

Internship Training at Narayana Health, Raipur

By

Ms. Ruhi Mandhania

PGDHHM

2012-2014



International Institute of Health Management Research

Internship Training

At

Narayana Health, Raipur

Patient Satisfaction Index

By

Ms. Ruhi Mandhania

Under the guidance of

Ms. Vanishree M.R.

Post Graduate Diploma in Hospital and Health Management

2012-2014



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

To Whom So Ever It May Concern

The certificate is awarded to

Rishi Maithania

In recognition of having successfully completed her
Internship in the department of

Operation

and has successfully completed her Project on

Patient Satisfaction Index

Date 3rd Feb-1st May 2014


At

Narayana Health, Raipur

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.

For Narayana Hrudayalaya


Manish Tamarekar
Head- HR



Narayana Hrudayalaya Pvt. Ltd.

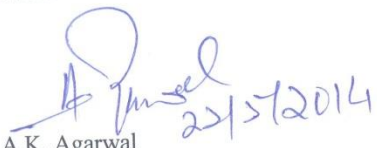
Chandrab Road, Lalpur, Raipur (C.O.) Phone : 077-423270,462, Website : www.narayanahealth.org
Head Office : No. 258/A, Bommasandra Industrial Area, Ankur Taluk, Bengaluru - 560099, Karnataka

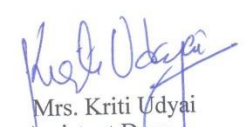
TO WHOMSOEVER MAY CONCERN

This is to certify that Ms. Ruhi Mandhanja student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from International Institute of Health Management Research, New Delhi has undergone internship training at Narayana Health, Raipur from 3rd February, 2014 to 1st May, 2014.

The Candidate has successfully carried out the study designated to him during internship training and his 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 future endeavors.


Dr. A.K. Agarwal
Dean, Academics and Student Affairs
IIHMR, New Delhi


Mrs. Kriti Udyai
Assistant Dean
IIHMR, New Delhi

Certificate Of Approval

The following dissertation titled **"Patient Satisfaction Index in the hospital"** at **"Narayana Health, Raipur"** 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 **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 for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.

Name

Kesh Udayar
Anupama Sharma

Signature

Kesh Udayar
[Signature]

INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Patient Satisfaction Index" and submitted by Ms. Ruhi Mandhania Enrollment No. PG/12/076 under the supervision of Mrs. Vanishree M. For award of Postgraduate Diploma in Hospital and Health Management of the Institute carried out during the period from 3rd February 2014 to 1st May 2014 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.


Signature

FEEDBACK FORM

Name of the Student: *Rishi Mandhania*

Dissertation Organisation: *Narayana Health Multiphasicity Hospital, Raipur*

Area of Dissertation: *Operation*

Attendance: *Above 90%*

Objectives achieved: *Patient Satisfaction Index*

Deliverables: *Yes*

Strengths: *Communication, Team Work, Keen to learn*

Suggestions for Improvement:

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

Date: *1st May 2014*
Place: *Raipur*

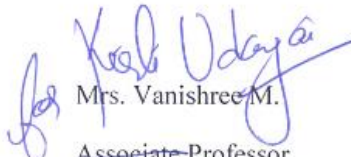
Certificate from Dissertation Advisory Committee

This is to certify that **Ms. Ruhi Mandhan** a graduate student of the **Post- Graduate Diploma in Health and Hospital Management** has worked under our guidance and supervision. She is submitting this dissertation titled "Patient satisfaction Index in the Hospital" at "Narayana Health, Raipur" in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital 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.



Ms. Nishad Meer,
Operation manager,
Narayana Health



Mrs. Vanishree M.
Associate Professor
Assistant
IIHMR

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I have taken tremendous interest and effort in the project. However, it would not have been possible without the kind support and extended hand of help of many individuals. I would like to express my sincere thanks to all of them. I would like to thank all the professionals at **NARAYANA HRIDAYALYA, RAIPUR** for sharing generously their knowledge and precious time which inspired me to achieve the best during the summer training.

My sincere thanks to **Dr. L.P.Singh (Director)** , **Dr. A.K. Agrawal (Dean, Academics and Students' affairs)** and my mentor **Mrs. Vanishree M.R.** who took all the necessary to make sure that we are in the right hands.

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I am highly indebted to **Ms. Nishad Meer** (Senior Manager, Operations) for her consistent guidance and marked supervision as well as for providing necessary information regarding the project that enabled me reach the completion of the same successfully.

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Ms. Ruhi Mandhania

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ABBREVIATIONS

NH – Narayana Health (Hrudayalaya)

IPD- in-patient department

PSS- patient Satisfaction Survey

CRM- Customer Relation Management

MRD- medical record department

ORGANIZATION PROFILE

NARAYANA HRUDAYALAYA, RAIPUR

VISION

“Affordable Quality Healthcare for the Masses Worldwide”

MISSION

“A dream to making quality healthcare accessible to the masses worldwide”

OBJECTIVES

- Provide holistic, timely patient care
- Continually upgrade the knowledge and technology in patient care
- Enhance customer relationships and provide an enriching experience

Narayana Health Hospitals has rededicated its MMI Hospital in Raipur, Chhattisgarh. Over the past 3 years, the hospital was upgraded from a 56 to 250 beds facility. It has introduced health check packages to emphasize on the importance of preventive health. The radiology department is installed with the latest 1.5 Tesla MRI and 64 slice CT scanner. With expertise in renal care, the hospital is equipped with 26 bedded dialysis unit, one of the largest in Chhattisgarh. The emergency and trauma centre at the hospital was upgraded with a specialized team of trained orthopaedic and neurosurgeons to handle any type of medical emergency. Desire is to convert Narayana Health-MMI hospital into a 3000 beds Health City to offer advanced cardiac, cancer, neuro, ortho and organ transplantation. Simultaneously help the government to roll out micro health insurance like Yashaswini of Karnataka,” informed Dr Devi Prasad Shetty, chairman, Narayana Health, Hospitals Micro Health Insurance can make quality healthcare accessible and affordable to the poor. Narayana Health proposed a similar scheme to the Government of Chhattisgarh for the benefit of people in the state.

The hospital offers treatment procedures in diverse medical specialities covering adult and paediatric cardiology, cardiac surgery, nephrology, neurosciences, orthopaedics and joint replacement, oncology, ophthalmology as well as dentistry. Efforts are on to set up an advanced Cancer Research Facility

- Narayana health ,Raipur is the Central India’s largest cardiac center

Scope of services

1. Clinical services

2. Critical care unit
3. Diagnostic services
4. Therapeutic services
5. Ambulatory care area
6. Auxiliary (supporting services) area

1. Clinical services

- 24 hrs accident and trauma/ emergency unit
- Anesthesia
- Cardiology
- Cardiothoracic surgery
- Dental
- Dermatology
- ENT department
- Gastroenterology
- General and laparoscopic surgery
- Gynecology and obstetric
- Health checkups
- Internal medicine
- Oncology
- Nephrology
- Neurology
- Ophthalmology
- Orthopedics
- Pediatrics
- Plastic surgery /maxillofacial surgery
- Physiotherapy
- Respiratory medicine
- Urology

2. Critical care unit

Medical intensive care unit
 Cardiac intensive unit
 ITU
 Cardiac care unit

3. Diagnostic

Laboratory
 Radiology (MRI 1.5 Tesla)

4. Therapeutic services

- OPD clinical consultation services
- Clinical inpatient services
- Operation Theater
- Digital cath lab
- Dialysis unit

Bronchoscopy and endoscopy, ECG, echo, TMT, PFT, EEG, Spirometry

5. Ambulatory care area

Outpatient services
Emergency services
Pharmacy services
Physiotherapy department

6. Auxiliary services

Dietary services
CSSD
Laundry
Store
Mortuary
MGPS
Housekeeping
MRD
Canteen
Security
Hospital management information system
Administrative office
Ambulance & Non ambulance (Blood bank)

Department of cardiac sciences

1. Complete cardiac center
 - Pediatric cardiology
 - Adult cardiology
 - Non invasive cardiology
 - Preventive cardiology
 - Adult cardiac surgery
 - Congenital heart disease
 - Pediatric cardiac surgery
 - Electro physiology
 - Patient counseling

- Diet counseling
2. State of art cath lab
 3. Modular cardiac OT
 4. 45 bedded intensive cardiac unit

In-Patient Satisfaction Index

INTRODUCTION

The goal of any service organization is creation of satisfaction among the customers. The concept of patient satisfaction is rapidly changing to customer's delight which means the patient is not only cured of disease during the hospital stay but is also pleased with the amenities provided to him by the hospital and its staff during the stay, The IPD is defined as the hospital's department where the admitted patients undergo diagnosis and treatment and may stay overnight or even longer and may not stay over night in few short daycare procedures. It is a hospital facility where urgent medical, surgical and critical care is provided. Hospital is a complex institute and every person directly or indirectly involved in rendering services is important role in patient satisfaction.

The In-patient department is the highest source of revenue generation other than any other department of the hospital as the patient stay there and also uses other resources of the hospital while admitted in the IPD. Also satisfaction is an important issue in healthcare nowadays. Thereby, IPD must achieve patient's satisfaction by providing quality services (1). Against a background of growing consumerism, satisfying patients has become a key task for all healthcare activities. Satisfaction in service provision is increasingly being used as a measure of health system performance. It manifests itself in the distribution, access and utilization of health services.

The IPD service reflects the organization attitude towards its patients and shows the patients' impression of the hospital as healthcare publicity spreads through word of mouth. It is increasingly said that one dissatisfied patient might result in preventing 10 more patients from reaching the facility. Thus, measurement of patient's satisfaction with services provided by the concerned hospital is extremely important for any healthcare facility.

Patient satisfaction depends upon many factors such as: Quality of clinical services provided, availability of medicine, behavior of doctors and other health staff, cost of services, hospital infrastructure, physical comfort, emotional support, and respect of patient preferences. Patients constitute the direct clientele of a hospital [3]. For a health care organization to maintain and improve its standards, constant monitoring of perceptions and expectations of the patients and their attendants is essential.

The common tool to improve the quality of care provided by different service providers in the IPD is to conduct a patient satisfaction survey by structuring questionnaire which will cover all the services which are provided to the patient during their stay in the hospital [4].

PROBLEM STATEMENT

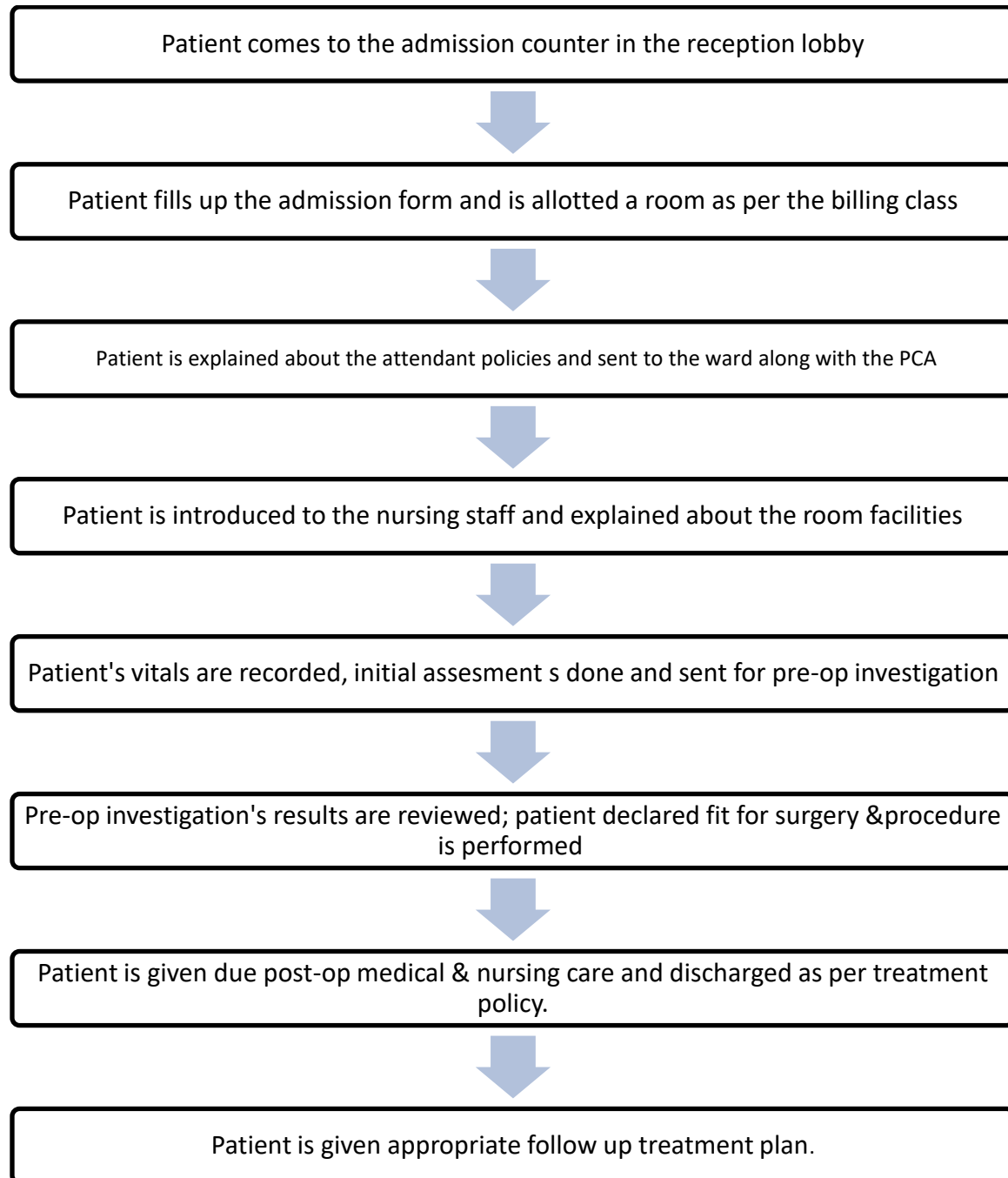
Patient satisfaction is one of the important goals of any health system, but it is difficult to measure the satisfaction and gauge responsiveness of health systems as not only the clinical but

also the non-clinical outcomes of care do influence the customer satisfaction (2). This study aims at addressing these issues. Patient satisfaction is measured by the clinical aspects but now a day's non clinical aspects like communication skills, interaction of hospital staff with patients also influence patient satisfaction. Thus the role of man power does play a very important role in patient satisfaction.

Patient satisfaction depends upon many factors such as: Quality of clinical services provided, availability of medicine, behavior of doctors and other health staff, cost of services, hospital infrastructure, physical comfort, emotional support, and respect of patient preferences. Patients constitute the direct clientele of a hospital [3]. To keep them satisfied has to be the basic aim of the healthcare facility. To satisfy patients is becoming tougher as these consumers have become conscious of their rights, knowledgeable about their disease and demanding for their needs.

Patient satisfaction Survey (PSS) results in improving the quality of services in the hospitals and healthcare facilities rather than using it as an audit tool in evaluating the performance of the staff or hospitals [6]. This study was carried out to investigate the level of customer satisfaction with the medical services offered at NH, Raipur and to identify factors that affect customer satisfaction.

PROCESS FLOW



RATIONALE OF THE STUDY

IPD is the highest revenue generation department of any hospital. The primary goal of the tertiary care hospital is to provide best possible healthcare to the patients. Research performed by Andoleeb (1998) stressed how the public is inclined to pay more for care from quality institutions with which they were satisfied.

Studies have shown that satisfaction level is directly proportional to the expectations of the patients and its fulfillment. For a health care organization to maintain and improve its standards, constant monitoring of perceptions and expectations of the patients and their attendants is essentials itself in the distribution, access and utilization of health services.

Against a background of growing consumerism, satisfying patients has become a key task for all healthcare activities. Satisfaction in service provision is increasingly being used as a measure of health system performance. Satisfaction manifest

In an era in when hospitals compete for patients by boasting the latest clinical technology, the most prestigious physicians and impressive amenities, patient satisfaction is most influenced by human factors, especially superior service related communication skills between hospital staff and patients.

Through this project an attempt has been made to find out the reasons behind the dissatisfaction of the admitted patients towards the hospital services including interaction with doctors, test and procedures, admission and discharge and facility environment.

REVIEW OF LITERATURE

Tayyaba Bashir, Akmal Shahzad et al (2009) conducted a patient satisfaction case study at Madina Teaching Hospital, University of Faisalabad which provides free of cost medical treatment to the patients. The study explores how much the patients are satisfied with facilities given by the hospital as sample for the country. Quality care of patients means patients who have the opinion that they are satisfied with the health services. In this study impact of medicine given in time by the nurse, environment of hospital, and availability of food products supply, post-operative care facility and cleanliness has observed on patient satisfaction and quality of treatment.

Raman Sharma, Meenakshi Sharma (2011) conducted a patient satisfaction study in multispecialty tertiary level hospital, PGIMER, Chandigarh that aims at addressing distribution, access and utilization of health services. This cross sectional study found that the overall satisfaction regarding the doctor-patient professional and behavioral communication was more than 80% at almost all the levels of health care facilities. 55% of respondents opined that the doctors have shown less interest to listen to their problem while 2/3 opined that doctors used medical and technical terms to explain their illness and its consequences. More than 80% were satisfied with basic amenities. Of these, 40% were of the view that services were costlier than their affordability.

Martin A. Markary (2001) did a case study on Patient satisfaction with hospital stay does not reflect quality of surgical care; found that the quality of what goes in the operating room doesn't closely correlate with the patient's perception of the quality of his or her medical care. It also emphasizes that it is important for patient satisfaction to be tracked and transparent, but the quality of the actual care may be independent of that. It's misleading to say a patient satisfaction score says it all. Their research found that while the metric may be easy to apply, it doesn't appear to be comprehensive measure of overall quality, particularly for procedure-based care like surgery.

Srilatha Sivalenka (1999-2000) Patient Satisfaction Surveys in Public Hospitals in India;

Conducted cross sectional studies, a total of 1179 respondents from 25 hospitals in June 1999 to Measure the level of satisfaction of the patient as an outcome of care in public hospitals, to identify the areas of satisfaction and dissatisfaction in public hospitals in Andhra Pradesh, India. On the whole the Global satisfaction scores for all the three surveys were low. Specific to the subscales the most significant areas of dissatisfaction were financial aspects and interpersonal aspects of care. There was no major difference seen in satisfaction scores by age, gender, education, occupation, or by socioeconomic status. Content analysis to the open ended question revealed that corruption appears to be very highly prevalent and was the top cause of dissatisfaction; other areas of concern were availability or supply of drugs, poor utilities like water supply, lights and fans etc., and poor maintenance of toilets and lack of cleanliness in the hospital.

P.R. Sodani and Kalpa Sharma (2013) conducted study on patient satisfaction at a multi super specialty hospital in Delhi investigated that highest level of satisfaction was found for interpersonal manner (86%). Least level of satisfaction was found for billing department followed by time spent with doctors. The main objective of the study was to assess the level of satisfaction in terms of various quality dimensions among the patients.

A survey of customer satisfaction with the medical services offered at the Kenyatta national hospital cancer treatment centre: University of Nairobi investigated the levels of customer satisfaction with the medical services offered at the hospital to identify factors that affect customer satisfaction. The study adopted a survey design and primary data was collected by use of questionnaire. The findings of the study showed that the hospital environment, cost of medical services and the conduct of hospital health care providers largely influence the level of customer satisfaction. The study concludes that medical service providers should act in integrity, being polite, friendly, offer personalized medical care and be interested with patient needs so as to positively influence customer satisfaction.

OBJECTIVES

GENERAL OBJECTIVE

To determine the level of satisfaction of the admitted patients pertaining to various departments of Narayana Hrudayalaya, Raipur.

SPECIFIC OBJECTIVE

- a) To provide regular ongoing monitoring and reporting of patient satisfaction.
- b) To identify parameters which influence patient satisfaction
- c) To determine the level of satisfaction regarding basic amenities.
- d) To determine the level of satisfaction related to overall quality of care.

METHODOLOGY

Study design: Study was conducted in NH, Raipur and type of study is descriptive and study design was **cross sectional** as the study was done in a period of time and all the data was collected in the specific point of time.

Duration of study: Feb'5 to May'1.

Sampling method: The method adopted is Purposive Sampling. As ICU patients were not included in the study.

Data collection tool: Questionnaire

There were 26 questions framed for the survey of different departments to measure the satisfaction level of the patients.

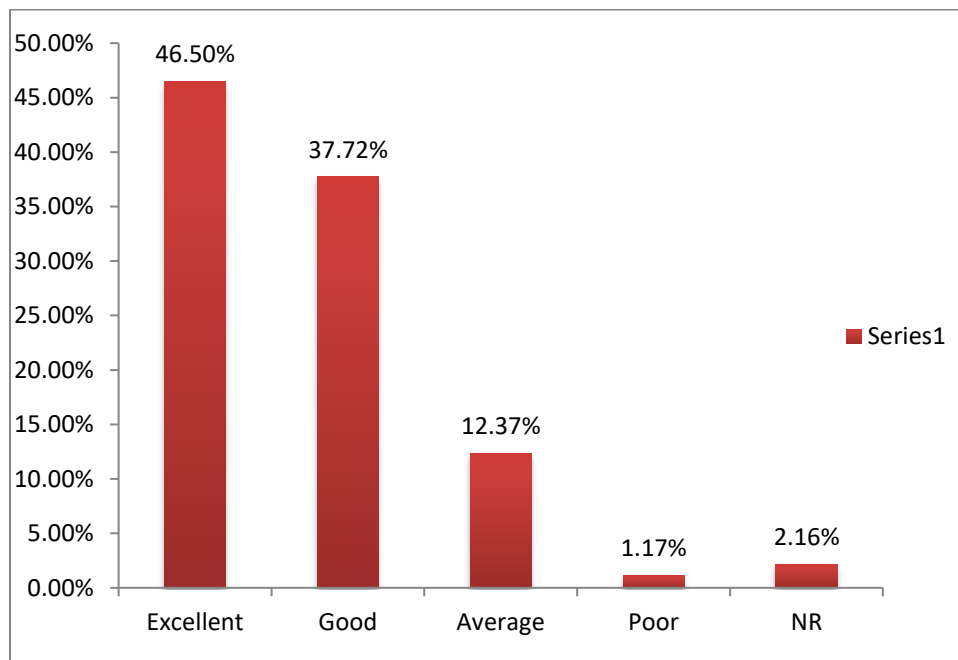
Data type collected: Primary data was collected by the survey forms being filled by the patients.

ANALYSIS

Front office

1. Admission process

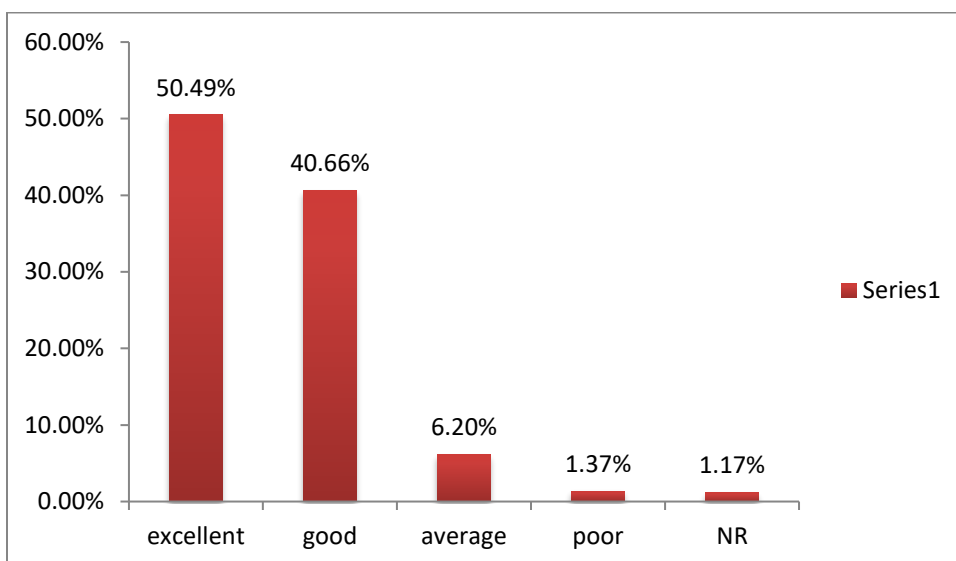
excellent	Good	Average	Poor	NR	Total
237	192	63	6	11	509
46.56189	37.72102	12.37721	1.178782	2.1611	498



Graph.1 38% of the respondents has rated the admission process good and 46% respondents rated the process excellent. Only 1% rated as poor.

2. Courtesy and helpfulness

excellent	good	average	poor	NR	Total
257	207	32	7	6	509
50.49116	40.66798	6.286837	1.375246	1.178782	503

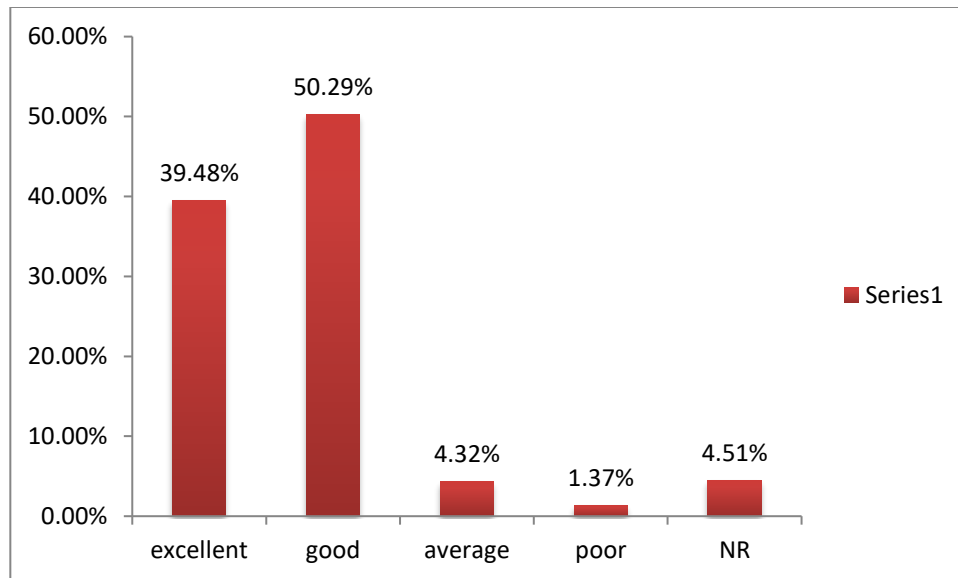


Graph.2 Of all the patients 50% rated the behavior of admission excellent, 41% rated good and respondents who did not find the behavior up to mark is as minimal as 7% .

Diagnostics

1. Clarity of instruction

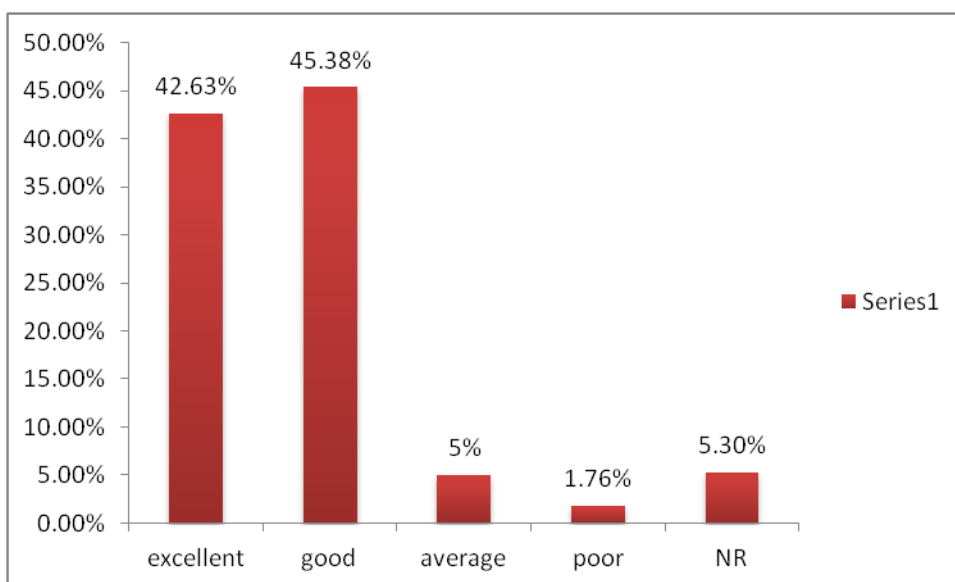
excellent	good	average	poor	NR	Total
201	256	22	7	23	509
39.48919	50.2947	4.3222	1.375246	4.518664	486



Graph. 3 approx half of the patients think that they are moderately satisfied with the clarity of instruction given prior to undergoing any diagnostics test. 40% are extremely satisfied and merely 5% are not satisfied and 5% did not rate this parameter.

2. Courtesy and helpfulness

excellent	good	average	poor	NR	Total
217	231	25	9	27	509
42.63261	45.3831	4.911591	1.768173	5.304519	482

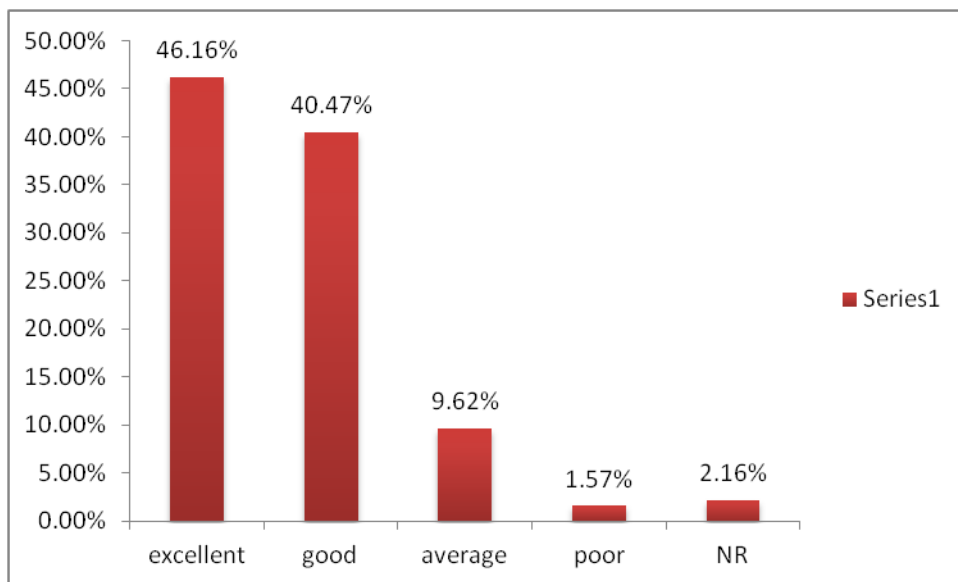


Graph. 4 88% patients rated the behaviour of diagnostics department good and excellent. 7% rated average and poor.

Nursing

1. Care and attention

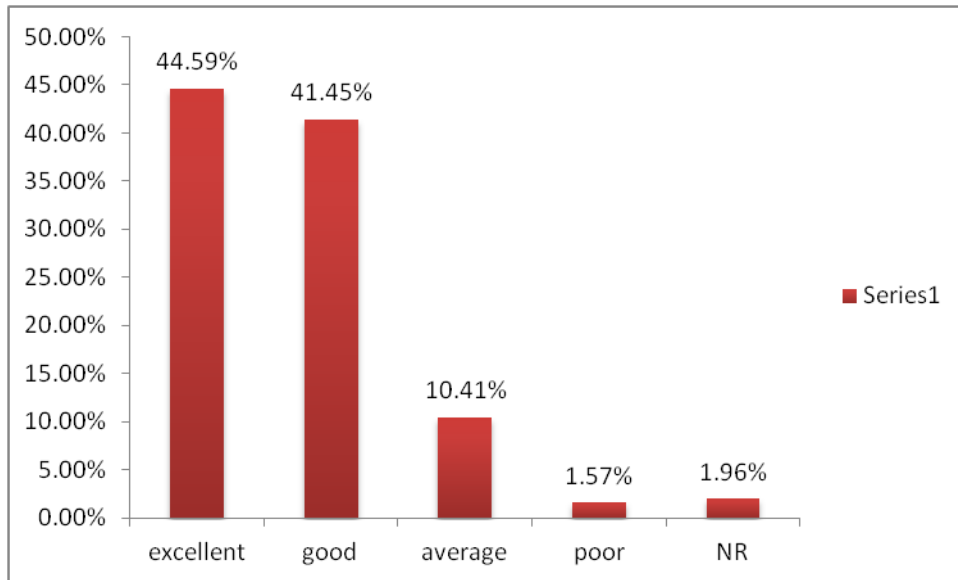
excellent	good	average	poor	NR	Total
235	206	49	8	11	509
46.16896	40.47151	9.626719	1.571709	2.1611	498



Graph. 5 46% and 40% patients feel that the nursing care attention is excellent and good respectively whereas nearly 11% feel that nursing care is not up to the mark

2. Promptness of nursing care

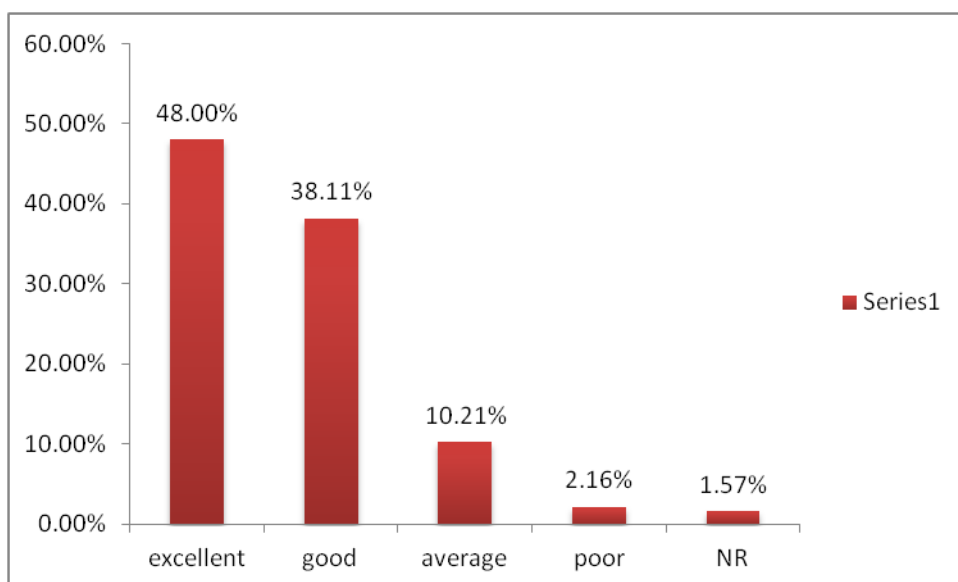
excellent	good	average	poor	NR	Total
227	211	53	8	10	509
44.59725	41.45383	10.41257	1.571709	1.964637	498



Graph.6 87% patients rated the promptness of nursing care excellent and good whereas 12% Patients rated it average and even below.

3. Professional care

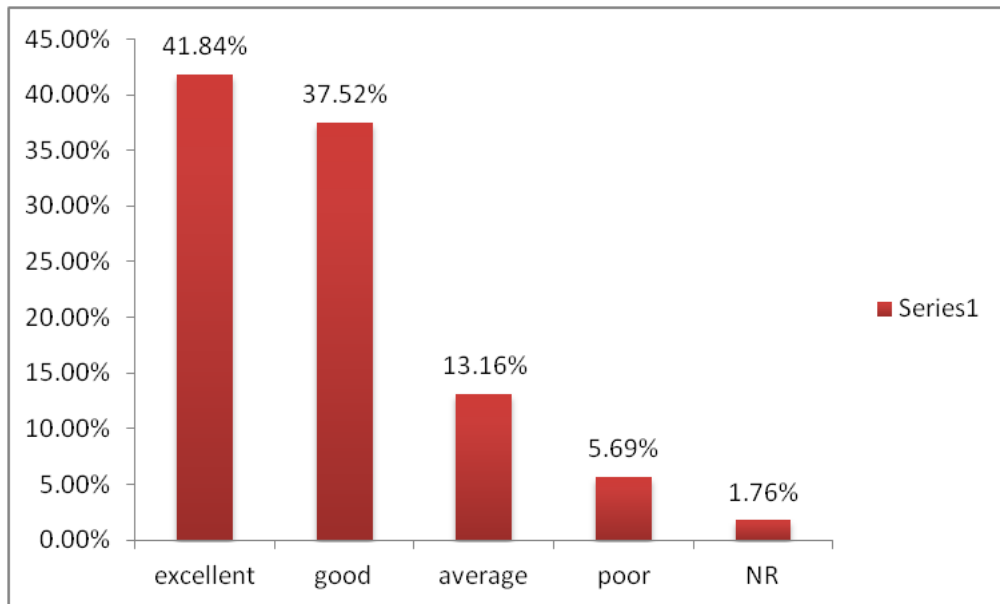
excellent	good	average	poor	NR	Total
244	194	52	11	8	509
47.93713	38.11395	10.21611	2.1611	1.571709	498



Graph. 7 Of all the patients 48% think that the nurses render care professionally, 38% rated nurses good on this parameter but 12% do not think the same they rated nurses average and poor.

4. Communication

excellent	good	average	poor	NR	Total
213	191	67	29	9	509
41.84676	37.52456	13.16306	5.697446	1.768173	500

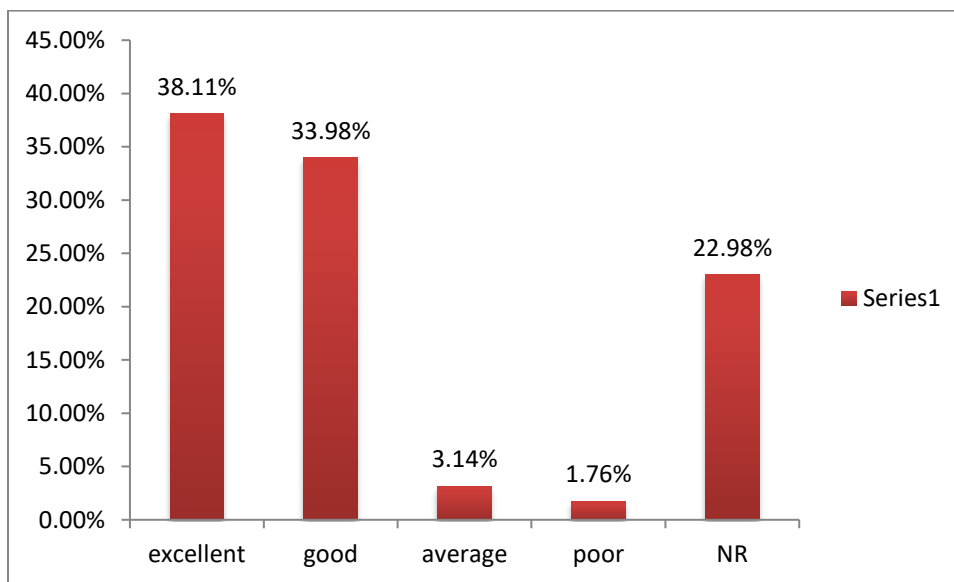


Graph. 8 79% of respondents think that the nurses are able to communicate with the patients and relatives but 20% patients do not agree and think that nurses lack communication skills.

Physiotherapists

1. Care and attention

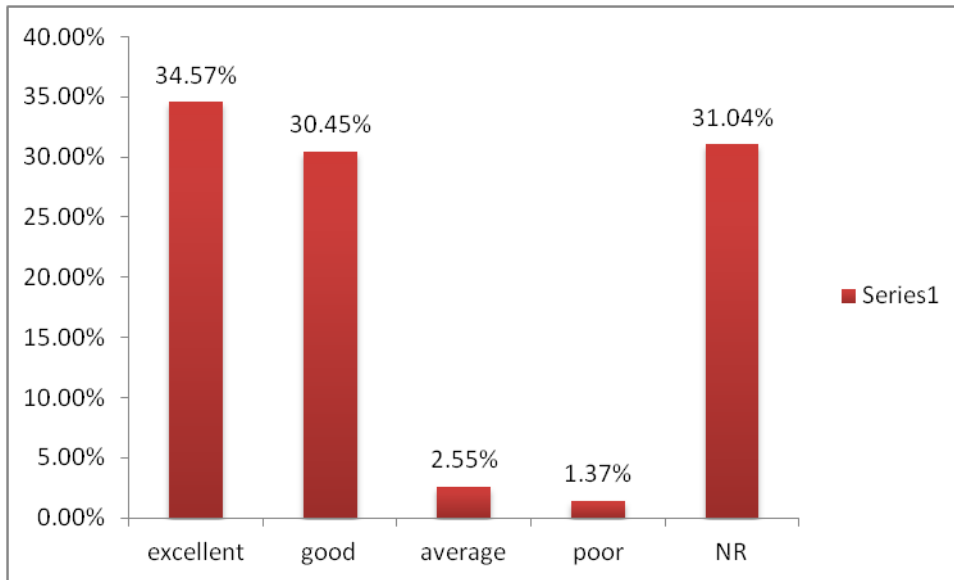
excellent	good	average	poor	NR	Total
194	173	16	9	117	509
38.11395	33.98821	3.143418	1.768173	22.98625	392



Graph. 9 Nearly 70% patients are satisfied with the physiotherapist services and of all respondents 23% did not rate the physiotherapists at all.

2. Gave me confidence in their skills

excellent	good	average	poor	NR	Total
176	155	13	7	158	509
34.5776	30.45187	2.554028	1.375246	31.04126	351

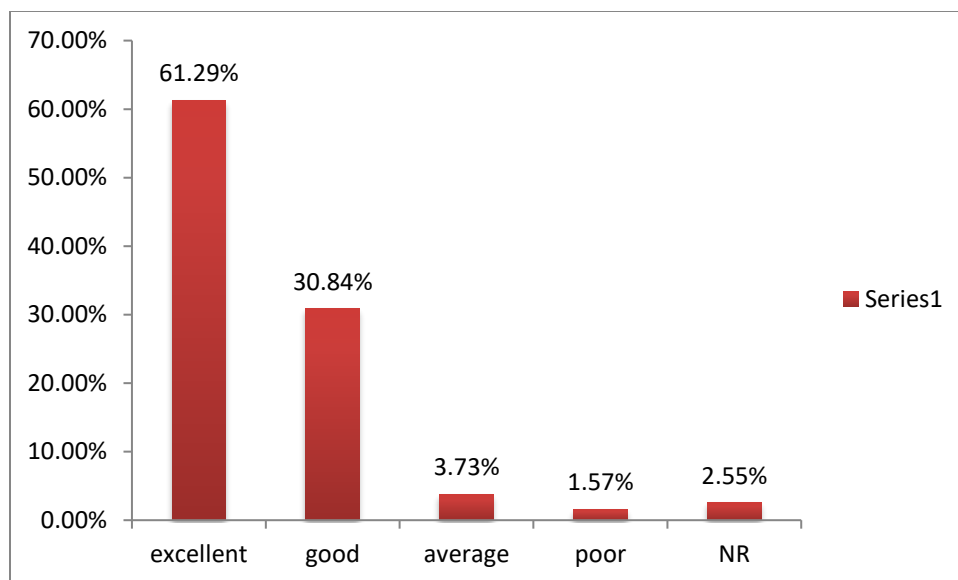


Graph. 10 of all the patients 65% rated physiotherapy excellent and good on thee skills and expertise. Nearly 3% did not rate this parameter.

Doctors

1. Care and attention

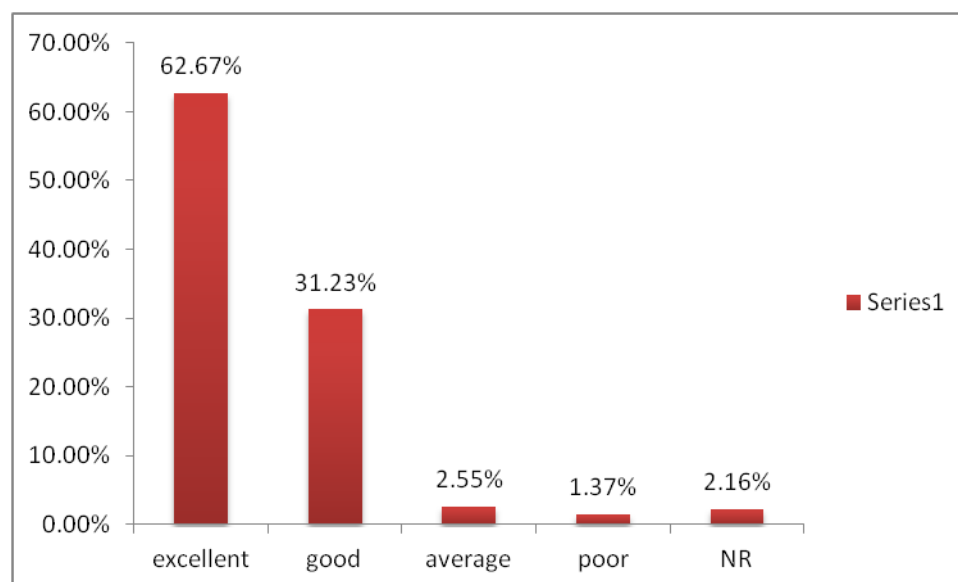
excellent	good	average	poor	NR	Total
312	157	19	8	13	509
61.29666	30.84479	3.732809	1.571709	2.554028	497



Graph. 11 More than 90% patients satisfied with the care and attention rendered by the doctors. Only 5% did not find these services to be satisfactory.

2. Clarity provided regarding my treatment and condition

excellent	good	average	poor	NR	Total
319	159	13	7	11	509
62.67191	31.23772	2.554028	1.375246	2.1611	498

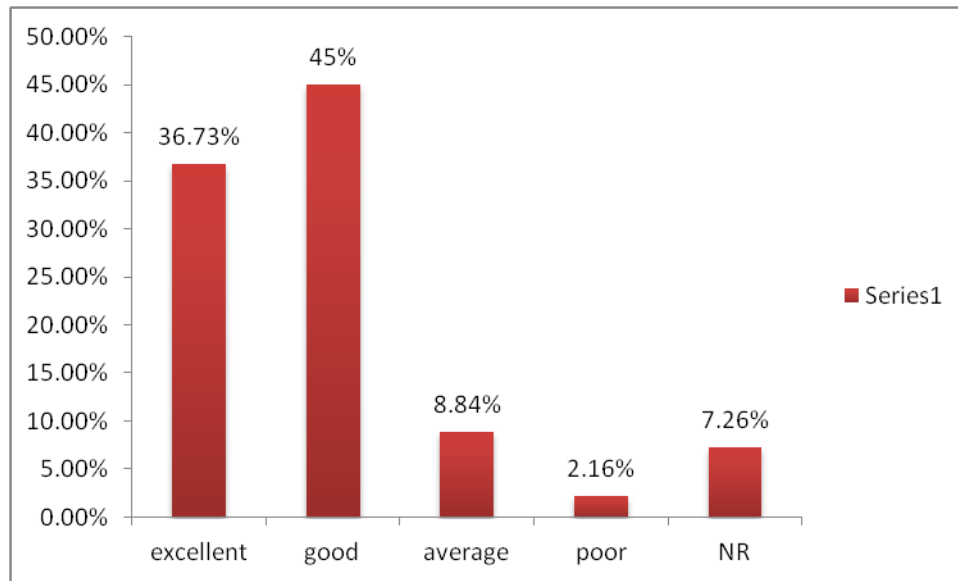


Graph. 12 63% and 31% patients rated excellent and good to the clarity provided regarding their treatment and condition. Merely 4% patients feel they are not clear with their clinical condition and treatment they undergo.

Billing

1. Billing counseling

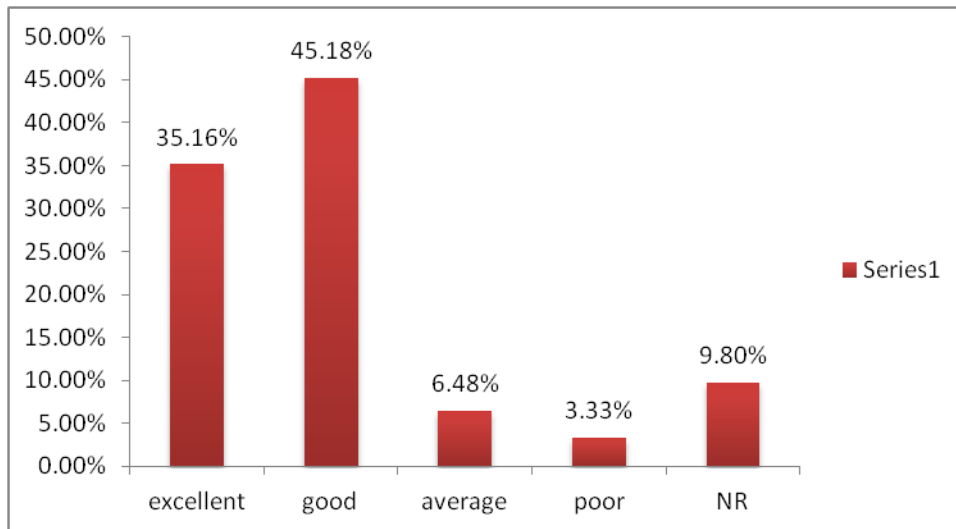
excellent	good	average	poor	NR	Total
187	229	45	11	37	509
36.7387	44.99018	8.840864	2.1611	7.269155	472



Graph. 13 45% and 37% patients rated billing department good and excellent in providing appropriate counseling regarding the bill and 12% do not agree wit it while 7% respondents did not rate this parameter.

2. Interim bills provided

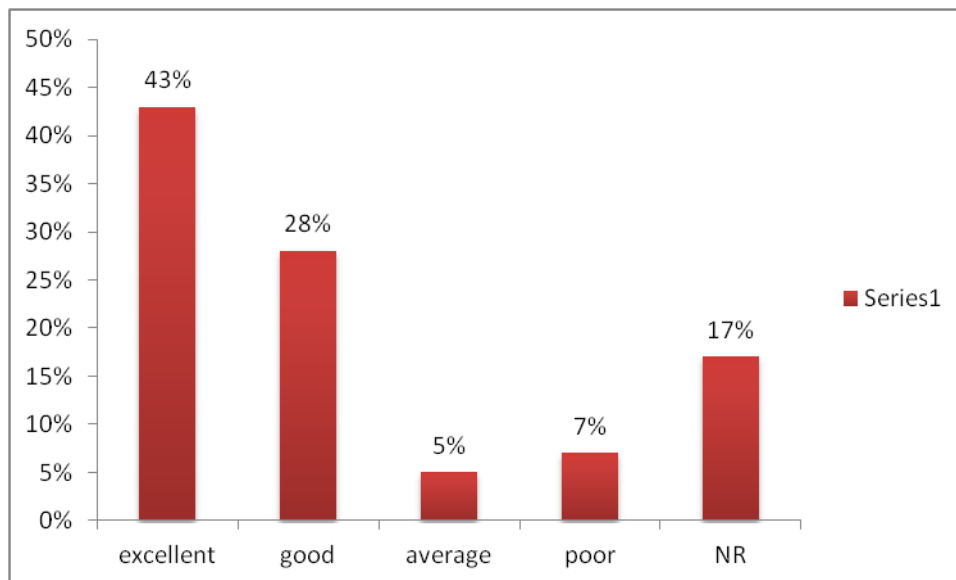
excellent	good	average	poor	NR	Total
179	230	33	17	50	509
35.16699	45.18664	6.483301	3.339882	9.823183	459



Graph. 14 nearly 80% patients think that they are satisfied with the interim bills but 6% patients do not feel so, although 10% respondents did not rate this parameter.

3. Promptness in preparation of final bill

excellent	good	average	poor	NR	Total
219	143	25	36	86	509
43.02554	28.0943	4.911591	7.072692	16.89587	423

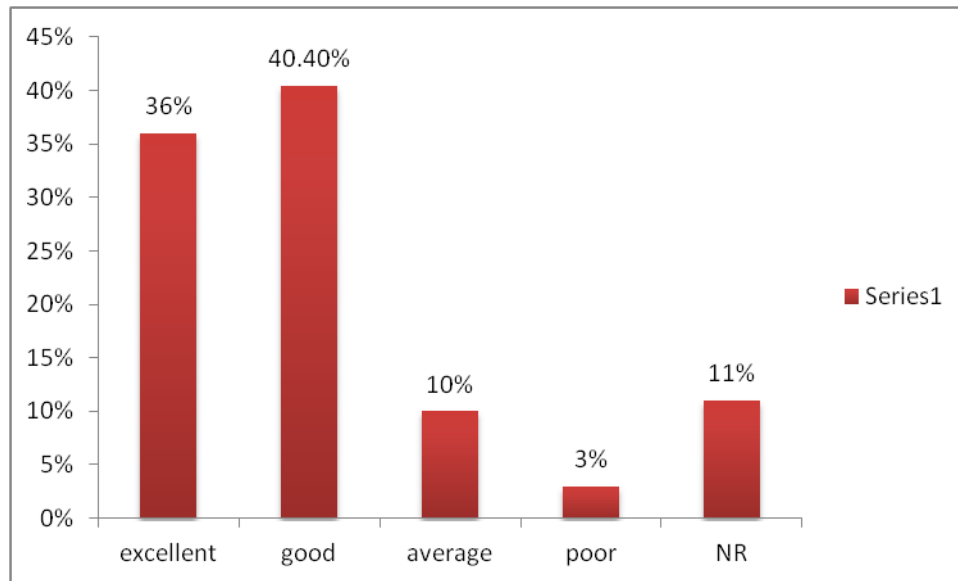


Graph. 15 70% patients feel that billing department is prompt in preparing the final bills while only 12% disagree with the same. Of all, 17% respondents did not answer to this question.

Dietary services

1. Information and guidance provided regarding my diet

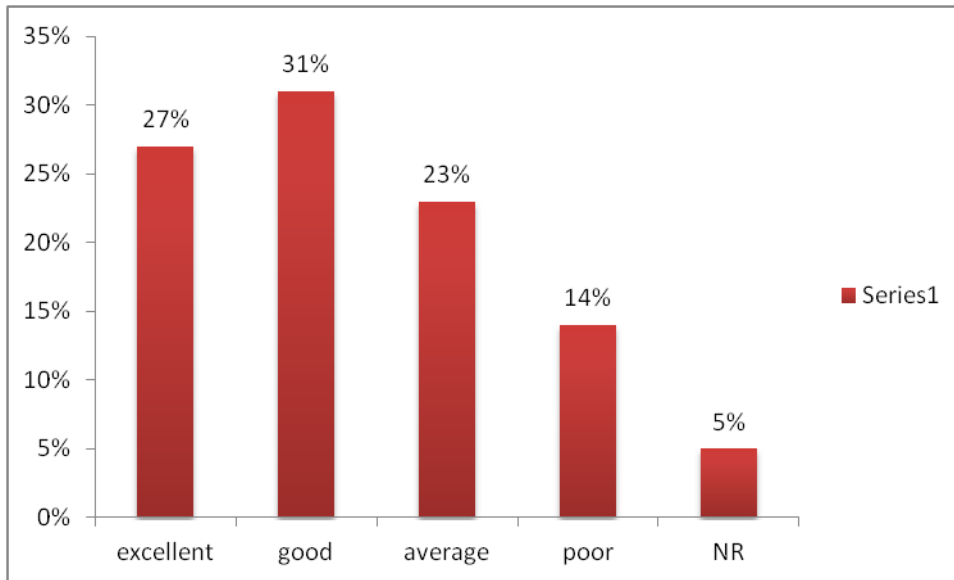
excellent	good	average	poor	NR	Total
183	206	48	15	57	509
35.95285	40.47151	9.430255	2.946955	11.19843	452



Graph. 17 75% patients rated dietician excellent and good on diet counseling provided to them while 13% patients did not agree with this.

2. Quality of food

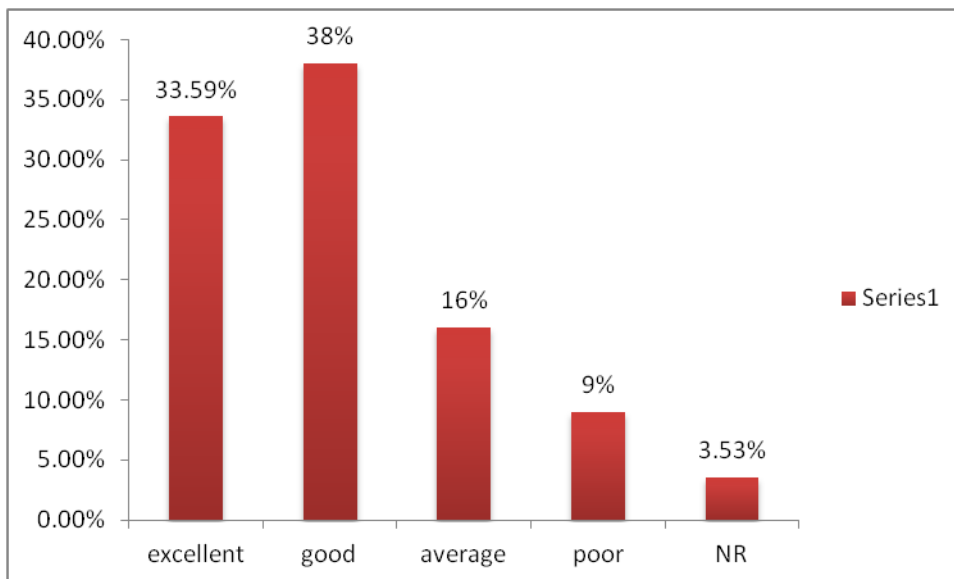
excellent	good	average	poor	NR	Total
137	157	117	72	26	509
26.91552	30.84479	22.98625	14.14538	5.108055	483



Graph. 18 only 58% patients are satisfied with quality of food served in the hospital. Around 38% patients are not happy with the quality of food provided in the hospital.

3. Promptness of service

excellent	good	average	poor	NR	Total
171	193	80	47	18	509
33.59528	37.91749	15.71709	9.233792	3.536346	491

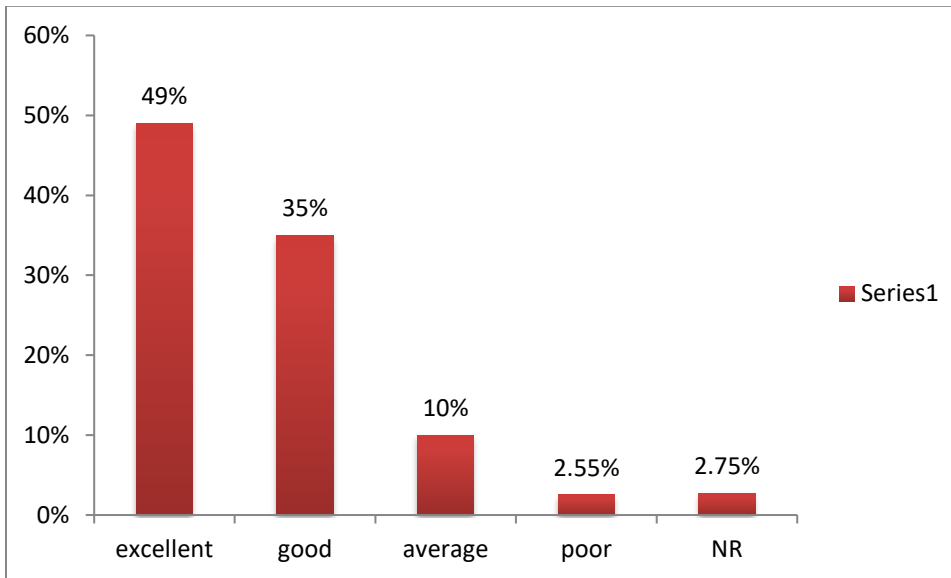


Graph. 19 34% and 38% patients have rated the cafeteria excellent and good on promptness of service and 25% rated the department average and below.

Housekeeping services

1. Regular cleaning of the room

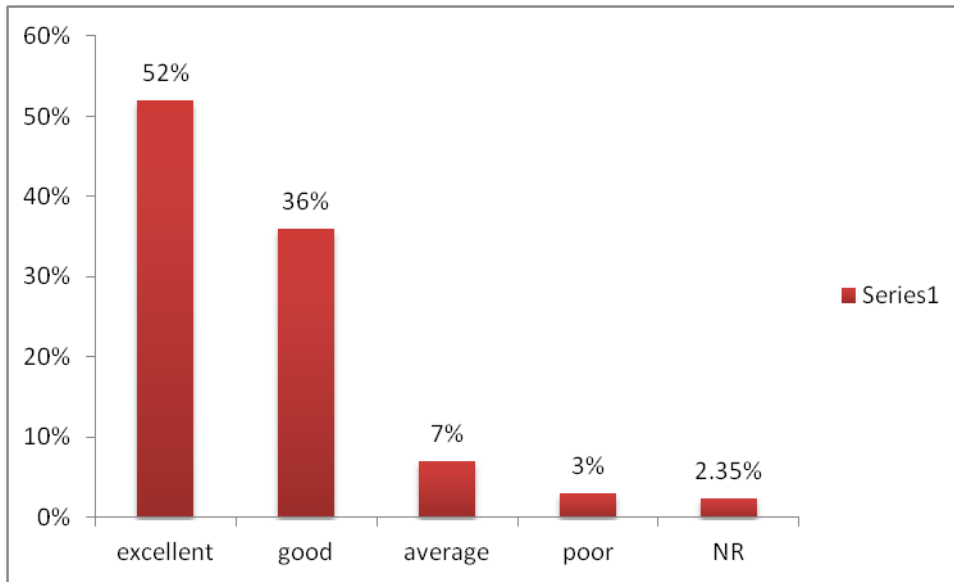
excellent	good	average	poor	NR	Total
251	177	54	13	14	509
49.31238	34.77407	10.60904	2.554028	2.750491	495



Graph. 20 Nearly 85% patients feel that the hospital rooms are cleaned regularly while 12% do not feel the same.

2. Courtesy and helpfulness

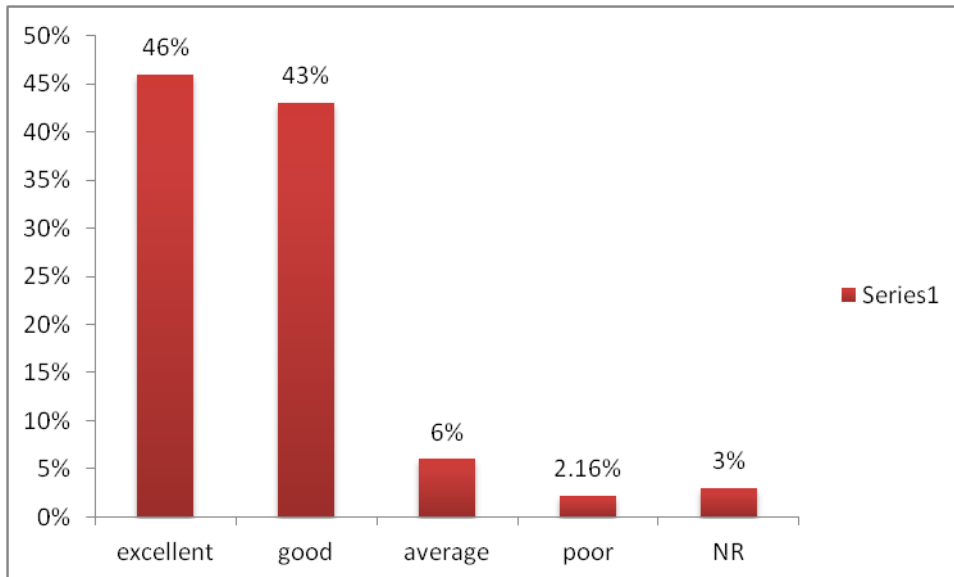
excellent	good	average	poor	NR	Total
263	183	35	16	12	509
51.66994	35.95285	6.876228	3.143418	2.357564	497



Graph. 21 90% patients are happy with the behavior of housekeeping staff and rate them excellent and good. Around 10% patients did not agree and rated staff as average and poor.

3. Response time

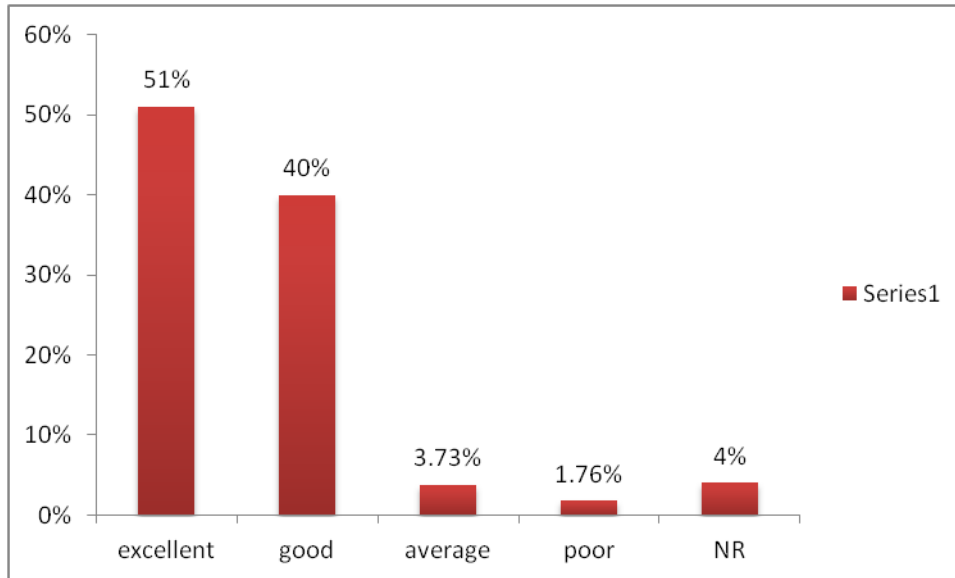
excellent	good	average	poor	NR	Total
233	219	31	11	15	509
45.77603	43.02554	6.090373	2.1611	2.946955	494



Graph. 22 approx 90% of patients feel that the staffs is prompt on responding and rated them excellent and good on their response time. Around 9% patients and relatives feel that the response time for housekeeping staff is quite high.

4. Were the security guards professional?

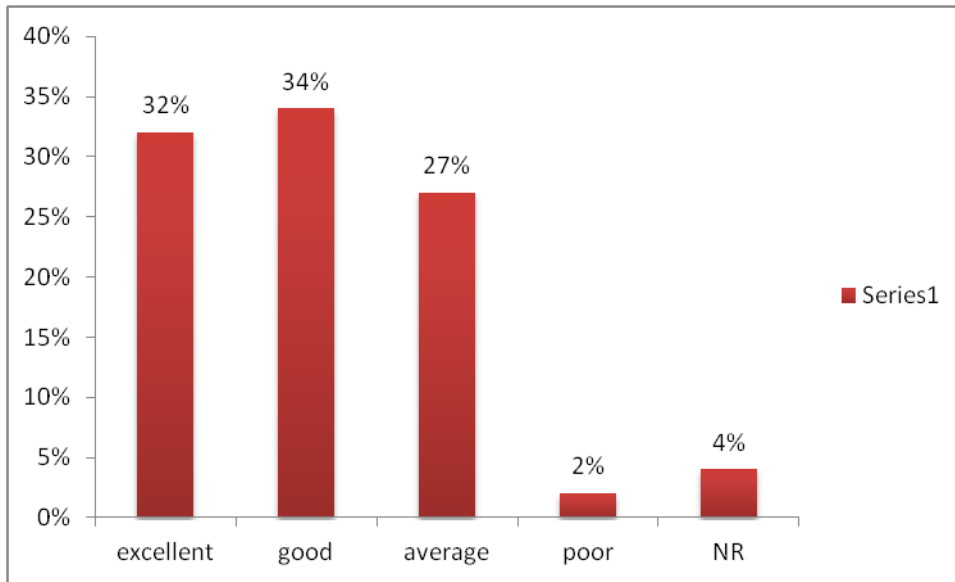
excellent	good	average	poor	NR	Total
258	203	19	9	20	509
50.68762	39.88212	3.732809	1.768173	3.929273	489



Graph. 23 51% and 40% patients have been rated the security guards excellent and good on professionalism and discipline whereas 5% patients do not feel the same.

Convenience of discharge process

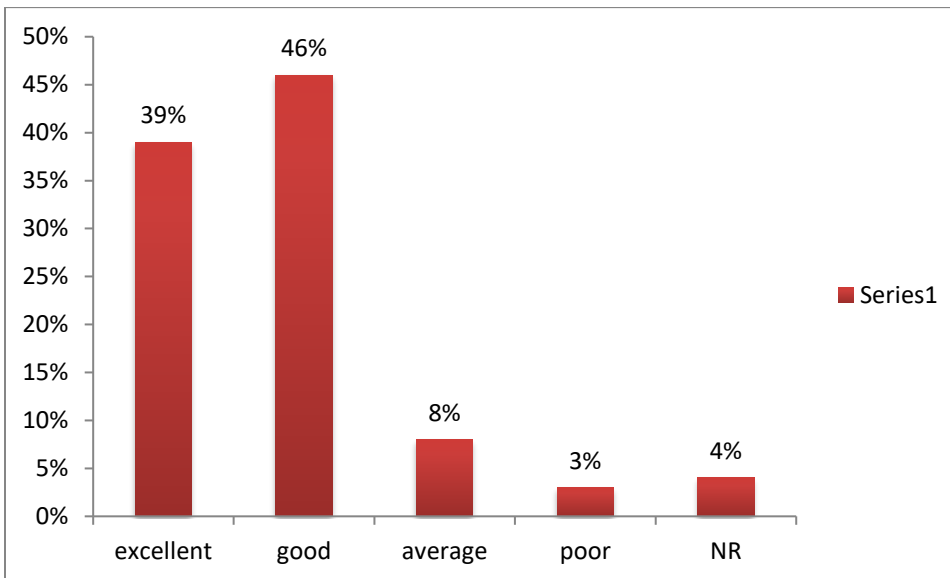
excellent	good	average	poor	NR	Total
165	176	139	11	18	509
32.4165	34.5776	27.30845	2.1611	3.536346	491



Graph. 24 approx 30% patients feel that discharge process is not convenient while 68% patients have rated the discharge process up to the mark.

Overall experience at NH

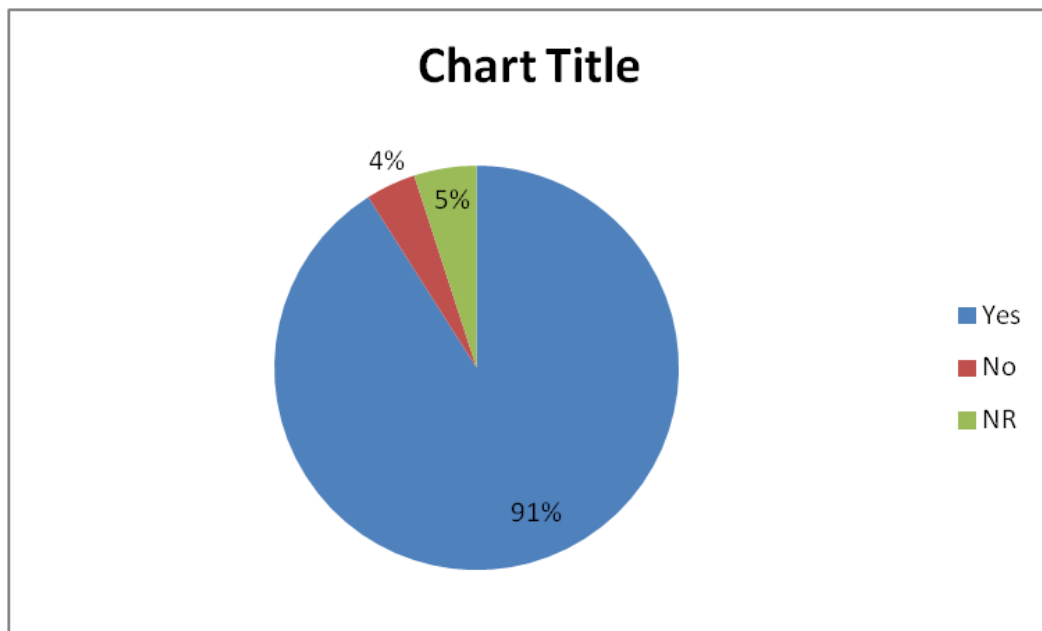
excellent	good	average	poor	NR	Total
197	232	41	17	22	509
38.70334	45.57957	8.05501	3.339882	4.3222	487



Graph. 25 the above graph shows that merely 10% of the patients rated the overall experience at NH as average and below and around 85% patients rated their experience as excellent and good.

Recommendation of the hospitals to others

Yes	No	NR	Total
461	22	26	509
90.56974	4.3222	5.108055	458



Graph. 26 of all the respondents 90% opined that they would recommend NH to others and only 4% did not feel so.

Statistical Index

Index

< 74%	Fails to meet requirements [FM]
74% - 80%	Minimally meets requirements [MM]
81% - 87%	Meets requirements [MR]
88% - 94%	Meets expectations [ME]
>95%	Clearly exceeds expectations [CE]

Finding on statistical index

DEPARTMENT	DELIVERABLE	RATING (on 4 point scale)	PERCENTAGE
Front office	Convenience of the admission process	3.25	81.25%
	Courtesy and helpfulness	3.37	84.25%
Diagnostics	Clarity of instructions	3.2	80%
	Courtesy and helpfulness	3.18	79.5%
Nursing	Care and attention	3.26	81.5%
	Promptness of nursing care	3.25	81.25%
	Professional care	3.28	82%
	Communication	3.11	77.75%
Physiotherapy	Care and attention	2.62	65.5%
	Gave confidence in their skills	2.36	60%
Doctors	Care and attention	3.46	86.5%

	Clarity regarding treatment and condition	3.50	87.5%
Billing	Billing counseling	3.01	75%
	Interim bills	2.96	74%
	Promptness in final bill	2.73	68.25%
Dieticians	Information & guidance regarding diet	2.87	71.75%
F & B	Quality of food	2.60	65%
	Promptness in service	2.73	68.25%
Housekeeping	Regular cleaning of room	3.25	81.25%
	Courtesy & helpfulness	3.31	82.75%
	Response time	3.26	81.5%
Security	Professional behavior	3.33	83.25%
Discharge	Convenience in discharge	2.90	72.5%
OSAT	Overall experience at NH	3.11	77.75%

Calculation of Rating :

Excellent = 4

Good = 3

Average = 2

Poor = 1

No. of respondents * rating score/ total no. of respondents

For example:

Convenience of the admission process =

$$232*4+193*3+63*2+6*1/ 509 = 3.25$$

DISCUSSION

- The findings indicate that approx 85% of patients are satisfied with the admission process and have rated the staff as excellent and good on courtesy and helpfulness exhibited by them.
- The diagnostic services are found quite satisfactory and patients seem to be convinced by the behavior to a great extent.
- The data suggest that the nursing care needs a lot of improvement as more than 15% patients have rated nursing services as average and below on various parameters.
- As only around 70% patients are satisfied with physiotherapy services, the reason behind is that this service is not given to every patients, thus less respondents.
- More than 90% of patients are satisfied with the services and care rendered by the doctors and only 5% patients fill that they were not actively involved in the decisions made regarding their treatment.
- The findings also indicate that a significant percentage of patients/relatives are not satisfied with the billing department and its services which is probably the department is under staffed and the current

staff is not motivated toward their work. There is regular complaint of not providing interim bills regularly to the relatives/patients. Also the final bill settlement takes longer than usual time but one reason of that is due to late submission of money by the patients/relatives.

- Also, the data revealed that dietetics department needs to see a significant improvement as approx 40% of patients are not satisfied with the quality of food and promptness of service provided by the cafeteria staff.
- The data suggest that the housekeeping services are quite satisfactory and the concerned staffs are performing promptly and effectively. Only 10% patients are dissatisfied with the housekeeping services.
- It is also found that discharge process is rated as inconvenient by nearly 30% respondents and discharge process took little longer time than usual.
- The data revealed that despite few gaps in some departments the overall satisfaction rates are good. The percentage of patients who have rated the overall experience as average and poor is 10% only.
- Also, 91% patients have agreed to recommend the hospital to others while only 5% did not feel so.

Hence, it is suggested that rigorous training to the clinical, paramedical and support staff along with monitoring control mechanisms can lead to increased staff motivation and can drive patient centric attitude among them.

RECOMMENDATIONS

The findings of the present the study can be utilized to improve the health services delivery at NH, Raipur resulting in more satisfied patients and customers. The observations made during the study led me make the following recommendations to the respective departments.

1. Nursing services

- The nurse patient ratio must be increased in order to provide efficient and quality care to the patients. The ratio should be 1:3 or 1:4 which is currently 1:8.
- The nurses should be given regular training on the communication and soft skills.
- The nursing staff across the board should be instructed not to speak with each other n Malayalam with in the hospital premises. They should either communicate in Hindi or English that would enable effective and confident communication of the nurses with the patients.

2. Doctors

- Although the patients were happy with the treatment and service provided by the doctors but the floor doctors must be encouraged to have more interactive sessions with the patients and relatives through regular counseling and periodic visits.

3. Billing services

- More employees to be deployed in the billing department as because of under staffing the billing process gets delayed and this becomes a major reason behind patient dissatisfaction.

4. Dietary Services

- The out sourced agency must be instructed to ensure timely delivery of food to the patients without compromising on the quality. There must be strict monitoring from the management simultaneously.
- The dieticians must be closely interact with the patients and include variety in the menu served to them.

5. Housekeeping services

- Pest control treatment to combat with persistent problem of mosquito.

Other recommendations

- Discharge must be pre-decided and planned previous night so that the nurse get sufficient time to prepare patient file and collecting pending reports avoiding confusion and miscommunication in morning hours, when giving patient care is most important.

- There should be strict monitoring and controlling mechanism in place for every department involved in patient care directly or indirectly in order to provide quality health services to the patients.
- Imparting soft skills, customer focused and process centric training to the front office, billing and support personnel and creating a culture of empathy and compassion for patients in the facility should be high on agenda.

Subsequent repeat study may be conducted to know the satisfaction level.

Conclusion

Patient satisfaction is the fundamental requirement for the clinical and financial success of any health care organization. The process of meeting or exceeding patient expectations, serves as an antecedent to patient loyalty. Satisfied patients are more likely to be loyal, to refer others to the organization.

One of the major challenges of the dynamic healthcare environment is keeping up with constantly escalating patient expectations. In order to provide good care and services to the patients admitted in the IPD and win their satisfaction, research based interventions are needed in areas such as admission and billing department, dietary department and nursing care.

At NH, Raipur, most of the patients are satisfied with the overall quality of care and services rendered by doctors, surgeons and physiotherapists. The major concerns of the patients were the communication of nurses, delay in billing and discharge process and quality of food served to the patients. To make improvement

in these areas, management needs to focus on the enhancement of quality of services and human resource management in the absence of which patients have to suffer from various problems.

Using the feedbacks in a systematic way can enhance the efficiency and patient satisfaction in the hospital's in-patients department. CRM (customer relationship management) should be followed rigorously as 70% do comeback.

Limitations

Despite of high participation rate the study had its limitation.

- The study is subjected to the understanding, bias and prejudices of respondents.
- Although participants were assured of confidentiality, it may still be possible that either over or under report their level of satisfaction.
- Low response rate as many respondents denied to fill the form.
- The questionnaire was more often filled by the relatives who have otherwise not stayed with the patient.
- Limited sample size: death and ICU discharges were not included in the study.

References

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6. Prahlad Rai Sodani, Rajeev k. kumar, Jayanti Srivastava and laxman Sharma, Measuring patient satisfaction: a case study to improve quality of care at public health facilities. (Indian journal of community medicine)
7. www.ncbi.nlm.nih.gov/pubmed.

Annexure- Questionnaire

Patient Details

Name : _____

Date: _____

NH No.: _____

Email ID: _____

Phone No.: _____

How did you know about us?

- | | | |
|---|---|--|
| <input type="checkbox"/> Narayana Doctors | <input type="checkbox"/> Family Doctors | <input type="checkbox"/> Corporate |
| <input type="checkbox"/> Website | <input type="checkbox"/> Hospital Employees | <input type="checkbox"/> Relatives/Friends |
| <input type="checkbox"/> Media | <input type="checkbox"/> Any other | |

Admission Process

Convenience of the admission process:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Courtesy and helpfulness exhibited by the admission desk:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Diagnostics

Clarity of instruction:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Courtesy and helpfulness:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Nursing Process

Care and Attention

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Promptness of nursing care:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Professional care:

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Communication

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 4 | <input type="checkbox"/> 3 | <input type="checkbox"/> 2 | <input type="checkbox"/> 1 |
|----------------------------|----------------------------|----------------------------|----------------------------|

Physiotherapists

Care and Attention:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Give me confidence in their skills:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Doctors

Care and Attention:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Clarity provided regarding my treatment and condition:

☐ 4 ☐ 3 ☐ 2 ☐ 1

My involvement in the decisions made for my treatment:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Billing

Billing Counseling:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Interim bills provided:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Promptness in preparation of final bill:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Dietary Services

Information and guidance provided regarding my diet:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Quality of food:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Promptness of service:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Housekeeping and Security

Regular cleaning of the room:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Courtesy and helpfulness:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Response time:

☐ 4 ☐ 3 ☐ 2 ☐ 1

Were the security guards professional?

☐ 4 ☐ 3 ☐ 2 ☐ 1

Convenience of Discharge Process:

☐ 4 ☐ 3 ☐ 2 ☐ 1

How would you rate your overall experience at NH?

☐ 4 ☐ 3 ☐ 2 ☐ 1

Would you recommend this hospital to others

☐ Yes ☐ No