

Review Article

An Empirical Study On Patient Satisfaction of Outpatient Department (OPD) at Private Multi Speciality Hospital – Hyderabad

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ABSTRACT

Healthcare has become one of India's largest sector, both in terms of revenue and employment, and healthcare industry is undergoing a rapid transformation to meet the ever-increasing needs and demands of its patient population. Patient(customer) satisfaction is major yardsticks to measure the success of the services being offered by the hospitals. The Objective of this research paper is to study the patient satisfaction of outpatient department (OPD) at Private Multi-specialty Hospital Located at Hyderabad. Telangana. In this regard the primary data was collected from the Out patients in OPD through structured questionnaire and the data was analysed with simple percentages to achieve the objective of the study.

KEYWORDS

Hospital, Healthcare service, Patient satisfaction, OPD

1. INTRODUCTION

Healthcare has become one of India's largest sector, both in terms of revenue and employment. It comprises hospitals, blood banks, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. India's hospital market was valued at US\$ 98.98 billion in 2023, projected to grow at a CAGR of 8.0% from 2024 to 2032, reaching an estimated value of US\$ 193.59 billion by 2032.

Healthcare market in India reached to US\$372 billion by 2022, driven by rising income, better health awareness, life style diseases and increasing to access to insurance. The government of India aims to increase healthcare spending to 3 per cent of the Gross Domestic Profit (GDP) by 2022. (<https://www.ibef.org/industry/healthcare-india>)

A hospital is a health care institution providing patient treatment with specialized medical and nursing staff and medical equipment. The main services of hospital include inpatient services outpatient services and other services including paediatric, dental, psychiatric services etc.

1.1 Out Patient Department:

Outpatient services are medical procedures or tests that can be done in a medical center without an overnight stay. Many procedures and tests can be done in a few hours. Most people can choose an outpatient center instead of a hospital if the needed service is available. But not all medical procedures can or should be done at an outpatient center.

1.2 Definition of OPD

An outpatient department or outpatient clinic is the part of a hospital designed for the treatment of outpatients, people with health problems who visit the hospital for diagnosis or treatment, but do not at this time require a bed or to be admitted for overnight care.

The outpatient department is an important part of the overall running of the hospital. It is normally integrated with the inpatient services and manned by consultant physicians and surgeons who also attend inpatients in the wards. Many patients are examined and given treatment as outpatients before being admitted to the hospital at a later date as inpatients. When discharged, they may attend the outpatient clinic for follow-up treatment.

Patient satisfaction denotes the extent to which general health care needs of the clients are met to their requirements. Out Patient Department is a very vital department of any hospital being the first point of contact between the patient and the hospital staff. It reflects the functioning of the hospital as

OPD is visited by large section of community. OPD staff should be polite, cheerful, cooperative & efficient. Various dimensions of patient satisfaction have been identified starting from Hospital/Healthcare service Appointment/Registration, doctors service, nursing care, OPD staff, OP Pharmacy, Laboratory, radiology and other services like, drinking water, parking, security, cafeteria, waiting area, Housekeeping etc. these are all significantly affect the patient satisfaction level.

2. REVIEW OF LITERATURE

The review of literature has been presented in order to assess the importance of patient satisfaction in OPD services as there are few studies conducted so far in this area, however, a few important and relevant studies have been presented here.

1. **Rhemkumar Lyngkhai and G. Brindha (2015)** in their research paper titled "A Study on Patient Satisfaction of Outpatient Department" customer (Patient) gratification is most vital goal for any corporate hospital. The conclusions of their research study carried out for measuring satisfaction of out- patients. Most of the patients are content with the services delivered in the OPD of the hospital. Some patients are not satisfied with the nursing services provided in the hospital in few areas.
2. **Jitender Kumar & Neha (2016)** in joint research study "To ensure that people get their basic health requirements fulfilled efficiently, it becomes necessary to check whether these centers actually provide good Medicare facilities to patients or not and the best reason to assess the efficiency of a hospital is to check the satisfaction level of patients then only they will understand patient safety and satisfaction.
3. **Sudhaya Vinodkumar, Binu Gigimon Varghese, Maninder Singh Setia (2018)** in their published research article "Factors associated with patient satisfaction in a private health care setting in India: A cross-sectional analysis" discussed Patient satisfaction has been defined as "fulfilment or meeting of expectations of a person. e patients - particularly the ones that accesses health care in a private setting - have many options, future return to the same health care provider will depend on how satisfied they are with the health care settings. In addition, it has been shown that satisfaction is also associated with treatment adherence. Studies have assessed the factors associated with patients' satisfaction in various settings. Some of the important factors associated with patient satisfaction are age, experience with doctors in the hospitals, interaction with nurses, and general appearance of the hospital. While some studies have found that male patients report higher satisfaction with health care services, others have found that males reported higher dissatisfaction;
4. **Noor'ain Mohamad Yunus, Mohd Zulkifli Abdullah1, Nurul Fatimah binti Ramdan, Huda Al Shaiba Bedaia Safsouf Alnuaimi (2024)** Patient satisfaction is a critical aspect of healthcare service quality that needs to be periodically evaluated and improved. It can possible through studying and evaluating continuously on

various parameters (SERQUAL) as it leads to patient satisfaction as well as sustainability of healthcare business.

2.1 Need for the Study

Patient satisfaction is always having a paramount importance in ensuring better quality, because patient is the only one who can decides the quality of the healthcare service at hospital. Presently the expectations of the patients is also very high from the private hospitals, keeping this in view the present study made an attempt to know the level of patient satisfaction by taking various aspects of healthcare provided by the private multi-specialty hospital in Hyderabad.

2.2 Objectives of the study

- To study the level of satisfaction of outpatient (OPD) at private multi-speciality hospital;
- To offer the pragmatic suggestions to improve the services in the outpatient department

2.3 Methodology of the study

The current study is descriptive in nature. The study was carried in Outpatient department at Private Multi-speciality Hospital, Hyderabad. The size of the sample was 92 by using simple random sampling technique. A structured questionnaire was designed particularly on Outpatient satisfaction by taking variables like General Facilities, Consultation and diagnostic services.

2.4 Data Analysis (table presented in separate page due to space problem) below mentioned table description

Majority of respondents expressed positive note on registration process and also as many as responded positively to the statement that arrangement of appropriate signage & symbols also on cleanliness and hospital security. 25.1 per cent of respondents expressed their dissatisfaction towards waiting time for consultation and long waiting time at radiology by 23.3 per cent and 22.9 per cent who are responded negatively in timeliness of billing process. Further 18.5 per cent of sample respondents expressed their dissatisfaction towards availability of medicine in hospital pharmacy.

2.5 Major Findings of the study

- 1) It is found from the analysis that out of total sample respondents as many as 43.4 per cent of respondents opined that the registration process is excellent, followed by 13.4 per cent and 9.7 per cent of respondents expressed as very good and satisfactory to the same statement, against to the above tendency 14.1 per cent of respondents expressed the registration process is poor.
- 2) It is found that as 39.1 per cent of respondents who stated as excellent to the statement that courtesy of staff towards patients at registration desk, followed by 19.5 per cent and 20.6 per cent of respondents stated as very good and satisfactory. Against to the above tendency 12 per cent of sample respondents who stated the courtesy of the hospital staff as poor. It can be concluded from the analysis that majority of sample respondents who

expressed their positive (satisfaction) when compared to respondents who expressed as negative (dissatisfaction).

- 3) Regarding the statement Arrangements of appropriate signage & symbols 47.8 per cent and 31.5 per cent of respondents expressed as excellent and very good, whereas against to the above tendency 6.5 and 8.8 per cent of respondents who expressed as fair and poor.
- 4) It is also found that 42.4 per cent and 21.7 per cent of respondents who stated excellent and very good to the statement that convenience to reach appropriate consultant room, where as 8.6 per cent and 19.7 per cent who expressed as fair and poor to the same statement
- 5) Regarding availability of Cafeteria & drinking water facility 35.9 per cent and 30.4 per cent of respondents expressed as excellent and very good, whereas 6.5 and 8.8 per cent who stated fair and poor.
- 6) It is found that 65.2 and 20.6 per cent of respondents expressed their satisfaction as excellent and very good to the statement cleanliness of the hospital against to the above tendency a meagre 6.7 per cent of respondents expressed as poor.
- 7) Regarding the statement level of satisfaction on internal transportation of hospital as it is found 33.7 per cent and 28.3 per cent of respondents expressed as excellent and very good, whereas 14.1 per cent who expressed as poor to the same statement.
- 8) Majority of sample respondents expressed their satisfaction towards hospital security, as it is found that 44.5 per cent of respondents expressed as excellent and 22.8 per cent who expressed as very good, against to the above tendency a meagre 6.7 who expressed as dissatisfaction.

- 9) Regarding the statement waiting time for consultation 27.2 per cent of respondents expressed as satisfactory, whereas against to the above tendency 25.1 per cent of respondents expressed as poor.
- 10) It is found from the analysis that majority of sample respondents expressed their satisfaction towards doctors response towards patient queries as it is evident 42.4 and 31.5 per cent of respondents expressed as excellent and very good whereas a meagre 10.9 per cent who expressed as poor to the same statement.
- 11) Regarding the statement Timeliness of consultation process 32.6 per cent of respondents expressed as satisfactory, whereas 18.5 per cent of respondents expressed as poor.
- 12) It is dissatisfying to observe the data out of total sample respondents 23.3 per cent who expressed as poor (dissatisfaction) to the statement waiting time at radiology department, whereas 22.2 and 20 per cent who expressed as very good and excellent.
- 13) It is also dissatisfying to observe that 22.9 per cent who expressed as poor to the statement that timeliness of billing process, whereas 51 and 10.9 per cent of respondents expressed as excellent and very good.
- 14) It is found from the data 23.9 per cent and 20.6 per cent of respondents expressed as excellent and very good whereas 18.5 per cent of respondents who expressed as poor to the same statement.

Majority of respondents expressed a positive response to the statement that pharmacist clearly explaining on usage of medicine 42.4 per cent and 31.5 per cent who expressed as excellent and very good, whereas a meagre 7.7 per cent of respondents who expressed as poor.

3. DATA ANALYSIS

Service Provided by the Hospital	Excellent	Very good	Satisfactory	Fair	Poor	Total
Working of Registration process	40 (43.4)	12 (13.4)	9 (9.7)	18 (19.5)	13 (14.1)	92 (100)
Courtesy (Politeness) of Staff towards patients at Registration Desk	36 (39.1)	18(19.5)	19 (20.6)	8(8.8)	11(12.0)	92 (100)
Arrangements of Appropriate signage & symbols	44 (47.8)	29 (31.5)	5 (5.4)	6 (6.5)	8 (8.8)	92 (100)
Convenience to reach appropriate Consultant room	39 (42.4)	20 (21.7)	7 (7.6)	8 (8.6)	18 (19.7)	92 (100)
Cafeteria & Drinking water facility	33 (35.9)	28 (30.4)	17 (18.5)	6 (6.5)	8 (8.8)	92 (100)
respondents on Cleanliness	60 (65.2)	19 (20.6)	3 (3.3)	4 (4.3)	6 (6.7)	92 (100)
respondents on Internal Transport Facility (Wheelchair, Stretcher Availability)	31 (33.7)	26 (28.3)	15 (16.3)	7 (7.6)	13 (14.1)	92 (100)
Hospital security	41(44.5)	21(22.8)	19(20.6)	5 (5.4)	6 (6.7)	92 (100)
waiting time for consultation	19 (20.6)	14 (15.2)	25 (27.2)	11 (11.9)	23 (25.1)	92 (100)
Doctor Response towards patient queries	39 (42.4)	29 (31.5)	11 (11.9)	3 (3.3)	10 (10.9)	92 (100)

Timeliness of Consultation process	18 (19.6)	20 (21.7)	30 (32.6)	7 (7.6)	17 (18.5)	92 (100)
respondents on Waiting Time at Lab/Radiology	18 (20)	20 (22.2)	19 (21.2)	12 (13.3)	23 (23.3)	92 (100)
Timeliness of Billing Process	47 (51)	10 (10.9)	9 (9.8)	5 (5.4)	21 (22.9)	92 (100)
Availability of Medicine in Hospital Pharmacy	22 (23.9)	19 (20.6)	23 (25)	11 (11.9)	17 (18.5)	92 (100)
Pharmacist Explanation on usage of medicine	39 (42.4)	29 (31.5)	12 (13)	5 (5.4)	7 (7.7)	92 (100)

4. SUGGESTIONS

- Considering that long waiting time for consultation is a major source of patient dissatisfaction. Managers of the hospital should devise a mechanism to improve the performance of staff and monitor the implementation process as it leads to decrease the patient waiting time for the consultation.
- As it is found from the data 22.9 per cent of respondents expressed their dissatisfaction in relation to timeliness of billing process. Hence it is suggested that the hospital manager should initiate billing process once after receiving instructions from the physician with proper coordination with hospital back office staff.
- As 23.3 per cent of respondents expressed their dissatisfaction towards more waiting time at radiology, hence it is suggested the top management of the hospital conduct the training programmes to the existing staff on timely delivery of the reports as it leads to patient satisfaction.

5. CONCLUSION

Patients who visit hospitals are experienced with satisfaction or dissatisfaction based on different variables, they are the brand ambassadors of the hospitals in future whether positive or negative, hence the hospital management should focus on evaluating their level of satisfaction by using different patient satisfaction variables. Most important issue need to be addressed immediately patient waiting time and timeliness of billing process. If these issues properly addressed the satisfaction of the patients will be enhanced and good image of the hospital also will be enhanced.

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