

A Study on Outpatient Satisfaction in One of the Leading Hospitals, GOBICHETTIPALAYAM

Dr.R. Latha¹ Ms. Gokila.D²

¹Assistant professor ²Student

^{1,2}Dr.NGP Arts and Science College, India

Abstract— Out patient satisfaction is one of the main tools to assess and improve the quality of services provided in the health care system. It is an important quality indicator in the health care providing system. The study covers the factors including cost information, staff friendliness, care and attentiveness given by the doctors and nurses, behaviour of the nurses and the reception staff, lab TAT and pharmacy services. The goal of this paper is to investigate the outpatient satisfaction in the chosen hospital. A questionnaire was framed in order to study the satisfaction among the outpatients in the hospital. This study gives an insight to the managers and the employees, the importance of the outpatient satisfaction as a quality improvement tool. The results and findings of this study also provided a way for improvisation.

Keywords: Outpatient Satisfaction, Quality, Improvement

I. INTRODUCTION

Patient satisfaction is a metric that indicates how happy a patient is with the care they received from their provider. Patient satisfaction is a performance indicator measured in a self-report study and a specific sort of customer satisfaction metric used in health care quality evaluations.

A. Outpatient Satisfaction Definition

A patient who is not admitted to the hospital for the night but is treated or diagnosed at a hospital, clinic, or related facility.

The quality of medical care offered is highly related to outpatient satisfaction. However, customer satisfaction may not only reflect the quality and efficiency of medical services provided, but it may also have an indirect impact on government plans for providing such services.

B. The Value of Patient Satisfaction

Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centred delivery of quality health care.

C. Important Factor Affecting Patient Satisfaction

Patient satisfaction is an important and widely used metric for assessing health-care quality. Clinical outcomes, patient retention, and medical malpractice lawsuits are all influenced by patient satisfaction. It has an impact on the provision of timely, efficient, and patient-centred health care.

D. A Critical Factor in Patient Satisfaction

The most important element determining patient satisfaction was found to be "Medical staff's service attitude," followed by "Medical staff services technology" and "Hospital convenience."

Patients' demographic features had no significant impact on satisfaction, but "Medical services utilisation" had a substantial impact on satisfaction. Patients were more

satisfied with "Hospital convenience," "Hospital facilities and environment," "Medical staff services technology," and "Medical staff service attitude," but less satisfied with "Medical staff services technology."

Outpatient satisfaction is closely related to the quality of medical services provided. However, the level of satisfaction may not only be a direct reflection of the quality and efficiency of medical service supplied, but also it may indirectly affect the government strategies in providing such services. Due to the continuous growth of global population in major developed countries, the health resources continue to be limited. The level of satisfaction with regard to healthcare services has attracted more and more attention to medical systems around the world.

II. REVIEW OF LITERATURE

Patient happiness is one of the most essential objectives in any health care system, according to Jalem S.R (2020), but it is difficult to quantify the efficiency and receptivity of health care systems since customer satisfaction is affected by both clinical and non-clinical treatment outcomes. The satisfaction or dissatisfaction expressed by a patient is a judgement on the overall quality of hospital care. Patient care and quality of care are the hospital's major responsibilities.

Patient satisfaction has been extensively examined, and great work has gone into establishing survey instruments to measure it, according to Gill, L., and White, L. (2009). Most assessments, however, have been negative of its application because there is rarely any theoretical or conceptual support.

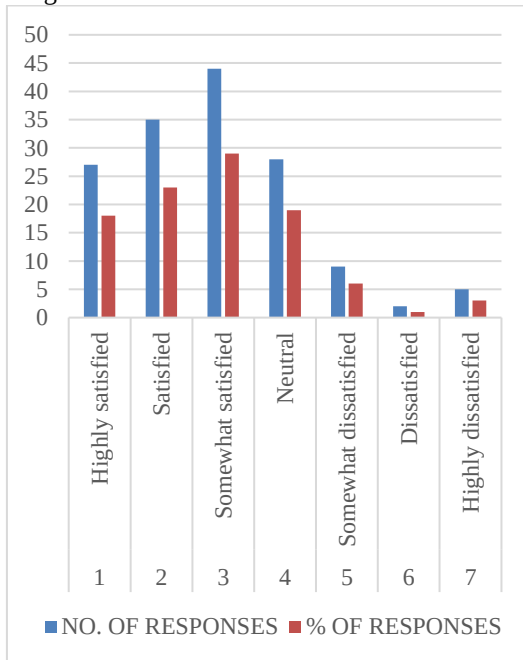
Patient satisfaction is an important quality outcome indicator of health treatment in the hospital context, according to Yellen, E., Davis, G. C., and Ricard, R. (2002). Because nursing service is generally a main factor of overall happiness during a hospital stay, measuring patients' satisfaction with nursing is very significant.

III. METHODOLOGY

This is an experimental study that focuses on the outpatients at the chosen hospital and their workplace safety knowledge. To acquire data, simple random sampling is employed. There were about 130 patients per day at the hospital, and 97 data points were collected using Morgan's table with 95% confidence and 5% error. A questionnaire was constructed for this purpose, ensuring that the research questions appropriately reflect the researcher's objectives and providing direction and structure to the investigation. As a result, the survey instrument is a two-part structured questionnaire. The first section contains demographic questions such as gender and age, while the second section contains sixteen questions that assess the outpatient satisfaction.

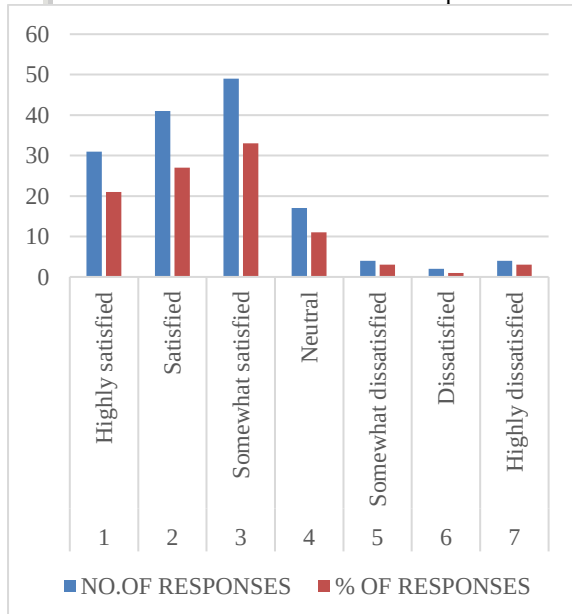
IV. ANALYSIS

Chart showing the respondent's opinion towards promptness in meeting needs



The above table shows that 18% of the respondents are highly satisfied with the promptness in meeting needs, 23% of the respondents are satisfied, 29% of the respondents are somewhat satisfied, 19% of the respondents are neutral, 6% of the respondents are somewhat dissatisfied, 1% of the respondents are dissatisfied and 3% of the respondents are highly dissatisfied.

Chart showing the respondent's opinion towards statement "overall satisfaction in the hospital services"



The above chart shows that 21% of the respondents are highly satisfied with the overall satisfaction in the hospital services, 27% of the respondents are satisfied, 33% of the respondents are somewhat satisfied, 11% of the respondents are neutral, 3% of the respondents are somewhat dissatisfied, 1% of the respondents are dissatisfied and 3% of the respondents are highly dissatisfied.

A. Correlation

		Promptness in meeting needs	Overall service satisfaction in the hospital
Promptness in meeting needs	Pearson Correlation	1	.060
	Sig. (2-tailed)		.780
	N	24	24
Overall service satisfaction in the hospital	Pearson Correlation	.060	1
	Sig. (2-tailed)	.780	
	N	24	24

The above table shows the correlation value is 0.060, hence positive correlation is found and null hypothesis is accepted

V. MAJOR FINDINGS & RECOMMENDATIONS

- 1) Among the respondents, 15% are highly satisfied with the transparency in the treatment process, 25% of the respondents are satisfied, 33% of the respondents are somewhat satisfied, 15% of the respondents are neutral, 7% of the respondents are somewhat dissatisfied, 1% of the respondents are dissatisfied and 3% of the respondents are highly dissatisfied.
- 2) Among the respondents, 15% are highly satisfied with the care and attentiveness given by the doctors, 21% of the respondents are satisfied, 37% of the respondents are somewhat satisfied, 17% of the respondents are neutral, 6% of the respondents are somewhat dissatisfied, 2% of the respondents are dissatisfied and 1% of the respondents are highly dissatisfied.
- 3) Among the respondents, 17% are highly satisfied with the waiting time to consult the doctors, 20% of the respondents are satisfied, 29% of the respondents are somewhat satisfied, 20% of the respondents are neutral, 7% of the respondents are somewhat dissatisfied, 3% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied.

VI. SUGGESTIONS

- 1) Positive interactions between doctors and staff nurses and patients. Because most patients are unable to articulate excellent quality treatment, they mistake positive encounters for good quality care.
- 2) A pleasant waiting area with clear instructions on how long it would take to see the doctors.
- 3) Gathering and personalising patient input, as this aids in enhancing the quality of care in a variety of ways.
- 4) Effective contact with patients and prompt and clear responses to their inquiries throughout the operation.
- 5) Streamlining and streamlining the invoicing process, as well as providing multiple payment options.

VII. CONCLUSION

Outpatient satisfaction surveys can be a driving force behind health-care reform. The survey results can help enhance practice while also responding to patient demands. This study found that assessing patient satisfaction is a simple, easy, and cost-effective way to evaluate hospital services, and that outdoor patients were more satisfied with doctor behavior, but that there is a problem with the availability of basic facilities, particularly in terms of staff behavior, transparency, and better communication. The majority of patients were pleased with the doctors' care and attention, as well as the lab facilities, which was well appreciated. Patient satisfaction surveys, particularly adherence to medical recommendations, are indications of healthcare outcomes, according to the study.

BIBLIOGRAPHY

- [1] Jalem, S. R. (2020). Evaluation of patient satisfaction in outpatient department of a general hospital in Mexico—A questionnaire-based study. *Int J Health Sci Res*, 10(2), 201-207.
- [2] Gill, L., & White, L. (2009). A critical review of patient satisfaction. *Leadership in health services*.
- [3] Yellen, E., Davis, G. C., & Ricard, R. (2002). The measurement of patient satisfaction. *Journal of Nursing Care Quality*, 16(4), 23-29.
- [4] Mohamed, B., & Azizan, N. A. (2015). Perceived service quality's effect on patient satisfaction and behavioural compliance. *International journal of health care quality assurance*.
- [5] Agha, Z., Schapira, R. M., Laud, P. W., McNutt, G., & Roter, D. L. (2009). Patient satisfaction with physician-patient communication during telemedicine. *Telemedicine and e-Health*, 15(9), 830-839.
- [6] Johnson, D. M., Russell, R. S., & White, S. W. (2016). Perceptions of care quality and the effect on patient satisfaction. *International Journal of Quality & Reliability Management*.
- [7] Badri, M. A., Attia, S., & Ustadi, A. M. (2009). Healthcare quality and moderators of patient satisfaction: testing for causality. *International journal of health care quality assurance*.
- [8] Johnson, B. C., Vasquez-Montes, D., Steinmetz, L., Buckland, A. J., Bendo, J. A., Goldstein, J. A., ... & Fischer, C. R. (2019). Association between nonmodifiable demographic factors and patient satisfaction scores in spine surgery clinics. *Orthopedics*, 42(3), 143-148.
- [9] Atallah, M. A., Hamdan-Mansour, A. M., Al-Sayed, M. M., & Aboshaiqah, A. E. (2013). Patients' satisfaction with the quality of nursing care provided: The Saudi experience. *International journal of nursing practice*, 19(6), 584-590.