

# Net Promoter Score Analysis of a City based Hospital Chennai: Assessing Patient Satisfaction and Loyalty

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**Abstract:** The study investigates the Net Promoter Score (NPS) of City based Hospital to gauge patient satisfaction and loyalty. Utilizing primary data collected through surveys administered to outpatients, this research identifies promoters and detractors, monitors patient satisfaction, and benchmarks Apollo Hospital's performance against competitors. The findings reveal a high NPS, indicating strong patient loyalty. The analysis highlights areas of excellence in service and identifies opportunities for improvement, particularly in reducing wait times, enhancing communication, and improving ancillary services like food and cleanliness. Recommendations for addressing these issues are provided to foster a patient-centric healthcare environment.

**Keywords:** Net Promoter Score (NPS), Patient Satisfaction, Customer Loyalty, Healthcare Quality, Patient Experience, Healthcare Services.

## INTRODUCTION

In the contemporary healthcare landscape, patient satisfaction and loyalty are pivotal for the success and growth of healthcare organizations. The Net Promoter Score (NPS) is a widely recognized metric used to measure these attributes by assessing how likely patients are to recommend a hospital to others. This study focuses on the NPS of Hospital, a leading healthcare provider, to understand patient perceptions and identify areas for enhancement in service delivery. The primary aim of this research is to assess and improve patient satisfaction and loyalty at Hospital. By analyzing NPS data collected from outpatients, the study seeks to uncover insights into patient experiences and identify key factors that influence their likelihood to recommend the hospital. The methodology involves conducting surveys and personal interviews with patients to gather primary data on their satisfaction levels with various hospital services.

## OBJECTIVE

- To Study For Measuring Customer Loyalty.
- Study Of Identify Promoter And Detectors.
- Monitoring Customer Satisfaction
- Fostering Customer Advocacy
- Benchmarking Against Competitors

## METHODOLOGY

A study as this, it is essential to have data in the primary form and In the present study the samples have been drawn by random sampling from the out Patients.

Nature of Data:

In this study of data sources have been used, primary source.

Primary Data:

The survey research is the most widely used method for primary data collection. By this approach descriptive information from target patient regarding their knowledge, attitudes and preferences are gathered.

Action Plan for Data Collection:

1. Visit the out patient in the lobby of the hospital and after visiting the doctor, out side of the doctors room.
2. Interview the patients in the op through questionnaires to measure their satisfaction level regarding the various services provided to them.
3. Field visit and market study for data collection.
4. Drawing conclusion on the basis of data analysis.

Contact Method and Survey Instrument:

Information was collected by personal interviews conducted by the researcher

TOOLS: Collection of data (Questionnaire method)

SOURCE OF DATA:

PRIMARY SOURCE: Data collected from OPD area

**AIMS OF THIS STUDY**

In a hospital setting, the primary aim of Net Promoter Score (NPS) is to assess and improve patient satisfaction and loyalty. By measuring how likely patients are to recommend the hospital to others, NPS helps healthcare organizations understand the level of trust and satisfaction among their patients. High NPS scores indicate strong patient loyalty and positive experiences, while low scores highlight areas for improvement in patient care, communication, and overall service delivery. By leveraging NPS data, hospitals can identify opportunities to enhance the patient experience, address concerns, and ultimately build lasting relationships with patients based on trust, quality care, and positive outcomes. The ultimate goal is to create a patient-centric healthcare environment that prioritizes patient satisfaction, fosters loyalty, and drives continuous improvement in the delivery of healthcare services.

Collect the NPS data Using Trust You

- Would you strongly recommend our hospital to others

Strongly agree	agree	personal choice	not at all
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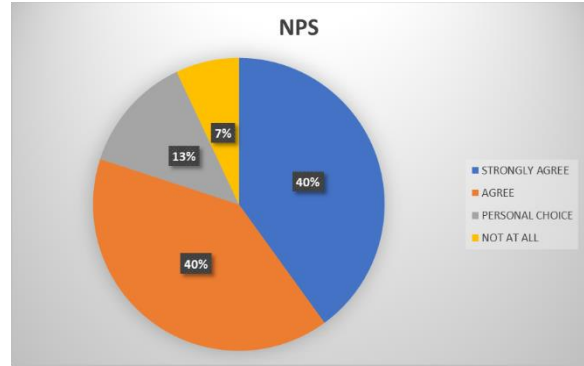
Extremely likely	Extremely unlikely
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NUMBER OF TOTAL RESPONSE	100
NUMBER OF STRONGLY AGREE	40
NUMBER OF AGREE	40
NUMBER OF PERSONAL CHOICE	13
NUMBER OF NOT ALL	7

THE NET PROMOTER IS SCORE IS = (NUMBER OF STRONGLY AGREE+NUMBER OF AGREE) – NOT AT ALL

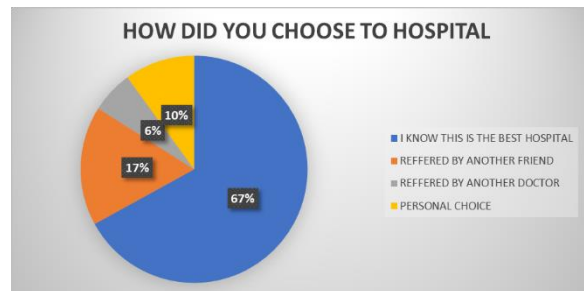
Net promoter score is = 73

- ANALYSIS AND INTERPRET THE NPS
- FIGURE1: WHOULD YOU STRONGLY RECOMMEND OUR HOSPITAL TO OTHERS



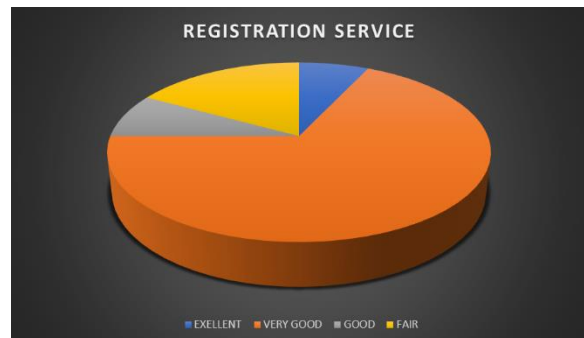
The above diagram shows that 40% patient says that they are very much satisfied with our service, and 40% patient says that they are satisfied, 13% patient are not satisfied as their expectation and 7% patient are faced bad experience as their expectation.

FIGURE :2 HOW DID YOU CHOOSE TO HOSPITAL?



The above diagram shows that 67% patient says that this is best hospital of their point of view, 17% patient says that their friend suggests this hospital for their better treatment, 6% patient is referred by another hospital doctor, 10% patient came as per their choice.

FIGURE 3: RATE ABOUT THE EXPERINCE OF REGISTRATION SERVICE



The above diagram shows that 68% patient are got very good service from the registration department, 8% patient says the service is good, and 7% patient

says the service is excellent, 17% patient says they are not satisfied as their expectation.

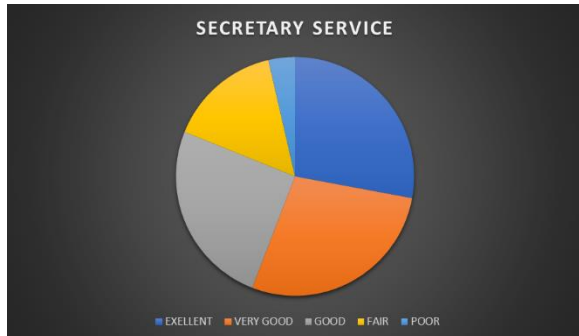
**PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:**

- The same family patient is referred to a doctor of different branch of Hospital even the problem is same.
- Choose the wrong doctor who is not available so patient unnecessary suffered.

**SOLUTION:**

- try to give same doctor or who is available in the same branch that is easy for the patient to reach the doctor that also reduce the unnecessary waiting time and also helpful for old patient to unnecessary travelled.
- Try to connect more to other employee (doctor secretary) for up to date information.

**FIGURE 4: SATISFACTORY BRIEFING BY THE SECRETARY ON THE FOLLOW CONSULTATION**



The above diagram shows that 31% patient says that they are got excellent service from the secretary, 31% patient says this service is very good, 28% are says good and 6% patient says they are not fully satisfied with the secretary service, and 4% patient says they are not satisfied.

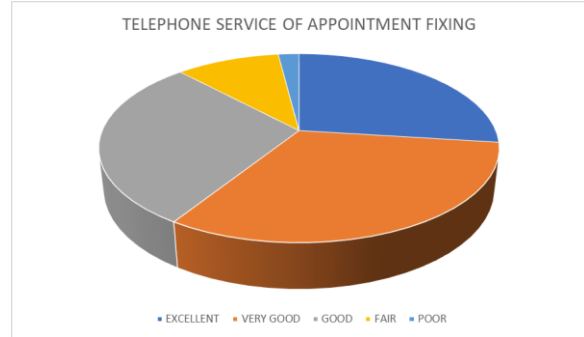
**PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:**

- Patient suffered by uncleared conversation about the waiting time.

**SOLUTION:**

- try to connect more with the doctor to collect the information and improve communication with the patient about wait times and provide update to manage expectation.

**FIGURE4:TELEPHONE SERVICE OF APPOINTMENT FIXING**



The above diagram shows that 27% patient got excellent service by phone call, 32% patient says service is very good,29% patient says good and 10% patient are not fully satisfied and 2% patient faced bad experience.

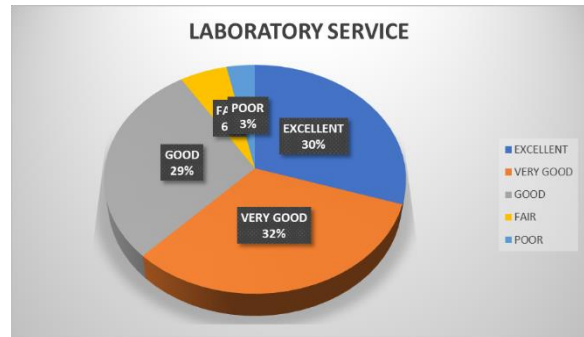
**PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:**

Appointment not fixing by the phone calls.  
No one receive the phone calls.

**SOLUTION:**

Try to attended the phone calls besides the work.

**FIGURE5:EXPERIENCE OF “LABORATORY SERVICE”**



The above diagram shows that 27% patient got excellent service from the laboratory department, 29% patient says very good service, 36% patient says good service,5% are not satisfied as their expectation, 3% patient says poor service.

**PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:**

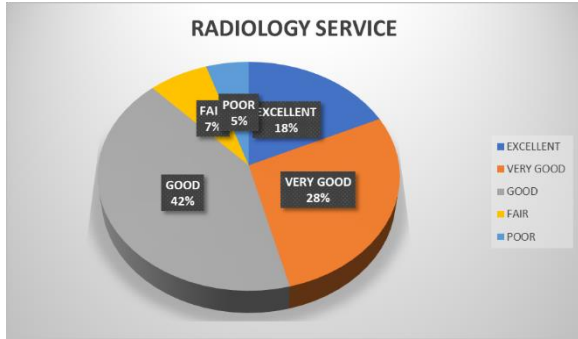
Repeat the test twice which is unnecessary.

**SOLUTION:**

Conduct a root cause analysis to identify the underlying reason for having to repeat test multiple

times. Address any system issue, such as equipment malfunction workflow inefficiency or staff training gap.

FIGURE6: EXPERINCE OF RADIOLOGY SERVICE



The above diagram shows that 18% patient got excellent service from the radiology department, 28% patient says they are fully satisfied service are vey good, 42% patient says service is ok good service, 7% patient says fair, 5% patient says poor.

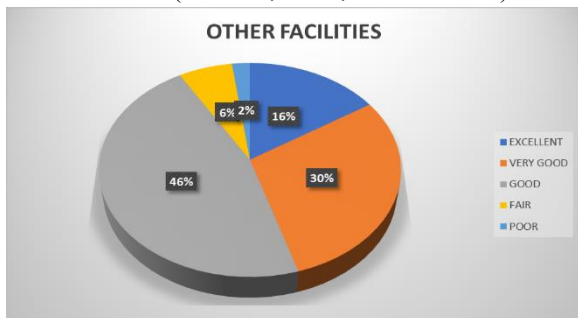
PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:

- Long waiting time in MRI.
- Lack of communication.
- Repeat the test.

SOLUTION:

- Streamline appointment scheduling processes to reduce wait times.
- Provide clear instruction to patient and patient friendly communication materials.
- Train staff for enhance their skill.

FIGURE: RATING OF OTHER FACILITY OFHOSPITAL (WATER, WIFI, CAFETERIA)



The above diagram shows that 15% patient says excellent, 33% patient says very good, 44% patient

says good, 6% patient not satisfied as their expectation, 2% patient says poor service.

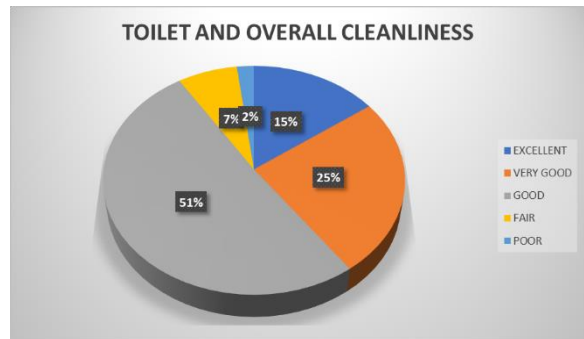
PROBLEM FINDING THROUGHOUT THE PATIENT POINT OF VIEW:

- Food rate is high.
- Taste is different.

SOLUTION:

- Price should be lower.
- Add more variety of food.

FIGURE: TOILETS AND OVERALL CLEANLINES



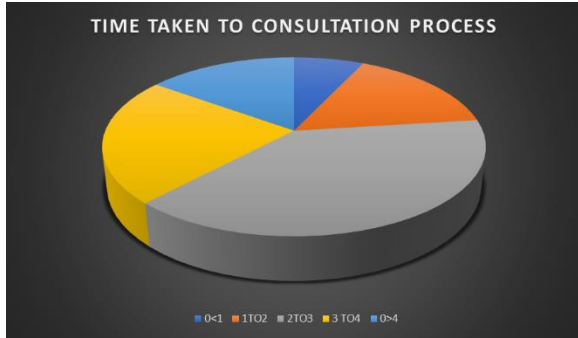
The above diagram shows that 15% patient says overall cleanliness are excellent, 25% patient says very good cleanliness,51%patient says ok, 7% patient expected more then and 2% patient says poor

FIGURE: RATING OF FOOD QUALITY AND TASTE



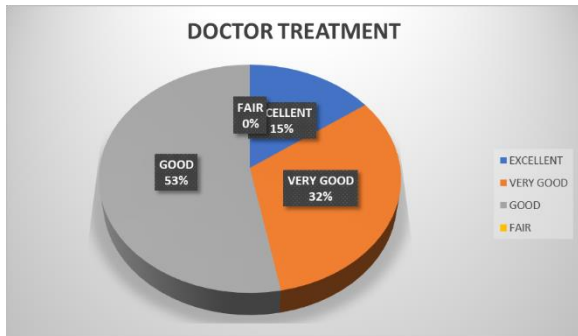
The above diagram shows that 8% patient says that the food quality and taste is excellent, 31% patient says food quality is very good, 48% says its ok, and 8% says that fair, 9% says bad quality.

FIGURE: TIME TAKEN TO COMPLETE THE CONSULTATION PROCESS INA HOURS



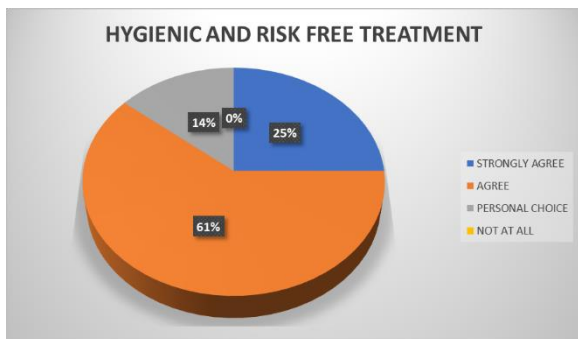
The above diagram shows that 7% patient says that time taken to consultation process is less than 1 hrs.16% patient says the consultation time is 1to2 hrs.39% patient says that time consume is 2to3 hrs. 23% patient says 3to 4 hrs. 15% says its more than 4 hrs.

FIGURE: RATING OF THE PHYSICALLY AND MENTALLY SATISFACTION WITH THE TREATMENT PROVIDE BY THE DOCTORS



The above diagram shows that 15% patient they got excellent treatment by the doctors, 32% patient says the treatment was very good, 53% patient the doctor service was good, there is no fair feedback.

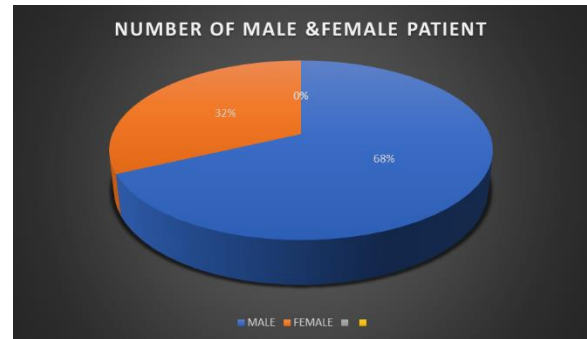
FIGURE: HOSPITAL PROVIDES RISK FREE AND HYGIENIC TREATMENT?



The above diagram shows that 25% patient says they are strongly agreeing that Hospital provides hygienic

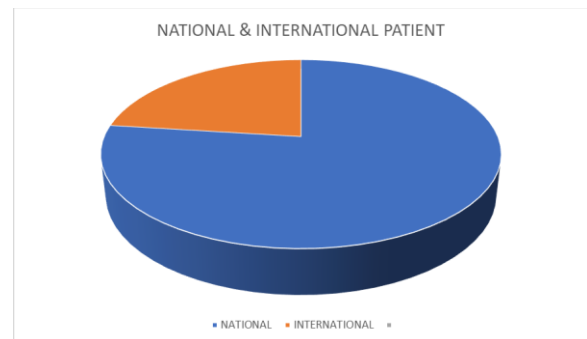
and risk-free treatment 61% patient says they are agreeing 14% patient says personal choice.

FIGURE: THE NUMBER OF INTERESTED PATIENT THEY SHARED THEIR EXPERINCE ABOUT HOSPITAL



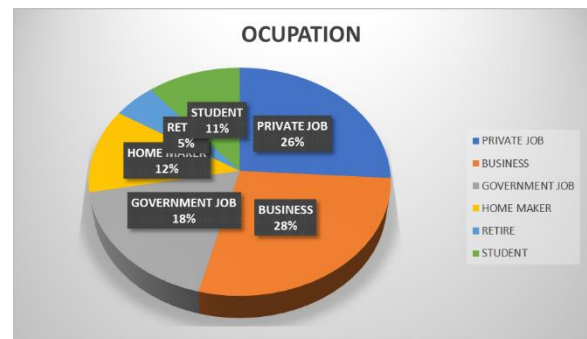
The above diagram shows that 68patient are male patient and another32 are female patient. Mostly data shows that male patient’s expectation is more than female patient.

FIGURE: THE NUMBER OF NATIONAL AND INTERNATIONAL PATIENT



The above diagram shows that 77% patients are national and 23% patients are international.

FIGURE: OCCUPATION OF THE PATIENT

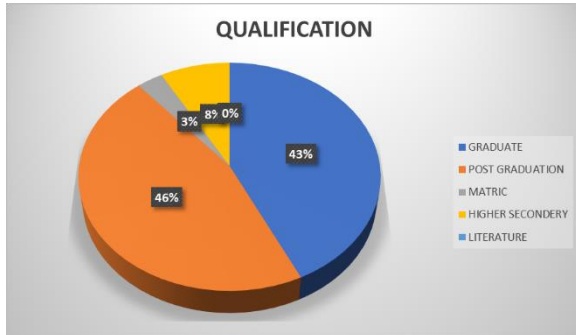


the above diagram shows that 26% patient they are doing private job, 28% patient have business, 18%

patient have government job,12% are home maker, 11%are student and 5%are retire.

The problems of the patients are discussed above and represented through various graphs also.

FIGURE: THE QUALIFICTION OF THE PATIENT



The above diagram shows that 45% are post graduated, 42% are graduate,8% higher secondary 3% secondary and 2% literature.

#### RECOMMENDATION

- All employees should know Hindi, English properly.
- Telephone should be tried to attend.
- All staff should be interconnected to every department staff.
- Toilet should be cleaner all time and toilet paper, sanitizer should be available all time has to be noticed.
- All staff to be trained properly to handle the patient in a calm way, and should be explain properly.
- Waiting time should be reduced in every department.

#### CONCLUSION

A study of net promoter score and 100 patient feedback forms was used in this project.

The Net Promoter Score (NPS) in a hospital setting a valuable tool for assessing patient satisfaction and loyalty. The high net promoter score which shows above indicates that patients are likely to recommend the hospital to others, which can lead to increased patient volume and positive word-of-mouth referrals. On the other hand, a low NPS may indicate areas for improvement in patient experience and quality of care. By regularly measuring and analyzing NPS scores, hospitals can identify areas for improvement and work towards providing better patient-centered care.