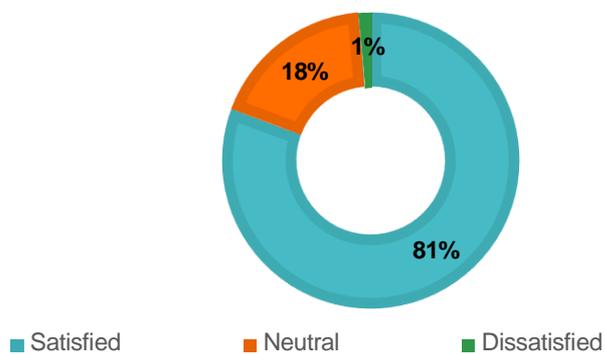
DISTANCE TRAVELLED TO THE HOSPITAL



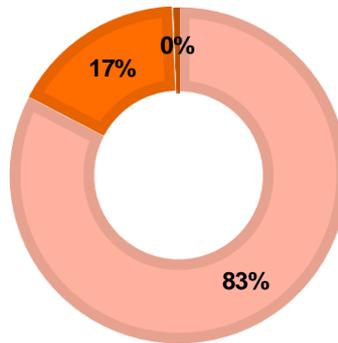
SITTING ARRANGEMENT IN THE OPD



CLEANLINESS IN OPD

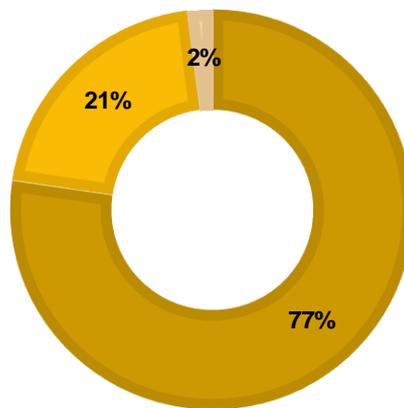


DRINKING WATER FACILITY



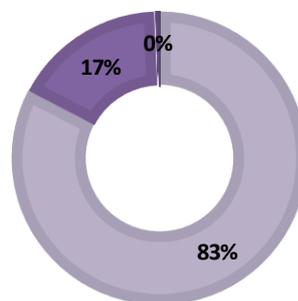
■ Satisfied ■ Neutral ■ Dissatisfied

TOILET FACILITY



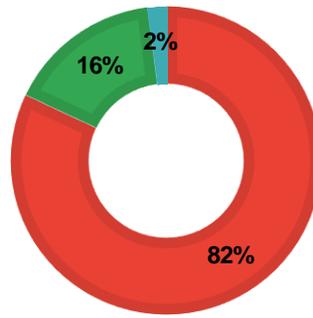
■ Satisfied ■ Neutral ■ Dissatisfied

CONVENIENCE TO REACH OPD



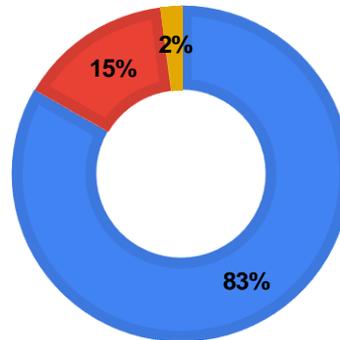
■ Satisfied ■ Neutral ■ Dissatisfied

FINDING OF CONSULTANTS IN OPD



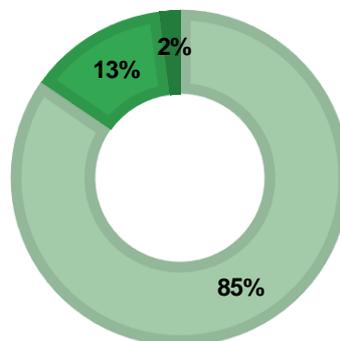
■ Satisfied ■ Neutral ■ Dissatisfied

CONVIENCE TO REACH INVESTIGATION SITES



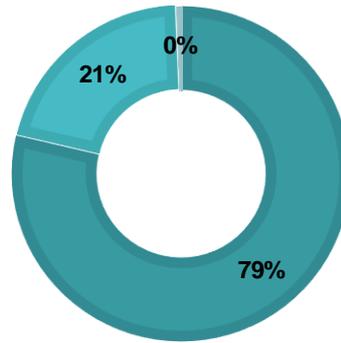
■ Satisfied ■ Neutral ■ Dissatisfied

APPROPRIATE SIGNAGE, SYMBOLS IN OPD



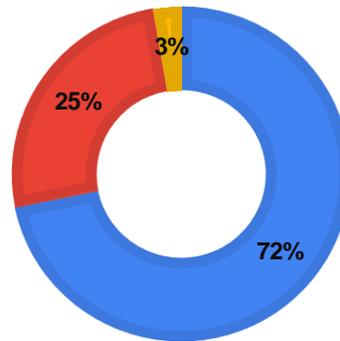
■ Satisfied ■ Neutral ■ Dissatisfied

BEHAVIOUR OF THE DOCTOR



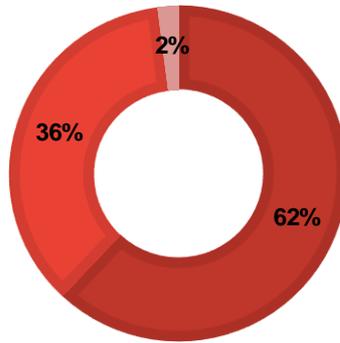
■ Satisfied ■ Neutral ■ Dissatisfied

TIME TAKEN BY DOCTOR TO ATTEND THE PATIENT



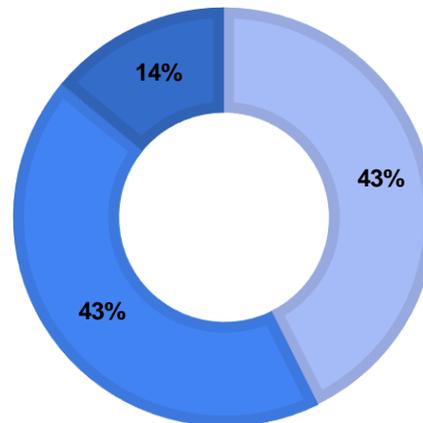
■ 5-15 min ■ 16-30 min ■ More than 30 min

PATIENT FEEL THAT AMOUNT OF TIME PROVIDED BY DOCTOR IS SUFFICIENT



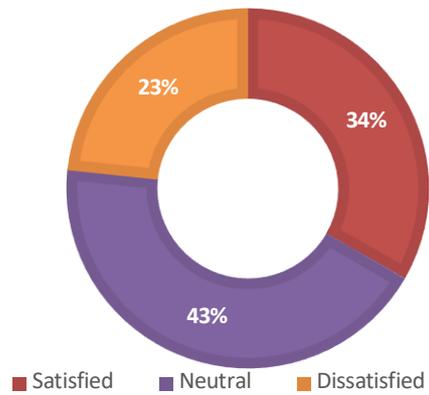
■ Satisfied ■ Neutral ■ Dissatisfied

TIME TAKEN FOR OPD SLIPS

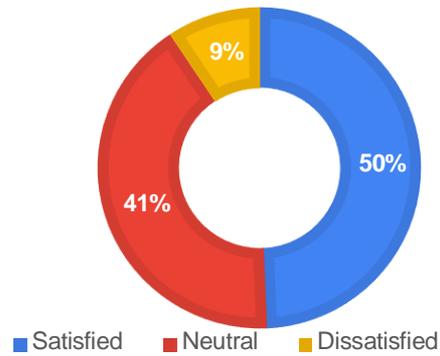


■ Satisfied ■ Neutral ■ Dissatisfied

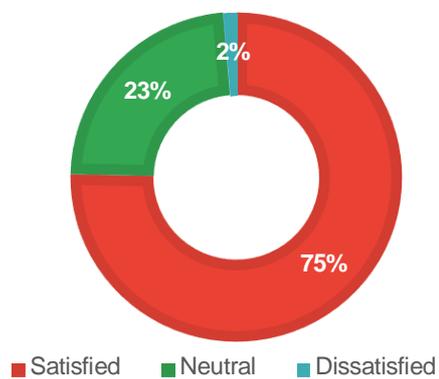
**TIME TAKEN TO REACH CONSULTANTS IN
OPD**



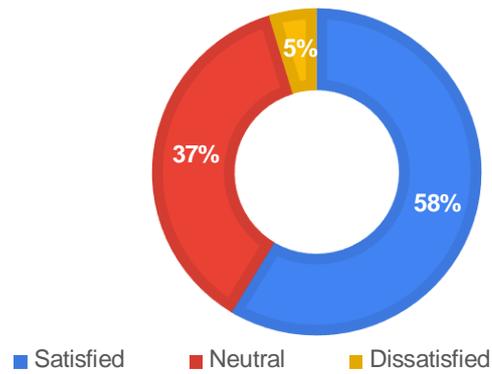
**TIME TAKEN IN GETTING MEDICINES FROM
PHARMACY**



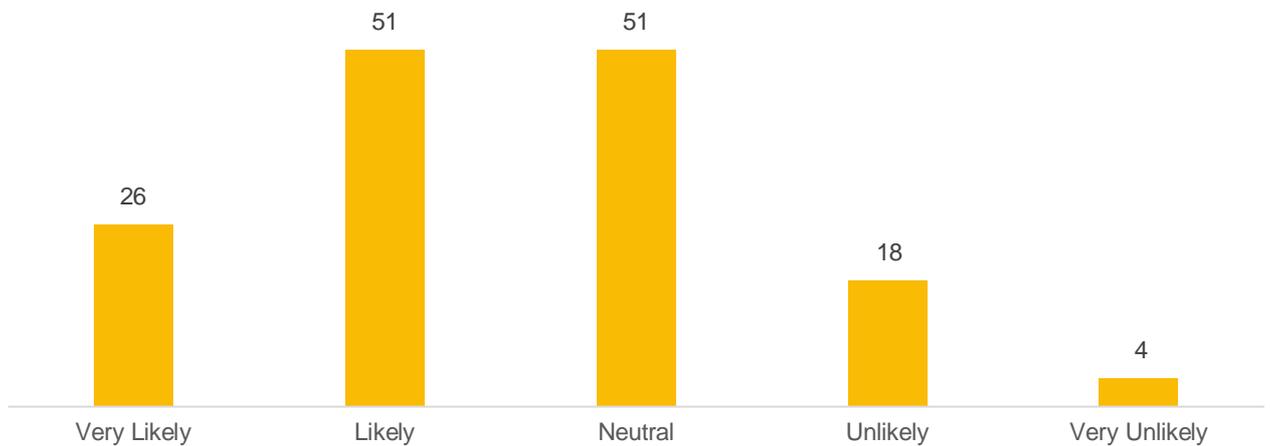
**SATISFACTION REGARDING
CONSULTANT'S BEHAVIOUR**



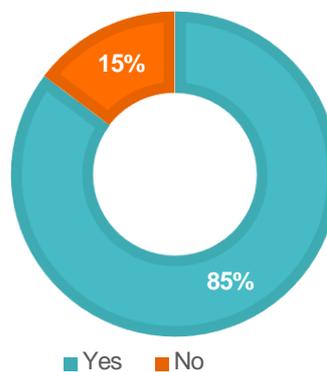
SATISFACTION REGARDING BEHAVIOUR OF NURSES AND PARAMEDICAL STAFFS



SATISFIED WITH SERVICES PROVIDED IN OPD



RECOMMENDATION OF HOSPITAL TO FAMILY AND FRIENDS



DISCUSSION

This tertiary care facility has a 73% overall patient satisfaction rate with its services. This figure is consistent with the results of other research; in Kashmir, SA Deva et al. reported an 80% satisfaction rate, Kumari et al. found 81.6%, and Qureshi et al. found 72%.

Unfortunately, this institute's satisfaction rating is lower than Bhattacharya et al.'s 88%, SK Jawhar et al.'s 90–95% range in India, and Ofili and colleagues' 83% in Benin City.

However, it is greater than the 63% satisfaction percentage from Andhra Pradesh that Mahapatra et al. reported.

These contrasts show that even while this institute's satisfaction percentage is comparatively high, there is still space for growth in order to meet the higher standards established by certain other research. The small discrepancies in satisfaction levels may be due to changes in patient expectations, healthcare infrastructure, and service quality across various locations and facilities. Enhancing patient experiences at this institute may benefit from an understanding of and attention to the aspects that contribute to improved satisfaction rates in other research.

Like many other service-oriented industries, the healthcare system is at its core a service sector, with a strong emphasis on client experiences and satisfaction. Because patient satisfaction directly affects the quality of the healthcare services rendered, it is a crucial indirect marketing technique.

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directly affects the caliber of the medical services rendered, patient happiness is a crucial indirect marketing technique.

Comparisons like these show that even while this institute's satisfaction percentage is comparatively good, it still needs to rise to the higher standards established by certain other research. Divergent healthcare infrastructures, patient expectations, and the quality of treatments offered in various locations and facilities may all contribute to the minor discrepancies in satisfaction ratings. It may be possible to improve patient experiences at this institute by comprehending and addressing the elements that have been linked to higher satisfaction rates in previous research.

Just like other service-oriented industries, the healthcare system is at its core a service sector, meaning that customer experiences and happiness are very important. Because it directly affects the caliber of the medical services rendered, patient happiness is a crucial indirect marketing technique.

According to a study conducted in the Government Medical College's Outpatient Department (OPD) in Miraj, District Sangli, by Jadhav SB et al., 70.57% of patients were happy with the seating arrangements, and 78.22% were satisfied with the OPD's cleanliness. These results are consistent with those of our investigation. According to Jawahar SK, 50% of patients in an Indian super specialty hospital expressed satisfaction with the facility's cleanliness.

In a study on patient satisfaction with hospital services, Prasanna KS et al. found that patients were completely satisfied with the sitting arrangements and cleanliness in the outpatient department of a private medical college hospital in Mangalore. These findings match our own. According to Patavegar Bilkish et al., 55.55% of patients were pleased with the facility's hygiene.

CONCLUSION

One of the most important indicators of the calibre and efficacy of healthcare services is patient satisfaction in the outpatient department (OPD). High levels of patient satisfaction indicate that the healthcare facility meets or beyond patients' expectations in a number of areas of care. Better health outcomes and lower healthcare costs result from satisfied patients, who are more inclined to follow their treatment programs. Additionally, there is a higher probability of their returning for follow-up care, which guarantees therapy continuity and comprehensiveness.

Additionally, building patient loyalty and trust depends on patient satisfaction. Patients grow to trust the medical staff and the institution as a whole when they experience respect, understanding, and good care. Patients are encouraged by this trust to seek care concurrently. Patient opinions, which are frequently obtained via satisfaction questionnaires, offer priceless insights into the experience of the patient. This input can identify specific areas for improvement and highlight areas where the institution excels. The hospital can employ focused tactics to address concerns like lengthy wait times or trouble making appointments, for example, if patients regularly complain about these things. Sustaining high levels of service and patient satisfaction is made possible by this ongoing cycle of improvement and feedback.

Putting patient pleasure first also improves the efficiency of operations. Patient satisfaction can expedite procedures and lessen administrative burdens because contented patients are typically more willing and involved in their care. To maximize the use of time and resources, for instance, good patient education and clear communication can help to decrease misunderstandings and the need for follow-up visits.

A major factor that is associated with patient happiness is financial stability. Retention of existing patients and the attraction of new ones are both boosted by high patient satisfaction

and growth in revenue. Furthermore, happy people are more inclined to use preventative care and routine examinations, which can later avert more serious and expensive medical problems. In addition to enhancing patient health, this proactive strategy helps the facility's bottom line.

Ultimately, it is impossible to exaggerate the significance of patient happiness in the outpatient department. It improves operational efficiency, fosters financial stability, impacts patient loyalty and trust, and acts as a gauge of the effectiveness and quality of healthcare. Healthcare institutions can enhance patient satisfaction by putting a high priority on patient-centered care and continuously working to improve care delivery.

An all-encompassing strategy that takes into account many facets of the patient experience is needed to increase patient satisfaction in the Outpatient Department (OPD) of a tertiary care hospital. Reducing waiting times and improving convenience can be achieved by streamlining appointment scheduling through user-friendly solutions, such as online booking. In order to guarantee that patient's feel heard and educated, healthcare professionals and administrative personnel must be trained in empathy, active listening, and clear explanations. Effective communication and engagement are essential. A clean, cozy, and welcoming environment is crucial in waiting areas and consulting rooms since the physical environment matters a lot. Prioritizing accessibility and convenience with conspicuous signage and support for individuals requiring it is imperative. Individualized care that includes patients in healthcare decision-making and treats them as such can greatly increase.

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