

# Overview of the patients' satisfaction for Health Care System in the Public and Private hospitals in Theni District

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**Abstract** This study aims to Overview of the patients' satisfaction for Health Care System, and It has been among the major shortfall in the effective deliver in the health care service in India is due to the concentration of hospitals in the cities and therefore, the public and private health care system remains very weak in rural areas. In this context, it is important to study the factors that are required to enhance and uplift the health care services on a par with the countries like the Netherlands, which holds the score of 96.1. The health care services are designed to perfection to reach the needy very effectively. Hence, an in-depth study would help bridge the gap between the availability and the requirements. The study intends to understand the health care services like, physical activity and nutrition, overweight and obesity, alcohol and tobacco, substance abuse, HIV/AIDS, Mental Health, Injury and Violence, Environmental Quality and other relevant issues and the problems in delivering effective remedy vis-à-vis the perception/satisfaction of the targeted population, particularly in the select hospitals in the rural/urban areas.

**Index Terms** - Medical marketing, Behavior change programs, Environmental Quality, Mental Health, Injury and Violence, patents satisfaction.

## INTRODUCTION

The health care system includes care for the sick, children, behavior change programs, vector control campaigns, health insurance organizations, and the occupational health among several other health related factors. Also, the inter-sectoral actions by health staff such as recommending the ministry of education to provide female education is too well-known factor of

better health. In broader terms, the health care system is referred to the organization of people, institutions, and resources that deliver health care services to meet the health among the target population. The health care system around the world varies with their organizational structure in accordance with the structure of the nations. They variations in the structure and function of health care system across the globe depend on the needs and resources of the population of the nation where they function. However, one has to bear in mind that there are common elements in health care system and the primary health care/primary health measures. The planning and execution of health care facilities to the targeted population depend upon the concerted effort of the government, trade unions, charities, religious organizations, or other coordinated bodies in the country. The Indian scenario is appreciable in terms of health care system. There are approximately 722 district hospitals actively engaged in providing the health care services to the population in need, as evinced by the National Rural Health Mission, Ministry of Health and Family Welfare. India is ranked 11th in the health services with a score of 24, which includes the planning, organization, and deliver of the services with personalized health care. Also, the country ranks relatively higher viz. 9th place with a score of 30, with reference to the personalized Technologies Indicator. However, the country struggles with insufficient trained manpower particularly in medical stream which includes doctors, nurses, paramedics and primary health care workers. The most worrying factor is the abysmally low doctor-

patient ratio viz. 0.7 doctor per 1000 patients, making it difficult to deliver the health care services.

#### HEALTH CARE SYSTEM IN TAMIL NADU

The Tamil Nadu model of public health is considered to be successful as it offers quality health services at lesser cost to the rural people. The state boasts of distinct public health care staff in district levels. The state holds the distinction of enacting the Public Health Act in 1939, which enhanced in gaining significant ground in various aspects of health in the past starting from 1980's due to consistent and systematic introduction of the reforms keeping in view of the rural populace. Notably, the implementation of the Tamilnadu Health Systems Project (TNHSP) is one among the major factors that led to success of the state in catering to low-income and disadvantaged people with quality health care service. The political commitment and leadership in the health care has produced telling impact in the state. The other factors that compliment in the success of the Tamilnadu model of health care are the economic growth of the state, improved literacy rate, gender equality and lowered fertility rate and the significant contribution of the private sectors.

The model adopted and followed in Tamilnadu has gained substantial ground in the field of public health is low cost and amenable but, it has failed to address the ever deepening rich-poor gap with regard to access of health care, and persistence of high levels of malnutrition among the general public. Therefore, the system requires major transformation in the health care infrastructure and manpower. The transformation may not be instantaneous but follow the chalked out plan over a period of time taking into consideration the demands and availability. After careful review of the progress in the health care system in the state of Tamilnadu, the study at hand attempts to understand the shortcomings through the stakeholders' viz. patients' satisfaction with reference to the health care systems

#### REVIEW THE LITERATURE

Sambasivan and Vennilaashree (2018) in their study demonstrated that majority of the respondents preferred to avail the services from the private sector in healthcare. Also they also proved that it would be difficult for the private players to carry forward the

mission of providing health care to the vast majority of the masses in the country without ample support from the Government and the general public, they have underscored that, service quality has become an important corporate strategy for health care organizations. Celia Dana Besciu (2015) studied conducted with for Patient Satisfaction in the Hospital's Emergency Units in Bucharest in their study on patients it has been physician-patient relationship, communication and efficiency of modern health care specialties for treatment of this researcher focused on the study. The research targeted group includes the patients who were found in the emergency units of the emergency hospitals for analyzed. Rama Mohan and Kanagaluru Saikumar (2011) explored the gender analysis of patient satisfaction with respect to various hospital related services revealed that male patients were more satisfied in comparison with female patients. They also revealed that, the male patients are more satisfied with cleanliness of the bed sheets and pillow covers followed by availability of medicines and timely issue of reports, while they are least satisfied with rates or charges for medicines, behavior of the staff and the Process of the billing. Subashini and Poongodi in their study found from among the five service quality dimensions, Over all mean gap score is highest ( 0.891) was found for the dimension "Responsiveness" and for "Reliability" and "Tangibles" Over all mean gap score was lower at 0.175 and 0.182 respectively. From the findings of the study, it is evident that the service of "Responsiveness" is highly influenced by the respondents. The study also found out that the respondents have maximum level of satisfaction to the hospital services.

#### STATEMENT OF THE PROBLEM

Health Care System in India's largest in the world particularly in the field of structure diversification, modernization, globalization, and self-reliance. In the progress of Indian health care, world organizations trade and contribute to various health care services. Today, during this COVID-19 virus pandemic, which has affected the human beings severely, the health care system is warranted very productively and effectively from both the public and private health care providers. Eventually, the marketing of professional services in general and hospital marketing in particular becomes

distinct and unique. Major transformations which occur both in the internal and external environments of health care organizations necessitated professional organizations including hospitals to follow marketing principles and practices. An oversupply of professionals, increased complex behavior of patients, persistent technological changes and developments, increased competition, availability of alternative medicines, new code of conduct imposed by professional bodies and increased difficulties in defining service quality and also in providing promised service quality demand medical professionals to develop a sustainable marketing strategy for hospitals.

#### OBJECTIVES OF THE STUDY

- To analyze the factors involved in the marketing of healthcare services in the selected hospitals.
- To assess the cost of hospital services and the capital productivity with reference the healthcare service in the selected hospitals.

#### COLLECTION OF DATA

##### Secondary Data

The secondary data will be collected from the libraries of various universities. Further data will be gathered from relevant books, besides journals, magazines, newspapers and online journals from the websites.

#### LIMITATIONS OF THE STUDY

The study limitations was only theni district,

#### CONCLUSION

The study was only for patients' satisfaction with hospital treatments and the equipment's, doctors and nurses communication level and what? while the caring for the health cares the level of stratifications. The physician-patient relationship is very impartment line with the level of the patent. And overall patients' exception for good level treatments and speedy recovery for health's, it has been whole patents for important of opinion levels.

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