A Study on Patient Satisfaction in karpagam Faculty of medical sciences and research Coimbatore

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ABSTRACT

To measure the quality of health care services patient satisfaction is used as one of the most important indicators. The study aims to identify factors affecting patient's satisfaction at primary health care clinics. In evaluations of health care quality, patient satisfaction is a performance indicator measured in a self-report study and a specific type of customer satisfaction metric. This study deals with the customer satisfactions based on primary data such as general medicine, general surgery, gynaecology and orthopedics etc., which are collected from patients in private hospital, Coimbatore, Tamil Nadu, India. It was also found that reputation of hospitals is influencing factor along with extra facilities, available in the hospital. There was significant influence of age and visits of the respondents on patients' loyalty.

Introduction

Patient satisfaction is a measure of the extent to which a patient is content with the health care which they received from their health care provider. In evaluations of health care quality, patient satisfaction is a performance indicator measured in a self-report study and a specific type of customer satisfaction metric. Patients' satisfaction with an encounter with health care service is mainly dependent on the duration and efficiency of care, and how empathetic and communicative the health care providers are. It is favoured by a good doctor-patient relationship. Also, patients who are well-informed of the necessary procedures in a clinical encounter, and the time it is expected to take, are generally more satisfied even if there is a longer waiting time. Another critical factor influencing patient satisfaction is the job satisfaction experienced by the care-provider. Having a great hospital system, delivery system and providing the kind of care from the physicians and hospital administrators patients feels be proud of with the doctors. Patients are becoming more and more a part of the equation that hospital administrators, physician practices and affiliated networks are going to have to take into account as a measure of how well they are doing, delivering healthcare. A patient's satisfaction may not be totally influenced by the quality of care. A patient's satisfaction may not be totally influenced by the quality of physician available, but it reflects how the medical care has been delivered. To provide highest level of satisfaction that is profitable to both the patient and the provider, management must control both the perception of expectation and the quality of delivery of the healthcare services. Knowledge of expectation and the factors affecting them, combined with knowledge of actual and perceived healthcare quality, provides the necessary information for designing and implementing programs to satisfy patients.

Hulka and her associates attempted to undertake the initial steps in the conceptualization of the patient satisfaction concept[1,2]. These researchers defined "satisfaction" as the patient's "attitudes toward physicians and medical care." More specifically, a composite index of an individual's evaluative judgments concerning the quality of medical care received from physicians, nurses and other relevant sources is hypothesized to represent the individual's level of "satisfaction". Within the patient satisfaction literature, this conceptual definition has been widely accepted. researchers in the consumer satisfaction literature take issue with the definition of satisfaction as a cognitively based evaluation of product/service attributes. Instead, these researchers contend that satisfaction is an emotional or affective response to a product or service use (or consumption) situation [3]. Restricting patient satisfaction to perceptions of the "quality" of health care received is an "inherent weakness." These researchers support their position by noting that a segment of "healthy but unhappy" patients has been found in several empirical studies. Thus, Ross et al. suggest that the conceptualization of the patient satisfaction should be enlarged to include other evaluations (e.g., waiting time, costs, etc.) in addition to purely quality perceptions. The main objective of this study is to Study the level of patient satisfaction at private hospital in Coimbatore and to study the factors that are used to measure patient satisfaction. This study helps to understand that, on what aspects the satisfaction of the service quality is perceived by the patients on their mind, this study may help to develop the service quality of the hospital and will provide the suggestions to improve the satisfaction of patients. The study is conducted considering prevailing conditions which may change elin future. The analysis and the findings are recommended only from the primary data of 139 respondents, so it is not that much accurate, but we can find out the mentality or the perception about the satisfaction of patients

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about the treatment and the services by the hospital in general. This is only a baseline study with a lesser sample, which was carried out for evaluating hospital services and satisfaction level of patients.

Materials and Methods

Source Of Data

The primary data is collected from patients through questionnaires prepared for this study and the secondary data is collected from the different materials published by the organization and from newspapers, magazines and website. The survey was conducted inside the organization. Its scope is to identify the satisfaction level of the patients in various services by the organization. The type of sampling that was used for the study is 'Non Probability Sampling Method. There are huge number of patients in hospital, who takes treatment in Karpagam Faculty of Medical Sciences and Research, as it is impossible to survey a very large number due to time constraint 139 samples were taken for non-Probability sampling. The tools used for analysis are Reliability, factor analysis, Correlation and regression. To check the statistical significance of the sample, SPSS software is used.

Results and Discussions

Age Wise Classification
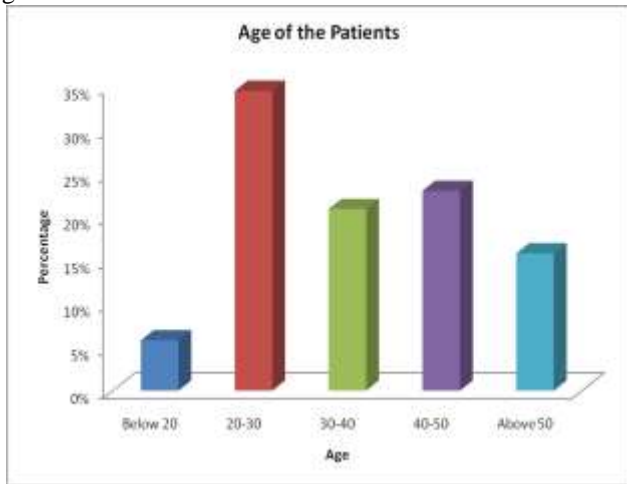
Among 139 respondents 34.5% of the respondents belongs to the age group of 20-30, 23% of them belongs to the age group of 40-50, 20.9% are the age group of 30-40, 15.8% are the age group of above 50 and 5.8% are the age group of below 20

Occupation of the Patients

From the below graph 41.7% of the respondents are other category, 27.3% of the respondents are House wife, 19.5% of the respondents are businessmen, and 11.5% of the respondents are students.
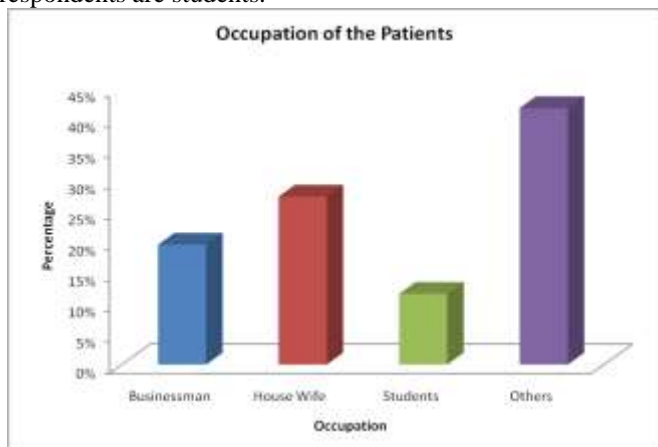

Income of the Patients
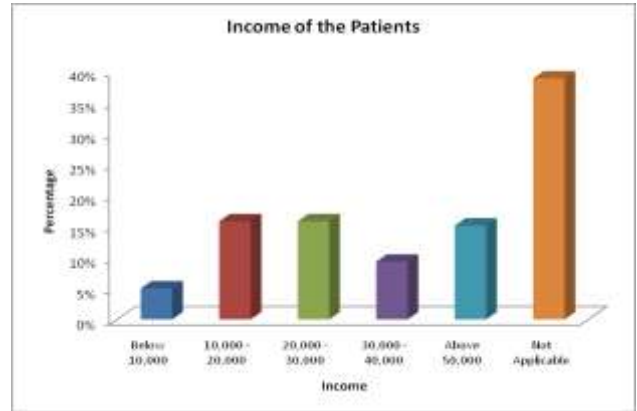
It is assured that 38.8% of the respondents are under not applicable category and 15.8% of the respondents are getting Rs. 20,000 - Rs 30,000, 15.8% of the respondents are getting Rs. 10,000 – Rs. 20,000 income , 15.1% of the respondents are getting above 50,000 income, 9.3% of the respondents are getting above Rs. 30,000 – Rs. 40,000 as income, 15.1% of the respondents are getting below Rs 10,000 as income.

Visits to Hospital by Patients
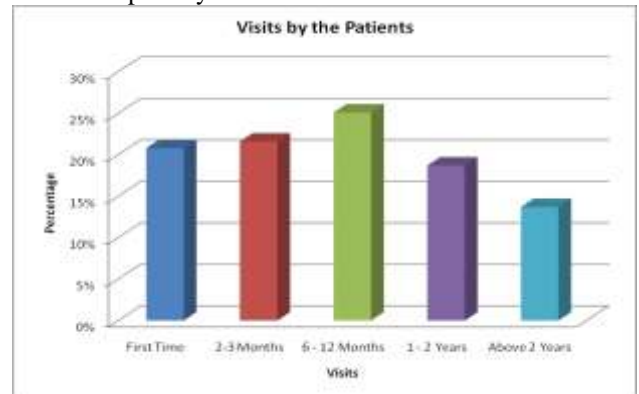
It is assured that 25.1% of the respondents are visiting from 6-12 months, 21.6% of the respondents are visiting from 2-3 months, 20.8% of the respondents are visiting for the first time .18.7%) of the respondents are visiting from 1 2 years and 13.7% of the respondents are visiting more than 2 years.

Patients Perception towards Quality

From the below graph 35.3% of the respondents perceives the quality by its thickness, 23.7% of them perceives by ISO certification, 22.3% of the respondents perceives by Facilities, 18.7% of them perceives by Fees.
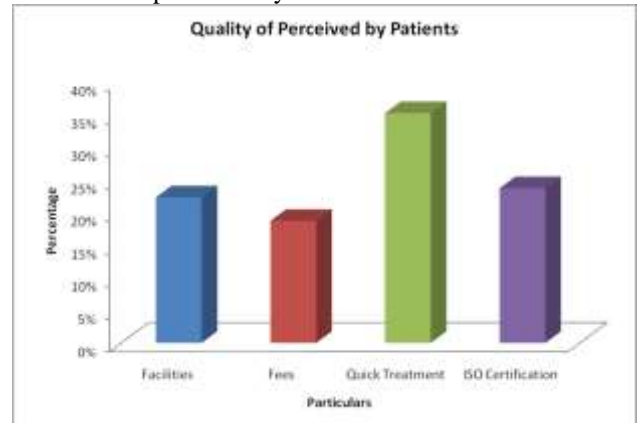
From the above table 35.3% of the respondents perceives the quality by its thickness, 23.7% of them perceives by ISO certification, 22.3% of the respondents perceives by Facilities, 18.7% of them perceives by Fees.

Findings

Simple percentage

35% of the patients are in between 20 - 30 of the age group, 42% of the patients are found to be in other occupations apart from business men, house wife and student, 39% of the patient's income is not applicable to them as they are student and house wife, 25% of the patients visit the hospital in 6 - 12 months period of time, 35% of the patient says that quality of the hospital service is through Quick Treatment.

Reliability

The variables used in the questionnaire are found to be reliable.

Correlation

There is a negative relationship between the Affordability and the visits, There is a negative relationship between the Facility Services and the Visits, There is a negative relationship between the Care provided and the Age of the patients.

Regression

The factor of the facility services influences the visits by the patient to the hospital, The factors of the care provided influences the age of the patients, The factors of the affordability influence the visits by the patients to the hospital. Suggestions

Drinking water facility is found to be poor and it is also the feedback from the patients that is to improve drinking water facility, Improvement of Care both by the nurse and the doctor towards the patient must be focused, Waiting time by the patients is found to be long and some patients having knee pain cannot wait so long, so this area needs considerable improvement and all the quality measures must be maintained for the well being of the organization as well as the patients.

Conclusion

It has been concluded from the data analyses that majority of patients (local people) are dependent on Karpagam Faculty of Medical Sciences and Research Coimbatore, with respect to health problems.

In order to understand the needs and satisfaction of consumers of healthcare services an empirical study was undertaken. The study on customer satisfactions based on primary data which are collected from patients in hospitals .Various patients from various disciplines i.e. general medicine, general surgery, gynecology and orthopedics etc. were surveyed with the help of a structured questionnaire. In case of health care services still word of mouth i.e. information regarding hospitals and services from family play an important role. It was found that respondents had given more preference to facilities and Service quality. It was also found that reputation of hospitals is influencing factor along with extra facilities, available in the hospital. There was significant influence of age and visits of the respondents on patients' loyalty. The Hospital should disseminate correct information from time to time as more quality information leads to patient awareness and satisfaction. The hospitals should have convenient operating hours and nurses should give individual attention to patients. The study revealed that to improve patient satisfaction, healthcare service providers must focus on quality improvement strategies and facility-services to their improvement.

References

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