

The Satisfaction Level of out Patients in the Private Medical College Hospitals of Thrissur District in Kerala

Antony. T. K*, Dr.Ramadevi.V**

*Author - Research Scholar, Department of Management, Karpagam Academy of Higher Education. Coimbatore

**Corresponding Author - Research Guide, Department of Management, Karpagam Academy of Higher Education. Coimbatore.

Article Info

Volume 83

Page Number: 2864 – 2869

Publication Issue:

May - June 2020

Article History

Article Received: 11August 2019

Revised: 18November 2019

Accepted: 23January 2020

Publication: 10May2020

Abstract:

The key goal of any hospital is to provide utmost level of healthcare services to its patients. Patient-satisfaction is one of the important standards to measure the success of the services being provided. In this context, the researcher has made an attempt to study the satisfaction level of outpatients in the private medical college hospitals of Thrissur District in Kerala. The study highlights the infrastructure facilities of the hospitals, their process and performance. The researcher used Chi square and Garrett ranking analysis to assess the satisfaction level of patients with regard to the hospital processes. The results of the study indicate that the respondents are satisfied with the doctors' courtesy and queue system but not with the neatness of the hospital. Further, the respondents are thankful, and respect their doctors for their service.

Key words: Healthcare services, Patient-satisfaction, private medical college

Introduction

Satisfaction of patients is a multidimensional and complicated output involving their expectations and the actual services received. The physical and mental conditions of the patients are important determinants of satisfaction. Patient-satisfaction is the stepping stone to develop standard healthcare. The increased intensity of competition in the healthcare segment is an inevitable factor inpatient-satisfaction to measure and monitor the healthcare plans. Patient-satisfaction can be improved by improving each and every variable of the

hospital services. The study deals with different variables of socioeconomic factors, infrastructure, process and performance of the private medical college hospitals in Thrissur district.

Review of Literature

Prakash, Bhanu(2010) Patient-satisfaction influences the hospital outcome, retention of patient, and medical claims. It includes timely and patient-centered quality healthcare. Patient-satisfaction is an effective tool to ascertain the success of hospitals.

Mishra et al. (2014) intended to measure the level of clients' satisfaction at tertiary care hospitals and about their improvement. The major factors of satisfaction were the behavior of physicians and nurses, disease and treatment descriptions and staff courtesy.

Kumar, Pankaj et al. (2018) showed that 78% of the respondents were satisfied with the service provided, 81% with a clean environment of the hospital, 83% with OPDs, 84% with registration and 75% with physician and pharmacy.

Geberu, D.M, Biks, G.A, Gebremedhin, T et al. (2019) in their study aimed to examine the variables of patient contentment in the outpatient departments of private and government hospitals in Addis Ababa, Ethiopia. The total level of patient-satisfaction was 89.3%, and with regard to the regular and private outpatient departments it was 88.3% and 90.4%, respectively.

Statement of the Problem

The study has been carried out to analyse the level of patient-satisfaction with the outpatient departments of private medical college hospitals in Thrissur District. In most of the cases the expectation of patients does not match the services provided or facilities available there. Even the nonmedical part of the hospital did have an influence on patients' perception. The hospitals should focus on the patients' perception that would encourage them to choose certain hospitals.

Research Gap

Many studies were carried out in India and

abroad on the satisfaction level of patients in different private hospitals. In this study, the researcher has attempted to analyze the satisfaction level of outpatients in the private medical college hospitals of Thrissur District in Kerala with regard to some specific factors such as waiting time, follow up treatment, behavior of lab staff, pre-diagnostic procedures etc.

Objectives

1. To analyse the socio-demographic profile of the respondents.
2. To study the patients' level of satisfaction with regard to hospital structure, hospital process and performance.

Research Methodology

This paper aims to determine the satisfaction level of patients in the outpatient departments of private medical college hospitals in Thrissur District, Kerala.

Research Design

The study is descriptive. The data were obtained from primary sources as well as secondary sources. The response was collected by using structured questionnaires. Secondary data were gathered from different published sources including Magazines, Journals, Newspapers and Online resources. The researcher collected 100 samples for his study by using simple random sampling method. The respondents were patients who visited hospitals during the study period. The population of the study consists of 920 patients who visited the hospital during the study period.

Frame work of Analysis

The researcher used the following tools for the study:

- i) Garrett Rank Analysis
- ii) Chi Square Analysis

Analysis and Discussions

Table No. 1
Patient's Satisfaction on the basis of the Structure of the Hospital

Sl.No	Particulars	total	Total Score	Mean Score	Rank
1	Hospital Building	100	340	3.40	1
2	Waiting room	100	239	2.39	9
3	Drinking Water	100	286	2.86	5
4	Signboard Facility	100	293.9	2.939	3
5	Cleanliness	100	247.1	2.471	8
6	Lighting and Ventilation	100	304.1	3.041	2
7	Washrooms	100	299	2.99	4
8	Canteen	100	247.1	2.471	8
9	Laboratory	100	267	2.67	7
10	Blood Bank	100	285	2.85	6

**Source: Primary Data*

Table no. 1 reveals that the respondents ranked the hospital building 1st, Lighting and ventilation 2nd, signboard facility 3rd, washroom facility 4th, provision of

drinking water 5th, Blood bank arrangements 6th, Laboratory 7th, canteen and cleanliness 8th and waiting room 9th.

Table No. 2
Patient's Satisfaction on the basis of the Process of the Hospital

Sl.No	Statement	Total	Total Score	Mean Score	Rank
1	Queue Reception	100	133.0	1.33	1
2	Waiting time before being attended on	100	83.7	.837	3
3	Time required to reporting	100	78.5	.785	4

4	Availability of medicines	100	89.50	.895	2
---	---------------------------	-----	-------	------	---

**Source: Primary Data*

According to Table No.2, 1st rank is for Queue Reception, 2nd for availability of medicines, 3rd for waiting time before

being attended on and 4th for the time required for reporting.

Table No.3
Patient's Satisfaction on the basis of the Performance of the Hospital

Sl.No	Statement	Total	Total Score	Mean	Rank
1	Doctor's courtesy and respect	100	2990	2.99	1
2	Explanation on treatment by doctors	100	2570	2.57	8
3	Information purpose and side-effect of medicines	100	2080	2.08	10
4	interpersonal skills of the doctor	100	2820	2.82	3
5	courtesy and concern by nurses	100	2850	2.85	2
6	responsiveness of nurses	100	2730	2.73	5
7	courtesy by lab personal	100	2180	2.18	9
8	Helping way hospital staff	100	2670	2.67	6
9	pre information about diagnostic tests	100	1970	1.97	12
10	recommended treatment and follow-up	100	2220	2.22	11
11	willingness to listen your problems	100	5600	2.60	7
12	overall effectiveness of the treatment	100	2760	2.76	4

**Source: Primary Data*

Table no. 3 reveals that doctor's courtesy and respect ranks 1st, courtesy and concern by nurses 2nd, Interpersonal skills of the doctor 3rd, overall effectiveness of the treatment 4th, responsiveness of nurses 5th, helping way hospital staff 6th, willingness to

listen patients' problems 7th, explanation of treatment by doctors 8th, courtesy by lab personal 9th, Information purpose and side-effect of medicines 10th, recommended treatment and follow-up 11th and pre-information about diagnostic tests 12th.

Table No.4 Chi- Square Analysis Socio –Economic Factors of OPD Patients

Particulars	Chisquare	P value	Sig./Insig.
Gender	0	0.1	Insig
Education	25.46	0.01	Sig
Employment	12.86	0.005	Sig
Department	7.28	0.07	Insig

Ho: There is no association between socio demographic variables and patient-satisfaction.

***Source: Primary Data** Level of significance @5%. Level of significance @1% **

Table No.4 shows that gender originate to be Insignificant (P value 0.10). The Education found to be significant, (P value 0.01).The status of employment (P value 0.005) is found to be significant and the Department (P value 0.07) insignificant.

Suggestions

- The hospital processes can be improved well to reduce the waiting time of patients.
- Canteens, laboratories, washrooms and blood banks need to be improved to meet the expectations of the patients.
- Patients require more information on medicines' side effects and follow up treatment, pre-diagnostic procedures etc. So, the hospital should give enough information and educate the patients.
- The hospital premises can be

kept in a hygienic condition.

Conclusion

The physical environment includes neatness, waiting area with chairs, drinking water tidy restrooms, helpful directions, and proper ventilation, which are the major factors that determine patients' satisfaction. The level of satisfaction also includes the system of queue for registration, waiting time before seeing the doctor, time taken for reporting and the availability of prescribed medicines. There was also a positive reaction to the hospital process which included politeness and value by doctors, receptiveness of the nurses and laboratory staff and explanation of the diagnosis and treatment and an overall result of the treatment. There should be available proper facilities for emergency service, doctors and lab facility at an affordable fee. The physical infrastructure, services, hospital processes and performance should be monitored by the management to meet the needs of the patients.

References

1. **Mishra, Paramhans., and Mishra, Tripti. (2014)** Study of Patient-satisfaction at a Super Specialty Tertiary Care Hospital. Indian Journal of Clinical Practice, Vol. 25, No. 7, pp:624-634.
2. **Al-Abri, R., & Al-Balushi, A. (2014)** Patient-satisfaction survey as a tool towards quality improvement. Oman medical journal. Vol.29(1), pp: 3-7.
3. **Prakash, Bhanu.(2010)** Patient-satisfaction .J CutanAesthet Surg. Vol.3(3),pp: 151–155.
4. **Borden, William.,Mushlin, Alvin., Gordon, Jonathan., Leiman, Joan., and Pardes, Herbert. (2015)** A New Conceptual Framework for Academic Health Centers. Academic Medicine. Vol.90 (5),pp:569–573.
5. **Roh, Chul-Young., and Moon, M. Jae. (2016)** Does Governance Affect Organizational Performance? Governance Structure and Hospital Performance in Tennessee. The Korean Journal of Policy Studies, Vol. 31, No. 2 pp: 23-40.
6. **Kumar, Pankaj. et.al.(2018)** Assessment of patient-satisfaction in outpatient department of a tertiary care hospital in West Bengal, India: a questionnaire based study. International Medicine of Community Medicine and Public Health. Vol.5, Issue.9, pp:n/a.
7. **Geberu, D.M., Biks, G.A., Gebremedhin, T. et al.(2019)** Factors of patient-satisfaction in adult outpatient

departments of private wing and regular services in public hospitals of Addis Ababa, Ethiopia: a comparative cross-sectional study. BMC Health Serv Res. Vol.19, Issue. 869, pp:n/a.

8. www.llhmc-gov.in
9. www.nihfw.org