

Improving Health Services: Role of Multispecialty Hospitals

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Abstract. Health care is one of the most complex activities in which human beings engage. Multispecialty hospitals are the service organizations. It is important for the hospitals to know the satisfaction level of patients because it is essential to improve quality of services. Relationship between healthcare provider and patients is critical as it influence patient's satisfaction. Patient satisfaction is one of the primary outcome variables when we considering health related services. Patient satisfaction has become an important performance indicator for the delivery of quality medical care services. The objective of this study is to assess service quality of patients in Multispecialty hospitals. This is descriptive research with cross sectional design. Face to face interview techniques was used from 500 patients on the basis of different variables/factors of service quality : emergency room services, admission and discharge room services, nursing services, physician services, nutritional services, medical services, physical services and access to services.

Keywords: Patient Satisfaction, Service quality, SERVQUAL, Multispecialty Hospitals.

1. Introduction

Patient satisfaction is the strongest determinant of hospital functioning. The ultimate goal of the hospital is satisfaction of its patients, not only to satisfy and cared for patients and families but also a positive outcome for the staff and organization's health. The patients are the only reason in the creation of hospital. Patient satisfaction has become a high priority to hospitals and health plans across the country because of its impact on patient loyalty, a company reputation and perceptions of quality of care and employee satisfaction. Quality is one of the key

parameter in order to measure the performance of a product or service and indicates hospital performance. Patients are the key players in the hospitals. Health care facility performance can be best accessed by measuring the level of patient satisfaction. Hospital is the only institution that provides a broad range of medical services to sick, injured or pregnant patients.

□ Kim et al. (2008) in their study adopted patient satisfaction and defined that patient satisfaction is the main factor for the judgment of

perceived value and sustained response toward service related stimulus before, during or after the consumption of medical services by a patient. Patient satisfaction is related with the expectations of patients which are fulfilled by medical services. In their study they stress on providers of medical services need to understand the patient's satisfaction and try to meet those. It is important for hospitals to use proper medical services, follow proper plan and maintain the relationships with their satisfied patients so that patients recommended the hospitals to others also.

□ Brahmhatt et al. (2011) study shows that private hospitals perform better than public hospitals in physical aspects, encounter, process and policy. Public hospitals are better than private hospitals only in reliability. Study mainly conducts to comparatively examine and measure the service quality of public sector hospitals of Ahmadabad and Gandhi nagar region of Gujarat state. Overall customer's perceptions did not exceed their expectations as they were dissatisfied with the level of

healthcare services rendered by both public and private sector hospitals.

□ Sharma (2011) shows that with improved income and education, the expectations of the respondents also increased. Study shows that overall quality healthcare services are perceived to be higher in primary healthcare centres than in community health care centres (CHCs). There were so many drawbacks/weaknesses i.e. inadequate, poor quality doctors and medical equipment, poor quality of drugs and poor examination system.

□ Sreenivas T. et al. (2012) study mainly conduct to check the satisfaction levels of the patient in different hospitals. Developed scale was used to measure perceived quality at a range of facility types for patients. More improvements required. Better staff and physician relations, interpersonal skills, infrastructure and availability of drugs have the largest effect in improving impatient satisfaction. Schedule was prepared and open interviews of random samples were carried out to find out the views of patients about the services provided in the hospital. Majority of

respondents expressed their dissatisfaction towards admission. But hospital (St. Joseph General Hospital) is comfortable for treatment among different hospitals.

2. Research Methodology

Research Methodology shows the various means of data collection for the present study. The current study is aimed to describe multispecialty hospital services and its impact on patient satisfaction. In this study, the main emphasis was used to collect information from patients during the data collection period. The target population was more than total 500 patients from which the sample was drawn. In this, the target population was the inpatients of multispecialty hospitals, to find the answers of various questions. The data of study were obtained from primary as well as from secondary sources such as various websites, journals, magazines and books. We have adopted analytical, descriptive and comparative methodology for the study.

3. Objectives of the study

- To study existing healthcare services in Multispecialty Hospitals.
- To study the services quality offered by multispecialty hospitals and its effect on patient satisfaction.
- To compare quality of health services of different multispecialty hospitals.
- To review literature on service quality, patient satisfaction and patient loyalty.

4. Data Analysis and Interpretation

The data is analyzed with the help of statistical package for social science (SPSS). Data were collected from different multispecialty hospitals to describe their services and views of respondents/ inpatients. Chi square method is used to test the significant level of satisfaction. Chi square was applied to the variable mentioned above and results of data analyzed and their implications are discussed following tables:

Table No. 1

Overall level of Satisfaction Regarding Emergency Room services of Multispecialty Hospitals

	Overall Emergency Room Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	129	49.8%	35	13.5%	4	1.5%	1	0.4%	5	1.9%	85	32.8%	259	100%
Chandigarh 07 Multispecialty Hospitals	66	81.5%	2	2.5%	0	0%	0	0%	0	0%	13	16%	81	100%
Punjab 06 Multispecialty Hospitals	107	66.9%	22	13.8%	2	1.3%	1	1.9%	3	1.9%	25	15.6%	160	100%
Total	302	60.4%	59	11.8%	6	1.2%	2	.4%	8	1.6%	123	24.6%	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	37.084	110	.000

(Significant level of satisfaction is 0.05.)

Note: Out of 500 patients only 377 patients have taken emergency room services.

Table No.1 indicates that 81.5 percent of the patients from Chandigarh perceived the emergency room services are highly satisfied in comparison to Haryana and Punjab. As far as moderately satisfied, respondents of Punjab and Haryana are ahead in comparison to Chandigarh. When compared all these results against total percentage it is found that percentage of highly satisfied respondents of Chandigarh is greater than the total but others are more or less similar. Table depicts that the percentage of highly dissatisfied,

moderately dissatisfied and neutral is very small. Overall we conclude that majority of respondents perceived the emergency room services provided by multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied because hospital authorities and our government play important role in improving day by day medical services of the hospitals. Calculated value of chi square is 37.084 and significant value is .000 which is less than the table value 0.05, it shows that there is significant relationship between

satisfaction level of respondents and emergency room services of Multispecialty

Hospitals of Haryana, Punjab and Chandigarh.

Table No. 2

Overall level of Satisfaction Regarding Admission Services of Multispecialty Hospitals

	Overall Admission Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	151	58.3%	101	39.0%	6	2.3%	0	0	1	.4%	0	0	259	100%
Chandigarh 07 Multispecialty Hospitals	47	58%	34	42%	0	0	0	0	0	0	0	0	81	100%
Punjab 06 Multispecialty Hospitals	86	53.8%	74	46.3%	0	0	0	0	0	0	0	0	160	100%
Total	284	56.8%	209	41.8%	6	1.2%	0	0	1	.2%	0	0	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	8.145	6	.228

(Significant level of satisfaction is 0.05.)

Table No.2 shows that 58.3 percent of the respondents from Haryana are highly satisfied with admission services in comparison to Chandigarh and Punjab. As far as moderately satisfied regarding admission services, respondents of Punjab are ahead to Haryana and Chandigarh, these respondents are moderately satisfied because in PGI people were too busy to help, had to wait a long time to get to room. Data indicate that percentage of neutral and highly dissatisfied respondents is very

low i.e. 1.2 percent and 0.2 percent. But in case of moderately dissatisfied none of the respondent is answered. Percentage of respondents in case of neutral and highly dissatisfied regarding admission process to be followed by them is more or less similar. The above picture of the table shows that majority of the patients perceived the admission services provided by the multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied with overall admission services because

time to time initiatives are taken by the higher staff in improving different services. Calculated value of chi square is 8.145 and significant value is .228 which is more than 0.05, it shows that there is

insignificant relationship between satisfaction levels of respondents and admission services of Multispecialty hospitals of Haryana, Chandigarh and Punjab.

Table No. 3

Overall Level of Satisfaction Regarding Nursing Services of Multispecialty Hospitals

	Overall Nursing Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	144	55.6%	106	40.9%	7	2.7%	0	0	2	0.8%	0	0	259	100%
Chandigarh 07 Multispecialty Hospitals	72	88.9%	9	11.1%	0	0	0	0	0	0	0	0	81	100%
Punjab 06 Multispecialty Hospitals	114	71.3%	41	25.6%	4	2.5%	1	.6%	0	0	0	0	160	100%
Total	330	66%	156	31.2%	11	2.2%	1	.2%	2	.4%	0	0	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	37.399	8	.000

Table No.3 indicates that 88.9 percent of the patients from Chandigarh perceived the nursing services are highly satisfied in comparison to Haryana and Punjab. As far as moderately satisfied, respondents of Haryana are ahead to Chandigarh and Punjab. Respondents are moderately satisfied because of shortage of staff nurses. In addition to this, they are not

satisfied with night shift nurses staff. When compared all these results against total percentage it is found that percentage of highly satisfied respondents of Chandigarh is greater than the total but others are more or less similar. Table depicts that the percentage of highly dissatisfied, moderately dissatisfied and neutral is very small i.e. 0.4percent,

0.2percent and 2.2percent. Overall we conclude that majority of respondents perceived the nursing services provided by multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied because registered nurses who manage the daily schedule of the patients are the most essential part of the healthcare system.

Calculated value of chi square is 37.399 and significant value is .000 which is less than the table value 0.05, it shows that there is significant relationship among satisfaction level of respondents and nursing services of Multispecialty Hospitals of Haryana, Chandigarh and Punjab.

Table No. 4

Overall level of Satisfaction Regarding Physician Services of Multispecialty Hospitals

	Overall Physician Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	139	53.7%	98	37.8%	9	3.5%	1	.4%	12	4.6%	0	0	259	100%
Chandigarh 07 Multispecialty Hospitals	72	88.9%	9	11.1%	0	0	0	0	0	0%	0	0	81	100%
Punjab 06 Multispecialty Hospitals	117	73.1%	36	22.5%	6	3.8%	0	0%	1	.6%	0	0	160	100%
Total	328	65.6%	143	28.6%	15	3.0%	1	.2%	13	2.6%	0	0	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	44.651	8	.000

Table No. 4 indicates that 88.9 percent of the patients from Chandigarh perceived the physician services are highly satisfied with overall physician services in comparison to Haryana and Punjab. As far as moderately satisfied, respondents of Punjab and Haryana are ahead to Chandigarh.

Respondents are moderately satisfied because of doctor's inability to give the patient adequate time because of large number of clients. When compared all these results against total percentage it is found that percentage of highly satisfied respondents of Chandigarh is greater than

the total but others are more or less similar. Table depicts that the percentage of highly dissatisfied, moderately dissatisfied and neutral is very small i.e. 2.6 percent, 0.2 percent and 3 percent. Overall we conclude that majority of respondents perceived the physician services provided by multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied. Calculated value of chi square is 44.651 and significant value is .000 which is less than the table value 0.05, it shows that there is significant relationship among the

satisfaction level of respondents and Physician services of multispecialty hospitals of Haryana, Punjab and Chandigarh. Jawahar (2007) done study on out patient satisfaction at a super specialty hospital at India, it concluded that outpatient services have elicited problems like overcrowding, delay in consultation, proper behaviour of staff etc. whenever there is delay in consultation, it is to be explored to elicit the problem. It is worthwhile to note that there is scope for improvement of the Out Patient Department Services.

Table No. 5
Overall Level of Satisfaction Regarding Nutritional Services of Multispecialty Hospitals

	Overall Nutritional Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	96	37.1%	59	22.8%	10	3.9%	1	.4%	9	3.5%	84	32.4%	259	100%
Chandigarh 07 Multispecialty Hospitals	58	71.6%	11	13.6%	6	7.4%	0	0	0	0	6	7.4%	81	100%
Punjab 06 Multispecialty Hospitals	90	56.3%	35	21.9%	16	10%	0	0%	2	1.3%	17	10.6%	160	100%
Total	244	48.8%	105	21%	32	6.4%	1	.2%	11	2.2%	107	21.4%	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	62.414	10	.000

Note: Out of 500 patients only 393 patients have taken nutritional services.

Table No.5 indicates that 71.6 percent of the patients from Chandigarh perceived the emergency room services are highly satisfied in comparison to Haryana and Punjab. As far as moderately satisfied, respondents of Punjab and Haryana are ahead to Chandigarh. Respondents are moderately satisfied because some patients complained that the quantity and quality of meals were not enough and the meals provided to them were not covered in suitable form. When compared all these results against total percentage it is found that percentage of highly satisfied respondents of Chandigarh is greater than the total but others are more or less similar. Table depicts that the percentage

of highly dissatisfied, moderately dissatisfied and neutral is very small i.e.2.2 percent, 0.2 percent and 6.4 percent. Overall we conclude that majority of respondents those who perceived the nutritional services provided by multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied as compare to other categories. Calculated value of chi square is 62.414 and significant value is .000 which is less than the table value 0.05, it shows that views of respondents are having significant relationship with nutritional services of multispecialty hospitals of Haryana, Punjab and Chandigarh.

Table No.6

Overall Level of Satisfaction Regarding Medical services of Multispecialty Hospitals

	Overall Medical Services												Total	
	Highly Satisfied		Moderately Satisfied		Neutral		Moderately dissatisfied		Highly Dissatisfied		NA			
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Haryana 13 Multispecialty Hospitals	116	44.8%	78	30.1%	35	13.5%	2	.8%	4	1.5%	24	9.3%	259	100%
Chandigarh 07 Multispecialty Hospitals	70	86.4%	8	9.9%	3	3.7%	0	0	0	0	0	0	81	100%
Punjab 06 Multispecialty Hospitals	107	66.9%	24	15%	29	18.1%	0	0	0	0	0	0	160	100%
Total	293	58.6%	110	22%	67	13.4%	2	.4%	4	.8%	24	4.8%	500	100%

	Value	df	Asymp. Sig. (2-sided)
Pearson chi square	73.995	10	.000

Table No.6 indicates that 86.4 percent of the patients from Chandigarh perceived the overall medical services are highly satisfied in comparison to Haryana and Punjab. As far as moderately satisfied, respondents of Punjab and Haryana are ahead to Chandigarh. Respondents are moderately satisfied because in some hospitals many services like CT-scan and coloured X-ray service are not available for example Civil Hospital Ambala Cantt. In addition to this, patients had to wait too long time for test like X-ray, laboratory test. When compared all these results against total percentage it is found that percentage of highly satisfied respondents of Chandigarh is greater than the total but others are more or less similar. Table depicts that the percentage of highly dissatisfied and moderately dissatisfied is very small but percentage of neutral is high i.e. 13.4percent. Overall we conclude that majority of respondents perceived the emergency room services provided by multispecialty hospitals of Haryana, Chandigarh and Punjab are highly satisfied. Calculated value of chi square is 73.995 and significant value is .000 which is less than the table value 0.05, it shows that views of respondents are having significant relationship with medical

services of multispecialty hospitals of Haryana, Punjab and Chandigarh.

Conclusion: Quality care from patient's perception is an important aspect in the growth and development of health services. From our study, it can be said that there is significant relationship between the level of patient satisfaction and quality of services. Patient satisfaction is an important issue both in evaluation and shaping of health care system. Above study indicates about overall emergency room services 81.5 percent of the respondents from Chandigarh are highly satisfied in comparison to Punjab and Haryana. High percentage shows that respondents are satisfied with level of care, less waiting time and explanation of services provided in emergency room. When it is compared against total percentage of highly satisfied respondents of overall admission services, results of all three (Haryana, Punjab and Chandigarh) are more or less similar to each other. The study suggest to management about different weaknesses that needs to be improved. For example; variety of food services offered to the patients has to be improved and number of staff nurses has to be increased so that work load should be minimized. Information regarding physician services, doctor's advice and

enough information from physician about type of illness, treatment options, duration of stay and length of recovery should be given to patients. Overall it may be concluded that patient satisfaction is influenced by many factors i.e. overall emergency room services, admission services, nutritional services, medical services, physician services etc.

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