

Patient Satisfaction

K. Diprisha Dr.J.AntonetteAsumptha,

MBA-HA 1Year Faculty –Madurai Kamaraj University

Department of Entrepreneurship Studies Department of Entrepreneurship Studies Madurai Kamaraj University.Madurai.

*Department of Entrepreneurship Studies
Madurai Kamaraj University Madurai. Madurai.*

Date of Submission: 20-11-2020

Date of Acceptance: 10-12-2020

ABSTRACT: The aim of the study is to give importance for patient satisfaction in health care organization and to improve the quality management in a health care service sectors in Tamil Nadu India. We used a questionnaire with 14 items.

KEYWORDS: Patient Satisfaction, Health Services, Quality Management, Healthcare quality, Outcomes, Tamil Nadu, India.

I. INTRODUCTION:

Patient Satisfaction is an evaluation of distinct healthcare dimensions as it includes factors like prolonged waiting time in hospital, Care given in hospital, empathy which also includes physician

conduct, Service availability, Confidence, Efficiency and outcomes.

As to satisfy patient communication plays a vital role that is the information given to patient should be in understandable terms, afford social interaction and time during consultation and provide physiological and non-technical information. If communication is good and in which the information from the service provider to the patient and on type of care he/she receiving and also about awareness, then the patient satisfaction is higher and the hospital image is most depend on patient satisfaction . So the patient satisfaction in healthcare organization is the most important phenomenon in health care sector:

II. REVIEW OF LITERATURE:

S.NO	YEAR	TITLE	AUTHOR NAME	FINDINGS
01.	1983	Defining and measuring patient satisfaction with medical care	John E. Ware Mary K. Snyder W. Russel Wright Allyson R. Davies	Here in this it describes the patient satisfaction questionnaire form which is a self-administered survey instrument designed for use in general population studies and the empirical tests of validity will produce generally favourable results which also give conclusions about the nature of the patient satisfaction concept. The study reveals that first, patient satisfaction is multi-dimensional second the reality of care are reflected in patient satisfaction rating finally the influence of patient expectation, preference for specific features of care and other hypothetical construts on patient

				satisfaction remain to be determined and these are solutions has served as well and we recommend them and the patient satisfaction questionnaire to others.
02.	1994	Keeping the customer satisfied: Issues in the interpretation and use of patient satisfaction surveys	Anthony Scott Richard D. Smith	The patient satisfaction survey is becoming the main method to assess the important objectives for health services maximizing the satisfaction of patients from the resource available is one of the major goals of many health systems if patient satisfaction surveys are to help maximize the satisfaction of patients then research effort should be directed away and the decision making contexts in which the results are to be used.
03.	1997	Pragmatic model of patients satisfaction in general practice: Progress towards a theory	Richard Baker	A major problem in the measurement of patient satisfaction is the lack of an adequate theory to explain the meaning of

				<p>satisfaction, and hence how it should be measured and how the findings are interpreted. The pragmatic model has served a useful function in guiding the development and to the use of the measures of satisfaction and may be of use to others. It will done only through systematic investigation to play full part in the planning and delivery of health care.</p>
04.	1999	A Review of patient satisfaction: Concepts of satisfaction	P H Newsome G H Wright	<p>Satisfying patients has become a key task for all health care providers. This appear to be especially so in the case of satisfaction with health care where elements of the consumer model do apply although the roles played by patient expectations, perceptions and dis conformation are not yet fully understood much seems to depend on the way patients perceive themselves in relation to the</p>

				healthcare system and it is possible that some patients might simply remain passive and not evaluate the services provided.
05.	2003	Are older patients more satisfied with hospital care than younger patients	C. KomalJaipal Gary E. Rosenthal	The patient who are hospitalized, the level of patient satisfaction can be evaluate in relationship between age, self – reported health etc., as with it the scores will increasing until age 65-80 and then it declines. So it suggest that age and health status should be taken into account when interpreting patient satisfaction data .
06.	2004	The Roll of clinical and process quality in achieving patient satisfaction in Hospitals	Kathryn A Marley David A Colliert Susan Meyer Goldstein	There is a struggle to managers that “what” the patient receives and “how” health care services are delivered to patients here I to investigate the roll of leadership clinical quantity and process quality on patient satisfaction and the casual study model could be able to produce

				the expected patient satisfaction.
07.	2006	Predictors of patient satisfaction with hospital health care	Jose M Quitana Nerea Gonzalez Amaia Bilbao Felipe Aizpurn Antonio Escobar Cristobal Esteban Jose Antonio Sansebastin Emilio de la sierra Andrew Thompson	Here a validated inpatient satisfaction questionnaire Is to evaluate the health care received by patient admitted to several hospitals conforms the varying importance of some socio-demographic variables and length of stay, previous admission the timing to response to the questionnaire and who completed the questionnaire on some aspects patient satisfaction after hospitalization. These are all should considered to evaluate patient satisfaction.
08.	2007	Patient empowerment within a coronary care unit insights for health professionals drawn from a patient satisfaction survey	David Lewin Steward Piper	This study is used to measure the patient satisfaction in coronary care unit in which it suggest that empowerment issue involving the rights of patients to be primary decision makers, managers of their illnesses and ultimate

				arbiters of their treatment and care may, in some acute settings be apparently alien to all but few.
09.	2009	Factors affecting patient satisfaction and health care quality	Aditi Naidu	Patient satisfaction is multi-dimensional and the various factors affect the patient satisfaction in health care quality which can be operationalized using a multi-disciplinary approach that combines patient inputs as well as expert judgement therefore the dimensions that determine patient satisfaction have been identified as health care output, access, caring, communication and tangibles thus it found that patient satisfaction and health care quality are fundamental to improving health service performance and image.
10.	2009	A critical review of patient satisfaction	Lizz Gill Lesley White	To review the patient satisfaction literature, specifically meta-analyses which critically

				<p>analyses its theory and use so reviewing of patient satisfaction is an important study to standardize the definitions and costructs for satisfaction and perceived health service quality and their adoption in all future health services research therefore cooperative interdisciplinary study and knowledge sharing may offer an excellent vehicle to derive a standardized and definitive tool for evaluating the patients perception of health service quality.</p>
11.	2011	The mediating effect of patient satisfaction in the patients perceptions of health care quality-patient trust relationship	FerasAlkaaida LalithAlrubaiee	<p>Patient satisfaction appears to play an important role increasing the strength of the association between the health care quality and patient trust in health care service provides. It seems that patients are satisfied in private hospitals</p>

				<p>compared to that of public hospital so to satisfy need the health care organization should seek good hospital administrators to improve the perceived health care quality of services or lose patients to the competition.</p>
12.	2013	Patient satisfaction as a possible indicator of quality surgical care	<p>Heatherlyu Elizabeth C Wick Michael Housman Julie Ann Freischlay Martin A Makary</p>	<p>To find whether patient satisfaction is independent from surgical process measures and hospital safety patient satisfaction may provide information about a hospital's ability to provide good service as a part of the patient experience, however further study is needed before it is applied widely to surgeons as a quality indicator.</p>
13.	2014	Wait times, Patient satisfaction scores and the perception of care	<p>Clifford Bleustein David B. Rothschild Andrew Valen EduardesValaitis Laura Schweitzer Raleigh Jones</p>	<p>Waiting time in hospital will impact patient satisfaction so to analyze the specific perception of the quality of care and physician abilities. So the negative impact</p>

				on waiting time can be cleared by the overall treatment provided by physicians and other care givers.
14.	2014	Patient satisfaction survey as a tool towards quality improvement	Rashid Al-Abri Amine Al-balushi	Patient satisfaction surveys for the past twenty years have gained increasing attention as meaningful and essential sources of information for identifying gaps and developing effective plan for quality improvement in health care organization yet it is not a clearly defined concept but an important indicator in health care sector. so as it improve, implement more managers for effective change by unfreezing old behavior, introducing new one and refreezing them for better health care.
15.	2018	Bias in patient satisfaction surveys: A threat to measuring health care quality	Felipe Dunsch David K Evans Mario Macis Qiao Wang	The patient satisfaction surveys are increasingly common element of efforts to

				<p>evaluate the quality of health care the patient satisfaction response tends to be overwhelming positive it can be easily identified by framing of questions so therefore reduced bias would make patient satisfaction measures are more meaningful, allowing better distinguishing across facilities and would be beneficial for programs wishing to use patient satisfaction to identify gaps and areas where changes are needed.</p>
--	--	--	--	---

Table(1):Review of Literature

RESEARCH GAP:

The feedback of patient satisfaction was done in various methods but not particularly in Madurai, Tamil Nadu.India hence we have catered to it.

DATA COLLECTION:

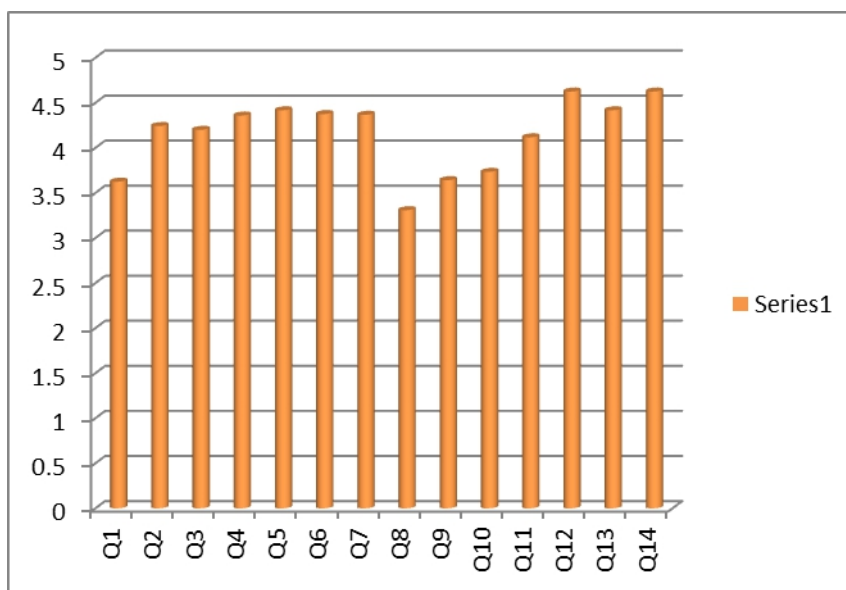
We used a closed ended questionnaire to collect data. Collection was done in person in hospitals in Madurai-Tamil Nadu. The patients were ever co-operative.

We gave more than 120 questionnaires and received 100 valid questions with which we did this analysis.

III. DATA ANALYSIS AND CONCLUSION:

We use excel sheet to analysis data and we use simple random sampling to pick data.

Convergent and Discriminant was proved.



Figure(1):Data Interpretation of highest and lowest questions.

HIGHEST QUESTION:

Question 12:Those who provide my health care sometimes hurry too much when they treat me-4.625.This is a negative remark showing the hurry of healthcare renders.

Question 14:

I have some doubts about the ability of the healthcare providers who treat me-Doubts are not cleared.

LOWEST QUESTION:

Question 08:

I have easy access to the medical specialists I need-3.30833.as this receive low score proves that there is no easy access to access specialists.

REFERENCE:

[1]. Al-Abri, R., & Al-Balushi, A. (2014).Patient satisfaction survey as a tool towards quality improvement. **Oman medical journal**, 29(1), 3.

[2]. Alrubaiee, L., &Alkaa'ida, F. (2011). The mediating effect of patient satisfaction in the patients' perceptions of healthcare quality-patient trust relationship. **International Journal of MarketingStudies**, 3(1), 103.

[3]. Baker, R. (1997). Pragmatic model of patient satisfaction in general practice: progress towards a theory. **BMJ Quality & Safety**, 6(4), 201-204.

[4]. Bleustein, C., Rothschild, D. B., Valen, A., Valatis, E., Schweitzer, L., & Jones, R. (2014). Wait times, patient satisfaction scores, and the perception of care. **The American journal of managed care**, 20(5), 393.

[5]. Dunsch, F., Evans, D. K., Macis, M., & Wang, Q. (2018). Bias in patient satisfaction surveys: a threat to measuring healthcare quality. **BMJ global health**, 3(2).

[6]. Gill, L., & White, L. (2009).A critical review of patient satisfaction. **Leadership in Health Services**.

[7]. Jaipaul, C. K., & Rosenthal, G. E. (2003). Are older patients more satisfied with hospital care than younger patients?. **Journal of general internal medicine**, 18(1), 23-30.

[8]. Lewin, D., & Piper, S. (2007). Patient empowerment within a coronary care unit: Insights for health professionals drawn from a patient satisfaction survey. **Intensive and Critical Care Nursing**, 23(2), 81-90.

[9]. Lyu, H., Wick, E. C., Housman, M., Freischlag, J. A., &Makary, M. A. (2013).Patient satisfaction as a possible indicator of quality surgical care. **JAMA surgery**, 148(4), 362-367.

[9]. Marley, K. A., Collier, D. A., & Meyer Goldstein, S. (2004).The role of clinical and process quality in achieving patient satisfaction in hospitals. **Decision**

Sciences, 35(3), 349-369.

[10]. health care quality assurance.

[11]. Newsome, P. R. H., & Wright, G. H. (1999). A review of patient satisfaction: 1. Concepts of satisfaction. **British dental journal**, 186(4), 161-165.

[12]. Quintana, J. M., González, N., Bilbao, A., Aizpuru, F., Escobar, A., Esteban, C., ...&

Thompson, A. (2006). Predictors of patient satisfaction with hospital health care. **BMC health services research**, 6(1), 102.

[13]. Scott, A., & Smith, R. D. (1994). Keeping the customer satisfied: issues in the interpretation and use of patient satisfaction surveys. **International Journal for Quality in Health Care**, 6(4), 353-3

[14]. Ware Jr, J. E., Snyder, M. K., Wright, W. R., & Davies, A. R. (1983). Defining and measuring patient satisfaction with medical care. **Evaluation and program planning**, 6(3-4), 247-263.

APPENDIX:

JOB ROLE ENROLLED:		BATCH ID:	
HOSPITAL NAME:		CENTRE ID:	

A) About Patient Satisfaction:

ITEMS	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
Health care providers are good about explaining the reason for medical tests.					
I think my health care provider's office has everything needed to provide complete medical care.					
The health care I have been receiving is just about perfect.					
Sometimes health care providers make me wonder if their diagnosis is correct.					
I feel confident that I can get the health care I need without being set back financially.					
When I go for health care, the provider is careful to check everything when treating and examining me.					
I have to pay for more of my health care that I can afford.					
I have easy access to the medical specialists I need.					



Where I get health care					
people have to wait too long for emergency treatment.					
Health care providers act too businesslike and impersonal toward me.					
My health care provider treats me in a very friendly and courteous manner.					
Those who provide my					

health care sometimes hurry too much when they treat me.					
Health care providers sometimes ignore what I tell them.					
I have some doubts about the ability of the health care providers who treat me.					

Table(2):Patient Satisfaction Level