

A STUDY ON OUTPATIENT SATISFACTION WITH SPECIAL REFERENCE TO ONE OF THE FERTILITY CENTRES AT COIMBATORE

Dr. V. Uma¹, Thenmozhi ²

¹*Head of the Department, Department of Hospital Administration, Dr.N.G.P. Arts and Science College*

²*Student, Department of Hospital Administration, Dr.N.G.P. Arts and Science College*

ABSTRACT

The Out Patient Department (OPD) Services is one of the most important aspects of Hospital Administration. The main objective of the present research is to analyze the satisfaction of Outpatients with respect to the actions and care of medical, nursing and caring workers and identify the relationship between the patient's attitude and the level of satisfaction towards the various facilities available in the hospital. The study sample constitutes 100 respondents from the outpatient department. Data collected by administering questionnaire. The results of the study indicate that most of the respondents 90% questioned were pleased with the services they provided. These interviews lead to the evaluation of health services from the point of view of the patient, facilitate the identification of problematic areas and help generate ideas towards resolving these problems. Enhancing contact between patients and healthcare providers is the main factor impacting the overall satisfaction of patients. Reducing the time needed to complete services, improving the overall cleanliness of facilities, improving nursing services and increasing the availability of medicines at the pharmacy, reduction of waiting time for laboratory reports etc. are important factors to consider and collectively, these can significantly increase the loyalty of patients.

Key words: Out-patient department, Questionnaire, Waiting time, cleanliness, overall satisfaction

INTRODUCTION

Patient satisfaction is one of the most important objectives in any health care system, but it is difficult to measure the efficiency and receptivity of health care systems because not only the clinical but also the non-clinical outcomes of treatment have an effect on customer satisfaction. A patient's expression of satisfaction or dissatisfaction is a judgment on the quality of hospital care in all of its aspects. The primary role of the hospital is patient care and quality of care. The aim of all healthcare institutions including private hospitals, public hospitals and University based hospitals in worldwide is to achieve the highest possible quality of care, although there is a wide variation in efforts to achieve this objective. In order to achieve the highest quality of care, attention must be paid to all aspects of the quality of care outlined by Donabedian et al. including the availability of infrastructure, patients care, outcome of patient care including mortality and morbidity etc. The Out Patient Department (OPD) Services is one of the most important aspects of Hospital Administration. This means that the patient will be treated without staying in the hospital, but will go home after the treatment is done. OPD services may also be referred to as Ambulatory Care Services. It is the glass of the clinic that represents the functioning of the hospital, which

is the first interaction between the patient and the hospital staff. Patient satisfaction with health care is widely recognized as a step in assessing how well health services are provided. With comparison, people with higher patient satisfaction had lower chances of receiving emergency visits to health care systems and higher chances of receiving hospital admissions.

The majority of patients report few problems related to the technical quality of care in hospitals and, furthermore, do not feel qualified to judge the technical quality and therefore assume technical competence. Most patients' reports few problems related to technical quality of care in hospitals and moreover do not feel qualified to judge technical quality and therefore assume technical competence. Literature survey in India and abroad had revealed that a rise in the association between satisfaction levels, patient's compliance and success of the treatment. The health service scenario in India has evolved at a more advanced stage. Emphasis should be placed on patient satisfaction, as this is an important parameter for the assessment of hospital services. With a shift in the philosophy of patient satisfaction, hospitals use a variety of techniques to improve patient care and operational performance. Measurement of the quality of imperceptible service has become a major challenge for health service administrators and executives. [6-10] Patient satisfaction or disappointment is a complex phenomenon that is related to patient preferences, health status, personal characteristics and characteristics of the health care system. There are several problems faced by patients in the outpatient department, such as overcrowding, delay in treatment, lack of proper direction, etc., leading to frustration of the patient. Overcoming this form of issue survey is one of the best ways to find out patient satisfaction with the service and what steps might be taken to avoid disappointment with the customer. In the past, most patients usually lacked professional knowledge to judge the quality of the service rendered and build their satisfaction on the basis of their own experience, but at present, with high competition and advanced technology, patients are more knowledgeable about healthcare and tend to have higher expectations. With the change in the concept of patient satisfaction, the hospitals are using variety of techniques to improve patient care and organizational efficiency. The Patient Satisfaction Questionnaire is a validated tool for assessing the level of satisfaction of adult patients. [11-13] The main objective of this research is to assess the satisfaction of OPD (Outpatient) patients.

- Analyze the satisfaction of Outpatients with respect to the actions and care of medical, nursing and caring workers.
- Identify the relationship between the patient's attitude and the level of satisfaction.
- To identify the patient's recommendation to improve services in the outpatient department and find out the factors that affects the satisfaction level of patients and to understand patient and doctor relationship.

MATERIALS AND METHODS

Random sampling technique is used. Structured questionnaire which contains of open ended questions, multiple choice and dichotomous questions is used to get data. All the questions in the survey are formulated in such a way as to give rise to all the relevant evidence needed for the analysis.

Inclusion criteria: The patient or their relatives attending the OPD of the hospital. Only the willing patients or their relatives of age minimum more than 20 years of age who consented verbally to participate in the study were included.

Exclusion criteria: The In-patients, individuals attending the emergency department or patients attending the radiodiagnosis, psychiatry or paediatric department or attending super specialty departments like, Gynecology are excluded from the study.

Study population: The out-patient departments are run by qualified doctors. The study was conducted among patients in the outpatient department (OPD) during their visit to the hospital. A total of 50 patients from various outpatient departments were randomly selected by stratified sampling within Three month of the study period. In order to get the specific details from the patients, a questionnaire was designed which include the questions like waiting time, privacy, cleanliness, and any problem faced during health check-up were given to each patient or their relatives who fulfilled the inclusion criteria

Statistical analysis: The statistical methods used to analyze the data collected by SPSS Software are given basic Percentages and Charts. Details for the analysis were collected using a questionnaire. The questionnaire was distributed to a group of patients and 50 patients responded to the study

REVIEW OF LITERATURE

C Joseph and S Nicholas ,2007 conducted the study over 200 patients who visited Diabetic and renal public health clinic with the aim to access patient satisfaction and their quality of life to improve the health status of people by promoting wellness and providing quality health care in an efficient ,equitable and sustainable manner

DomenicoMastandrea,AngeloMarino,AntonioLasora,ScottLeuchten,Juan F, Oata, D.O.David Yens,2008, conducted a review on patient satisfaction of an Inner city level one trauma center 's emergency department through survey of the patients coming to the hospital with the objective of to bring about some changes in the emergency department waiting room as per the perceptions of the patient and to increase the usage and performance of the emergency department as satisfied patients are most likely to recommend the hospital to others

Acharyulu,GVRK,Shekbar B Raja,2012,studied the supply chain management aspects and identify the areas in which they can improve the quality of service for efficient patient care. The purpose of this paper was to know the performance of the corporate hospitals in India based on well established criteria of what constitutes a quality supply chain system and concluded that Indian hospitals need to strengthen each activity in the value chain by focusing on continuous improvement in supply chain operations.

Emmanuel Kabengele, Mpinga and Phillipe Chastonay,2011, worked with the objective to know the concept of patient satisfaction and understand the parameters for measuring Patient satisfaction levels and to correlate them with patients right to health through various literatures and concluded that patient satisfaction and studies related to it have very important and useful political, social and ethical impact

to further strengthen and monitor the progress of the sector to protect the right to health of the population.

TABLE 1.1

Table showing the information about your condition in outpatient department

		INFORMATION ABOUT YOUR CONDITION			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not enough	11	21.2	22.0	22.0
	Right amount	20	38.5	40.0	62.0
	Too much	19	36.5	38.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

INTERPRETATION :

The above table shows that 22.0% of the responses is not enough , 40.0% of the responses is right amount , 38.0% of the responses is too much .

TABLE 1.2

Table showing the information about Rate Care of the outpatient department

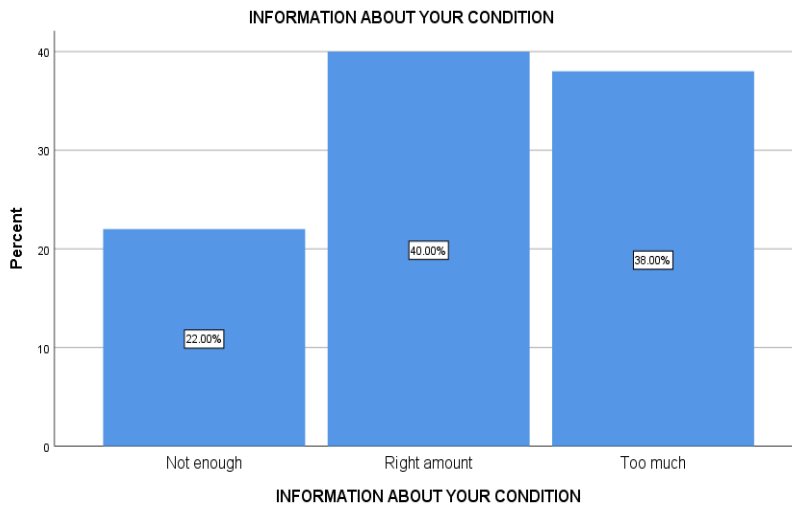
		RATE OF CARE AT OP			
RATE OF CARE AT OP		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	18	34.6	36.0	36.0
	Very good	21	40.4	42.0	78.0
	Good	10	19.2	20.0	98.0
	Fair	1	1.9	2.0	100.0
	Total	50	96.2	100.0	
Missing	System	2	3.8		
Total		52	100.0		

INTERPRETATION :

The above table shows that 36.0% of the responses is excellent , 42.0% of the responses is very good ,20.0% of the responses is good .2.0% of the responses is fair.

CHART 1.1

Information about your condition

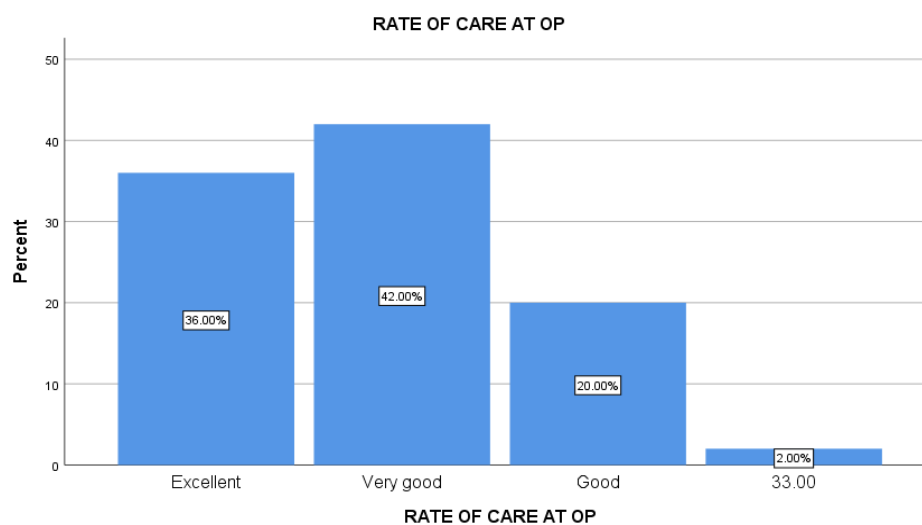


INTERPRETATION :

The above the chat shows that 22.0% of the responses is not enough , 40.0% of the responses is right amount , 38.0% of the responses is too much .

CHART 1.2

Care of the out patient department



INTERPRETATION :

The above table shows that 36.0% of the responses is excellent , 42.0% of the responses is very good ,20.0% of the responses is good .2.0% of the responses is fair.

Correlations			
		INFORMATION ABOUT YOUR CONDITION	RATE OF CARE AT OP
INFORMATION ABOUT YOUR CONDITION	Pearson Correlation	1	.175
	Sig. (2-tailed)		.224
	N	50	50
RATE OF CARE AT OP	Pearson Correlation	.175	1
	Sig. (2-tailed)	.224	
	N	50	50

ALTERNATIVE HYPOTHESIS H1:

There is positive relationship between information about your condition and rate care at outpatient provided.

NULL HYPOTHESIS H0 :

There is no positive relationship between information about your condition and rate care at outpatient provided.

INTERPRETATION:

The above table interprets correlation between information about your condition and rate care at outpatient provided.

Significant Value is greater than 0.05 H0 accepted. Hence it can be proved that, there is no relationship between information about your condition and rate care at outpatient provided.

MAJOR FINDINGS & RECOMMENDATIONS:

- Majority 22 % Of the responses is not enough 40 % of the responses is Right amount 38 & responses is too much.

- Majority 36 % of the responses is excellent 42% of the responses is very good, 20 % of the responses is fare.

THE RECOMMENDATIONS INCLUDE:

- People should have the opportunity to make informed decisions regarding their care and treatment. These choices should be recognised as an integral part of the decision-making process.
- Information regarding care and treatment option should be provided in a form that is accessible to people who have additional needs, such as people with physical, cognitive or sensory disabilities, and people who do not speak or read English.

CONCLUSION

Patient satisfaction is an attitude. Though its does not ensure that the patient will remain loyal to the doctor or the hospital its still a strong motivating factor. Patient satisfaction is only an indirect or hospital performance . delivery of patient focused care requires that we provide care in a particular day not just some times are usually but always it must be every patient every time .

Its an ironic fact better you are , the better you must become . quality does not stand still . it should be linear and always ascending one should strive to provide better care and sore above each and every patient expectations .

“ A satisfied patient is a practice build-up builder ”

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