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An Empirical Study of Patient Satisfaction with respect to the services offered by Datta Meghe Institute of Medical Sciences, Wardha

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Abstract: *Patient satisfaction is a metric that indicates how happy a patient is with the health treatment they received from their doctor. Patient happiness is one of the most essential variables in a health care facility's performance. The goal of this study was to find out how satisfied patients are with healthcare services, as well as how the physician's conduct influences patient satisfaction and healthcare services. The goal of the study is to determine how patient satisfaction is affected by health care services such as laboratory and diagnostic care, preventative healthcare, and prenatal care in the public health sector.*

Keywords: *Branding, Patient satisfaction, hospital management.*

I. INTRODUCTION

Patient satisfaction is a relative concept, with substantial study on the subject beginning in the late 1970s and early 1980s. As a result, the concept of quantity of life was replaced with a more patient-centered concept of quality of life. Patient satisfaction encapsulates the patient's perceived need, health-care expectations, and health-care experience. This multifaceted term encompasses medical as well as non-medical components of health care. The expectancy value theory posits that patients' ideas, values, and previous expectations about treatment impact patient satisfaction, whereas the health care quality theory stresses that the interpersonal process of care plays a crucial part in assuring patient satisfaction.

Patient satisfaction is an essential and widely used metric for assessing health-care quality. Clinical results, patient retention, and medical malpractice lawsuits are all influenced by patient satisfaction. It has an impact on the delivery of high-quality health care in a timely, efficient, and patient-centered manner. Patient satisfaction is thus a proxy but a very effective indication of a doctor's or hospital's effectiveness.

II. LITERATURE REVIEW

Wu, C. C. (2011). The influence of hospital brand image on patient attitudes and behaviours toward hospitals has become a major concern in the competitive health-care sector. The goal of this study is to see how hospital brand image, service quality, patient happiness, and loyalty are linked. The link is tested using survey data from Taiwan's largest private hospitals.

Nassir Ul Haque et al. (2013) in his research paper “The Health System in India: The Opportunities and Challenges for enhancements” has pointed out that the India spends a comparatively large amount of share of its GDP on the health but despite this, that the achievements in the sector are not that optimal.

However, the authors who have also mentioned that there have been seen a significant advances in the healthcare system in our India over the last few of decades. The authors have been also suggested that the new ways for establishing, are strengthening, and sustaining the Private- Public Co-operation is the essential to rejuvenate the whole of the entire health care system.

Thus, Technology solutions and the infrastructure requirements are also needed of the hour in the health care system in India.

Dharmesh Motwani et al. (2014) in his study “Service Marketing Mix of Indian Hospitals: A critical review” mentions that the healthcare market in India has become the customer centered case where the customer expects one of the high-quality care at reasonable and at the same time affordable prices.

In this study, the author highlighted that the service marketing mix is of plays a great importance in the hospital industry. A good service marketing mix also revolves around the customer satisfaction, the service price transparency, the convenient location of hospital services so that they are easily accessible to the patients, the behavior of the medical staff, the tangibility of the hospital services and the process through the technology.

Nitin RV et al (2016) in his paper “An empirical study on marketing mix strategies for the health care services in a tertiary care hospital”. The author tries to emphasize that one of the main challenging tasks of the hospitals is that to establish the brand image in the competitive market scenario.

So, that the study does the detailed analysis of the marketing mix of the tertiary care hospitals and then results with the finding that as patients inflow proportionately affect the overall incomes of the hospitals, hence it is very important for the hospital managements to emphasize on the attributes like the ambience, affordability, cleanliness and the soft skill of the staff so that the hospitals can retain their consumers/ patients from all the economic backgrounds and them build a better brand in the market.

R. Rajini (2016) while doing her study “Healthcare marketing strategy to the sustainable development of society” states that the sustainable development cannot be achieved without the improvement of the quality of the life and the health of the population to a satisfactory level.

The health care providers of are expected to be more than thoughtful about their choices of the strategies in the managing a healthcare business. The author suggests that the healthcare of organizations should then chalk out appropriate of promotion tools like the communication program endorsement of the opinion leaders, the direct marketing, the free health camps, the health fairs, the immunization camps etc in order to reach out to the consumers and the patients. (Cham, T. H., Lim, Y. M., Aik, N. C., & Tay, A. G. M.- 2016).

The study uses a Structural Equation Model to evaluate four hypotheses on organizational citizenship behaviors, corporate image, and performance at hospitals. According to the findings, hospitals may improve performance by promoting organizational citizenship and a favorable corporate image. (Kolade, O., & Ogunnaike, O. -2014)

With regard to these two client groups, a comparison of attitudes between patients and attendants would help them in allocating resources to various elements of healthcare. The tools presented can be used by hospital administrators to get feedback on their performance on service quality metrics so that they can compare themselves to their rivals. (Padma, P., Rajendran, C., & Sai, L. P. 2009).

The findings of the research back with earlier findings that hospital service quality is linked to patient happiness. Patient happiness and hospital usage have a substantial beneficial impact on hospital financial performance, according to the research. (Lim.J et al).

III. RESEARCH METHODOLOGY

Objectives

1. To study the varied kind of services provided by YNS Advisors to their customer base
2. To study the impact of hospital branding on the incoming patients
3. To study the satisfaction level of the patients with respect to the services offered by the hospitals who have availed the services of YNS Advisors

Research sample

Samples- hospitals management & their staff who have availed the services of YNS Advisors

Sample Size- 300

Sample method- Questionnaire method

Sample area- Study was limited to Wardha district.

Sample data/unit- Data was gathered from the patients who have availed the services of the hospitals.

Secondary data:

Data collected from previous record of the company and is collected from the site.

Tools used for Analysis

In this project I exploit MS-Word and MS-Excel for data collection and analysis. MS-Excel also used for tables and chart making.

IV. ANALYSIS AND INTERPRETATION OF DATA

Table 1

Questionnaire	Mean	Std. Deviation
I find doctors are supportive to explain reason for various medical tests	3.43	0.860904
I feel hospital has all the medicines available within the premises	3.73	0.913212
I find medical care facilities at par in this hospital	3.36	0.881514
Services available are affordable at the hospital.	3.44	0.868229
Supportive Staff is courteous and supportive	3.4	0.848528
I have easy access to medicines and need not to go out to purchase it.	3.3	0.884433
Doctors provide ample time to patients	3.16	0.938652
Hospital cleanliness is up to mark	3.23	1.060922
Medical wastage handling procedure is good	3.26	1.02911
Time of discharge is not very time consuming	3.27	0.958448
Sufficient provision is available for relatives to stay in case of emergency	3.9	1.038824
Canteen provides good food	3.24	1.057901
Water facility available is up to mark	3.5	1.06268
Washrooms available are hygienic	3.36	0.911263
Ambulance facility to pick and drop patient is good	3.58	1.015021
E Payment facility is available	3.43	0.860904

Table 2

<i>Descriptive Analysis</i>	<i>Results</i>
Mean	3.410667
Standard Error	0.051819
Median	3.36
Mode	3.36
Standard Deviation	0.200694
Sample Variance	0.040278
Kurtosis	1.348389
Skewness	1.23261
Range	0.74
Minimum	3.16
Maximum	3.9
Sum	51.16
Count	15
Confidence Level(95.0%)	0.111141

V. INTERPRETATION AND CONCLUSION

The mean value is above 3.3 and Likert scale used is 5 point which clearly indicates that patient satisfaction is good in the hospital. The same can also be validated by the value of standard deviation. Moreover, the researcher has also very rigorously observed the value of Mean and standard deviation for each specific questions aiming infrastructure, behavioral approach, service time, canteen facility etc.

Data analysis suggests doctors allotted time to patients is satisfactory but can be improved further and the same holds true for access of availability of medicines. Moreover, patient discharge time is although satisfactory but can be further fasten.

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