A Study on Patient Satisfaction at Arvind Eye Hospital, Coimbatore

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Abstract - Patient satisfaction is extremely important outcome of health care and may even be an element of health status itself. Patients who are satisfied with the services are more likely to maintain a consistent relationship with that hospital. Measuring Patient Satisfaction depends on using the accurate measures because it comprises standards that incorporate dimensions of technical, interpersonal, social, and moral aspects of care. Patient satisfaction in health care is important for various reasons. This study helps the hospital to measure, monitor, and improve patient satisfaction. Hence the topic Patient Satisfaction has been selected. A descriptive study was conducted with a sample size of 400. A structured questionnaire was used by the researcher to collect data. Non-probability convenient sampling was used for the study.

Key words: Health care, Hospital, Patient, Satisfaction, Quality

I. INTRODUCTION

Patient satisfaction is an extremely important outcome of health care and may even be an element of health status itself. It can be defined as satisfy or meeting requirement of person from a service or product. Patient Satisfaction is defined in terms of the scale to which the patient's expectations are met. Measuring Patient Satisfaction depends on using the accurate measures because it comprises standards that incorporate dimensions of technical, interpersonal, social, and moral aspects of care (Kane et al., 1997). Patient satisfaction in health care is important for various reasons. These are as follows:

- Patients who are satisfied with the services are more likely to continue a constant association with that hospital.
- By pinpoint the areas of dissatisfaction of the patients; a hospital can pay attention on those areas for improvement.
- The satisfied patients are more likely to adhere to treatment methods and thereby keep better compliance with the treatment process.
- Patient satisfaction dimension gives a better thought of quality improvement of the hospital.

We may have the most prominent healthcare professionals and infrastructure available, but there are many factors that affect patient satisfaction. In modern times when expectation from healthcare institutions are increasing and level of satisfaction is decreasing, leading to increased number of legal suits and physical manhandling of medical professionals, it is very important to know the variables affecting patients satisfaction.

II. RIVIEW OF LITERATURE

Review of literature shows service Quality and patients satisfaction are influenced by individualized care, communication, waiting time, pain management, spending time with patient, professional competence, interpersonal aspects, physical and social environment, natural dimension and quality of rivals.

Mj, Ashrafun, & Tj, 2017[2] assessed patient satisfaction with doctors' services at a government hospital in Bangladesh. The principal component analysis was performed to identify the key items affecting patient satisfaction levels with respect to doctors' services. The result of the principal component analysis shows that there is a single factor (Doctors listen carefully to patients' problems) in the initial solution has eigenvalues greater than 1. It is accounted for almost 61% of the variability in the original variables.

Dos, Com, Na, & Enfermagem, 2017[3] analyzed the satisfaction of patients on the quality of nursing care and patient safety. A descriptive analysis was performed, calculating the positivity index and the mean satisfaction. The female predominated (61.3%), the hygiene and comfort domain had the highest positive response rate (97.8%), most patients judged the care positively. The findings show the need for managers to invest in the empowerment of people and in the structure of the organization to reach patients´ satisfaction through the quality and safety of healthcare.

Jalil, Zakar, & Fischer, 2017[5] studied the association between patient satisfaction and five dimensions of medical interaction: technical expertise, interpersonal aspects, communication, consultation time, and access/availability. A cross-sectional mixed methods study was conducted during July and August 2015 in the largest public diabetes outpatient clinic in Punjab province. The data was collected through face-to-face interviews. The structured part of the questionnaire was based on demographic characteristics

and the Patient Satisfaction Questionnaire (PSQ-III). Bivariate analyses and multinomial logistic regression model were used to generate the quantitative findings. Researcher conducted a thematic content analysis of qualitative responses in order to explain the quantitative findings. Demographic characteristics such as gender, education and occupation were significantly associated with the levels of patient satisfaction. The dimensions of doctor-patient interaction were significantly associated with patient satisfaction: technical expertise (OR = .87; 95% CI = .84–.91), interpersonal aspects (OR = .82; 95% CI = .77–.87), communication (OR = .83; 95% CI = .78–.89), time dimension (OR=.90; 95% CI=.81–.99) and access/availability (OR=.78; 95% CI=.72–.84). Several factors involving doctors' incompetence, such as inappropriate handling of critical cases, inaccurate diagnose excessive reliance on medical tests, absence of physical examination, non- availability of specialist doctors, and experimentation by trainee doctors were related to patient dissatisfaction. The findings of this study highlight a need to develop the interpersonal and clinical skills of doctors in order to improve the quality of doctor-patient interactions in public clinics for diabetes in Pakistan.

Neeraj Garg, Shakti Kumar Gupta, 2014 [8] have assessed the level of satisfaction of in-patients at Tertiary care speciality hospital and to find out the causes for dissatisfaction. A questionnaire based study where views of inpatient were taken regarding various clinical and support services. The data were collected from different patient care areas over a period of 2 months, and analysed to determine the biggest dissatisfying factors among the patients. More than 88% of the patients have rated the services as Excellent/Good. The area where the satisfaction level is low is the cleanliness especially in the toilets and the quality of food served to the patients. As far as clinical care is concerned 95% of the patients are satisfied with the level and expertise of professional care but suggested for development of soft skills in doctors and paramedics. The study suggests that a majority of in-patients are highly satisfied with the services of the Hospital. The study recommends for the need todevelop soft skills among Doctor and paramedics and to improve upon the level of cleanliness and quality of dietary services.

Suki, 2011[10] examined the relationship between patient satisfaction, patient trust, patient commitment, patient loyalty and doctors' reputation with doctor services. 200 sets of questionnaires were distributed to regular public patients of the government hospital and clinics, as well as private clinics in The Federal Territory of Labuan, Malaysia. Data were then analysed using the Structural Equation Modelling (SEM) procedure. Patient commitment directly and positively affects patient loyalty to a doctor ($\beta1=0.833$, $p<0.05$). Patient trust directly and positively affects patient commitment to a doctor ($\beta2= 0.800$, $p<0.05$). Patient satisfaction ($\beta3= 0.409$, $p<0.05$) and a doctor's reputation ($\beta4= 0.422$, $p<0.05$) directly and positively affects patient trust in a doctor. Doctor reputation directly and positively affects patient satisfaction with the doctor ($\beta5= 0.891$, $p<0.05$).The findings verified the research hypotheses, and confirmed that there are relationships between patient commitment and patient loyalty and also patient trust and patient commitment to a doctor. Furthermore, patient satisfaction affected patient trust in a doctor whereas patient satisfaction and trust are affected by a doctor's reputation.

III. OBJECTIVES OF THE STUDY

➢ To measure the satisfaction of patients.

➢ To identify the factors which satisfy the patients

IV. RESEARCH FRAMEWORK

A descriptive study was conducted with a sample size of 400. Outpatients of Arvind eye hospital was the population. A structured questionnaire was used by the researcher to collect data. The actual number of patients available to respond is infinite. So, Non-probability convenient Sampling was used for the study.

V. RESULTS

60.25 % of respondents were male and 39.75% of respondents were female. 3.75% of respondents were in the age group of 0-10, 15% respondents were in the age group of 11-20, 16.25% of respondents were in the age group of 21-30, 14.25% of respondents were in the age group of 31-40, 16% of respondents were in the age group of 41-50, 13% of respondents were in the age group of 51-60, 15% of respondents were in the age group of 61 - 70, 5.25% of respondents were in the age group of 71 -80 and 1.5% of respondents were in the age group of 81 - 90. 33.5% of patients were new and 66.5% patients were review patients.

Table 1 RESPONDENTS' OPINION ON DOCTORS AND NURSES

Si.No	Statement	Opinion			
		Excellent	Good	Average	Poor
1	Care and respect shown by Receptionist	33.3%	61%	4.7%	1%
2	Clarification of doubts by Receptionist	33.8%	52.2%	11.5%	2.5%
3	Show way to the clinics by Receptionist	39.2%	53.8%	5.5%	1.5%
4	Care and respect shown by Nurses	34.8%	56.8%	7.4%	1%
5	Nurses' explanation about procedures	32%	50.8%	13.4%	3.8%
6	Nurses' instructions for Medicine	40.8%	44.2%	11%	4%
7	Clarification of doubts by Nurses	33%	49%	14.2%	3.8%
8	Doctors' attention to patient problems	47.8%	46.4%	5%	0.8%
9	Care And respect shown by doctors	49%	45.3%	5.2%	0.5%
10	Doctors' explanation about eye problems	51%	42%	4.2%	2.8%

Table 2 MEAN SCORE FOR FACILITIES

Facilities	Mean	N
Canteen	3.10	400
Water	3.33	400
Toilet	3.27	400
Cleanliness	3.99	400
Waiting Area	3.87	400
Lift Facility	2.34	400
Lab Investigation	2.52	400
X-Ray Services	2.04	400
ECG	1.77	400
Physician	3.54	400
Insurance& Reimbursement	1.69	400
Two wheeler parking	1.97	400
Four Wheeler Parking	2.61	400
Room Stay	1.98	400
Medical Shop	3.04	400
Security	3.00	400

Respondents were asked to express their opinion on a 4 point scale with opinions given as 4 – Excellent, 3 – Good, 2 – Average and 1 – Poor. Among the services mentioned in the above table, patients are mostly satisfied with Cleanliness(3.99), Waiting area(3.87), Physician (3.54) and least satisfied with Insurance (1.69), ECG (1.77), two wheeler parking (1.97) and Room Stay (1.98).

Table 3 CHI-SQUARE ANALSIS

S.No	Factors		Value	Df	Asymp. Sig (2 sided)
1	Relationship between Gender and Care and Respect shown by Nurses	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	.618ᵃ .640 .244 400	3 3 1	.892 .887 .621
	Chi-square value is .892. It is more than 0.05 (significant value at 5%msignificance level). Thus it is concluded that there is no significant relationship between ‒Gender and Care and Respect shown by Receptionist				
2	Relationship between Gender and Clarification of doubts by Receptionist	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	5.307ᵃ 5.512 2.253 400	4 4 1	.257 .239 .133
	Chi analysis shows, chi-square value is .257. It is less than 0.05 (significant value at 5%significance level). Thus it is concluded that there is significant relationship between ‒Gender and Clarification of Doubts by Receptionist.				
3	Relationship between Specialty and Doctors' attention to patient problems.	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	12.570ᵃ 13.659 1.776 400	12 12 1	.401 .323 .183
	Chi-square value is .401. It is less than 0.05 (significant value at 5%msignificance level). Thus it is concluded that there is significant relationship between Specialty and Doctors attention to patient problems.				
4	Relationship between Specialty and Doctor explanation about patients' eye problems.	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	11.983ᵃ 14.441 .243 400	12 12 1	.447 .273 .622
	Chi-square value is .447.It is less than 0.05 (significant value at 5%msignificance level). Thus it is concluded that there is significant relationship between Specialty and Doctor explanation about patients' eye problems.				
5	Relationship between Age and Patient opinion about the waiting time in the hospital.	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	13.322ᵃ 14.158 1.202 400	9 9 1	.149 .117 .273
	Chi-square value is .149. It is less than 0.05 (significant value at 5%msignificance level). Thus it is concluded that there is significant relationship between Age and Patient opinion about the waiting time in the hospital.				
6	Relationship between Specialty and the overall service of the hospital.	Pearson Chi-Square Likelihood Ratio Linear-by-Linear Association No of Valid Cases	16.460ᵃ 13.959 .524 400	12 12 1	.171 .303 .469
	Chi-square value is.171. It is less than 0.05 (significant value at 5%msignificance level). Thus it is concluded that there is significant relationship between Specialty and Over all service of the hospital.				

Table 4 ANOVA ANALYSIS FOR GENDER AND SOME DEPENDENT FACTORS

		Sum of Squares	Df	Mean Square	F	Sig.
Care and Respect shown by Receptionist	Between Groups	.086	1	.086	.244	.622
	Within Groups	139.824	398	.351		
	Total	139.910	399			
Show the way to clinics by the receptionist	Between Groups	.176	1	.176	.425	.515
	Within Groups	165.001	398	.415		
	Total	165.178	399			
Care and Respect Shown by the Nurses	Between Groups	.014	1	.014	.034	.853
	Within Groups	159.484	398	.401		
	Total	159.497	399			
Overall service of the Hospital	Between Groups	.005	1	.005	.020	.888
	Within Groups	90.873	398	.228		
	Total	90.877	399			

VI. DISCUSSION AND SUGGESTION

Percentage Analysis

Percentage analysis shows that respondents felt excellent with various aspects of doctors and nurses. But minor percentages of respondents are not happy with doctors and nurses. When it comes to healthcare even a small percentage is highly important. So concentration should be given on each and every one who enters into the hospital.

Mean Score Analysis

Based on the mean scores for the facilities, patients are mostly satisfied with Cleanliness (3.99), Waiting area (3.87) and Physician (3.54). Patients are least satisfied with Insurance (1.69), ECG (1.77), Two wheeler parking (1.97) and Room stay (1.98). Attention should be paid on these facilities to identify the exact problems and take necessary actions to improve patient satisfaction. Two major challenges for any hospital are maintaining cleanliness and waiting time management. But here patients are happy with cleanliness and waiting area management. But patients are least happy with insurance. First management should identify the exact problem of insurance (whether it's a problem of hospital insurance department or insurance company) and should take necessary actions.

Chi Square Analysis

Chi square analysis shows that there is a significant relationship between specialties (different eye specialties like Cornea, Glaucoma, Retina and etc) and some dependent factors. Management has to identify the specialties with positive impact and negative impact and should take necessary action.

ANOVA Analysis

Gender and the Care and Respect shown by the Receptionist

P value is .622 it is more than 0.05 (significant value at 5% significance level). Thus it is concluded that there is no significant difference between and within groups

Gender and show the way to the clinics by Receptionist

P value is .515 it is more than 0.05 it is slightly higher than 0.05 (significant value at 5% significance level). Thus it is concluded that further analysis is required to prove whether there is a significant difference between and within groups

or not.

Gender and the Care and Respect shown by Nurses

P value is .853 it is more than 0.05 (significant value at 5% significance level). Thus it is concluded that there is no significant difference between and within groups.

Gender and the Overall service of the hospital

P value is .888 it is more than 0.05 (significant value at 5% significance level).So Null Hypothesis is accepted. Thus it is concluded that there is no significant difference between and within groups

VII. CONCLUSION

Patients' needs and expectations are changing in ever changing world. The study – Patient satisfaction was helped to identify certain areas where the hospital needs to pay attention. It has also revealed certain things which the hospital can feel good about. Hospital's ultimate aim is to satisfy the patients. To satisfy the patients, hospitals should understand the exact requirement of patients. Patient satisfaction tactics are not easy, unless everyone in the hospital understands the requirements of patients and internalize the same. So, necessary arrangements should be done to satisfy the patients' requirements. This can be possibly done by approaching patients with simple human touch.

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