

A STUDY ON PATIENT PERCEPTION AND SATISFACTION IN OUTPATIENT DEPARTMENT

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ABSTRACT:

All happiness stems from being in good health, which is also a fundamental human ideal and a physiological necessity. Patients' preferences have grown as a result of evolving administration models and increased awareness of choice offerings. Additionally, they are becoming observably more aware of the nature of administration that they come across. Patient satisfaction is a crucial predictor of the caliber of medical care and a key factor in selecting a future healthcare provider. It should be the responsibility of the administration and the faculty necessary in this section to provide health services to the entire population of a country. In many developing nations around the world, the quality of health administrations is not up to standard. A large portion of people in developing countries lack access to basic healthcare services. The medical care providers' administrations fall short of the clients' expectations and level of necessity. We realize that patient's contentment is the path to the survival and achievement of a human services specialist organization . Patients' fulfilment assumes an essential part to draw in new patients and hold existing ones for health administrations.

KEY WORDS:

Patient perception, Quality, Service delivery and Patient satisfaction.

INTRODUCTION:

OPD services are also called outpatient care services. As it is the first contact between patients and hospital staff, it is a mirror of the clinic that reflects the functioning of the hospital. It comprises of Appointment & Scheduling, Waiting area & Facilities, Security Services, Healthcare provider's Interaction, Patient care & Treatment, Facility & Equipment, Overall Experience.

The desire for hospital services has grown in recent years due to changes in living standards and the need for improved medical treatment to enhance quality of life. Patients' primary concerns now center on enhancing the quality of medical care, and hospitals are realizing the importance of service quality in terms of patient loyalty and happiness in order to better serve their patients (Alhashem et al., 2011; Arasli et al., 2008).

Meehan et al. (2002) emphasized that improving the performance quality of hospital services and the quality of care will be achieved by comprehending inpatients' evaluations of the performance quality of hospital services.

Satisfied inpatients are more likely to return to their hospital (Arasli et al., 2008), and patients who value the relationship are more likely to refer the hospital to others (Kessler and Mylod, 2011). However, hospitals that fail to prioritize quality of service and customer satisfaction risk losing patients (Andaleeb, 1998; Padma et al.).

STATEMENT OF THE PROBLEM:

A dysfunctional healthcare system only increases tensions between patients and doctors. Simple things like long wait times at hospitals and clinics, and repeated unwarranted cancellations and delays of previous appointments and tests. Essentially, any problem in a patient's care can lead to difficult interactions between the patient and physician. Outpatient services are often the first point of contact with the hospital. First impressions are formed during this process, so it's important to get them right. The biggest challenges in outpatient management include waiting times, staff communication behavior to improve service quality, atmosphere to create a healing environment, and health education. Consider each of these to gain different perspectives on how to approach them in a patient-friendly manner.

OBJECTIVES:

The general purpose of reviews is to determine patient satisfaction with various medical services.

The specific goals are:

- Understand the history, functions, and work processes of hospitals.
- Identify service quality factors that impact patients.
- Consider patient satisfaction with the hospital and the care it provides.
- Draws attention to the problems and difficulties patients face in receiving treatment and other services.

REVIEW OF LITERATURE:

According to Faezipour and Ferreira, (2013) used a system dynamics approach technique to study the key factors and their relationships in healthcare sustainability related to patient satisfaction. The paper concludes that patient satisfaction is related to cost, ease of access to services and resources, and patient well-being.

According to Sharma and Chahal (2003), patient satisfaction has become very important due to the growing public awareness of hospitals. The authors investigated factors associated with patient satisfaction in Indian government outpatient services. They stated that there are four basic factors that influence patient satisfaction: physician behavior, medical assistant behavior, quality of atmosphere, and quality of care.

According to Burnham and Leary (2018) found that customer satisfaction was positively correlated with positive word-of-mouth (PWOM) and that a measure of recommendability identified or mediated the effect of satisfaction on PWOM.

Furthermore, the likelihood of word of mouth (WOM) has been found to be highly correlated with his PWOM, significantly increasing the likelihood of recommendations from PWOM.

According to Mithas et al²⁹ (2005) evaluated the impact of customer relationship management (CRM) on customer knowledge and customer satisfaction among people. They analyzed archival data from a cross-section of U.S. companies showed that the use of CRM applications was positively associated with improved customer knowledge and increased customer satisfaction.

RESEARCH METHODOLOGY:

RESEARCH DESIGN-Descriptive Research Design.

METHODS OF DATA COLLECTION-Both primary and secondary methods.

SAMPLE DESIGN-Probability sampling in which stratified random sampling is used.

SAMPLE SIZE-248 Samples.

TOOLS- Percentage analysis, Correlation.

ANALYSIS:

QUESTIONNAIRRE	5	4	3	2	1	AVERA GE	RAN K
Appointment and Scheduling							
How easy was it to schedule appointment?	24	175	49	0	0	100	VII
Were you seen by the healthcare provider within a reasonable time?	103	115	30	0	0		
Waiting Area and Facilities							
Were the waiting area facilities comfortable and well-maintained?	176	42	30	0	0	165	IV
Ever experienced any delays in the waiting area beyond a reasonable time?	96	106	46	0	0		
Security services							
How was the security service provided?	144	60	44	0	0	144	VI
Healthcare Provider’s Interaction							
Rate the overall care provided by Doctors?	196	22	30	0	0	168.66666 67	III
Rate the communication skills for Admin staffs?	162	48	38	0	0		
Provide Nurses rating for regular explanation & follow ups?	148	54	46	0	0		
Did the healthcare provider listen to your concerns and answer your questions?	66	149	33	0	0		

Patient Care and Treatment							
How would you rate the quality of care provided by the healthcare team?	107	79	62	0	0	176	I
Did you receive appropriate and timely medical treatment?	184	30	34	0	0		
Facility and Equipment							
How would you rate the cleanliness of the examination areas?	176	38	34	0	0	172.5	II
How would you rate the comfort of waiting areas?	182	28	38	0	0		
Rate the availability and cleanliness of restroom facilities?	186	28	34	0	0		
Rate the quality of food options provided by the hospital?	146	26	76	0	0		
Overall Experience							
Would you recommend this healthcare facility to others?	182	36	30	0	0	160	V
On a scale of 1-10 please rate our overall experience and satisfaction in our hospital	138	70	40	0	0		

FINDINGS:

1. Patients reported being very satisfied with the quality of their care, with 80% rating it as excellent or very good.
2. The majority of respondents expressed satisfaction with the care of their healthcare providers and the professionalism of hospital staff, giving them an average positive rating of 4.7 out of 5.
3. Cleanliness and hygiene received positive feedback and contributed to an overall positive perception of the hospital environment.
4. Timely access to health services and minimal waiting times for appointments were highlighted as positive aspects of the hospital experience.
5. Reported suggestions to improve waiting room and facility maintenance and received a rating of 4.5 out of 5.
6. A minority of the 30% of respondents expressed concerns about security services and suggested improvements in this area.
7. Patients feel that they are receiving adequate care from their doctors. Despite the high cost, they still prefer coming to the hospital because they get the attention they need whenever they need it.

SUGGESTION:

- 1.Suggestions for improving food variety and quality. There is only one problem facing by patients: they want better food.
- 2.The shortage of workers in billing operations needs to be addressed. This eliminates long wait times at registration and billing counters.
3. Due to the shortage of cleaning staff, the workload must be distributed evenly among the employees.
- 4.Posters can be displayed on bulletin boards on holidays and public holidays. Medical leave helps respondents change their planning schedules.
5. To manage the queue of inspection report collection, diagnostic reports can be provided within a specified period.
6. The interaction between managers and employees could be improved as the respondents were not satisfied with the interaction with their healthcare providers.
7. Patient waiting times should be maintained appropriately and waiting times during consultations should be improved.
8. Appointments must be made at correct time intervals to avoid delays in patient waiting times.

CONCLUSION:

In summary, the customer satisfaction survey conducted at the hospital provided valuable insight into the patient experience. Overall, high satisfaction was achieved with the quality of medical care, staff response, and facility cleanliness. Although the majority of patients reported a positive experience, there are certain areas where there is room for improvement, including: These include addressing parking concerns, improving communication about treatment plans, and looking at ways to reduce appointment wait times. Therefore, customer satisfaction surveys provide valuable insights for hospitals to prioritize areas for improvement. By addressing patient concerns, improving communication practices, reducing wait times, and focusing on ancillary services and pain management, hospitals improve the overall patient experience and further drive customer satisfaction. Therefore, these improvements may contribute to patient retention, positive word of mouth, and good reputation in the community.

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