

CHAPTER - 12

PATIENT SATISFACTION IN OUTPATIENT DEPARTMENT IN APOLLO SAGE HOSPITAL, BHOPAL

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INTRODUCTION

While extensive research on patient satisfaction has been conducted since the late 1970s and early 1980s, the phenomenon itself dates back to the 1960s. The traditional focus on "quantity of life" has gradually shifted to the concept of "quality of life," emphasizing the importance of addressing patient needs. In the contemporary healthcare landscape, patients are more informed, have higher expectations, and greater access to information. Consequently, addressing service delivery issues in this context has become increasingly critical. Positive perceptions among patients often lead to favourable outcomes, while negative attitudes and dissatisfaction can result in poor compliance and, in some cases, lead to negative word-of-mouth that dissuades others from seeking medical care within the system. Patient satisfaction is characterized by the extent to which health services meet the expectations, goals, and preferences of the patient. It

plays a pivotal role in delivering timely and effective high-quality healthcare. Hospitals, to thrive and retain patients, must prioritize the needs of the patients [1] [2].

Patient happiness stands out as a key metric for gauging client loyalty within the healthcare realm. Even in the face of competitors with superior offers and lower prices, satisfied patients are more likely to maintain recurring business. Beyond repeat engagements, contented patients often become advocates, actively recommending a healthcare provider's services. Furthermore, when a trusted service provider introduces a new product or service, loyal patients are typically early adopters. The financial benefits of retaining current consumers are striking, with the cost of acquiring new patients estimated to be approximately 6–7 times higher. Notably, satisfied patients contribute to reducing negative word-of-mouth, fostering a positive reputation, and enhancing the overall patient experience in healthcare settings [3].

RESEARCH QUESTION

What was the level of satisfaction of OPD patients at Apollo Sage Hospitals, Bhopal?

RESEARCH OBJECTIVES

1. To examine patient satisfaction levels at Apollo Sage Hospitals, Bhopal.
2. To propose strategies for enhancing services offered to OPD patients.
3. Provide recommendations for improving the overall quality of care.

RESEARCH METHODOLOGY

The research focused on assessing patient satisfaction within the Outpatient Department (OPD) of Apollo Sage Hospitals in Bhopal. Employing a prospective study design, the study involved a systematic random sampling technique to select a sample size of 120 participants from the population of patients attending the OPD. Patient satisfaction forms and MS Excel were utilized as study instruments. The inclusion criteria encompassed all patients aged 18 and above visiting the Outpatient department. The study spanned a duration of three months, commencing from February 22, 2023, and concluding on May 20, 2023.

RESULTS AND DISCUSSION

Admission Process: The analysis of the admission process revealed that 60% of patients found the registration process to be simple, while 27% disagreed. Reception staff's helpfulness received positive feedback from only 29% of patients, with 51% expressing dissatisfaction. Additionally, 42% of patients believed the registration process took more than 5 minutes, and 63% were satisfied with the explanation of tariffs and bills.

Physical Facilities: Patients generally appreciated the physical facilities, with 64% satisfied with the waiting area's seating arrangement and 75% agreeing that clear signages were present. A significant 92% found the hospital's ambience to be good.

Diagnostic Services: Concerning diagnostic services, a majority of patients (78%) perceived them to be good. The helpfulness of doctors and technicians was highly rated, with 88% expressing satisfaction. However, only 53% believed that proper diagnostic tests were performed.

Staff Behaviour: In terms of staff behaviour, 81% of patients reported a proper greeting, 29% perceived staff as friendly, and a significant 91% believed doctors provided enough time to patients.

Cleanliness: Patients generally found the hospital clean, with 75% satisfied with the cleanliness of the floors, 84% stating that dustbins were kept in place, and 30% satisfied with the cleanliness of restrooms.

Services: Regarding various services, most patients perceived the waiting times for registration (76%) and consultation (81%) to be appropriate. Additionally, 79% believed investigation reports were received within an appropriate timeframe.

These findings provide valuable insights into patient experiences at Apollo Sage Hospitals. Addressing concerns related to staff friendliness, registration processes, and diagnostic services could contribute to overall improvements in patient satisfaction and the quality of care provided. The hospital may consider targeted interventions to enhance these specific aspects and ensure a positive and satisfactory healthcare experience for its patients.

CONCLUSION

Patient satisfaction represents a subjective viewpoint, serving as an attitude towards healthcare services. While it may not guarantee unwavering loyalty to a specific doctor or hospital, it remains a compelling motivator. Patient satisfaction, in essence, serves as an indirect gauge of the overall performance quality of healthcare providers. The implementation of patient-centered care emphasizes the consistent delivery of care in a specific manner – not sporadically or generally, but consistently, for

every patient, on every occasion. A peculiar aspect of this reality is that the pursuit of excellence is perpetual, the better the current state, the greater the aspiration for improvement. Quality in healthcare is not a static concept; instead, it requires a continuous upward trajectory. The commitment should be to provide superior treatment, consistently surpassing the expectations of each patient.

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