

How to Gain Hospital Reputation

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Date of Submission: 20-11-2020

Date of Acceptance: 10-12-2020

ABSTRACT: A hospital’s reputation can do much to help attract patients, qualified staff, and recommendations from referring physicians. This white paper examines the factors that shape hospitals’ reputations in the eyes of these audiences, the assumptions that patients make about hospital quality, the role of the Internet and public performance reports in shaping a reputation, the importance of attracting qualified and highly engaged staff, the role of reputation in driving medical tourism, and how hospitals should respond when an incident damages their .

KEYWORDS:

Hospital,Doctor,Facility,Carring,trustworthy, Billin g.

I. INTRODUCTION:

In today’s challenging healthcare climate, hospitals are competing fiercely over patients and qualified staff. Reputation plays an essential role in this battle, and more and more hospitals are taking an interest in enhancing their reputations.

II. REVIEW OF LITERATURE:

YEAR	TITLE AND YEAR PUBLISHED	AUTHOR	FINDING
2000	Jama	Matrin N marshall, Paul G Shekelle, Sheila leatherman, Robert H Brook	<ul style="list-style-type: none"> • The information about the performance hospital,health professional,and health care organizations has been made public in the united States for than more than a decade. • The expected gains of public disclosure have not been made clear • The benefits and potential risks have received minimal empirical investigation.
2002	Medical care Research	Judith H Hibbard, Nancy berkman, Lauren A McCormack, Elizabeth jael	<ul style="list-style-type: none"> • Consumer Assessment of Health Plans Study (CAHPS) report cards may influence employee knowledge,attitudes and choice. • The finding Show that those who saw the report are more

			influenced by information sent by their employer than those who did not see the report.
2003	Medical Care	Donald M Berwick,Brent James, Molly joel Coye	<ul style="list-style-type: none"> • The purpose of the national quality measurement and reporting system (NQMRs) is to improve quality,a discussion of the link between measurement. • To improve the critical for ensuring an appropriate system design.
2004	Journal of business Management	B Gray, C Boshoff	<ul style="list-style-type: none"> • Satisfaction with the Nursing Staff and Satisfaction with fees all impact positively on both Loyalty and Cumulative Satisfaction. • It depends on two variables, namely loyalty and Customer satisfaction.
2005	Health affairs	Judith H Hibbard, Jean Stockard, Martin Tusler	<ul style="list-style-type: none"> • The finding indicates that making performance data public results in performance in the clinical area reported upon . • This investigation that hospital included in the public reporter believed that report would affect their public image. • Indeed, cosumer, surveys suggest that inclusion did affect hospital reputation.
2006	Medicina clinica	Miguel A Asenjo, Maria J Bertrain, Caterina Guinovart, Miceria Llach	<ul style="list-style-type: none"> • A questionnaire was sent to a sample of members of the Spanish Societies of Cardiology, Digestive Diseases, Neurology and Otorhinolaryngology. • Those hospitals with more than 5% of all votes was used for the development of a reputation index.
2007	Risk Mangement	Beth Kewell	<ul style="list-style-type: none"> • The risk literature has long since acknowledged that reputation represents a significant factor in the social construction. • It considers why this research is necessary and identifies some hybrid strategies for the future investigation of links between risk and reputation. • This important phenomenon is seldom investigated on a stand alone basis.

2008	Annals of internal Medicine	Constance H Fung, Ycc wei Lim, Paul G Shekllle	<ul style="list-style-type: none"> To synthesize the evidence for using publicly reported performance data to improve quality.
2009	Health care Analysis	Christiaan J Lako, Pauline Rosenau	<ul style="list-style-type: none"> The success of the new healthcare system in the Netherland is premised on this begin the case. Hospital Choice is highly related to the importance a patient attaches to his or her physicians's opinion about a hospital.
2010	Medical Decision making	Joyce Dijis-Elsinga, Wilma Otten, Martine M. Versluijs,	<ul style="list-style-type: none"> Patients were asked which information they had used to choose this hospital and which information they intended to use if they would need similar surgical treatment in the future. In summary measure on quality of care over more detailed measures but seem to value that they were already treated in that hospital or a hospital's good reputation even more.
2011	Journal of Business Management	Chao-Chan Wu	<ul style="list-style-type: none"> In the competitive health care industry, the impact of hospital brand image on the attitudes and behaviours of patients towards hospitals has become an important issue. The results reveal that hospital brand image has both direct and indirect effects on patient loyalty.
2014	Ruhr Economic Paper	Adam Pilny, Roman Mennicken	<ul style="list-style-type: none"> The average marginal effect for hospital reputation confirms this finding. A number of recent empirical studies document signification effects of in-patient care quality indicators on the choice of hospital. A significant share of patients is willing to accept additional travel toime to get a treatment in a hospital with better reputation.

Research Gap:

Health systems are working to develop efficient, integrated approaches to delivering care that enhances value for the patients they care for and the populations they serve. In the state of

Maryland, hospitals and health systems receive fixed annual revenue.

It will be important for health systems to systematically identify areas to enhance quality in a cost-effective manner by reducing hospital

admissions and potentially avoidable health care utilization.

Data Collection:

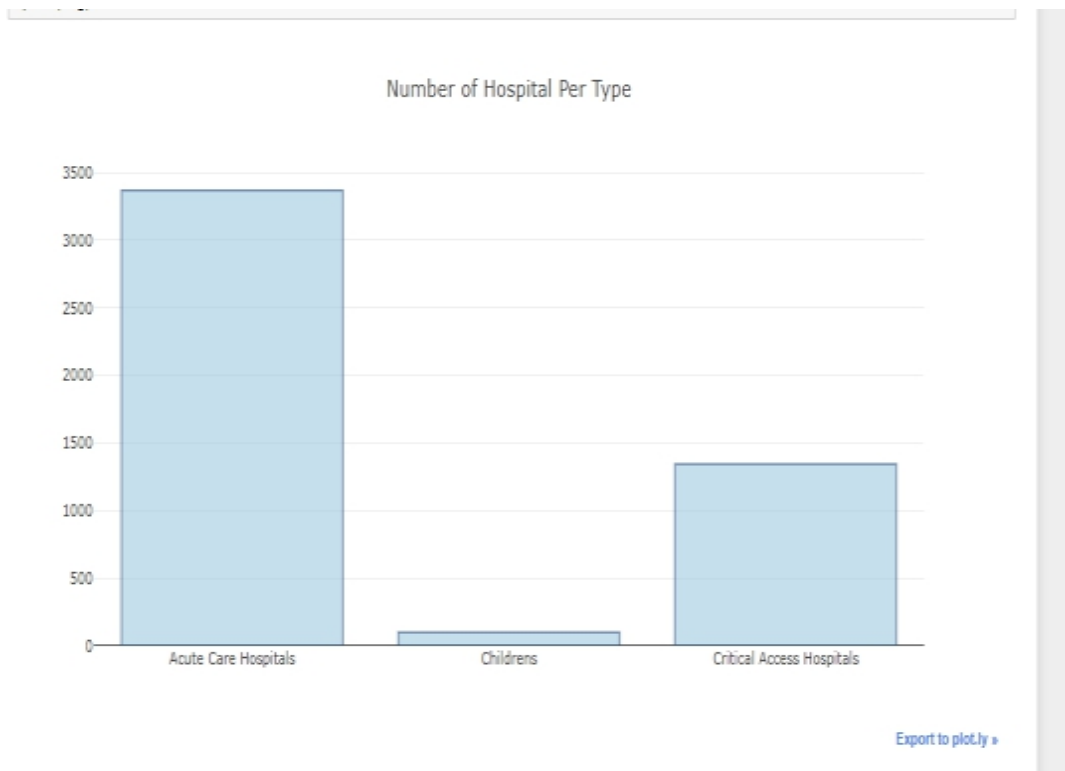
Data validation rules refer to the logical checks on data entered into the database against predefined rules for either value ranges (e.g., systolic blood pressure less than 300 mmHg) or logical consistency with respect to other data fields for the same patient; these are described more fully in below. While neither registry database structures nor database requirements are standardized, the Clinical Data Interchange Standards Consortium² is actively working on representative models of data interchange and portability using standardized concepts and formats. further discusses these models, which are applicable to registries as well as clinical trials.

Data collection procedures need to be carefully considered in planning the operations of a

registry. Successful registries depend on a sustainable workflow model that can be integrated into the day-to-day clinical practice of active physicians, nurses, pharmacists, and patients, with minimal disruption. Programs can benefit tremendously from preliminary input from the health care workers or study coordinators who are likely to be participants. For example, some data sources may or may not be available for all patients.

III. DATA ANALYSIS AND CONCLUSION:

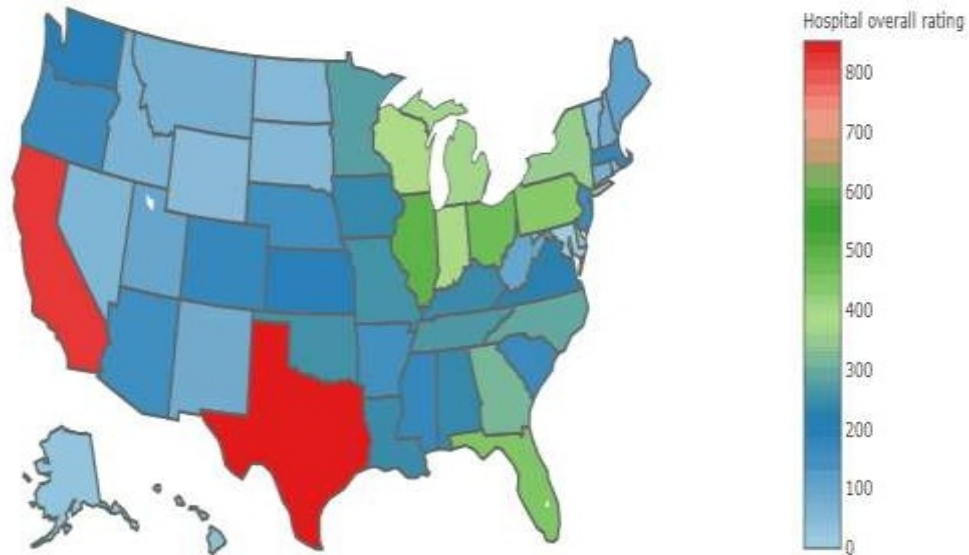
Now as seen above, when grouped by hospital type, we can notice that most of the hospital are Acute Care Hospital and only few of them are Children Hospital that has gained reputation.



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However, we have to consider the fact that the number of data point per state are not equal to one another. Hence we need to divide the summed up ratings by the number of hospital data point per each state.

Hospital overall rating by State



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About doctor and Hospital facility:

OPINION	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
There was enough staff to get the work					

done					
Supervisors used mistakes as learning opportunities					
The doctor shabdkosh(kairasi)					
Hospital atomosphere					
Medical care					
Fees structure					
cleaning					
Nursing caring					
Allocating individual room					