

**EVALUATION OF VARIOUS FACTORS CONTRIBUTING TO ACCOMPLISH
PATIENT PLEASING OPD SERVICES – A QUESTIONNAIRE BASED SURVEY**

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ABSTRACT

Health care quality is a global issue. The health care industry is undergoing a rapid transformation to meet the ever-increasing needs and demands of its patient population. Hospitals are shifting from viewing patients as uneducated and with little health care choice, to recognizing that the educated consumer has many service demands and health care choices available. The closest most of measuring consumers' experiences is the occasional satisfaction survey. The objective was to evaluate the satisfaction level of the patients attending OPD at Dhiraj Hospital, Piparia, to identify the areas of OPD services which require necessary improvements at Dhiraj hospital, Piparia, to evaluate satisfaction of patients based on gender of respondents and to evaluate satisfaction of patients based on age of respondents.

A descriptive cross-sectional survey was conducted among people attending the OPD and they were requested to fill the proformas which contained 18 questions to assess the areas which needs to be rectified.

Area which needs improvement is washrooms. Statistical results showed the difference of opinion between male and female in case of ease of transportation to the hospital and regarding nurse's and doctor's attention towards them. No difference found in satisfaction level of patients of various age groups.

The aforementioned hospital has all the facilities and services which result in a satisfied patient output. The hospital should also focus on the hygienic and cleanliness aspect of the hospital as the first point of observation when a patient enters the hospital is its environment. The study showed a good level of satisfaction of patients with services obtained from this tertiary care centre. Appropriate and on-going data collection and analysis could help in optimizing utilization of outpatient services to achieve better outcomes.

Key words: OPD, Patient satisfaction, services

I. INTRODUCTION

“A satisfied customer is the best business strategy of all.” - Michael LeBoeuf.

The hospitals are the major service provider for primary, secondary, tertiary and rehabilitative services. With increasing privatization, the focus has also increase

at the same time on the productivity or profitability of the hospitals. The major indicator of productivity in a hospital is patient satisfaction. The degree of satisfaction of a patient from the hospital depends invariably on the manner and extent of services available at a hospital. Patient satisfaction has been defined as an evaluation that reflects the perceived differences between expectations of the patient to what is actually received during the process of care. Patient satisfaction or dissatisfaction is a complicated phenomenon that is linked to patient expectations, health status, personal characteristics as well as health system characteristics.

When patient visits a hospital he/she carries with himself certain expectations. The patient's perception about the hospital and services has largely been ignored by the health care managers in the developing countries in spite of the growing number of patient satisfaction surveys in the country. Hence the study was taken up with an aim to evaluate the factors contributing towards patient satisfaction on use of OPD services at Dhiraj Hospital, Sumandeep Vidyapeeth.

II. OBJECTIVES OF THE STUDY

- To evaluate the satisfaction level of the patients attending OPD at Dhiraj Hospital, Piparia.
- To identify the areas of OPD services which require necessary improvements at Dhiraj hospital, Piparia.
- To evaluate satisfaction of patients based on gender of respondents.
- To evaluate satisfaction of patients based on age of respondents

III. METHODOLOGY

The present study was carried out at Dhiraj Hospital, Sumandeep Vidyapeeth. The study was cross-sectional and analytical in nature. The patients were selected using simple random sampling using computer generated random number tables where OPD numbers were used. The OPD numbers generated by the computer were incorporated into the study. The study was carried out for a period of 3 months. The sample size of 376 was derived by using the below mentioned formula:

$$n = \frac{Z^2 p(1-p)}{\frac{e^2}{1 + (m-1)}} \cdot N$$

Where,

Population Size = N / Margin of error = e / z-score = z

Assume population is 1500, Margin of Error is 5% and Confidence Interval is 95% and hence corresponding z-score is 1.96.

The data was collected through a structured close ended questionnaire that composed of several instruments was employed to compare and evaluate the various factors that affect the patient satisfaction of OPD services at Dhiraj Hospital, Piparia.

Hypothesis:

- H₀₁ : There is **no difference** in patient satisfaction **between male and female.**
- H₀₂ : There is **no difference** in patient satisfaction **between male and female.**
- H₀₃ : There is **no difference** in patient satisfaction **between various age group**

The data collected was entered in Microsoft Excel and analysis was done using SPSS version 21.

The descriptive statistics was used to find the median score of all the factors assessed in the questionnaire. The Mann whitney U test was used to evaluate the difference in the various factors responses according to the gender and Kruskal Wallis test was used to evaluate the same for different age groups. For the dichotomous variables the analysis was done using Chi-square test for the gender.

IV. RESULTS

The table 1 shows the median value of various parameters. Median for all parameters other than 'bathroom cleanliness' is 4 (satisfied) means they are satisfied with all parameters but not satisfied with bathroom cleanliness.

Table 2 depicts Mann-Whitney test results in which there are three parameters 1. Nurses listened carefully 2. Doctors treated with courtesy and respect and 3. Doctors listened carefully, where opinion of male and female varies which means in these three parameters satisfaction level of males and females is not same.

Chi-square test results shows that there is only one parameter 'ease of way to hospital' where opinion of male and female varies which means satisfaction of males and females regarding the ease of finding the hospital is not same. (Table 3)

The Result of Kruskal Wallis test shows, there is no relation between age of the patient and patient satisfaction. (Table 4)

V. DISCUSSION

The present study evaluated the factors that determine the patient to be satisfied or not. The study analysed all the aspects which ranged from the clinical to the supporting areas in the functioning of the hospital. The present study also showed that the age does not have an influence and variation in the evaluation of various factors present in the hospital for patient satisfaction.

Mandokhail A K (2007) evaluated the accessibility to the hospital as the major factor that affected the decision of satisfaction. Arshad A S et al. (2012) and Khamis K and Njau B (2014) assessed the parameters like assurance, reliability, tangible, empathy and responsiveness as the measures for evaluating the factors for satisfaction. Easy accessibility and a good signage system for the OPD services provide a good image for the hospital (Mohd. A, Chakraborty A, 2014).

Madhvimankar et al (2013) observed in their study that the satisfaction level of the patients with the services delivered by the hospital was good on most of the parameters. Some difficulties were faced by the patients in respect of availability of medicines at subsidized rates, delay in radiology or pathology reports and availability of senior doctors. Some amount of dissatisfaction was also seen in non- medical aspects like cleanliness, access to telephones etc. The current study evaluated all the parameters and it was observed that patients were satisfied with all the services except the cleanliness of the bathrooms.

The study shows that the result of any service encounter in a hospital generates a consumer judgement which can be either of satisfaction or dissatisfaction. When the perceived performance of the hospital meets or exceeds the expectations of consumers, the outcome is a satisfaction judgement and a dissatisfaction judgement follows when perceived performance is below expectations. McNealy emphasizes the importance of “perception gap” or the gap between patients’ perceptions of care and their needs and expectations. If this gap is non-existent and performance level is already at satisfaction or at the “delight” levels, patients will be happy and satisfied. Measuring patients’ satisfaction has many purposes, with such interviews helping to evaluate healthcare services from the patient’s point of view, facilitate the identification of problem areas and help generate ideas towards resolving those problems.

The study re-enforces this belief and has observed that the patient satisfaction is a result of the overall factors and a mix of clinical, supportive and administrative services offered in the hospital.

VI. CONCLUSION

The aforementioned hospital has all the facilities and services which result in a satisfied patient output. The hospital should also focus on the hygienic and cleanliness aspect of the hospital as the first point of observation when a patient enters the hospital is its environment. The study showed a good level of satisfaction of patients with services obtained from this tertiary care centre. Appropriate and on-going data collection and analysis could help in optimizing utilization of outpatient services to achieve better outcomes.

VII. REFERENCES

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FACTS AND FIGURE

Table 1 shows the median value of various responses

Parameter	Median
Nurses treated with courtesy and respect	4
Nurses listened carefully	4
Nurses explained nicely	4
Doctors treated with courtesy and respect	4
Doctors listened carefully	4
Doctors explained nicely	4
Difference between doctors and nurses	
OPD cleanliness	4
Bathroom cleanliness	3
Time allotment	4

Table 2 shows the results for Mann Whitney Test for the differences in responses according to the gender

Parameter	Mann-Whitney U (P-value)
Nurses treated with courtesy and respect	15167.5 (0.157)
Nurses listened carefully	<u>14415.5 (0.023)</u>
Nurses explained nicely	14887.5 (0.080)
Doctors treated with courtesy and respect	<u>14592.5 (0.041)</u>
Doctors listened carefully	<u>14484.0 (0.031)</u>
Doctors explained nicely	15138.5 (0.164)
Difference between doctors and nurses	16191.5 (0.843)
OPD cleanliness	16253.0 (0.892)
Bathroom cleanliness	16073.5 (0.756)
Time allotment	15880.5 (0.056)
Recommendation to friends and family	16036.5 (0.711)
On a scale of 0-10	15859.0 (0.605)

Table 3 shows the chi square test result for dichotomous responses according to the gender

Parameter	Gender	Yes	No	Chi-square (P-value)
Enough information given	Male	183	56	0.213 (0.645)
	Female	102	35	
Ease of way	Male	37	202	7.684 (0.006)
	Female	8	129	
First hospital visit	Male	120	119	1.580 (0.209)
	Female	78	59	
Payment for OPD services	Male	94	145	1.571 (0.210)
	Female	45	92	
OPD service expense	Male	31	208	2.883 (0.090)
	Female	10	127	

Table 4 shows the Kruskal Wallis test result of the responses to the various parameters according to the age groups

Parameter	Chi-square (P-value)
Nurses treated with courtesy and respect	0.436 (0.804)
Nurses listened carefully	1.532 (0.465)
Nurses explained nicely	1.012 (0.603)
Doctors treated with courtesy and respect	2.116 (0.347)
Doctors listened carefully	3.729 (0.155)
Doctors explained nicely	1.058 (0.589)
Difference between doctors and nurses	4.395 (0.111)
OPD cleanliness	1.455 (0.483)
Bathroom cleanliness	1.589 (0.452)
Time allotment	1.016 (0.602)
Recommendation to friends and family	5.842 (0.054)
On a scale of 0-10	1.741 (0.419)

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