



An Exploratory Study on Hospital's Staff with their Patient Satisfaction

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ABSTRACT: Patient's satisfaction level is above average. Doctors and staff generally treat patients with courtesy. Doctor does not provide patients with adequate information on Medication. Pain management is poor at the hospital. The studies revealed that workers most cases not help to relieve pains of patients. Doctors and Nurses do not explain to patients when they are being discharged or after treatment what to expect as they recover and what to do when they see strange signs. The hospital is generally always clean. Hospital authorities should commend workers in-charge and encourage them to improve upon even this good performance. © 2011 IGJPS. All rights reserved.

KEYWORDS: Hospital's Staff; Patient Satisfaction; Health Management.

INTRODUCTION

It is an essential component of health care services provided by a hospital to its patients. Patient satisfaction is a extremely desirable result of clinical care in the hospital. A patient's expression of satisfaction or dissatisfaction is a judgment on the quality of hospital care in all of its aspects. Whatever its strengths and boundaries, patient satisfaction is an pointer that should be necessary to the assessment of the quality of care in hospitals. Satisfaction is a person's feelings of happiness or regret resulting from comparing a product's perceived performance in relation to his or her expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Patients expect good medical care, good nursing care, short waiting time, excellent hospitality, personal interest, polite behaviour, reasonable charges, cleanliness, good coordination, support among the staff, communication and information and ease in charges and procedures.

Many policies of various organizations are aimed at keeping the consumer happy and satisfied. This helps in increasing the overall profitability of the organization. It also helps the long-term survival prospects of the organization. Patient's satisfaction is one of the main components of quality of care which includes respect for the patient and understanding the need of patient and providing services. Patient satisfaction forms one of the core outcomes to assess the success of any health care delivery service. In addition, it has been postulated that greater patient satisfaction can lead to increased adherence to the management program, thus increasing the chances of benefit from the program and improving the quality of life for the patients. Patient feedback also holds the key for the continuing development of the clinicians. It is also an important variable used by the managers, policy makers and insurers to gauge the effect and quality of the health service.

Priscilla (1983) proposed a cognitive model to assess the dynamic aspect of consumer satisfaction/ dissatisfaction in consecutive purchase behavior. They found that satisfaction have a significant role in mediating intentions and actual behavior for five product classes that were analyzed in the context of a three- stage longitudinal field study. They found that repurchases of a given brand is affected by lagged intention whereas switching behavior is more sensitive to dissatisfaction with brand consumption. Most of the doctors and the field staff do not stay at the site and hence there is absolute lack of proper and desirable extent of application of mind and practical work for result-oriented follow-up. It is suggested that active cooperation of the Registered Medical Practitioners be ensured as they mostly stay in the villages while health staff cannot be forced to stay in the villages. This case study can be used for training purposes to sensitize the administrators regarding the delivery of primary health care at the grassroots level[1, 2].

RESEARCH METHODOLOGY

Research design is the strategy or a plan, and the structure of conducting a research project. This is the most important step in the research process. Research is an essential powerful tool leading towards progress. Research means to search again. It connotes patient study and scientific investigation.

Objective of the study

Its main aim is to find out the truth which is hidden and which has not been discovered as follows

1. To assess how the healthcare quality of hospitals is reflected in patients' perceptions, at the, good manners of nurses toward patients, willingness of health workers to patiently listen to and help patients that are in pains or any kind of problem.
2. To give patients with satisfactory information on Medication and discharge.

This research was exploratory. Exploratory research focus is on gaining insights and familiarity with the subject area for more rigorous investigation at a later stage. Researcher had selected the target respondents randomly, had taken 470 as research sample to whom personally filled questionnaire. 450 were filled. Out of 450, only 435 respondents were providing the information. After the data collection was over, all the tests/questionnaires were scored as per the scoring patterns prescribed by their authors and/manuals. The obtained data were subjected to statistical analyses by using Minnesota Customer Satisfaction Index (MnCSI).

RESULTS & DISCUSSION

In this section, data from the entire respondent will be analyzed. Either respondent was give the information fully or partially will be discussed after editing, coding and tabulating of the data. All the responses were presented through tables

Table 1: Response and Percentage of Doctors About Patients with courtesy

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	3	1
SOMETIMES	71	16
USUALLY	150	34
ALWAYS	211	49

Table 1 shows 435 patients who responded to that courtesy question 211 (49%) of them said they are always treated with respect and dignity while 150 (34%) responded usually totalling 83%. What this shows is that doctors at the PGI Rohtak respect patients better than nurses.

Table 2: Response and Percentage of Doctors For Explaining Issues Carefully To Patients

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	7	2
SOMETIMES	132	30
USUALLY	132	30
ALWAYS	163	38

Table 2 shows doctors performs above average. the Statistics show that 68% of the patients said Doctors do so either always or Usually – many of the times . This average performance needs to be improved if they would want to be a patient-friendly hospital as their objectives state. Patients can also do themselves a great service if they would take up this responsibility of requesting additional information and clarification if the one the doctors and nurses gave were inadequate. ‘The patient is responsible for obtaining all necessary information, which have a bearing on his /her management and treatment.

Table 3: Response and Percentage of Workers About Medications

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	184	42
SOMETIMES	129	30
USUALLY	61	14
ALWAYS	61	14

Table 3 shows that Staff explaining to patients what medicine is for patients. 42% of the Patients said staff never spend time to explain **adequately** to them as to how is to be administered while 30% said they do explain sometimes. I can be seen therefore that over 70% of their clients said medication is never explained or rarely done. This is a serious issue that needs to be addressed immediately because if the prescription is right but the administration is done wrongly the ultimate – healing – will never be achieved.

Table 4: Response and Percentage of Workers About Side Effects Medication

PARTICULARS	RESPONSE	PERCENTAGE
Never	258	60
Sometimes	88	20
Usually	54	12
Always	34	8

The performance of staff in taking the trouble to explain to the patients of the side effects of medicine prescribed was woefully inadequate. 80% of the respondents said this is never done or rarely done. This is a very serious issue if it is judge with the level of education of patients in mind. Majority of them are not educated to any appreciable level to be able to read and understand from the manufactures’ manual mostly found in the medicines. This may lead to many of the patients stopping taking the medication midway if they see any strange or unanticipated symptoms, signs or feeling. The net result is that disease causing agents becomes resistant to drugs used this way leading to deaths or the need to find a more powerful and sometimes costly drug deal with it(**Table 4**).

Table 5: How often patients receive help from staff when they call

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	3	1
SOMETIMES	228	53
USUALLY	105	24
ALWAYS	95	22

The research results also show that the staff of the PGI Hospital is performing below average in responding to calls from patients who are in pains. 53% of the patients interviewed said staffs do answer calls but sometimes. Only 46% said they either get help from staff always or majority of the times. This does not show that they are caring enough(**Table 5**).

Table 6: How often patients receive help to get to washroom when they call

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	24	6
SOMETIMES	160	39
USUALLY	109	26
ALWAYS	122	29

The results of staff offering help when one needs to use the washroom shows a sign of moderate care. 56% of the respondents either received this favour always or very often. This however needs to be improved upon to boost the image of the hospital and dignify the patients which they are entitled to(**Table 6**).

Table 7: Response and Percentage of staff About Pain Management

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	3	1
SOMETIMES	248	60
USUALLY	112	27
ALWAYS	51	12

Table 7 shows that Response of staff about Pain Management Only 1% said ‘Never’, 60% said Sometimes, while 27%, and 12% said ‘Usually’ and ‘Always’ respectively.

Table 8: Response and Percentage of Staff About Cleanliness Of Hospital Environment

PARTICULARS	RESPONSE	PERCENTAGE
NEVER	NIL	NIL
SOMETIMES	44	10
USUALLY	75	18
ALWAYS	306	72

One area the hospital received a great commendation from the patients is the cleanliness of the wards where patients are, bathrooms and the general environment. A mammoth 72% of the respondents said the wards etc. are always kept clean. This is a great plus for the hospital administration and their staff. However, 28% of the patients still not fully satisfied show that there is room for improvement(**Table 8**).

Table 9: Response and Percentage of Discharge Information

PARTICULARS	RESPONSE	PERCENTAGE
YES	58	14
NO	350	86

Another area staff of this hospital is not doing well is providing information to patients as to what symptoms to expect after treatment or discharge. A discouraging 86% of the respondents said they do not receive information either in the form of writing or even verbally. This has a lot of implications for both the patient and the hospital. Some symptoms are natural to the type of treatment received, but if the patient is not aware it could make him/her very apprehensive which sometimes can have a telling on his/her recovery.

Table 10: Response and Percentage of Staff About General Perception

PARTICULARS	RESPONSE	PERCENTAGE
EXCELLENT	92	22
V. GOOD	167	41
GOOD	136	33
FAIR	17	4

Above **Table 10** shows the performance of the hospital 22% of the patients ranked it Excellent, 41% said it is V. Good, 33% said it is Good while only 4% graded it Fair. Even though Poor was an option, no patient choose. This shows patients see the hospital as not performing badly. This means that, 95% of their clients see the hospital as performing Excellently, Very Good or Good

(an average of very good). This is confirmed by the Customer Satisfaction Index calculated with the help of MnCSI. According to this index, the satisfaction level of clients of PGI hospital is 77.7. This is in the range of Good and very good performance.

CONCLUSION

It was found out that provision of quality health care is a team work jointly carried out by physicians, nurses, patients and the state that should provide the laws. Doctors and nurses should show care and concern if even there is nothing they could do at that particular moment. Patients have the responsibilities toward the provision of quality health service by teaming up with the health workers by complying with the prescribed treatment or rehabilitation procedures. There is a strong correlation between the patients' awareness level and their satisfaction level.

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