



A Study On Out Patient Satisfaction towards AMC Multispeciality Hospital With Reference To Salem

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ABSTRACT

The Out Patient Department (OPD) Services is one of the most important aspects of Hospital Administration. The main objective of the present research is to analyze the satisfaction of Outpatients with respect to the actions and care of medical, nursing and caring workers and identify the relationship between the patient's attitude and the level of satisfaction towards the various facilities available in the hospital. The study sample constitutes 150 respondents from the outpatient department. Data collected by administering questionnaire. The results of the study indicate that most of the respondents 90% questioned were pleased with the services they provided. These interviews lead to the evaluation of health services from the point of view of the patient, facilitate the identification of problematic areas and help generate ideas towards resolving these problems. Enhancing contact between patients and healthcare providers is the main factor impacting the overall satisfaction of patients. Reducing the time needed to complete services, improving the overall cleanliness of facilities, improving nursing services and increasing the availability of medicines at the pharmacy, reduction of waiting time for laboratory reports etc. are important factors to consider and collectively, these can significantly increase the loyalty of patients.

Keywords: Out-patient department, Questionnaire, Waiting time, cleanliness, overall satisfaction

I. INTRODUCTION OF THE STUDY

Patient satisfaction of quality improvements is deemed to be one of the important factors which determine the success of health care facility. It is easier to evaluate the patient's satisfaction towards the services provided than to evaluate the quality of medical services that they receive.

The health care system depends on availability, affordability, efficiency, feasibility and other factor. Consumer satisfaction regarding medical care organization like our tertiary care hospital is important in the provision of services to patients. This study was therefore undertaken with the aim to find out the level of patient satisfaction of quality improvements related to different parameters of quality of health care.

Patient satisfaction is a measure of the extent to which a patient is content with the health care which they received from their health care provider. In evaluations of health care quality, patient satisfaction is a performance indicator measured in a self-report study and a specific type of customer satisfaction metric.

Patient satisfaction is one of the most important objectives in any health care system, but it is difficult to measure the efficiency and receptivity of health care systems because not only the clinical but also the non-clinical outcomes of treatment have an effect on customer satisfaction. A patient's expression of satisfaction or dissatisfaction is a judgment on the quality of hospital care in all of its aspects. The primary role of the hospital is patient care and quality of care. The aim of all healthcare institutions including private hospitals, public hospitals and University based hospitals in worldwide is to achieve the highest possible quality of care, although there is a wide variation in efforts to achieve this objective. In order to achieve the highest quality of care, attention must be paid to all aspects of the quality of care outlined by Donabedian et al. including the availability of infrastructure, patients care, outcome of patient care including mortality and morbidity etc.

The Out Patient Department (OPD) Services is one of the most important aspects of Hospital Administration. This means that the patient will be treated without staying in the hospital, but



will go home after the treatment is done. OPD services may also be referred to as Ambulatory Care Services. It is the glass of the clinic that represents the functioning of the hospital, which is the first interaction between the patient and the hospital staff. Patient satisfaction with health care is widely recognized as a step in assessing how well health services are provided. With comparison, people with higher patient satisfaction had lower chances of receiving emergency visits to health care systems and higher chances of receiving hospital admissions.

Patient satisfaction or disappointment is a complex phenomenon that is related to patient preferences, health status, personal characteristics and characteristics of the health care system. There are several problems faced by patients in the outpatient department, such as overcrowding, delay in treatment, lack of proper direction, etc., leading to frustration of the patient. Overcoming this form of issue survey is one of the best ways to find out patient satisfaction with the service and what steps might be taken to avoid disappointment with the customer. In the past, most patients usually lacked professional knowledge to judge the quality of the service rendered and build their satisfaction on the basis of their own experience, but at present, with high competition and advanced technology, patients are more knowledgeable about healthcare and tend to have higher expectations. With the change in the concept of patient satisfaction, the hospitals are using variety of techniques to improve patient care and organizational efficiency. The Patient Satisfaction Questionnaire is a validated tool for assessing the level of satisfaction of adult patients. The main objective of this research is to assess the satisfaction of OPD (Outpatient) patients.

- Analyze the satisfaction of Outpatients with respect to the actions and care of medical, nursing and caring workers.
- Identify the relationship between the patient's attitude and the level of satisfaction.
- To identify the patient's recommendation to improve services in the outpatient department and find out the factors that affects the satisfaction level of patients and to understand patient and doctor relationship.

STATEMENT OF THE PROBLEM

The performance of organization and patient satisfaction of quality improvements has been the focus of intensive research effort in recent times. How well and private hospital motivates patient in order to achieve their mission and vision

is of paramount concern. Patient are private hospital are becoming increasingly aware that motivations increases service. Key problem analysis the research study patient satisfaction of quality improvements of hospital how to promote & encourage the AMC Multispecialty hospital in Salem.

II. OBJECTIVES OF THE STUDY

Primary Objectives:

A Study on patient satisfaction of primary facilities provide by the hospital towards AMC Multispecialty hospital with special reference to Salem.

Secondary Objectives:

- To study about the present system followed in the AMC Multispecialty hospital.
- To study the quality of service provided to satisfy the patients structure.
- To study the perception of the patients about the pricing of the hospital.
- To study the patient level of satisfaction with the different staff in the hospital.
- To study the outpatient satisfaction facing problem manage by the hospital for various system.

SCOPE OF THE STUDY

- The scope of the study is very wide since the patient satisfaction of quality improvements of various people has greater impact over the growth of the AMC Multispecialty hospital Salem.
- It is to find out the opinion of respondents regarding motivational measures in the organization.
- To study the benefits of motivation amongst the Patient.
- To elicit suggestion from the executive towards improving their performance on the job with a view to making a better organization for work.

LIMITATIONS OF THE STUDY

- The study was carried out only in one tertiary care hospital of Salem and therefore we may not be able to generalize its conclusions to the whole city.
- Furthermore, since the study was carried out on patients still admitted to the hospital, there might be a tendency to under report unsatisfactory areas for fear of appraisal from the doctors.
- Lastly, all questions are subjective in nature and we have not used any objective tool to measure patient satisfaction of quality improvements.



➤ This limits our ability to compare our results with studies that use different questionnaires to assess patient satisfaction of quality improvements. Furthermore, we have not attempted to perform a trans-cultural validation of the translated questionnaire.

III. REVIEW OF LITERATURE

Bruce et al (2017)¹ conducted a descriptive correlation study to examine the satisfaction levels of urgent and noncurrent patients in relation to nursing care, the emergency department (ED) environment, ancillary services, and information received. The sample consisted of 28 subjects, with the majority of patients being very satisfied with nursing care. The primary area of concern was information about the length of waiting time. According to the researchers the satisfaction levels of ED patients with the care received had become increasingly important in today's health care environment and ED nurses play an important role in ensuring that patients were satisfied and received quality care.

(Afzal et al., 2018)² Patient satisfaction, as one of the ultimate validates of effectiveness and quality of care as the patient's opinion of the care received from nursing staff who working in hospitals with care services. Nowadays, important nursing trends and issues like qualified health care service and patients' satisfaction are being crucially discussed throughout the world. Many different institutions have adopted a means to reflect on their service providing. High technology, humanistic approach, educational backgrounds, communication, and means of transferring qualified service quality to the patients constitute the vitality of patients' satisfaction.

Irfan et al. (2019)³ have conducted a research to study the patient satisfaction and service quality of public hospitals in Pakistan which has

concluded that quality is one of the key parameter in order to measure the performance of a product or service and ultimately it refers to organizational performance. It includes the patients' activities in seeking care and carrying it out as well as technical management and interpersonal management behavior, which derived from the science and art of disciplines or from the ethics and value of society or patients satisfaction. It means the way of care is delivered to the patient in outpatient department.

Shirzadi et al. (2020)⁴ have conducted a national study on the factors affecting the quality of hospital services from the patients and their companions' point of view which has concluded that the effect exerted by the quality factors are very significant. A research on the patients' perspective of service quality of hospital outpatient departments in Tehran, Iran have been conducted by which has revealed that physician consultation, information provided to the patient, and the physical environment of the clinic are the three determining factors of the quality of outpatient services.

Donabedian (2021)⁵ the evaluating of effective medical service system is described in terms of structure, processes, and outcomes. Structure denotes the attributes of the settings in which care occurs. It includes organizational infrastructure such as size, numbers of patients, geographical location of the hospital, equipment money and patient characteristics such as age, gender, education, and human resources or health personnel like as doctors, nurses, registration, pharmacy and other staff of the hospital. The aim of these factors is structure to protect and improve quality health care services with patient satisfaction by appropriate utilization of process.

Ware, Snyder, Wright, and Davis, (2021)⁶ stated that patient satisfaction in health care evolving from the concept of consumer satisfaction, but different in many respects, is considered as a

¹ **Gonzalex-Valentin et al; (2017)** Patient satisfaction in the emergency department: a review of the literature and implications for practice. The Journal of emergency medicine.2009; 26:3-26

² **(Afzal et al., 2018)** Service (quality toward patient satisfaction the moderating role of time and efforts in public hospitals in Tripoli, Libya. International Journal of Managerial Studies and Research, 3(6), 97-116

³ **Irfan, S. M., Ijaz, A., & Farooq, M. M. (2019).** Patient satisfaction and service quality of public

hospitals in Pakistan: an empirical assessment. Middle-East Journal of Scientific Research, 12(6), 870-877.

⁴**Shirzadi, S. M.(2020).**Factors affecting the quality of hospital services from the patients and their companions' point of view21(2), 46.

⁵ **Donabedian, A. (2021)** Evaluating the Quality of Medical Care. Milbank Memorial Fund Quarterly 44:166–203, 2018

⁶ **Ware, J. and Hays, R. (2021).** Methods for Measuring Patient Satisfaction with Specific Medical Encounters. Medical Care; 26:393-402



process of interaction between patient expectations and patient perceptions or actual experiences with health care. Patients can have expectations on many different aspects of care, and satisfaction with specific aspects of care has independent effects on patients' satisfaction. Process denotes what is actually done in giving and receiving health care service in outpatient department.

Gonzalez-Valentin et al; (2022)⁷ evaluated patient satisfaction with nursing care in a regional university hospital in Southern Spain. The researchers evaluated and determined the relevant socio demographic and attendance characteristics. A cross-sectional descriptive study was undertaken using the Service Quality Scale (SERVQUAL) questionnaire. The only interaction considered was gender and education level. Analyses of covariance showed that the only factors significantly associated with lower patient satisfaction were female gender, higher educational level, lower overall satisfaction with the hospital, and not knowing the name of the nurse.

Dansky and Miles (2022)⁸ state that from a management perspective, client satisfaction with health care is important for two reasons, first, satisfied patients are more likely to maintain a consistent relationship with a specific provider and second, by identifying sources of patient satisfaction, an organization can address system weakness, thus improving its risk management. fulfilment of patient's expectation and demands as well as positive assurance, good responses to patient as well as resolve confusions and doubts of the patient provides better satisfaction and result in a future return of the patients to receive subsequent good quality of treatment . Very few studies have evaluate the fulfilment of patient's expectations by comparing patient's views on ideal behavior and the actual behavior of dentists. Patient's satisfaction is an influence by various factor such as the nature, behavior, communication skill and personality of dental healthcare provider.

IV. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic

behind them. It is necessary for the researcher to know not only the research methods techniques but also the methodology.

V. RESEARCH DESIGN

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behaviour of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

Types of research

A research design is the specialization of measure and procedure for the information needed to solve problems in the overall operational pattern of framework of the project that stipulates what information is to be collected from which sources by what procedure. There are three types of research design.

1. Explorative Research Design
2. Descriptive Research Design
3. Experiment Research Design

The research design that is used by the investigator is descriptive Research Design.

SOURCE OF DATA

- Primary data
- Secondary data

The study basically uses primary and secondary data. Primary data means data which is fresh collected data. Primary data mainly been collected through personal interviews, surveys etc. Secondary data means the data that are already available. Generally speaking secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary

⁷ **Gonzalez-Valentin et al; (2022)**
http://digital_collect.lib.buu.ac.th/dcims/files/55910277/chapter2.pdf

⁸ **Dansky and Miles (2022)** Patient handling with and without slings: An analysis of the risk of injury to the lumbar spine. *Applied Ergonomics* 31(2), 185.



data collection and analysis is called desk research. Secondary data provides economy in time and cost. It is easily available and unbiased. Secondary data may either be published data or unpublished data. For this study secondary data were collected from the annual reports of the company and from the company website. The study depends mainly on the primary data and secondary data namely the text books, journals, newspapers, magazines and internet.

DATA COLLECTION METHOD

A descriptive research was undertaken to the study of the problem. The study is descriptive in nature. Descriptive research is those which are concerned with describing the characteristics of a particular individual of a group. The descriptive research describes the demographic the characteristic of the respondents and is typical concern with determining frequency with something occurs how the variables vary together.

SAMPLE TOOLS

Convenience sampling techniques were used for the study.

Population

The aggregate elementary units in the survey are referred to as the population. Here it covers the entire customers of AMC Multispecialty hospital in Salem.

Sample Size

The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 150 respondents.

TOOLS FOR ANALYSIS

The commonly used statistical tools for analysis of collected data are:

1. Percentage analysis
2. Correlation
3. Chi-square analysis
4. Anova

2. CHI – SQUARE TEST

Chi-square is a statistical test commonly used to compare observed data with data we would expect to obtain according to a specific hypothesis.

The formula for calculating chi-square = $\frac{(O-E)^2}{E}$

O = Observed Frequency, E = Expected Frequency

ANOVA

Examination of change, or ANOVA, is a solid measurable method that is utilized to show contrast between at least two methods or parts through importance tests. It likewise shows us an approach to make numerous examinations of a few populace implies. The Anova test is performed by looking at two sorts of variety, the variety between the example implies, just as the variety inside every one of the examples. Beneath referenced recipe addresses one way Anova test measurements:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

ANOVA

NULL HYPOTHESIS H₀:

There is no significant relationship between educational qualification of the respondents and member of staff explain about new medications.

ALTERNATIVE HYPOTHESIS H₁:

There is a significant relationship between educational qualification of the respondents and member of staff explain about new medications.



ANOVA

EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	79.894	3	26.631	211.318	.000
Linear	74.774	1	74.774	593.331	.000
Term	71.870	1	71.870	570.290	.000
Weighted	8.023	2	4.012	31.833	.000
Deviation	18.400	146	.126		
Within Groups	98.293	149			
Total					

RESULT

From the above analysis, we find that calculated value of the F-value is a positive 916.187 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between educational qualification of the respondents and member of staff explain about new medications. The results are **significant** at 4 % level.

CORRELATION

The table shows that the relationship between income level of the respondents and feel about work hours

Correlations

		INCOME LEVEL OF THE RESPONDENTS	FEEL ABOUT WORK HOURS
INCOME LEVEL OF THE RESPONDENTS	Pearson Correlation	1	.893**
	Sig. (2-tailed)		.000
	N	150	150
FEEL ABOUT WORK HOURS	Pearson Correlation	.893**	1
	Sig. (2-tailed)	.000	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

VI. RESULT

This is a positive correlation. There are relationships between income levels of the respondents and feel about work hours



VII. SUGGESTIONS

1. Behaviour of hospital staff although good but should be improved by conducting special sessions for behaviour change communication regularly.
2. More sign boards should be put indicating ways to the labs both in
3. The Hospital and Medical college premises. Emphasis should be given to improve cleanliness in the hospital especially in the toilets. Sufficient quantity of drinking water should be made available at any time throughout the year.
4. The efforts also needed to strengthen infrastructure and human resources at lower level health facilities.
5. Efforts should be made to reduce the patients load at the higher level facilities that doctors and other staff can give more attention to the patients.
6. Physical environment should be improved and arranging clear signs and directions orderly facilities and equipment and with pleasantness of atmosphere.

VIII. CONCLUSION

The study explores that the most relevant determinants of the overall impression of outpatient clinics in general hospital of Salem. The author has shown the main factors impacting patient satisfaction when visiting outpatient clinics and their effect on the general impression and commitment of the patient to the institution. Enhancing contact between patients and healthcare providers is the main factor impacting the overall satisfaction of patients. Reducing the time needed to complete services, improving the overall cleanliness of facilities, improving nursing services and increasing the availability of medicines at the pharmacy, reduction of waiting time for laboratory reports etc. are important factors to consider and collectively, these can significantly increase the loyalty of patients.

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WEBSITE

https://www.justdial.com/Kallakurichi/AMC-Multispeciality-Hospital-Near-Yamaha-Showroom/9999P4151-4151-190403103013-L7J2_BZDET