

A Statistical Survey Report to Assess Patient Satisfaction with Performance of Hospital for Service Quality Improvement

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ABSTRACT

Aim: To analyze how satisfied patients are with the performance of hospital and which services need improvement.

Place of study: One of the private Hospitals in Lahore (Surgimed Hospital, Gulberg V). Surgimed Hospital is 140 bedded hospital attached to Lahore Medical and Dental College, Lahore. This hospital houses Medical, Surgical, Obstetrical/Gynecological, Orthopedics, E.N.T, Urology, Neurology, Cardiology and Pediatric department.

Duration of Study: Eight weeks during the months of June and July, 2016.

Method: questionnaire was designed to assess the environment of hospital, doctor care, nursing care, aftercare and behavior of staff. The survey was conducted on in-house patients getting treatment in every surgical and medical department. There were total 32 questions about different service indicators i.e., patient care from patient and doctors, patients experience, hospital environment, overall rating of hospital, understanding of care on leaving the hospital and Patients' personal information etc.

Results: We got 124 complete questionnaires from patients and picked up 100 questionnaires randomly.

Conclusion: Results of survey are satisfactory but there is always a room for improvement. By introducing more service indicators the customer satisfaction can be increased more.

Keywords: Survey, service quality, patient satisfaction

INTRODUCTION

Healthcare sector is one of fast growing in services industry in which all hospitals are providing almost same services but the point of distinction is service quality¹. In our survey the questionnaire set to be filled by the patient was designed so as to cover all the aspects of patient care in a hospital. Questions related to patient-nurse interactions were asked to evaluate the behavior and attentiveness of the nurses. There were questions to examine how doctors deal with the patients. Zero defection striving and customer retention are the keys to achieve the service excellence which requires continuous quality improvement efforts for delivering services². In the survey questionnaire, patients were also requested to provide their valued feedback on hospital environment to judge level of hygiene in the institute. Patients who came for follow-up meetings were also enquired about the level of after-care services the hospital is providing them. Patient satisfaction concept and definition have no consensus in the literature. Different authors have different approaches in defining the satisfaction of patients³. More importantly, the survey was designed to clearly indicate patient's experience with his/her illness

during stay at Surgimed Hospital. The questionnaire set to be filled by the patient was designed so as to cover all the aspects of patient care in a hospital. Questions related to patient-nurse interactions were asked to evaluate the behavior and attentiveness of the nurses. Some authors referred patient satisfaction as patients' emotions, feelings, expectations and perceptions of ideal care^{4,5,6}. There were questions to examine how doctors deal with the patients. In the survey questionnaire, patients were also requested to provide their valued feedback on hospital environment to judge level of hygiene in the institute. Patients who came for follow-up meetings were also enquired about the level of after-care services the hospital is providing them. More importantly, the survey was designed to clearly indicate patient's experience with his/her illness during stay at Surgimed Hospital. Surgimed wants to know more about its patients so for this purpose the survey also included questions on patient's education, mental and physical health along with the gravity of illness with which they came to the hospital. Lastly, the patients were also requested to provide an overall rating of the hospital to sum up their views.

Survey methods were employed as to ensure the survey is fair and is a true representation of patient's view regarding the hospital and its services. The survey questionnaire was designed to encompass every significant detail of the services

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provided by Surgimed Hospital. Furthermore, the patients surveyed were chosen at random from every department of the hospital e.g. pediatrics, cardiology, emergency etc. Additionally, the survey questions were translated in Urdu for patients who were not able to understand English to certify that patients do not end up filling up the questionnaire form all-wrong.

RESULTS AND STATISTICAL ANALYSIS

Overall rating of hospital	%age of patients
0	1
1	1
2	4
3	4
4	4
5	12
6	4
7	9
8	25
9	15
10	21

Literature suggests and agrees that patient evaluation is a real tool to improve the service quality. It is an instrument to reduce cost, monitoring performance and effective management to meet the strategic plans. It is also a benchmark across healthcare units to measure performance ⁽⁷⁾ ⁽⁸⁾. Survey result shows the outlook of the hospital in the eyes of the patients. Starting off with the most important one; the overall rating of the hospital in which the patients were required to rate the hospital out of 10. It indicates that 25% of the patients give it an 8 out of 10, 15% of the patients give it a 9 out of 10 while 21% of the patients awarded a perfect score and said that it was the best hospital. Only 1 patient rated Surgimed as the worst possible hospital.

When asked that would the patient recommend Surgimed to their acquaintances, 54% responded that they would definitely recommend it, 39% answered that they would probably recommend it while only 4% of the patients replied that they would probably not advise going to Surgimed. The remaining 3% strongly refused to recommend the hospital to their friends and family.

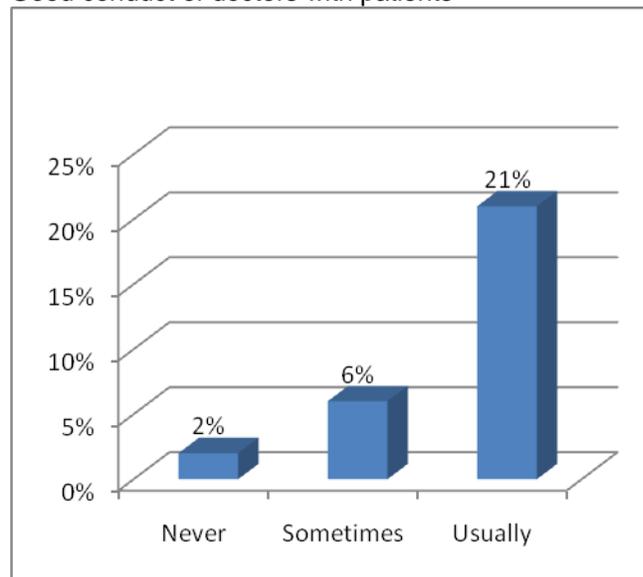
Average Overall Rating of Surgimed Hospital: 7.29/10

Further breakdown of results is as follows:

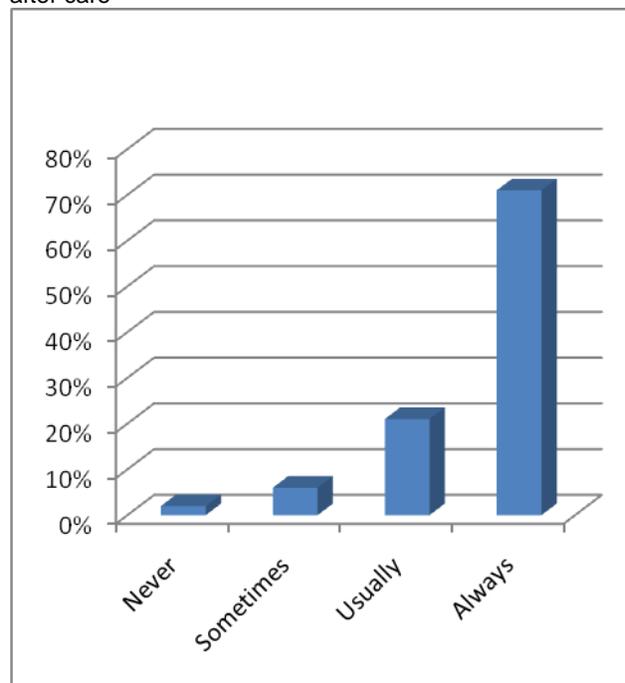
Care from doctors: Doctor's conduct with patients shows that the doctors always treated 81% of the patients with respect and courtesy. No patient alleged that the doctor never treated him/her politely. Results also demonstrate that doctors always listened attentively to 82% of the patients. Again, no patient

held the view that the doctor never attended to him vigilantly. 74 out of 100 patients were of the view that the doctors always explained things in a way that was easily understandable by the patient while 1% of the patients claimed that the doctors never explained things in a well-defined way to them.

Good conduct of doctors with patients



Hospital staff took my preference when deciding about my after care

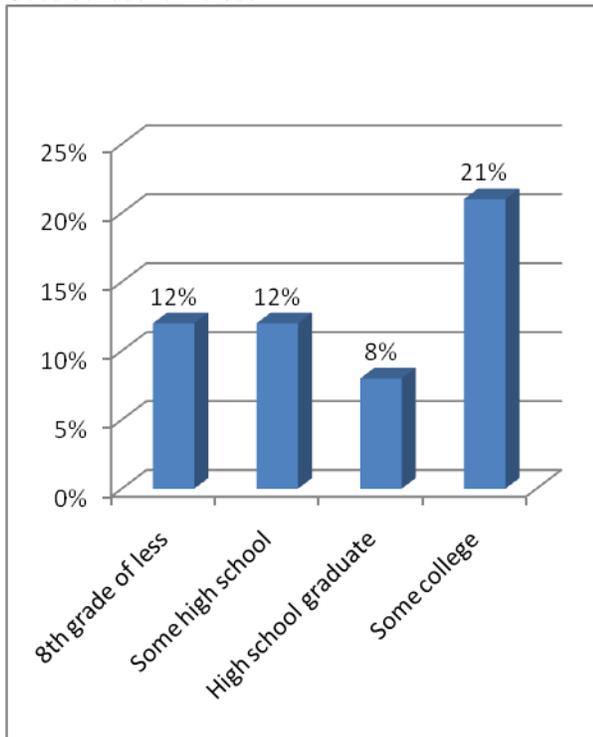


The Hospital Environment: Regarding the hygienic condition of the hospital, 53% of the patients praised the fact that their rooms and lavatories were always kept clean. Every fifth in a hundred patients asserted

that their surroundings were never kept clean by the hospital staff. When enquired about serenity around wards and rooms, 62% of the patients said that their surroundings were always peaceful at night while 13% said that their environs were seldom quiet at night. No patient claimed that areas around their rooms were not peaceful at night.

The hospital reception received a largely positive response; 98% of the patients stated that receptionists were cooperative whenever approached and only the remaining 2% negated this viewpoint. Hospital cafeteria received mix views; 84% of patients interviewed ordered food items from cafeteria and out of those 84% only 69% of patients said that food quality was good, 6% claimed that food was not hygienic and another 6% claimed that food delivery was late. Regarding cafeteria location, 94 out of 100 patients said that it was easily accessible.

Good conduct of nurses

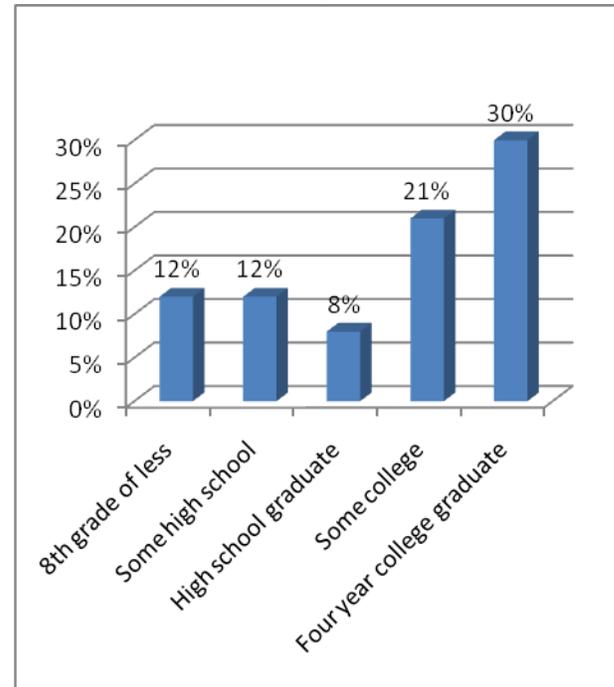


Level of after care: 76 out of 100 patients agreed to the fact that the hospital staff considered their and their family's preferences when deciding about their health care needs when the patient was discharged. When asked that did the patients fully understand how to manage his/her health after leaving hospital, 94 answered in affirmative and only 6% stated they did not fully understand what to do for their health after leaving the hospital. In answer to the question "When you left the hospital, did you understand the

purpose for taking each of the medication?" 60% of the patients said that they understood the purpose, 3% answered in negative and the remaining 4% were not prescribed any medicine.

Care from nurses: Nurses' conduct with patients shows that the nurses always treated 71% of the patients with respect and courtesy. 2 out of 100 patients alleged that the nurses never treated him/her politely. Results also demonstrate that nurses always listened attentively to 68% of the patients. 2% of the patients held the view that the nurses never attended them vigilantly. 70 out of 100 patients were of the view that the nurses always explained things in a way that was easily understandable while 1 patient claimed that the nurses never explained things in a well-defined way to him. When asked about how often did you get the help as soon as possible when you called for assistance, 71% said that they always got the help as soon as possible and only 1 patient asserted that he never got help when needed.

Mental health after treatment



What about the patients?

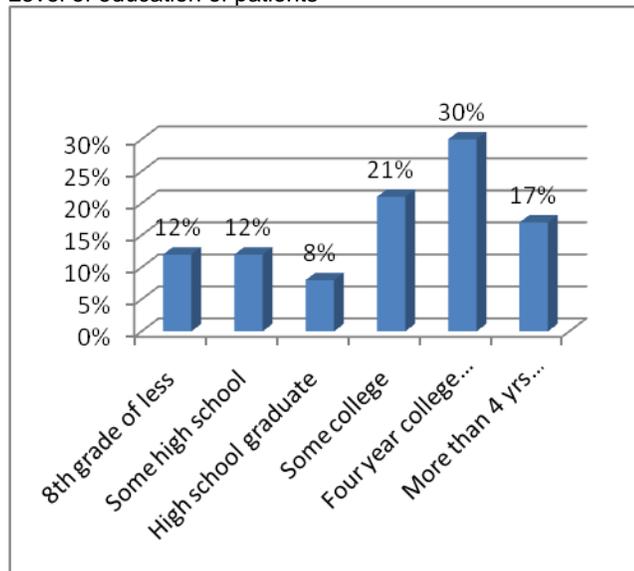
Patients' statistics shows that 36% of the patients were admitted to the hospital through emergency room while the remaining 64% were not admitted through emergency room. Also, 75% of the patients needed medicine for pains during their stay at Surgimed and out of those 75%, 46% said that their pain was always relieved while 1 patient asserted that his pain was never relieved. Furthermore, when those same 75 patients who experienced pains were

asked about the staff's efforts to dismiss their pains, 57% said that the staff always did their utmost to comfort them while again only 1 patient said that the hospital staff did not do anything to relieve his pains. When asked that did the patient required any assistance to get to the bathroom, 64% answered in affirmative and out of those 64%, 37% of the patients always got help as soon as they wanted and 6 patients never got help on time.

Sixty three out of 100 patients were given medicines that they had never taken before, and among those 63 only 29 patients were always informed of the purpose of that medicine while 13 patients were never told why that medicine was given to them. In addition to it, out of those 63 patients 35 were always told about the possible side effects of the medication whereas 20 patients were never told about it. Results also show that 71% of the patients got written information about symptoms and possible health problems to look out for after they leave the hospital whereas the remaining 29% did not get it. A survey outcome also explains that the lower staff of the hospital always asked for tip/money from 27% of the patients while 51% of the patients asserted that the lower staff never asked for money.

Lastly, the patients were asked to rate their overall health after their treatment from Surgimed was over in which 19% of the patients rated their health as perfectly fine while 2 patients claimed that their overall health was still poor. Additionally, the statistics also shows that after treatment 18% patients rated their mental and emotional health as perfectly fine, 22% of patients rated it as very good and only 1 patient mentioned that he had a poor mental and health condition after treatment.

Level of education of patients



Who were the patients?

Patients who were interviewed were from both in ward patients admitted in Surgimed and patients who were only for check up. Also, to ensure that the study is fair in every possible way patients were picked from every department of the hospital e.g. cardiology, emergency, neurology, pediatrics etc. Survey results also showed that 68% of the patients had at least some college level education while only 12% of the patients possessed education below 8th grade.

CONCLUSION

The overall results of survey are encouraging however; there is always a room for improvement. Finally, examination of different elements of patient satisfaction it is prediction for improved patient satisfaction and general impact of the collection of patient information to develop plans and initiatives to improve the service quality. Thus the organization managers and decision-makers are provided with the opportunity for better understanding of patient care perception and service excellence. In addition, hospital management must implement effective changes by changing old behaviors and by introducing new ideas for better healthcare services.

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