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A case study of patient satisfaction in zonal hospital of Udaipur

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Abstract

A study was conducted to find out the level of patient satisfaction at a zonal hospital, Udaipur (Rajasthan). A sample of 100 out-door patients was taken on random basis. The patient satisfaction is judged by the researcher in terms of services and facilities offered according to age and gender to analyse the working of Hospital and Hospital Administration. It was observed that indoor as well as outdoor patients were dissatisfied with most of amenities, cleanliness and behaviour of the staff whereas they were satisfied with behaviour and attention given by doctors to them. Patients who are in the age group of above 60 years tend to be more satisfied. Female patients tend to be more satisfied than the male one.

Keywords: Patient, Satisfaction, case study, Udaipur

Introduction

Patient satisfaction is an important and frequently used indicator for measuring the quality of health care. Patient satisfaction commonly affects clinical outcomes, patient retention and medical malpractice claims. Thus, patient satisfaction is a very effective indicator to measure the performance of doctors and nursing staff ^[1].

Patient satisfaction leads to customer loyalty. If we satisfy one customer, the information reaches four others. A patient's expectations of a good service depend on gender, nature of illness, age, hour of the day, his or her attitude toward the problem or the circumstances. They expect care, concern and courtesy in behalf of a good professional job. There are various types of factors which influence customer's expectations of services. They include efficiency, confidence, helpfulness, personal interest reliability ^[2].

Patient satisfaction depends upon many factors such as: quality of clinical services provided, availability of medicine, behavior of doctors and other health staff, cost of services, hospital infrastructure, physical comfort, emotional support, and respect for patient preferences. Mismatch between patient expectation and the service received is related to decreased satisfaction. Therefore, assessing patient perspectives gives them a voice, which can make public health services more responsive to people's needs and expectations ^[3].

Patient satisfaction is all about consistent delivery process to generate quality of health care ^[4]. It is only possible if the employees are placed in their specific role, that make best use of their talents, to ensure that they have the right tools to do their jobs can surely help to deliver the quality service of the hospitals ^[5].

Hospital Profile

Zonal hospital is a NABH accredited, ISO 9001:2008, certified multispecialty state of the art hospital. It is a state of the art hospital with various diagnostic services like cardiology- ECG, TMT (Stress test), Holter, 2-D Echo Colour Doppler, cardiac catheterization lab (CATH), Online DSA. In Neurology section- EEG, Sleep Study test, EMG, AET, VEP, Angiography by CT, MRI & DSA are available. In Radiology division- Digital X-Ray, 1.5 Tesla MRI, 6 slice Spiral CT Scan, Ultra Sonography services are available. In pathology section- Histopathology, haematology, Microbiology and serology tests are available. The services available in this Hospital are OPD patient services.

Objectives of study

1. To analyze the Patient satisfaction level in Zonal Hospital with regards to the hospital services.
2. To check whether satisfaction level of patients varies according to age in Zonal Hospital.
3. To check whether satisfaction level varies with respect to gender in Zonal Hospital.

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Hypothesis

Ho (Null Hypothesis)

1. There is no significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the gender factor in Zonal Hospital of Udaipur.
2. There is no significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the age factor in Zonal Hospital of Udaipur.

Ha (Alternate Hypothesis)

1. There is a significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the gender factor in Zonal Hospital of Udaipur.
2. There is a significant difference in Patient Satisfaction Level with regards to the overall hospital services according to the age factor in Zonal Hospital of Udaipur.

Data analysis and Interpretation:

Analysis of Satisfaction Level of Patients of Zonal Hospital

Table 1: Distribution of Respondents according to Age

Age	No.	%
Up to 20 yrs	18	18.00
21 - 40 yrs	48	48.00
41 - 60 yrs	28	28.00
Above 60 yrs	6	6.00
Total	100	100.00

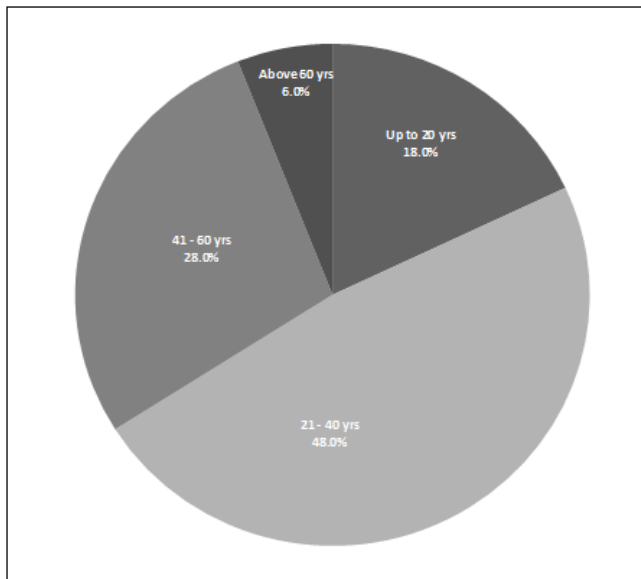


Fig 1: Distribution of Respondents according to Age

As shown in the above table, we have taken 100 no. of respondents, out of which 18 respondents were in the age group of up to 20 years, 48 respondents were in the age group of 21 to 40 years, 28 were in the age group of 41-60 years and 6 respondents were in the group of above 60 years.

Table 2: Distribution of Respondents according to Gender

Gender	N	%
Male	47	47.00
Female	53	53.00
Total	100	100.00

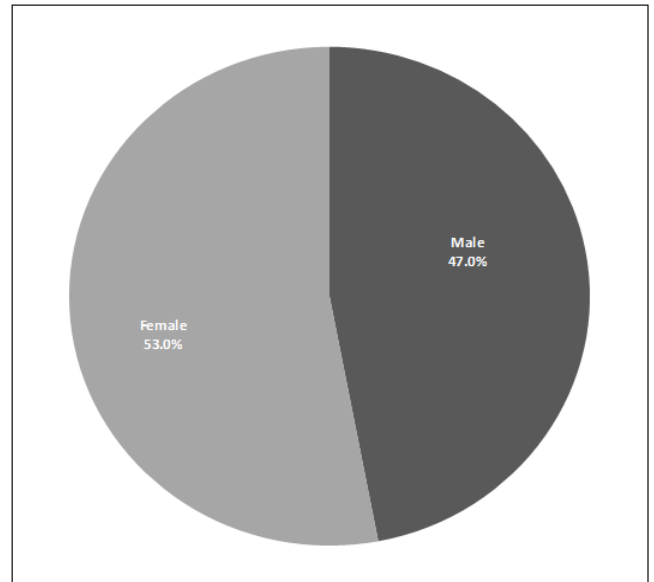


Fig 2: Distribution of Respondents according to Gender

As shown in the above table and figure, female tends to be more satisfied than male counterparts with behaviour and attention of Doctors and services offered to them by hospital.

Table 3: Overall Satisfaction Level Age Group wise

Age	N	Mean	SD	F	Result
Up to 20 yrs	18	3.11	0.83	3.19	*
21 - 40 yrs	48	3.44	0.54		
41 - 60 yrs	28	3.21	0.50		
Above 60 yrs	6	3.83	0.41		

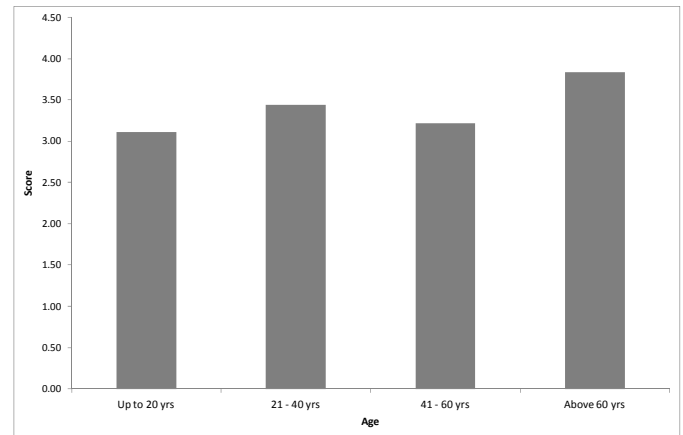


Fig 3: Overall Satisfaction Level Age Group wise

As shown in the table 3, we have applied the formula of mean, Standard deviation and Frequency to determine the overall satisfaction level age group wise, it shows highly significant. Patients who are in the age group of above 60 years tend to be more satisfied.

Table 4: Overall Satisfaction Level Gender wise

Gender	N	Mean	SD	Z	Result
Male	47	3.30	0.62	-0.65	NS
Female	53	3.38	0.60		

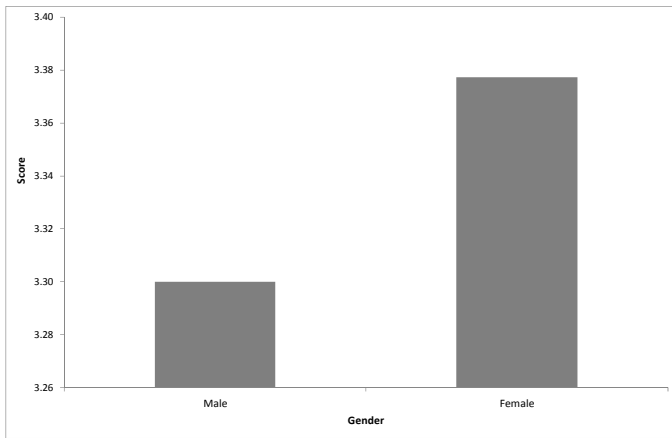


Fig 4: Overall Satisfaction Level Gender wise

As shown in the table 3, we have applied the formula of mean, Standard deviation and Z test to determine the overall satisfaction level gender wise, it shows Non-significant. Male patients tend to be more satisfied one than the female.

Conclusion and Recommendations

Patients who are in the age group of above 60 years old tend to be more satisfied. It might be because of several reasons i.e. particularity about the doctors and their treatment plans, regular follow-up and so on. Hospitals should develop the health awareness and health promotion plans and protocols for all age group of patient's time to time and proper counseling should be done. Female patients tend to be more satisfied than the male one. It may have because male patients likely to have treatment specific or they don't want to wait longer for their treatment plans and their follow up. Female doesn't have this kind of problems always. There should be proper appointment system as no-one wants to wait longer and hospitals should develop some kind of faster treatment plans for them.

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