

# Enhance and sustaining international patient satisfaction at Indian private hospitals

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**Abstract—** The global healthcare landscape is shifting towards cross-border medical services, with medical tourism becoming an increasingly prevalent trend. India, known for its advanced healthcare systems, cost effective treatments, and high-quality services, has emerged as a global hub for international patients seeking medical interventions. Private corporate hospitals in India play a critical role in this process, offering a range of treatments in various medical fields. However, while Indian hospitals have succeeded in attracting international patients, the level of patient satisfaction remains a critical factor in sustaining and enhancing this influx. This study investigates the determinants of international patient satisfaction in Indian private hospitals, compares hospital performance with patient expectations, and proposes strategies for improving and maintaining satisfaction in the long run. The findings will provide insights into key areas requiring attention and will aid in developing a comprehensive framework to ensure sustained growth in medical tourism through enhanced patient experiences.

**Keywords:** Medical Tourism, International Patients, Patient Satisfaction, Determinants of Satisfaction.

## I. INTRODUCTION

The globalization of healthcare services has made medical tourism a rapidly expanding industry, with patients traveling internationally to seek affordable, high-quality medical care. India has emerged as a leading destination for medical tourists, driven by its advanced medical infrastructure, highly skilled healthcare professionals, and cost-effective treatments. Corporate hospitals in India have been instrumental in positioning the country as a hub for international patients, offering an array of services that cater to diverse medical needs, ranging from complex surgeries to alternative therapies. However, the sustainability of this growth relies heavily on the ability of these hospitals to meet the unique needs of

international patients and ensure their satisfaction throughout the healthcare journey.

The needs of international patients extend far beyond clinical outcomes, encompassing expectations of personalized care, effective communication, and cultural sensitivity. Language barriers, unfamiliar medical practices, and the complexities of navigating a foreign healthcare system can significantly influence their experiences. Additionally, logistical challenges, including travel arrangements, accommodation, and post-treatment care, require a seamless and patient-centered approach. Addressing these needs is essential for creating an environment where international patients feel valued, respected, and comfortable, contributing to positive health outcomes and fostering trust in the healthcare provider. Patient satisfaction is a multidimensional construct that reflects not only the quality of medical care but also the overall experience during a hospital visit. For international patients, satisfaction is often shaped by factors such as the efficiency of administrative processes, the attentiveness of medical staff, and the alignment of services with cultural and personal expectations. Corporate hospitals in India have made remarkable advancements in technology and infrastructure; however, bridging the gap between patient expectations and delivered services remains a critical challenge. Disparities in cultural norms, communication styles, and service standards between patients' home countries and India can create barriers to satisfaction if not proactively addressed.

Corporate hospitals play a pivotal role in India's success as a medical tourism destination. These institutions combine world-class medical facilities with competitive pricing, offering treatments that are significantly more affordable than those in Western countries. The appeal of corporate hospitals lies not only in their clinical expertise but also in their capacity to offer comprehensive care packages, including

accommodation, travel assistance, and post-operative follow-ups. Despite these strengths, the long-term success of these hospitals in the global healthcare market hinges on their ability to consistently deliver exceptional patient experiences. This involves not only meeting the medical needs of international patients but also providing culturally competent care that respects and responds to their diverse expectations. This research paper examines the critical factors influencing international patient satisfaction in Indian corporate hospitals, with a focus on identifying areas of improvement and strategies to sustain excellence in patient care. By exploring the intersection of patient needs, satisfaction levels, and the role of corporate hospitals, the study aims to provide actionable insights for enhancing the global competitiveness of India's healthcare sector. Through a comprehensive analysis of patient experiences and expectations, this paper seeks to contribute to the development of a holistic and patient-centered healthcare model that reinforces India's reputation as a preferred destination for medical tourism.

## II. Research Gap

While existing studies have extensively documented the role of corporate hospitals in driving India's medical tourism sector, there remains a significant gap in understanding the nuanced needs and satisfaction levels of international patients in these settings. Most research focuses on clinical outcomes, cost-effectiveness, or the infrastructural capabilities of Indian hospitals, often overlooking the subjective aspects of patient satisfaction that encompass emotional, cultural, and service-related dimensions. Additionally, limited attention has been given to exploring the diversity of international patients' expectations based on their cultural backgrounds, age groups, or prior healthcare experiences.

Another critical gap lies in the lack of comprehensive studies examining the specific challenges faced by international patients during their healthcare journey in India. Issues such as language barriers, cultural sensitivities, and unfamiliar medical practices are often acknowledged but not systematically addressed. Moreover, the correlation between these challenges and overall satisfaction levels remains underexplored, leaving healthcare providers with insufficient data to implement

targeted improvements. Research also lacks a focus on age-specific and demographic-specific preferences, which could play a crucial role in designing tailored healthcare experiences.

## III. Objective

1. Analyze the diverse needs and expectations of international patients, including cultural, linguistic, logistical, and emotional factors.
2. Explore the impact of non-medical factors, like communication, hospitality, cultural sensitivity, and, on patient satisfaction.
3. Investigate specific challenges faced by international patients and correlate these with their satisfaction levels

## IV. Review literature

- **Chahal, Hardeep, and Mehta, Shivani (2013)** - Their study titled "Modeling Patient Satisfaction in Indian Hospitals" was published in the International Journal of Pharmaceutical and Healthcare Marketing. The authors identified several critical factors contributing to patient satisfaction, including physical maintenance (hospital cleanliness and ambiance), physician and nursing care (interpersonal skills, responsiveness, and professionalism), and internal facilities (availability of medical equipment and the efficiency of services). This study provides a comprehensive framework for evaluating the overall satisfaction of patients by emphasizing operational and human resource management within hospitals. The research models satisfaction as a multi-dimensional construct and offers insights into improving patient-centered care, particularly in corporate hospital settings in India.
- **Padma, P., Rajendran, C., and Sai, L.P. (2009)** - This paper titled "A Conceptual Framework for Measuring Service Quality in Healthcare" was published in Managing Service Quality: An International Journal. The authors proposed a model to evaluate service quality in Indian hospitals, particularly focusing on interaction quality (how hospital

staff communicates with and treats patients), the physical environment (cleanliness, equipment, and facilities), and outcome quality (effectiveness of treatments). They argue that hospitals must invest in these areas to enhance patient satisfaction, particularly when serving international patients. The findings help hospitals create strategies for quality improvement and align patient services with global standards.

• **Rao, K.D., Peters, D.H., and Bandeen-Roche, K. (2006)** -

In their study published in *Health Policy and Planning*, titled "Towards Patient-Centered Health Services in India", the authors examined patient satisfaction in both public and private healthcare settings in India. Their research identified that responsiveness to patient needs, quality of medical care, and administrative efficiency were central to improving patient satisfaction. They also noted that patients in private hospitals reported higher satisfaction levels compared to those in public hospitals, largely due to better infrastructure and more efficient service delivery.

• **Kumar, Subhash, and Rani, Neha (2016)** - This research, published in the *Journal of Health Management*, titled "Determinants of Patient Satisfaction in Indian Private Hospitals", explored the significance of healthcare infrastructure, service quality, and patient interaction. The study emphasized the role of patient-staff communication and how technological infrastructure plays a pivotal role in enhancing the overall patient experience, especially for international patients. By focusing on the holistic experience, from the moment of arrival to discharge, the authors provided actionable insights for hospital administrators.

• **Narang, Ritu (2010)** - Ritu Narang's study, published in the *International Journal of Healthcare Quality Assurance*, titled "Measuring Patient Satisfaction in Indian Private Hospitals", developed a framework that emphasizes empathy, communication, and reliability. Narang's research underscored the importance of cultural sensitivity and personalized care, especially in the context of international patients who may have different expectations compared to domestic patients.

• **Gopalan, S.S., and Danda, D. (2012)** - In their paper published in *Health and Population: Perspectives and Issues*, Gopalan and Danda analyzed patient perceptions of service quality in Indian private hospitals. The study examined aspects such as waiting times, physician availability, and the efficiency of diagnostic services, identifying them as crucial for patient satisfaction. The study concluded that private hospitals, particularly in metropolitan cities, tend to offer better patient experiences due to superior infrastructure and management.

• **Zargar, Manzoor Ahmad, and Vibhuti, Arora (2013)** -

Their paper, published in the *Journal of Health and Social Sciences*, focused on "Service Quality and Patient Satisfaction in Private Hospitals of Jammu and Kashmir". This study revealed that private hospitals in the region needed to invest more in staff training and technological upgrades to meet patient expectations. The authors emphasized the importance of trust between patients and healthcare providers, which is particularly significant for international patients seeking reliable care.

• **Sharma, K.C., and Narang, R. (2011)** - Published in the *International Journal of Healthcare Quality Assurance*, their study titled "The Relationship Between Service Quality and Patient Satisfaction in Indian Hospitals" examined factors like communication, administrative efficiency, and the availability of specialized medical care. The authors argued that hospitals needed to focus more on post-treatment care to maintain high levels of patient satisfaction.

• **Duggirala, M., Rajendran, C., and Anantharaman, R.N. (2008)** - Their paper, titled "SERVQUAL Framework in Indian Hospitals", published in *Benchmarking: An International Journal*, utilized the SERVQUAL model to evaluate patient satisfaction. They identified five dimensions: reliability, assurance, tangibles, empathy, and responsiveness. This model has become a standard tool for measuring service quality and identifying areas where Indian hospitals can improve to better meet international patient needs.

• **Mani, D., and Chouksey, K. (2014)** - This paper, published in the *Journal of Medical Marketing*, titled "The Role of

Technology and Administration in Patient Satisfaction", explored how advancements in medical technology and efficient administrative processes contribute to patient satisfaction in Indian private hospitals. Their study highlights the role of streamlined administrative processes (e.g., fast admissions and discharges) and advanced medical technologies as critical factors in ensuring a positive patient experience.

- **Das, D., and Bhatia, S. (2016)** In their study published in the Journal of Health and Medical Management, Das and Bhatia investigated "International Patient Expectations and Satisfaction in Indian Private Hospitals." They highlighted that international patients tend to have elevated expectations for service quality, which includes critical aspects like cultural sensitivity, language assistance, and the quality of post-operative care. The authors found that addressing these factors is essential for healthcare providers aiming to improve satisfaction levels among international patients. Their analysis emphasizes the need for hospitals to develop tailored services that cater to the unique cultural backgrounds and expectations of these patients, ultimately suggesting that meeting these expectations can lead to enhanced patient loyalty and positive word-of-mouth.
- **Reddy, V.S., and Ramachandra, P. (2018)** In the International Journal of Health Policy and Management, Reddy and Ramachandra's paper titled "Patient Satisfaction in South Indian Private Hospitals" examined several key determinants of patient satisfaction. They focused on the timeliness of services, staff behavior, and the overall hospital environment. Their findings indicate that prompt service delivery and positive interactions with hospital staff significantly enhance the overall patient experience. The study underscores the importance of operational efficiency and a patient-centered approach in improving satisfaction metrics, suggesting that hospitals must prioritize training for staff to foster a welcoming environment and ensure timely care.
- **Kumar, D., and Singh, M. (2020)** Published in The Journal of Health Research and Management, Kumar and Singh's study titled "Perceptions of International Patients in Indian Corporate Hospitals" emphasized the significance of personalized care and cultural sensitivity in fostering patient satisfaction. Their research pointed out that international patients value individualized attention and tailored healthcare experiences, which can be achieved through effective communication and understanding of cultural nuances. The authors argue that integrating cultural competence training for healthcare providers can lead to improved patient interactions and satisfaction levels, suggesting that hospitals should focus on creating personalized care plans that resonate with the diverse backgrounds of their patients.
- **Singh, A., and Sinha, P.K. (2014)** In their research published in the International Journal of Healthcare Management, Singh and Sinha analyzed international patient satisfaction, emphasizing affordability and accessibility as major contributors to positive patient experiences. Their study indicates that patients from abroad are often influenced by the cost of treatment and the ease of accessing healthcare services. The authors suggest that competitive pricing and streamlined admission processes can significantly enhance the attractiveness of Indian private hospitals to international patients, thereby boosting overall satisfaction levels.
- **Verma, P., and Agrawal, S. (2019)** In the Journal of Medical Research, Verma and Agrawal explored the theme of "Enhancing Patient Satisfaction in Indian Private Hospitals." Their research revealed that infrastructure upgrades and effective communication practices play a critical role in improving patient experiences, especially for international patients. The authors found that modernizing facilities and providing clear, accessible information about services can alleviate patient anxieties and foster a sense of trust. They advocate for hospitals to invest in both physical and informational resources to enhance patient satisfaction and engagement.
- **Srivastava, A., and Goel, R. (2017)** Published in the Journal of Health Systems and Policy, Srivastava and Goel's study titled "Administrative Efficiency and Patient Satisfaction in Indian Private Hospitals" explored how the role of administrative staff and hospital management impacts the overall patient experience. Their findings suggest that effective administrative practices contribute to smoother

operations, leading to higher satisfaction levels among patients. The authors emphasize the need for hospitals to streamline administrative processes and invest in staff training, as these factors directly influence patient perceptions of service quality.

- **Purohit, B., and Singh, M. (2020)** In their research published in *Health Marketing Quarterly*, Purohit and Singh examined factors influencing patient loyalty, such as continuity of care, trust, and long-term relationships with healthcare providers. Their findings indicate that when patients feel a sense of trust and continuity in their care, they are more likely to remain loyal to their healthcare providers. The authors argue that establishing long-term relationships and maintaining open lines of communication are essential strategies for enhancing patient loyalty and satisfaction.
- **Kumar, S., and Mishra, A. (2015)** Their paper, published in the *Journal of Health Economics and Management*, titled "Hospital Environment and Staff Behavior in Urban Indian Hospitals," focused on how the physical environment and staff professionalism contribute to patient satisfaction. The authors found that a well-maintained hospital environment and courteous, professional staff significantly enhance the overall patient experience. They suggest that hospitals should prioritize creating a comfortable, hygienic environment while ensuring that staff are trained to interact positively with patients, as both factors are crucial for fostering satisfaction.
- **Gupta, V., and Bajaj, R. (2016)** In the *Asian Journal of Management Studies*, Gupta and Bajaj's research examined patient satisfaction metrics in multi-specialty private hospitals, specifically focusing on international patients. Their study highlighted the importance of measuring satisfaction through various metrics and understanding the specific needs of international patients. The authors argue that tailoring services to meet these needs can lead to improved satisfaction ratings and better patient outcomes.
- **Rastogi, A., and Sood, N. (2021)** Their paper, published in *The Indian Journal of Healthcare*, explored "The Impact of Treatment Outcomes and Support Services on Patient Satisfaction in Indian Hospitals," with a focus on both

domestic and international patients. The authors found that favorable treatment outcomes, combined with effective support services, significantly contribute to higher satisfaction levels. They suggest that hospitals should focus not only on medical outcomes but also on providing comprehensive support services, including emotional and logistical assistance, to enhance overall patient satisfaction.

## V. Methodology

This study will use a mixed-method approach, combining both quantitative and qualitative research methods to gain a comprehensive understanding of international patient satisfaction in Indian corporate hospitals.

**Quantitative Research-**The quantitative aspect of the research will involve conducting surveys with international patients who have received treatment at corporate hospitals in India. The survey will be designed to capture data on various aspects of patient satisfaction, including the quality of medical care, communication with healthcare providers, cultural sensitivity, the hospital environment, and posttreatment care. The survey will use a Likert scale to measure satisfaction levels and will include demographic questions to capture information on the patient's nationality, age, gender, and the type of treatment received.

**Qualitative Research-**The qualitative aspect of the research will involve conducting in-depth interviews with hospital administrators and healthcare professionals to gain insights into the strategies currently in place for enhancing patient satisfaction. These interviews will provide valuable information on the challenges faced by hospitals in meeting the expectations of international patients and the measures taken to address these challenges. Additionally, interviews with a select group of international patients will be conducted to gather detailed feedback on their experiences and suggestions for improvement. The qualitative methodology employed in this study provided rich, contextual insights into the effectiveness of international patient services at . By utilizing direct observations, interviews with staff, and analysis of patient feedback, the research aimed to identify areas for improvement

and inform strategies for enhancing the overall patient experience. This approach not only highlighted the experiences of international patients but also engaged staff perspectives, ensuring a holistic view of the services provided..

### 1. Data Analysis

The data collected from the surveys will be analyzed using statistical methods to identify the key factors influencing patient satisfaction and to compare the performance of hospitals with patient expectations. The qualitative data from the interviews will be analyzed using thematic analysis to identify common themes and patterns related to patient satisfaction and hospital performance.

### 2. Consent for Using Data

In accordance with ethical research practices<sup>i</sup>, consent will be obtained from all participants involved in the study. For international patients, a detailed consent form will be provided, explaining the purpose of the study, the types of data being collected, and how their data will be used. The form will also emphasize the confidentiality of their responses and the fact that their participation is voluntary. Similarly, consent will be obtained from hospital administrators and healthcare professionals before conducting interviews. All data collected<sup>ii</sup> will be anonymized to protect the privacy of the participants, and the findings will be presented in a way that does not identify individual respondents or hospitals.

### 3. Data Sampling

The study will use purposive sampling to select international patients who have received treatment in Indian corporate hospitals<sup>iii</sup>. The sample will be drawn from patients treated in hospitals known for catering to international patients, such as Apollo Hospitals, Fortis Healthcare, and Max Healthcare. The sample size will be determined based on the availability of international patients willing to participate in the study, but it will aim for a diverse representation of patients from different countries, age groups, and medical conditions. Efforts will be made to ensure that the sample includes patients who received different types of treatments, ranging from complex surgeries

to wellness procedures, to capture a broad spectrum of experiences.

## VI. Analysis Data Interpretation

The demographic data from the survey highlights the diversity of international patients utilizing the services of corporate hospitals in India. With a sample size of 215 response, the study provides a robust representation of patient demographics, spanning various age groups and gender identities.

Under 18 (Blue): This group comprises a relatively small proportion of the sample since the majority of medical tourists are adults in search of specific health concerns.

18 to 30 (Red): This age bracket comprises the young adults who are fast turning to medical tours to meet their needs which may include cosmetic surgery or fertility treatments.

32 to 45 (Yellow): Thus, the patients in this category may require the treatment of chronic diseases or planning of children, which proves the great importance of healthcare services.

46 to 60 (Green): This group of people can be associated with middle aged persons who may need some serious medical procedures like cardiac surgery or orthopedic surgery.

61 and above (Purple): The patients are generally sick with diseases associated with old age and may need surgery or intensive care.

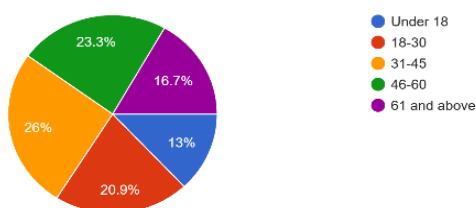
The findings indicate significant representation across all age groups, from minors (18) to senior citizens of ages 61 and above, and a variety of gender identities, including non-binary individuals and those who prefer not to disclose their gender. This diversity underscores the growing recognition of Indian corporate hospitals as inclusive and globally competent healthcare providers.

Diversity of Needs: The different age groups show that corporate hospitals in India treat a cross section of the society, from young people who need preventive care to old people who require complicated treatments.

**International Appeal:** This means that the age and possibly the gender of the patient also show diversity, which means that India is slowly emerging as a hot favourite for medical tourism as it offers services that are suitable for all age and gender groups.

**Healthcare Trends:** The presence of young patients might indicate some of the current trends like, the increasing popularity and easy availability of cosmetic Gen and Z. elective procedures **Cultural among Sensitivity:** The millennials search

Age  
215 responses



and results show that Indian hospitals pay attention to the cultural factors and offer language services to accommodate the international patients from different cultures. The inclusion of non-binary respondents and individuals who chose not to disclose their gender emphasizes the need for hospitals to adopt sensitive and inclusive strategies that cater to all patients. Similarly, the substantial presence of senior citizens and middle-aged adults highlights the importance of geriatric and specialized care services. With this comprehensive sample, the study establishes a strong foundation for developing targeted strategies to enhance patient satisfaction. By addressing the unique needs of various demographic groups and emphasizing privacy and respect, corporate hospitals in India can further strengthen their reputation as world-class destinations for international medical care.

In a nutshell, the survey outcome underpins India as an emerging and fast-growing medical hub that has been improving its reputation to cater to all kinds of needs for different age groups and identity-based patients. This also gives much important demographic insight into healthcare providers for upgrading their services and marketing skills to attract more and more patients from any part of the globe.

## How did you hear about our hospital?

How did you hear about our hospital?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Advertisement	35	16.3	16.3	16.3
Online search	80	37.2	37.2	53.5
Referral	32	14.9	14.9	68.4
Social media	68	31.6	31.6	100.0
Total	215	100.0	100.0	

The correlation analysis between age groups and how individuals heard about the hospital reveals distinct trends.

Online search emerges as the dominant source of awareness across all age groups, with the highest mentions in the 18-30 age group (43 responses), followed closely by the 46-60 and 61-and-above groups. Social media significantly influences younger demographics, particularly the 18-30 group (38 responses), but its impact decreases in older groups, such as Under 18 (17 responses) and 61-and-above (29 responses). Referrals hold steady importance among younger (18-30) and older (61-and-above) groups, suggesting the role of trust and word-of-mouth in these segments.

Advertisements are most effective among middle-aged individuals, particularly the 31-45 (22 responses) and 46-60 (20 responses) groups, while their appeal diminishes among younger audiences like the Under 18 group (13 responses). These findings emphasize the need for age-specific strategies to enhance patient awareness.

Hospitals should prioritize social media campaigns for younger audiences, optimize online presence for universal reach, strengthen referral networks for trust-building, and use targeted advertising to engage middle-aged patients effectively.

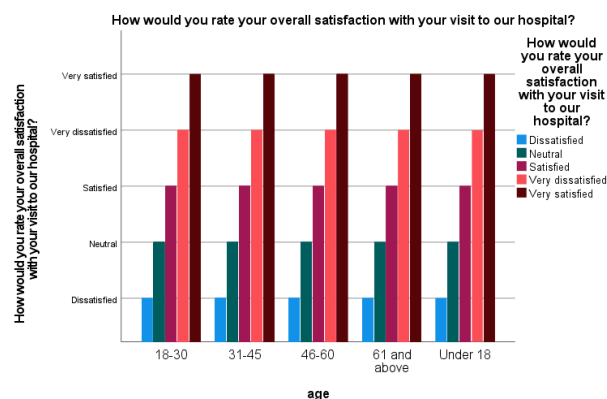
## How would you rate your overall satisfaction with your visit to our hospital?

A * How would you rate your overall satisfaction with your visit to our hospital?						
Crosstabulation						
Statistics Count						
	How would you rate your overall satisfaction with your visit to our hospital?					
	Dissatisfied	Neutral	Satisfied	Very dissatisfied	Very satisfied	Total
A 18-30	7	16	11	8	3	45
31-45	13	15	14	6	8	56
46-60	15	13	8	7	7	50
61 and above	8	9	10	4	5	36
Under 18	4	12	8	1	3	28
Total	47	65	51	26	26	215

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.450 <sup>a</sup>	16	.712
Likelihood Ratio	13.157	16	.661
Linear-by-Linear Association	.066	1	.797
N of Valid Cases	215		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 3.39.

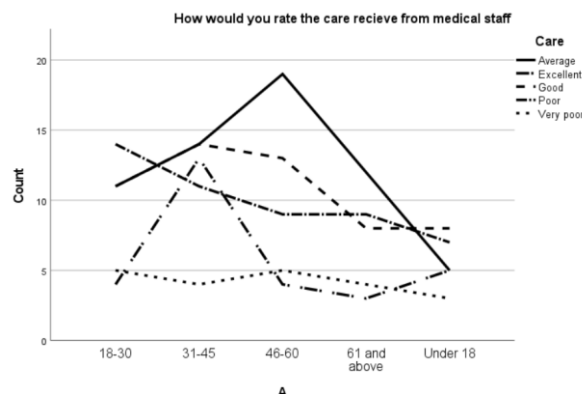


The analysis of the relationship between age groups and their overall satisfaction with the hospital visit reveals a diverse range of perceptions across different demographics. The 18-30 age group exhibits a wide spectrum of satisfaction, with notable responses in the "Very Dissatisfied" and "Very Satisfied" categories, suggesting a polarizing experience in this segment. The 31-45 group predominantly expressed dissatisfaction, with significant responses in the "Dissatisfied" and "Very Dissatisfied" categories, indicating room for improvement in addressing their expectations. The 46-60 group had a balanced distribution, with many responses in the "Neutral," "Satisfied," and "Very Satisfied" categories, reflecting a moderate to positive sentiment overall. Interestingly, the Under 18 group leaned towards "Neutral" and "Satisfied" responses, but dissatisfaction was also prevalent, highlighting the need for targeted strategies to address their specific needs. The 61-and-above group exhibited varied opinions, with responses ranging from "Dissatisfied" to "Very Satisfied," underscoring the importance of personalized care for older patients. These findings emphasize the need for tailored interventions across age groups to enhance overall patient satisfaction.

### How would you rate the quality of care you received from the medical staff?

A \* How would you rate the quality of care you received from the medical staff? Crosstabulation

		How would you rate the quality of care you received from the medical staff?					Total
		Average	Excellent	Good	Poor	Very poor	
A	18-30	11	4	11	14	5	45
	31-45	14	13	14	11	4	56
	46-60	19	4	13	9	5	50
	61 and above	12	3	8	9	4	36
	Under 18	5	5	8	7	3	28
Total		61	29	54	50	21	215



The analysis of the ratings on the quality of care across different age groups indicates significant variation in patient perceptions. The 18-30 age group has a mixed range of responses, with many indicating dissatisfaction through ratings like "Poor" and "Very Poor," while others rated the care as "Good" or "Excellent," highlighting a polarized experience. Similarly, the 31-45 age group demonstrates a balance between "Average," "Poor," and "Excellent" ratings, suggesting a divide in the overall experience, with some respondents expressing dissatisfaction.

The 46-60 age group exhibits a greater tendency towards neutral or positive ratings such as "Good," "Excellent," and "Average," although a few responses marked "Very Poor" indicate occasional dissatisfaction. This group seems more satisfied on average compared to younger age groups. The 61-and-above demographic shows more frequent negative responses, particularly the "Poor" and "Very Poor" categories, although there are still a number of positive ratings, such as "Good" and "Excellent." This suggests that while some older patients were satisfied with the care, others felt that the care was subpar, possibly due to specific needs or expectations not being met.

The Under 18 group has an overall mixed response but tends to lean more towards "Good" and "Excellent" ratings, indicating relatively higher satisfaction with the care received. These findings suggest that the quality of care provided by the medical staff is perceived differently across age groups, with younger

and older patients more likely to report lower satisfaction levels compared to those in the middle age ranges. Tailored approaches to care, perhaps addressing the specific concerns of younger and older patients, may improve overall satisfaction.

## How likely are you to recommend our hospital to friends and family?

### Statistics

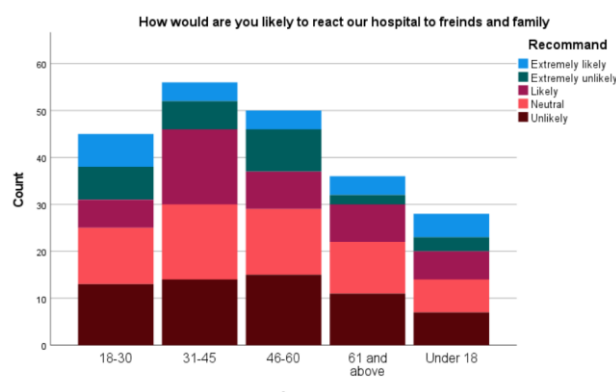
How likely are you to recommend our hospital to friends and family?

N	Valid	215
	Missing	0
Mean		3.49
Median		4.00
Mode		4 <sup>a</sup>
Std. Deviation		1.318
Sum		750

a. Multiple modes exist.  
The smallest value  
is shown

### How likely are you to recommend our hospital to friends and family?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely likely	24	11.2	11.2	11.2
	Extremely unlikely	27	12.6	12.6	23.7
	Likely	44	20.5	20.5	44.2
	Neutral	60	27.9	27.9	72.1
	Unlikely	60	27.9	27.9	100.0
	Total	215	100.0	100.0	



The analysis of the likelihood to recommend the hospital to friends and family reveals distinct patterns based on age groups. The 18-30 age group shows a diverse range of responses, with a notable number of "Extremely likely" and "Unlikely" ratings. Many participants in this age group expressed strong opinions either positively or negatively, suggesting varied experiences, with satisfaction or dissatisfaction possibly related to individual experiences during their visits.

The 31-45 age group generally shows a neutral stance with many "Neutral" and "Unlikely" responses. However, there are

also some "Likely" and "Extremely likely" ratings, indicating that while some individuals in this group felt positive about recommending the hospital, others were less enthusiastic, reflecting mixed levels of satisfaction.

The 46-60 age group has a significant proportion of "Extremely unlikely" and "Unlikely" responses, indicating strong dissatisfaction or reservations about recommending the hospital. This could be due to expectations not being met in terms of care or service quality. However, some participants in this group did rate the hospital as "Likely" or "Extremely likely," suggesting that certain individuals had a more positive experience.

The 61-and-above group also shows a mix of responses. While "Neutral" and "Unlikely" ratings are frequent, there are also instances of "Likely" and "Extremely likely" ratings. The "Unlikely" and "Extremely unlikely" responses may reflect dissatisfaction, possibly linked to specific needs or issues faced by older patients.

The Under 18 group generally tends to rate the likelihood to recommend the hospital more positively, with frequent "Extremely likely" and "Likely" ratings, indicating overall satisfaction among younger patients or their guardians.

There is a notable difference in how likely patients are to recommend the hospital, with younger age groups showing more extreme responses (either positive or negative for some) while middle-aged groups tend to be more neutral. Older patients, particularly in the 46-60 and 61-and-above categories, tend to be more critical or less likely to recommend the hospital, indicating areas for improvement in care or patient experience for these demographics.

Recommendations for Enhancing healthcare Service Delivery Based on the analysis of patient interactions and feedback, several targeted recommendations emerged to enhance patient satisfaction services of which includes

- **Enhance Communication Strategies:** Implementing a more robust communication framework that includes multilingual support and cultural competency training for staff can help address language barriers and improve patient interactions. This could involve hiring multilingual staffs or utilizing translation technology to facilitate better communication. Additionally, creating informative brochures in multiple languages about hospital services,

procedures, and patient rights can empower international patients with the information they need.

- **Streamline Billing Processes:** Developing clearer billing guidelines and providing comprehensive pre-treatment cost estimates can help alleviate concerns regarding financial transparency. Consider creating a dedicated financial liaison role to assist international patients with billing inquiries and payment options. This role could serve as a point of contact for patients, helping them navigate the financial aspects of their care and ensuring they understand their obligations before treatment begins.
- **Improve Coordination of Care:** By establishing a more integrated approach to appointment scheduling and follow-up care can help minimize delays and enhance the overall patient experience. This may involve using patient management software to track appointments and ensure timely follow-ups. Additionally, implementing a centralized scheduling system could streamline the process, allowing for better communication between departments and reducing patient wait times.
- **Strengthen Post-Treatment Follow-Up:** Implementing structured post-treatment follow-up protocols, including regular check-ins via telehealth or phone calls, can help ensure that patients receive the support they need after discharge. This could include follow-up appointments to assess recovery progress, as well as providing educational materials on home care and rehabilitation. Establishing a dedicated post-discharge support team could further enhance this process, ensuring patients feel supported throughout their recovery journey.

## VII. Conclusion

This study aimed to explore various factors influencing patient satisfaction and the likelihood of recommending a hospital to friends and family across different age groups. Through a mixed-methods approach, incorporating both quantitative and qualitative data, the study highlighted critical trends in patient experiences with hospital services, care quality, and staff interactions.

The findings indicate that patient satisfaction is influenced by several demographic factors, particularly age. Younger patients

(under 18 and 18-30) were more likely to express high satisfaction or dissatisfaction, with a strong tendency towards extreme recommendations—either very likely or extremely unlikely. Middle-aged groups (31-45 and 46-60) exhibited a more neutral stance, indicating that they may have more balanced or specific expectations when it comes to healthcare services. Older patients (61 and above) were generally more critical of the services, with many respondents rating the likelihood of recommending the hospital as "Unlikely" or "Extremely unlikely."

In terms of care quality, younger age groups showed more varied responses, with the 31-45 age group tending to rate their experiences as "good" or "average," whereas older age groups (46-60 and 61 and above) expressed mixed opinions, with many rating the care quality as "poor" or "very poor." This suggests that while younger patients may have fewer expectations, older patients may place a greater emphasis on the quality of medical attention, which could be more closely tied to specific health concerns.

Ultimately, the study concludes that while some groups, particularly younger patients, show satisfaction with their care, there is a need for the hospital to address the concerns of middle-aged and older patients, who express more dissatisfaction. Key areas of improvement should focus on personalized care, communication, and patient support systems to enhance the overall patient experience, particularly for those in the 31-45 and 46-60 age brackets.

Overall, the findings emphasize that patient satisfaction is not a one-size-fits-all approach, and addressing the specific needs of each age group is crucial for improving hospital services and increasing the likelihood of positive recommendations. By implementing targeted improvements, the hospital can enhance patient loyalty and foster a more satisfied patient base, ultimately contributing to its long-term success.

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