

“Patient satisfaction” a way to achieve business excellence in Health Care industry

¹Dr. Anupam Sharma & ²Sandeep Chhillar

¹Associate Professor, Department of Management Studies, MM University Sadopur (India)

²Research Scholar, Department of Management Studies, MM University Sadopur (India)

ARTICLE DETAILS

Article History

Published Online: 10 January 2019

Keywords

Hospital, patient care, service .

ABSTRACT

The primary function of hospital is patient care. The patient is ultimate consumer to the hospital. The effectiveness of the patient satisfaction is the real testimony to the efficiency of hospital administration. Hence, it is the responsibility of the administrator, “put yourself in your patient’s shoes.” Top service hospitals are patient obsessed. Through this research study I am trying to find various issues which have major impact on health care service. If patient are satisfied than they can have a good mouth of word for that health care provider. Hence they can increase their sales or gain more customers. Hence patient satisfaction depends on various factors. These factors have a great impact on patient satisfaction. Culture, subculture and social classes are important in determining satisfaction levels. Culture is the fundamental determinant of an individual’s wants and behavior. It refers to set of feeling of the patient or his relatives.

1. Objectives of study

1. To study the relationship between patient satisfaction and medical treatment.

2. Literature review

According to **Andrus, D. in 1984**. A study on “**Factor affecting on rural consumer’s satisfaction with medical care**”. Author has studied about rural health care customers. The study shows that in what extent rural consumer aware with health and what are the parameters which have impact on rural patients. Study well defined about rural consumer mind set towards health care service. Author also studied difference between behaviour of rural patient and in urban patient. Why rural people still have less awareness towards health care service. Study shows those factors which has major impact on patient satisfaction. And tells in detail that how rural patients can be satisfied in a better way.

According to **Ross, C., G. Frommelt, L. Hazelwood and R. Chang in 1987**. A study on “**Role of expectation in patient satisfaction with medical care**”. The study has aim to know about role of expectations on satisfaction level. Author has studied that how satisfaction varies with expectations. He also describe that each and every patient has certain expectations. And if these expectations will not fulfill then it will have a negative impact on satisfaction. So, it is necessary to know about patient expectations and try to fulfill them. Otherwise it will be loss for healthcare providers because they will not able to satisfy to their consumers. Hence, expectations play a vital role in patient satisfaction.

According to **Scammon, D. and L. Kennard in 1983**. A study on “**Improving Health Care Strategy Planning Through Assessment of Perceptions of Consumers, Providers and Administrators**”. The study shows that how perception of patient has impact on patient satisfaction. Why differences in perception occur with same medical service? Study says that perception is a crucial factor for determination of patient satisfaction. And in which condition strategy can be change for

providing better satisfaction. In this way health care providers has to think about to assess patient perception and then make required changes in planning and strategy. Hence in this way patient can be satisfied in a better way and it will be good for patient as well as health care provider.

According to **Ware, J., A. Davies-Avery and A. Stewart in 1978**. A study on “**The Measurement and Meaning of Patient Satisfaction**”. Study describe about patient need, expectations and patient attitude. Author well defined about meaning of patient. Study shows that which are the factors having impact on patient satisfaction. How we can able to increase satisfaction among patients. Author describes different parameter for patient satisfaction and how to measure satisfaction on basis of those parameters. And tell about different tactics which can be applied for raising patient satisfaction.

According to **Ware, J. and M. Snyder in 1975**. “**Dimensions of Patient Attitudes Regarding Doctors and Medical Care Services**”. Study aim is to know about various aspects of patient attitude. And in which manner this will impact on patient attitude. Author has showed that how patient attitude varies with doctor and medical care services. Those factor which make patient perception regarding medical services. Attitude play vital role in term of satisfaction and happiness. Author also discussed various factors which impact on patient attitude.

Liz Gill, (Faculty of Pharmacy, The University of Sydney, Sydney, Australia), Lesley White, (Faculty of Pharmacy, The University of Sydney, Sydney, Australia)

Purpose– This paper aims to review the patient satisfaction literature, specifically meta-analyses, which critically analyses its theory and use; then to present evidence for perceived service quality as a separate and more advanced construct

The paper points out that there is an urgent need for differentiation and standardization of satisfaction and service

quality definitions and constructs, and argues for research to focus on measuring perceived health service quality. Author has view that there should be standard for service quality. But study from paper does not show about parameters which really have impact on patient satisfaction. There is not clearly defined extent to which patients are satisfied and what corrective action should taken.

Ele-endoscopic otorhinolaryngological examination: preliminary study of patient satisfaction.

Pedersen S1, Holand U.

Study focus on modern telecommunications and computer technologies enable the delivery of expert consultations and remote diagnoses that previously required transportation of patients or medical specialists. The purpose of this study was to determine whether patients are satisfied with one form of telemedicine consultation. Study represents how telemedicine service can be help full for patients. Study gives a insight about telemedicine service and how it can be effective to patients.

Study have only aim to measure satisfaction towards telemedicine consultation and does not show explore reason that why unsatisfied patients don't want to go with service.

Jagdip Singh (1989), "The Patient Satisfaction Concept: in NA - Advances in Consumer Research Volume 16, eds. Thomas K. Srull, Provo, UT: Association for Consumer Research, Pages: 176-179.

Patient satisfaction concept is a construct with multiple parameters. According to the view discussed here, patient satisfaction is the result of a process of evaluation (and comparison) of the service obtained from an object (e.g., a physician) in the patient's health care system. Author well defined various parameters which have impact on overall patient satisfaction. And why patients have certain complain towards quality of service they get.

3. Concept of patient satisfaction.

Patients are those consumers who don't come with their own wish. We can delight a general consumer by Advertising, and promotional activities and create a utility for them. But a consumer of health care services is full of pain. So they need more in term of satisfaction.

If patient are satisfied than they can have a good mouth of word for that health care provider. Hence they can increase their sales or gain more customers. Hence patient satisfaction depends on various factors. These factors have a great impact on patient satisfaction.

Three key factor of patient satisfaction

1. Comfort
2. Care
3. Cure

These three factors are a yardstick to measure patient satisfaction. If we talk about general consumers they will think only utility and its consumption but patients have distress and want to get out from that. So having more expectations towards fact lies provided to them. Hence to satisfy their consumers health care providers should focus on these aspects as well, if hospitals will able to do well on these

parameters then they can easily sustain their consumers. Each and every patient has certain expectations towards facilities that he will receive. Hence primary need of any health care provider is to satisfy their consumer

Comfort

Every consumer want a comfort level with the service that they receive from producer. Ease in getting utility, and process by which consumer get utility must be comfortable. So when we talk about patient satisfaction, comfort is a key factor. Because patients are full of pain, so they need a comfort level with various aspects of service.

In a hospital, management people perform various functions like managing medical treatment facilities, physical facilities. So, to increase effectiveness in whole system we must have good management.

Care

Care is also consider as a important factor for patient satisfaction. As we know each consumer need care from out side world. But a patient need much more care in term of health care system. Because a patient is in distress, so patient except a better care from health care providers. The primary function of hospital is patient care. The patient is ultimate consumer to the hospital. It is one of the yardsticks to measure success of service that it produces. The effectiveness of the hospital relate to provision of good patient care as intended. Care includes good food and time to time consolation for patients give medicine to patients on time basis. Hence if standard of care is good then it will benefit for patient. And this will result into more patient satisfaction. In this way patient will have a good mouth of word for that particular health care provider. It will increase goodwill of that particular healthcare provider.

Cure

It is the most important and crucial factor for patients. Each and every patient wants to get cure from diseases. To get cure from diseases is an ultimate goal of each patient. Hence health care service providers consider these factors as a satisfaction tool for their customers. And they can convert this tool into their marketing tool as well. As we know patients will in distress and their motivational level will also low. So, mentally a patient will be weal as compare to normal human being. Hence the only way to increase their motivational level and mental level is that to help patients and treat them carefully. If patient get cure than their level of satisfaction will be high. And overall healthcare service providers will able to increase their patient's satisfaction level and win their consumer faith. Each and every patient comes to hospital with only one motive that he will get cured. Factors like good physical facilities, good management staff and well paramedical staff are secondary. Primary need of patient is to get cure as soon as possible. So, we can say that this is an important factor for patient satisfaction. Hence, health care service providers should focus on this parameter only then they will able to attract and sustain their customers. In this way health care providers can get success in term of patient satisfaction. It will increase output of organization and lead to

success. If patients do not get recover or cured in time then it will create a feeling of discomfort in patient mind. And this discomfort converts into dissatisfaction. Hence, health care provider must focus on this key issue.

4. Yardstick for qualitative health care services

(a) On reception facilities.

1. Adequate information is available at reception counter?
2. Time spent at reception counter is satisfactory?
3. Reception service is good?
4. Present queue system at registration counter is satisfactory?
5. Counter provided at registration is enough?
6. On the whole registration procedure is good?

(b) Towards medical treatment.

7. Time interval between patient arrival and consulting the doctor is reasonable?
8. Space and physical facilities at consulting room satisfactory?
9. Staff at waiting area is sympathetic towards patient problems?
10. Doctor has given enough time to narrate the illness?
11. Doctor is sympathetic towards problem of patient?
12. Are you satisfied with the doctor after consultation?

(c) Towards paramedical staff

13. Patients are satisfied with the behavior of staff?
14. Laboratory test done in time?
15. Many tests are done for illness?
16. Required medicine available on hospital premises?
17. Do you recommend this hospital to your know?

5. Conclusion

From above study we can make following decisions.

The primary function of hospital is patient care. The patient is ultimate consumer to the hospital. The effectiveness of the patient satisfaction is the real testimony to the efficiency of hospital administration. Hence, it is the responsibility of the administrator, "put yourself in your patient's shoes," Top service hospitals are patient obsessed.

1. Culture, subculture and social classes are important in determining the satisfaction levels. Culture is the fundamental determinant of an individual's wants and behavior. It refers to set of feeling of the patient or his relatives.
2. Social class, sex, income, occupation and education are some important in determining the satisfaction levels.
3. When it comes to medical treatment there is good quality of doctors in public hospital but no. of doctors are less. Patients have complained that doctors do not give enough time to them.
4. In public hospital from my study I found that nursing staff is not courteous towards patients.
5. Reception services are not good and registration process is also not quite well, patients are facing lot of discomfort with management policies and procedure.
6. Patient behavior is greatly influenced by social factor like ideas, beliefs, and social environment. The person's satisfaction is influenced by the psychological factor such as perception, learning and attitudes.

Apart from the above ,others factors that influences the patient satisfaction include availability of adequate staff, availability of physical facilities and equipment ,design of the wards ,cleanness, environment, behavior of doctors, nursing staff ,paramedical staff.

References

1. Liz Gill, (Faculty of Pharmacy, The University of Sydney, Sydney, Australia), Lesley White, (Faculty of Pharmacy, The University of Sydney, Sydney, Australia)
2. Scammon, D. and L. Kennard (1983), "Improving Health Care Strategy Planning Through Assessment of Perceptions of Consumers, Providers and Administrators," Journal, of Health Care Marketing, 3 (Fall): 9-17. Are Marketing, 3 (fall): 9-17. Are Marketing, 3 (fall): 9-17.
3. Vera Prasad, M, Factor influencing patient satisfaction, hospital administration, May-June 1997:27-35,