

# An Analysis of Patient Satisfaction and Service Quality in the Out-Patient Department of a City based hospital Bangalore

Jyoti Hazra<sup>1</sup>, Prof. Satadal Mallik<sup>2</sup>

<sup>1</sup>Student The Neotia University

<sup>2</sup>Assistant Professor The Neotia University

**Abstract-**This project report analyzes patient satisfaction and issues encountered at NH Care, focusing on various service aspects including staff behavior, consultation quality, waiting times, and the NH Care app. Data from patient responses across several months were compiled and examined to identify common complaints and areas for improvement. The findings highlight key areas where NH Care can enhance its service quality to better meet patient expectations.

**Keywords-** Patient satisfaction, healthcare services, staff behavior, consultation quality, waiting times service improvement.

## INTRODUCTION

Patient satisfaction is a critical measure of healthcare quality, reflecting the effectiveness and efficiency of healthcare services. This project report investigates patient feedback at NH Care, a prominent healthcare provider, to identify prevalent issues affecting patient satisfaction. By analyzing response data from January to April, the report aims to uncover trends and areas that require attention to improve overall patient experience.

In recent years, patient expectations have evolved, with increased emphasis on service quality and personalized care. Issues such as improper staff behavior, unsatisfactory consultations, long waiting times, and problems with digital tools have emerged as significant factors influencing patient satisfaction. This study provides a comprehensive analysis of these issues, offering actionable insights for healthcare administrators to enhance service delivery and patient care.

## OBJECTIVES OF THE STUDY

- The main objective of the study is to find out the level of patient satisfaction of out-patient department of the hospital.

- To study the different factors affecting patient satisfaction.
- To identify relationship between satisfaction of patient with selected variables.
- To find out the perception of patients about diagnostic services in the OPD of the hospital.
- To find out the level of satisfaction among the patients regarding the behavior of the hospital staff.
- To identify the problems and suggest recommendations with a view to improve further the prevailing system of the hospital.
- To increase the knowledge about medical science, to increase the awareness of professional fallibility and diagnostic uncertainty of patients, and it's influences on health.
- To assess the patient satisfaction with quality of service.

## METHODOLOGY

The objective is to examine all the issues involved & conduct situational analysis. The methodology includes the overall research design, sampling procedure & fieldwork done & finally the analysis procedure. The primary data has been collected with the help of observation. The data from previous month have been referred for secondary data.

**Sample Size:**

Sample of 509 people was taken into study and their data was collected.

**Sampling Technique:**

To study the Project, a Simple Random Sampling technique is used.

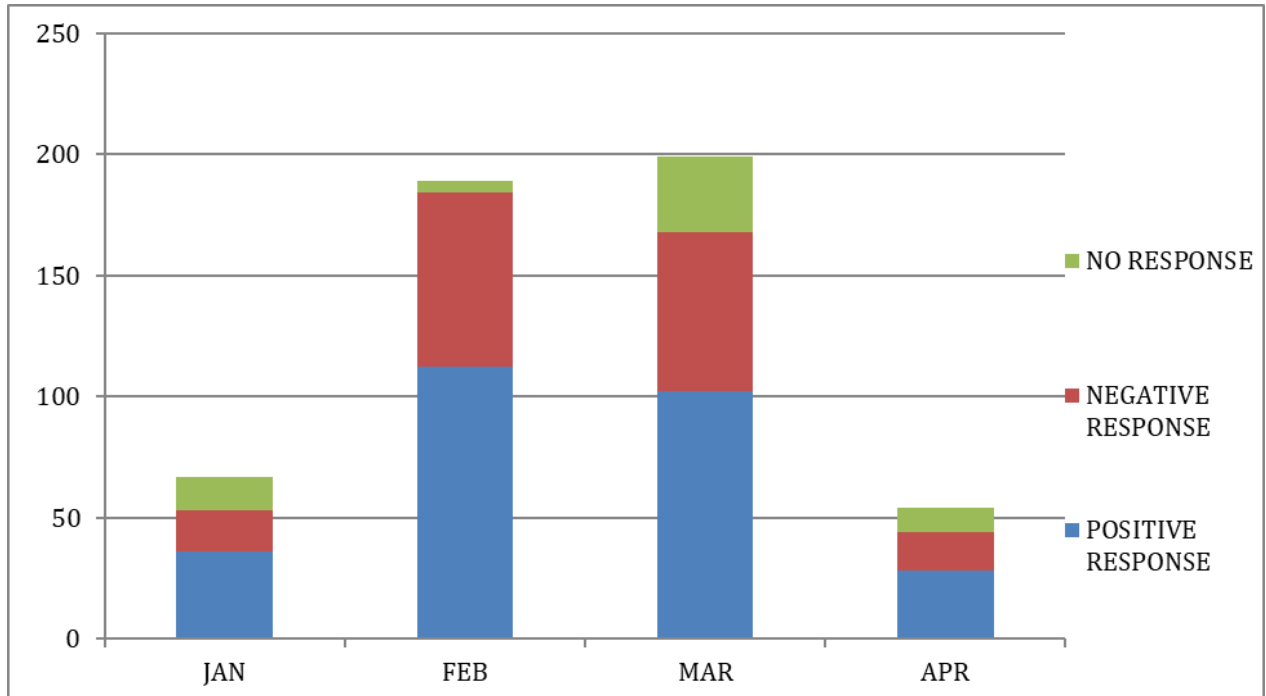
**Data Collection:**

Collection of data is done by Secondary Data & through previous records i.e., Primary data was collected through Observation.

RESULTS OF THE OBSERVATION (ANALYSIS)

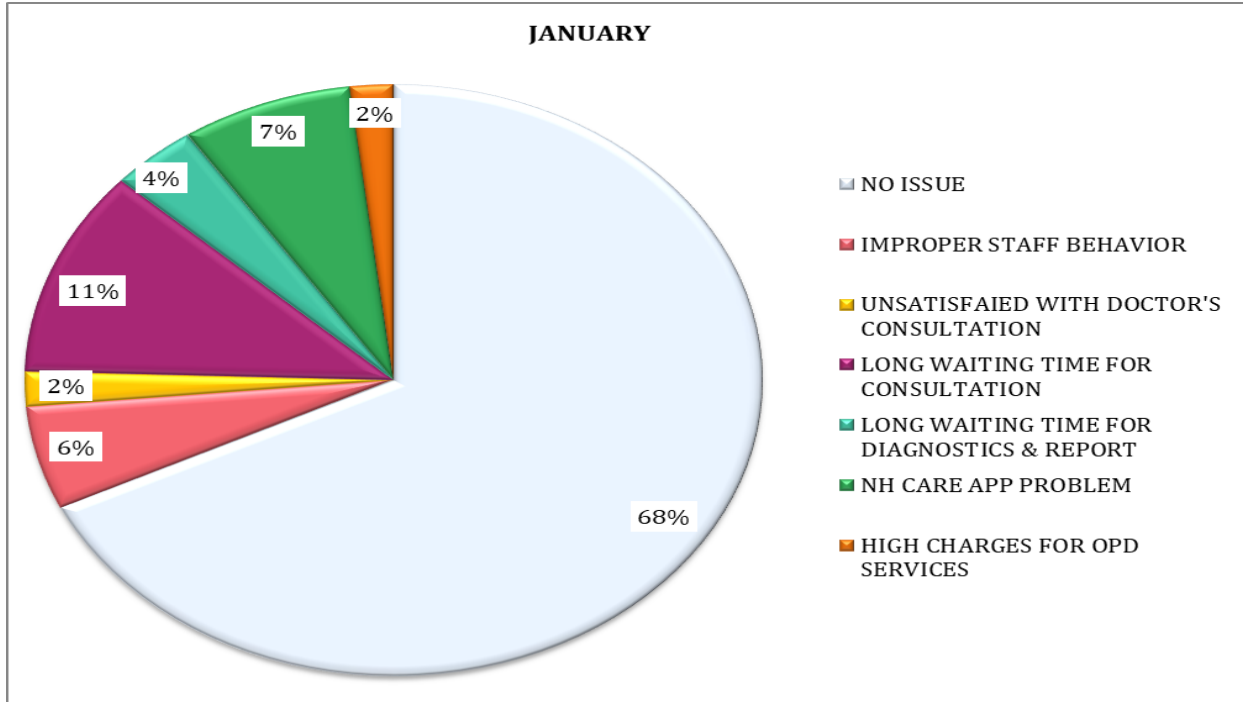
TOTAL NUMBER OF FEEDBACK TAKEN: BY MONTH

FIG:1 BY MONTHS	JANUARY	FEBRUARY	MARCH	APRIL
NUMBER OF PATIENTS WITH POSITIVE RESPONSES	36	112	102	28
NUMBER OF PATIENTS WITH NEGATIVE RESPONSES	17	72	66	16
NUMBER OF PATIENTS WHO HAVEN'T RESPONDED	14	5	31	10
SUM OF FEEDBACK TAKEN	67	189	199	54



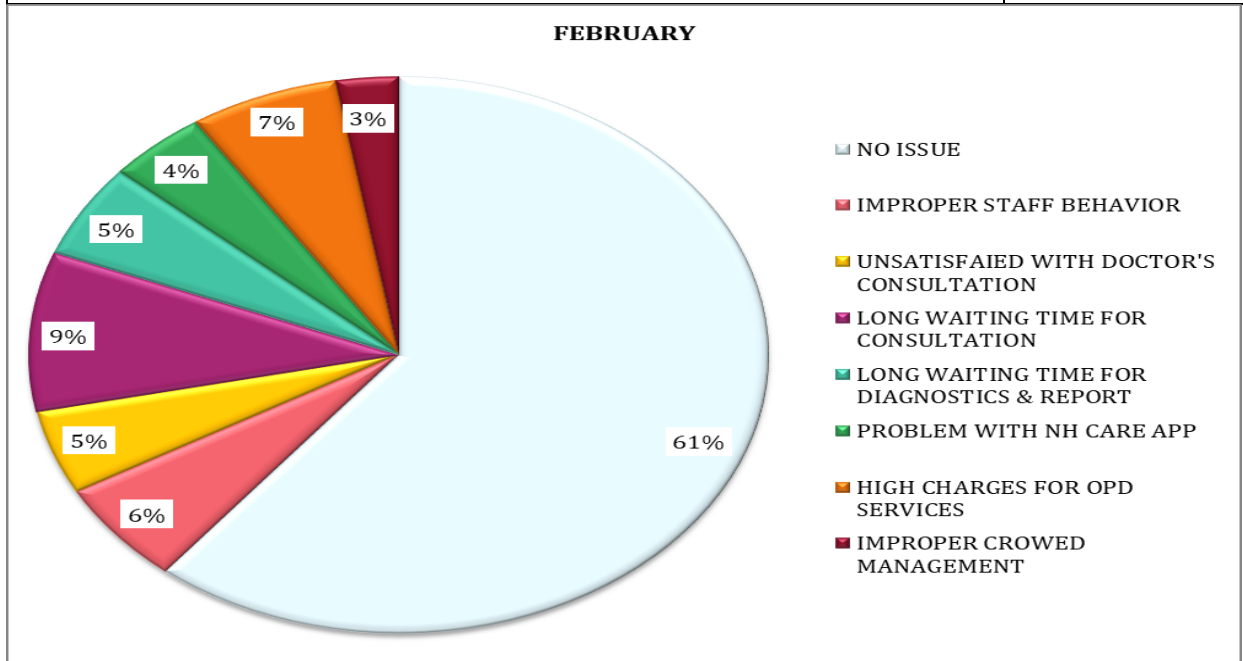
TOTAL NUMBER OF RESPONSES: JANUARY

NO ISSUE	36
IMPROPER STAFF BEHAVIOR	3
UNSATISFAIED DOCTOR'S CONSULTATION	1
LONG WAITING TIME FOR CONSULTATION	6
LONG WAITING TIME FOR DIAGNOSTICS & REPORT	2
HOSPITAL CARE APP PROBLEM	4
HIGH CHARGES FOR OPD SERVICES	1
TOTAL	53



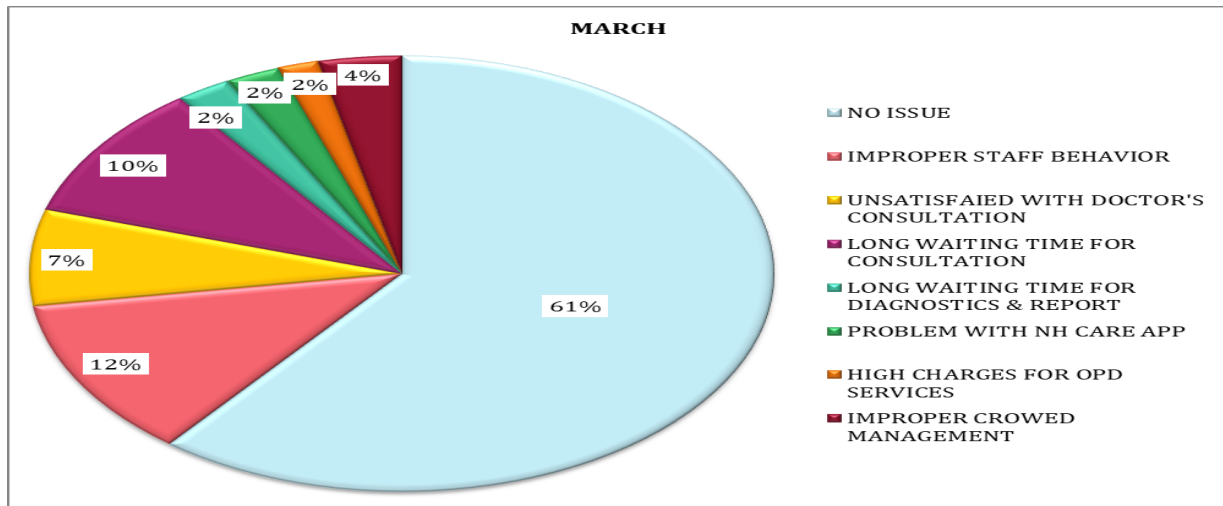
TOTAL NUMBER OF RESPONSES: FEBRUARY

NO ISSUE	112
IMPROPER STAFF BEHAVIOR	11
UNSATISFAIED WITH DOCTOR'S CONSULTATION	9
LONG WAITING TIME FOR CONSULTATION	17
LONG WAITING TIME FOR DIAGNOSTICS & REPORT	10
PROBLEM WITH HOSPITAL CARE APP	8
HIGH CHARGES FOR OPD SERVICES	12
IMPROPER CROWED MANAGEMENT	5
<b>TOTAL</b>	<b>184</b>



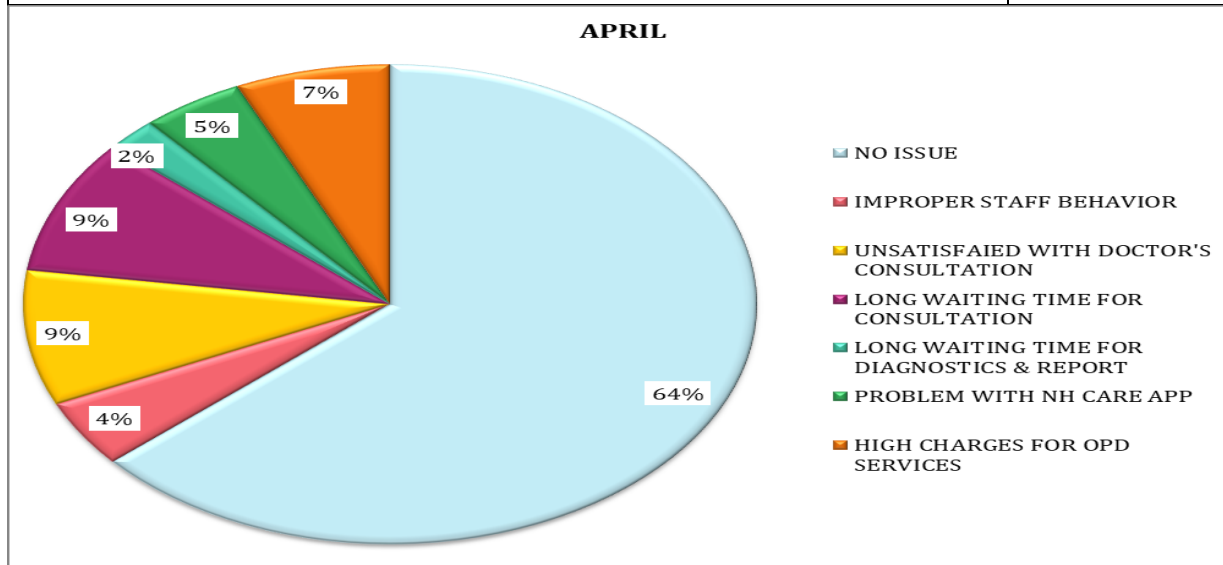
TOTAL NUMBER OF RESPONSES: MARCH

NO ISSUE	102
IMPROPER STAFF BEHAVIOR	20
UNSATISFAIED WITH DOCTOR'S CONSULTATION	12
LONG WAITING TIME FOR CONSULTATION	17
LONG WAITING TIME FOR DIAGNOSTICS & REPORT	4
PROBLEM WITH HOSPITAL CARE APP	4
HIGH CHARGES FOR OPD SERVICES	3
IMPROPER CROWED MANAGEMENT	6
TOTAL	168



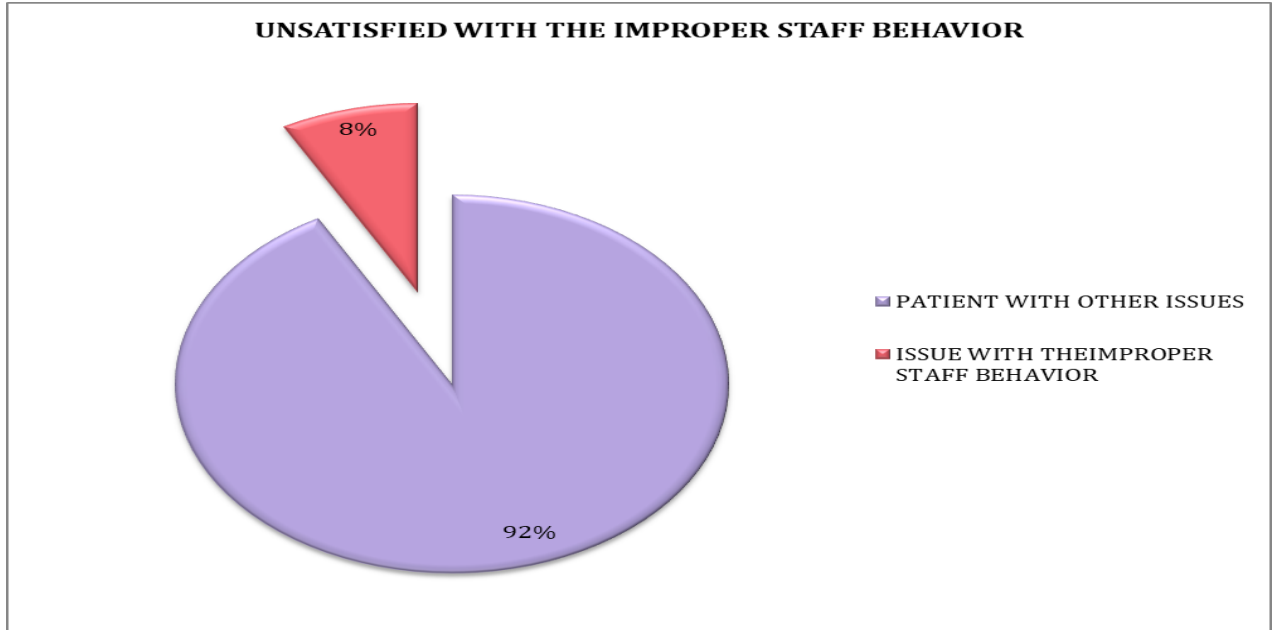
TOTAL NUMBER OF RESPONSES: APRIL

NO ISSUE	28
IMPROPER STAFF BEHAVIOR	2
UNSATISFAIED WITH DOCTOR'S CONSULTATION	4
LONG WAITING TIME FOR CONSULTATION	4
LONG WAITING TIME FOR DIAGNOSTICS & REPORT	1
PROBLEM WITH HOSPITAL CARE APP	2
HIGH CHARGES FOR OPD SERVICES	3
TOTAL	44



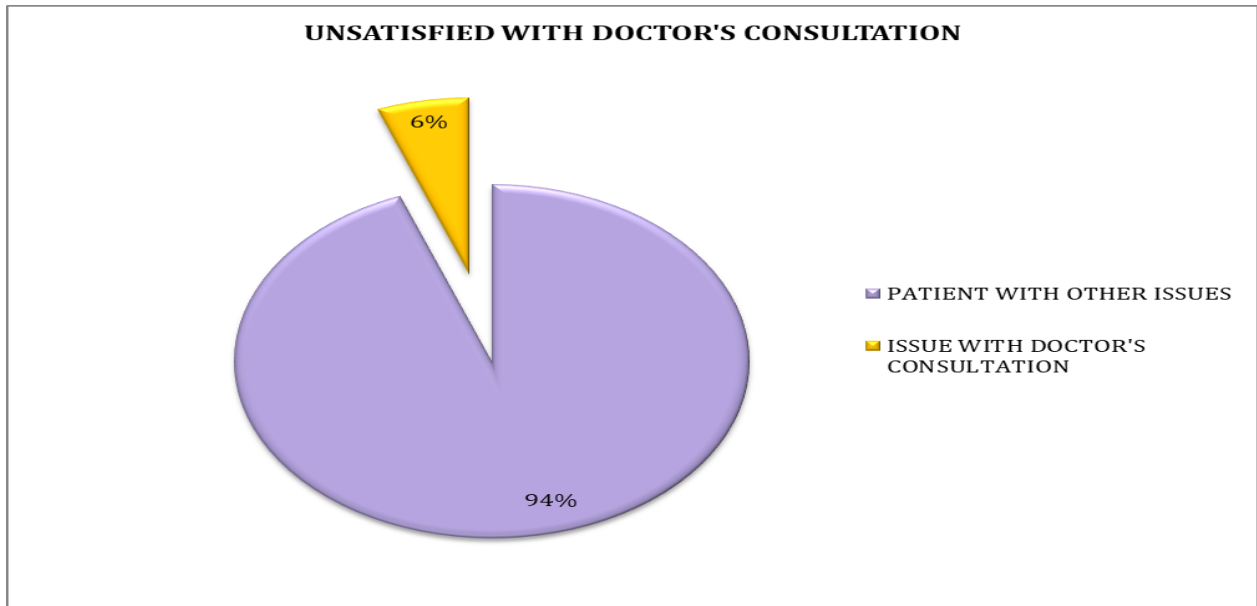
NUMBER OF PATIENTS UNSATISFIED WITH THE IMPROPER STAFF BEHAVIOR:

IMPROPER STAFF'S BEHAVIOR	36
PATIENTS WITH OTHER ISSUES	413
TOTAL	449



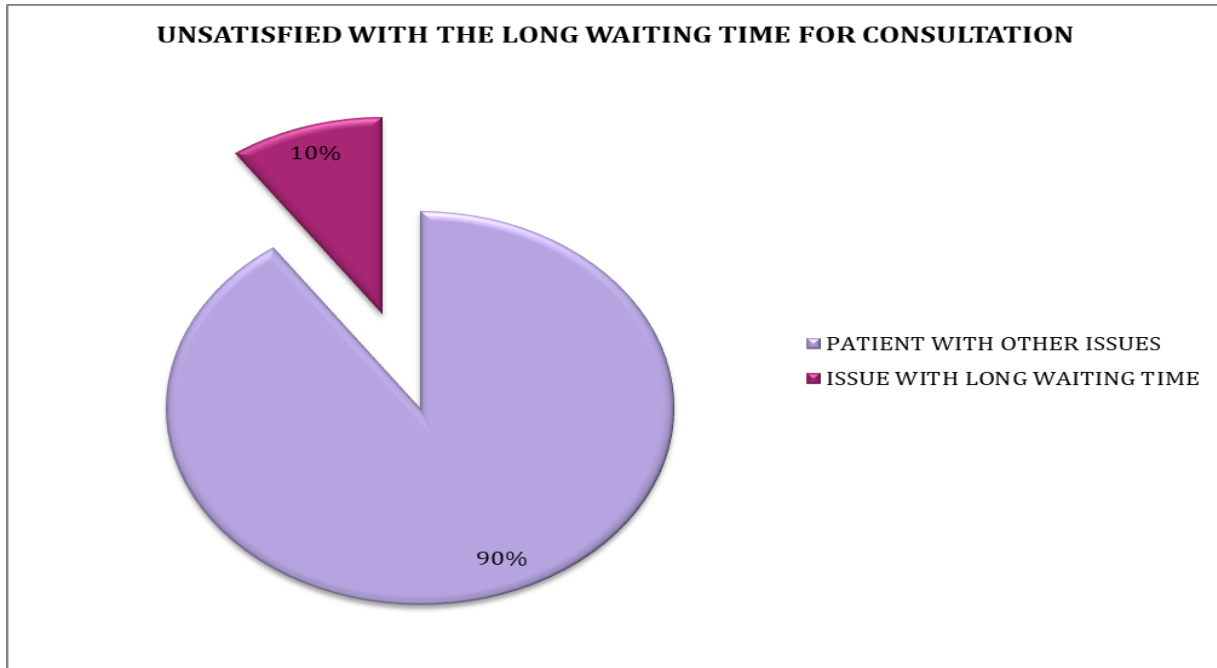
NUMBER OF PATIENTS UNSATISFIED WITH THE DOCTOR'S CONSULTATION:

UNSATISFAIED DOCTOR'S CONSULTATION	26
PATIENTS WITH OTHER ISSUES	423
TOTAL	449



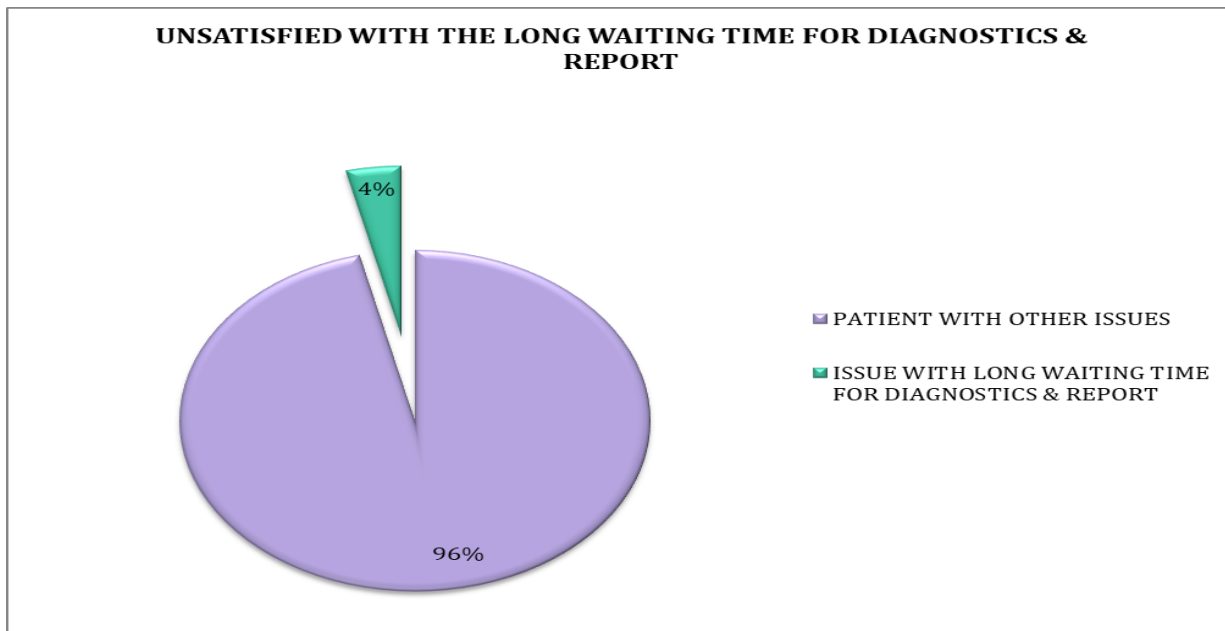
NUMBER OF PATIENTS UNSATISFIED WITH THE LONG WAITING TIME FOR CONSULTATION:

LONG WAITING TIME FOR CONSULTATION	44
PATIENTS WITH OTHER ISSUES	405
TOTAL	449



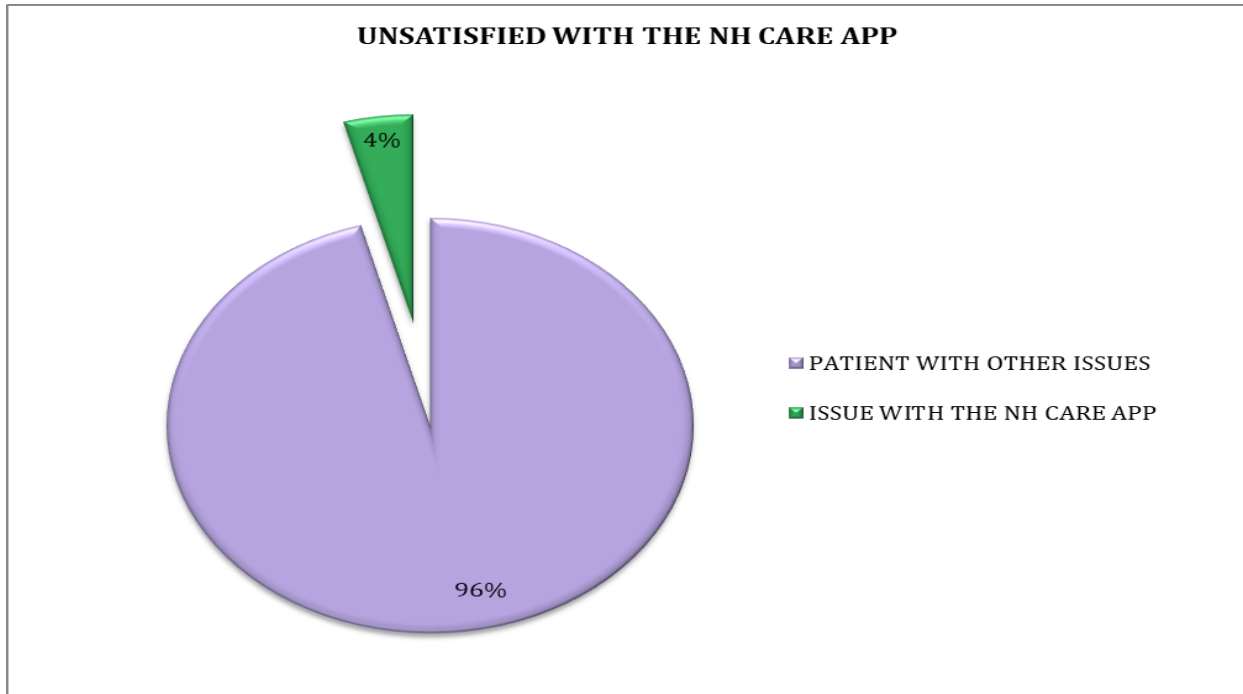
NUMBER OF PATIENTS UNSATISFIED WITH THE LONG WAITING TIME FOR DIAGNOSTICS & REPORT:

LONG WAITING TIME FOR DIAGNOSTICS & REPORT	17
PATIENTS WITH OTHER ISSUES	432
TOTAL	449



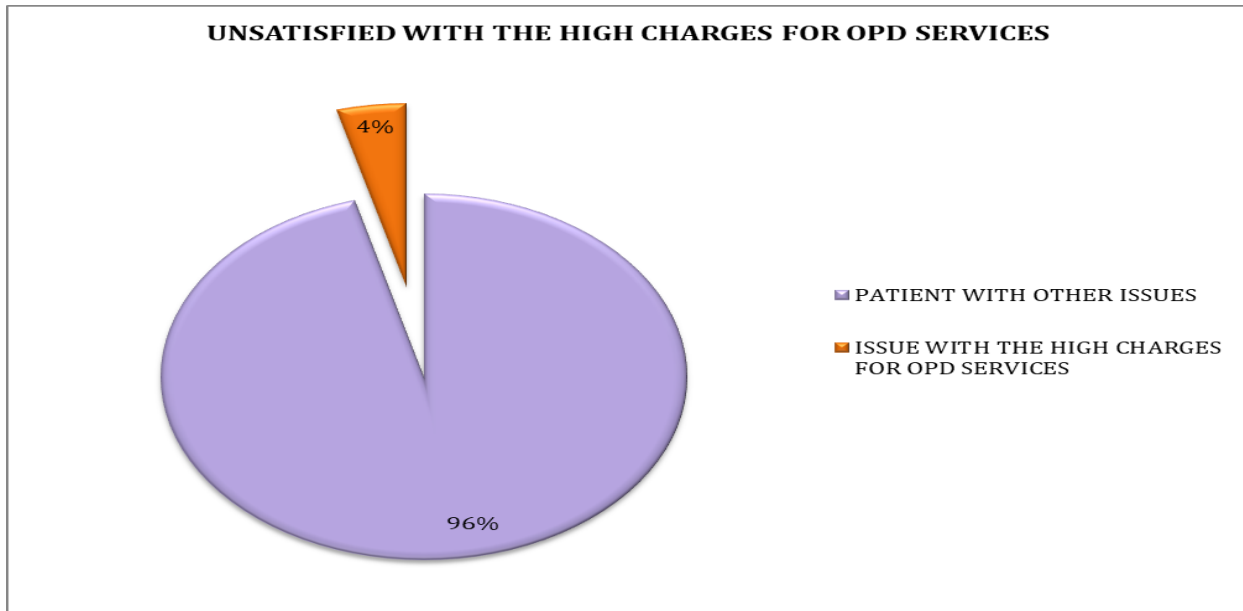
NUMBER OF PATIENTS UNSATISFIED WITH THE HOSPITAL CARE APP PROBLEM:

HOSPITAL CARE APP PROBLEM	19
PATIENTS WITH OTHER ISSUES	430
TOTAL	449



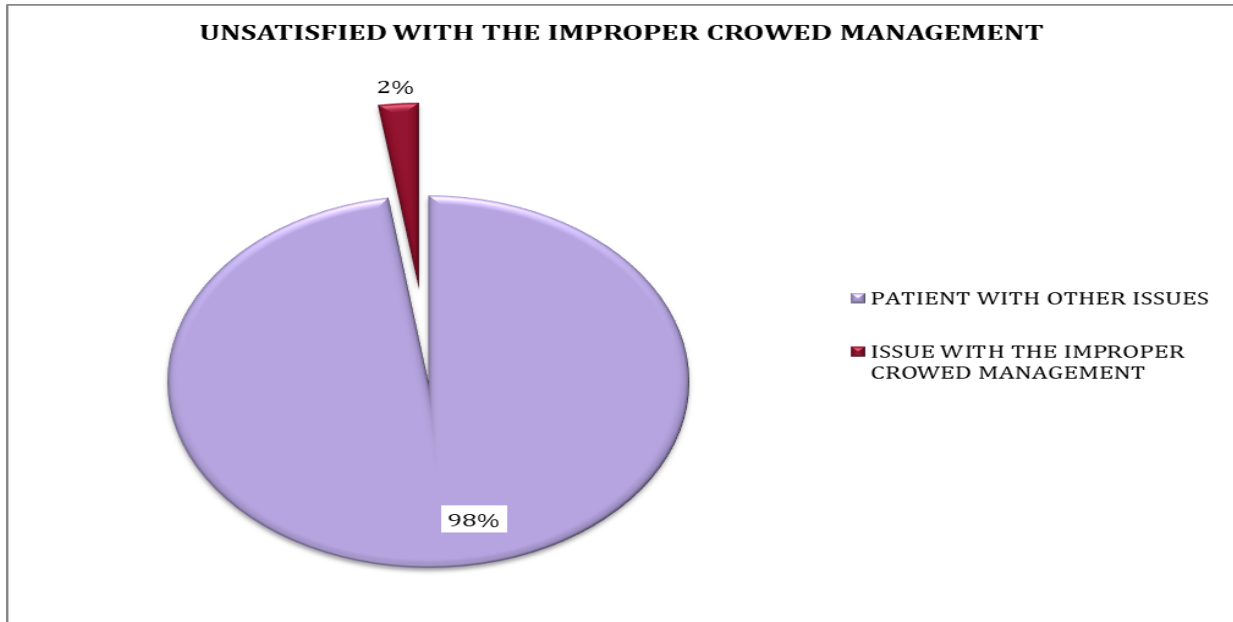
NUMBER OF PATIENTS UNSATISFIED WITH HIGH CHARGES FOR OPD SERVICES:

HIGH CHARGES FOR OPD SERVICES	19
PATIENTS WITH OTHER ISSUES	430
TOTAL	449



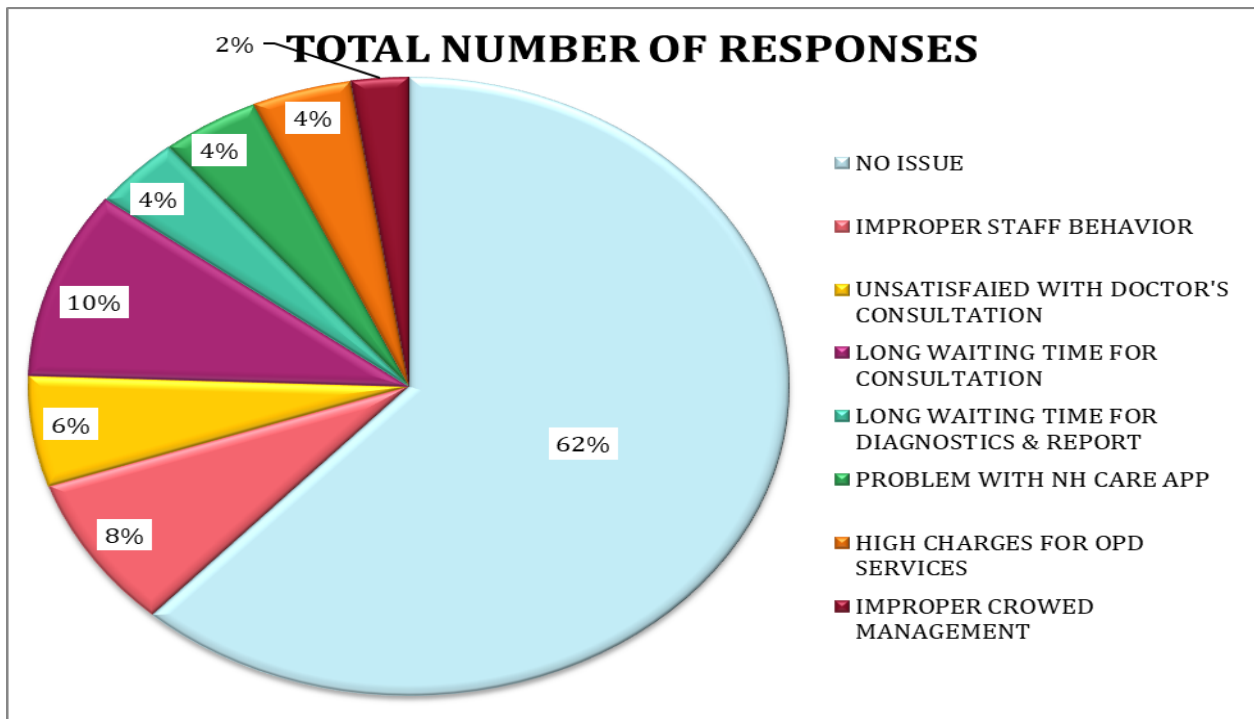
NUMBER OF PATIENTS UNSATISFIED WITH THE IMPROPER CROWD MANAGEMENT:

THE IMPROPER CROWD MANAGEMENT	11
PATIENTS WITH OTHER ISSUES	438
TOTAL	449



TOTAL NUMBER OF RESPONSES:

NO ISSUE	278
IMPROPER STAFF BEHAVIOR	36
UNSATISFAIED WITH DOCTOR'S CONSULTATION	26
LONG WAITING TIME FOR CONSULTATION	44
LONG WAITING TIME FOR DIAGNOSTICS & REPORT	17
PROBLEM WITH HOSPITAL CARE APP	19
HIGH CHARGES FOR OPD SERVICES	19
IMPROPER CROWED MANAGEMENT	11





## FINDINGS & RECOMMENDATIONS

### FINDINGS

- The overall performance is satisfactory as the maximum number of patients has zero complaints and given a positive feedback about the services provided.
- The results indicate that the many are unsatisfied with the improper staff behavior.
- The overall performance of the doctor is satisfactory. But few patients are unsatisfied with the doctor's consultation.
- Prolonged waiting time in the registration & billing counter.
- The study demonstrates a correlation between long waiting time for consultation and long waiting time for diagnostics & report.
- As many patients don't have the knowledge about the new technologies they are facing problems while using the HOSPITAL Care APP.
- This analysis shows that few patients suggest the OPD charges are high.
- Lack of communications between the staffs.
- The sitting area in the OPD has limited number of seats which is making crowded management process difficult.
- Most of patient would like to recommend this hospital to other and also would like to come for future health care.
- The maximum numbers of patients are coming to the hospital as international patients from Bangladesh.

### RECOMMENDATION

From the findings the possible way out are –

1. Training & grooming team should identify the training needs to improve the staff behavior and communication with patients.
2. Doctors should be more considerate and provide valuable service during the appointment.
3. The waiting time should be shorter for registration and billing.
4. The diagnosis & reports should be on time.
5. The wait time for consultation should be shorter and explanations should be provided for long waits.
6. Educating the patients and patient relatives about the HOSPITAL Care APP for a smoother and faster appointment process.

7. Strive for Price Transparency and Provide valuable service during the appointment.
8. Communication gap need to be resolved within the hospital.
9. Number of chairs in the waiting area should be increase.
10. Only one or maximum two attendees should be allowed in the OPD waiting area for better crowd management.

### CONCLUSION

Patient satisfaction is the essential indicator that reflects service quality at any level of health service. The study on the patient satisfaction is an effective mean of evaluating the performance of hospital from the view of the patient. The information obtained through this type of studies is valuable to remove discrepancies which are distorting. Patient attending each hospital are responsible for spreading the good image of the hospital and therefore satisfaction of patient attending the hospital is equally important for hospital management. After conducting the satisfaction survey the following conclusion were derived:

The waiting time and the patient satisfaction are inversely related. Although, the waiting time is an issue for some patients the over patient satisfaction rate is satisfactory. The main reason behind this positive response is the quality of care and success rate of the treatments in the hospital. Not only the local patients but also the patients from other countries come for treatment. As many patients share their success stories and recommends the hospital to others. This means that a hospital with high percentage of patient satisfaction does not necessarily receive a similar level of recommendation

### REFERENCE

- [1] <https://www.bestdocanalysis.com>
- [2] <https://www.ncbi.nlm.nih.gov>
- [3] <https://www.scribd.com>
- [4] <https://www.slideshare.net>
- [5] <https://www.jointcommissioninternational.org>