

A STUDY ON PATIENT SATISFACTION AND MEDICAL FACILITIES PROVIDED BY A MULTI SPECIALITY HOSPITAL (WITH SPECIAL REFERENCE TO PILLS HOSPITAL, POLLACHI)

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ABSTRACT

Patient satisfaction is an inclination. The allegiance and satisfaction of a patient is only an indirect revealing of quality of a Doctor or the service render by the hospital. The Patient satisfaction is the ultimate factor of efficacy and quality of care as per the need of a patient received from nursing staff that working in hospitals, and thus it will aid to enhance the goodwill of the hospital. The word customer is defined as a “person who purchases goods or services”. So it is fairer to address the patient as customer. Nowadays the patients consider himself as a buyer of health services. When this concept is esteemed, then there is a need to recognise every patient has their own rights to get delivered with a quality health service facility. Due to this reason, hospitals have begun to function like a better service industry, to provide better service rather than making profit. This study focuses all about to assess the patient satisfaction regarding various services provided by the Multi-Specialty Hospital.

Keywords: Patient, Satisfaction, Services, Hospital.

INTRODUCTION

Perfect customer service is all about stay customers back and about returning them away happy, enough to say positive feedback about your service along to others, who may then try the service you offer for themselves and in their turn become loyal customers. Customers retain or wither is based on the quality of care provided and the cohesion between staff and patients. The primary key to providing perfect customer service in the health care industry is to stop treating patients as customers whose sole purpose is to generate revenue. This article mainly focuses on patient satisfaction in multi- Specialty hospital.

STATEMENT OF THE PROBLEM

The growth of the hospital medicine is the neoteric site. Which makes an evolution of practice focuses on the complex care of hospitalized patients. Hospitalist spend their own professionaltime in hospital providing care for the normal medical patients and are well-positioned, who committed to improving care of patients exceptional patient satisfaction is a key outcome that should result from the care provided by them. Through this study, the researches wish to provide valuable insights to the hospital on the patient satisfaction with the various facilities provided by the multi -specialty hospital.

SCOPE OF THE STUDY

Greeting patients by name and retain eye contact will help in institutionalization the early perception of being a caring and concerned clinician. It is important to close hospital tryst with a sense of hope and optimism, making determined that all of the patient issues have been addressed, as well as planning for the next step too. This study will help to understand the patient preference, satisfaction and their opinion towards various hospital services. This will helps to improve their services to satisfy the patient as well.

OBJECTIVES OF THE STUDY

- To explore the level of patient satisfaction towards the hospital services.
- To find the patient preference towards a multi-specialty hospital.
- To know various factors influencing to choose the Pills hospital, Pollachi.

REVIEW OF LITERATURE

While our results do not imply causality between patient experience and quality and efficiency of care, patient satisfaction was associated with both the quality and efficiency of surgical care, with high patient satisfaction hospitals having higher process quality, lower readmission rates, lower mortality

rates, and shorter length of stay. Incentives designed at improving patient satisfaction and at improving surgical quality would not force hospitals to choose between better care and more responsive care (Thomas. C. Tsai 2015). This result confirm the varying importance of some socio-demographic factors, level of education, intimacy, cleanliness, comfort and other factors also represent that all being an important factor which helps to evaluate the patient satisfaction. (Jose M Quintana, Nerea Gonzalez.2006). In this study they confirm that the key intervention to improve the patient satisfaction will be those that develop the interpersonal and attitudinal skills of staff, increase the information provided and reduced the perceived waiting time. (Clare Taylor, Jonathan R Bengner.2004). This study reports that the measurement of patient satisfaction with nursing is to particularly important since nursing service is often a primary determinant of overall satisfaction during a hospital stay. (Yellen, Elaine RN. 2002). The results suggest that providers of care should ensure that they meet the information needs of patients with specific conditions because patients ‘perceptions of both quality of care and quality of life are associated with the clinicians ‘ ability to transfer key information to their patients. (Paul. B. Bataldin 1996)

DATA AND PROFILE

Data Analysis

This study was started during the month of December 2019 by collecting information from the patients of Pills hospital, Pollachi includes in-patient and out- patient. Questionnaire as a tool for data collection was used in this study. We collected 100 respondents from various patients who visited the hospital. In this study collected data to find the average of the respondents and to the percentage in given respondents.

SIMPLE PERCENTAGE ANALYSIS

Table no:1 DEMOGRAPHIC VARIABLES OF RESPONDENTS

Sl.no	Factors	Options	No:of Respondents	Percentage(%)
1.	Gender	Male	35	35%
		Female	65	65%
2.	Age	Up to 20 Years	4	4%
		21-30 Years	26	26%
		31-40 Years	30	30%
		41-50 Years	20	20%
		Above 50 Years	20	20%
3.	Educational Qualification	Un Educated	10	10%
		School level	20	20%
		Under Graduate	15	15%
		Post Graduate	15	15%
		Professional	40	40%
4.	Occupational Status	Business	35	35%
		Employee	15	15%
		Professional	30	30%
		Agriculture	10	10%
		Unemployed	10	10%
5.	Marital Status	Married	75	75%
		Un Married	25	25%
6.	Type of Family	Joint	20	20%
		Nuclear	80	80%
7.	Family Income	Less than 10,000	3	3%
		11,000-20000	40	40%
		21,000-30000	37	37%
		31,000-40000	10	10%
		Above 40,000	10	10%
8.	Earning members	One	20	20%
		Two	50	50%

	Three and above	30	30%
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PERCENTAGE ANALYSIS

Percentage analysis with the personal factors represented in table no: 1, such as Gender, Age, Educational qualification, Marital status, Occupational status, Type of family, Number of earning members, Monthly family Income and familiar towards hospital, it can be inferred in tables. The majority of respondents (65%) belonging to female respondents. 30% of the respondents are in the Age group between 31-40, Majority (40%) of the respondents are in Professional Status, Majority (35%) of the respondents are having Business as occupational status, Majority (75%) of the respondents are Married. 80% of the respondents are in Nuclear Family, Majority (40%) of the respondents have their monthly income between 11,000-20000, There are 50% of the respondents have two earning members in their family and majority (50%) of the respondents are Very familiar towards this hospital.

TABLE NO: 2-OTHER FACTOR RESPONDENTS

Sl.no	Factors	Option	No:of respondents	Percentage (%)
1.	Familiar towards Hospital	Extremely Familiar	30	30%
		Very Familiar	50	50%
		Somewhat Familiar	15	15%
		Not so Familiar	5	5%
		Not at all Familiar	-	-
2.	Almost always influencing factor	Friends	30	30%
		Family	25	25%
		Social Media	5	5%
		Radio Advertisement	15	15%
		Mailed	5	5%
		Advertisement	5	5%
		T.V Advertisement	15	15%
		Online Search		

From the above Table no:2, It can be inferred that a Majority (50%) of the respondents are Very Familiar towards the Pills Hospital. Majority (30%) of the respondents have almost always having influenced friends as source of information about the hospital. 25% of the respondents having family as source of information, 5% of respondents having Social media, Mailed Advertisement and T.V Advertisements, 15% of respondents having online search and Radio Advertisement as source of Information.

TABLE NO-3: RANKING OF FACTORS INFLUENCING TO CHOOSE PILLS HOSPITAL

Sl.no	Parameters	Percentage	Rank
1.	Fees	22.05%	1
2.	Quality	12.20%	2
3.	Affordability	9.45%	3
4.	Approach of the Doctor to patients	9.06%	4
5.	Demographic factors	8.66%	5
6.	Latest Trends	8.66%	5
7.	Confidential Treatment Record	8.66%	5
8.	Location	7.48%	8
9.	Advertisements	7.09%	9
10	Name and Fame of the Hospital	6.69%	10

The above table shows respondents have ranked Fees (22.05%) as the most important factor which influence to choose this hospital, and followed by Quality (12.20%) followed by Affordability (9.45%) and the factors follows are Approach of the doctor to patients (9.06%), Demographic factors (8.66%), Latest Trends (8.66%), Confidential Treatment Records (8.66%), Location (7.48%), Advertisements (7.09%) and Name and Fame of the hospital (6.69%).

CHI- SQUARE ANALYSIS

TABLE NO-4: TABLE SHOWING FACTORS INFLUENCING YOUR SOURCES OF INFORMATION

Chi-Square Value	108
Degrees of Freedom	24
Probability level (alpha)	0.05
Table value	36.42
Result	Rejected

From the above table, it can be inferred that at 5% level of significance, the calculated value (108) is greater than table value (36.42), so the hypothesis is rejected.

FINDINGS

The majority (65%) of the respondents are female. The majority (30%) of the respondents are in age group between 31- 40Years. The majority (30%) of the respondents are in professional status. The majority (75%) of the respondents are married. The majority (50%) of the respondents are very familiar towards this hospital. The majority (30%) of the respondents have their friends as a source of information towards hospital. The majority (20%) of respondents make option fees as their influencing factor to choose this hospital.

SUGGESTIONS

Majority of the respondents suggest improving the reception service, which takes more time for making admission. Majority of the respondents suggest improving the pharmacy staff for explaining the medicine use. Respondents suggest management to concentrate more on Advertisement of the hospital which helps to make an important source of information.

CONCLUSION

Patient satisfaction is the extent to which patients are happy with their health care, both inside and outside of doctor's office. To satisfy them with a good service is become an important motive for the service industry. Pills hospital, Pollachi is one of the best which continue the same process till 2020. So this study helps to know the satisfaction level of the patient who visited this hospital.

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