

CHAPTER- 15

A STUDY ON FACTORS AFFECTING PATIENT EXPERIENCE: A TOOL TO EVALUATE AND IMPROVE HOSPITAL CARE

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INTRODUCTION

Hospitals play a vital role in delivering essential healthcare services to individuals. The connection between hospitals and patients revolves around the fundamental principle of providing medical care and assistance to those requiring it. Serving as primary institutions for medical care, hospitals house a diverse array of healthcare professionals, including doctors, nurses, specialists, and technicians, working collaboratively to diagnose, treat, and manage various medical conditions. They offer diagnostic services, treatment options, and medical care, extending their reach to rural areas as well. Emergency departments within hospitals are crucial for delivering immediate medical attention, handling critical situations, trauma cases, and life-threatening conditions effectively. In India,

hospitals are equipped with advanced diagnostic tools, medical equipment, and skilled healthcare professionals specialized in diagnosing and treating various diseases [1]. Hospitals actively participate in Public Health Initiatives, contributing to disease prevention, control, and management through health screenings, vaccination campaigns, and public health education. Patient satisfaction is paramount for hospitals' growth, given the following reasons: Hospitals exist primarily to address patients' healthcare needs, and patient-centred care is a foundational principle in modern healthcare. Hospitals prioritize meeting individual patient needs, involving them in decision-making processes, respecting their autonomy, and delivering personalized healthcare experiences tailored to their unique circumstances.

Patients play a crucial role in ensuring the delivery of quality healthcare, acting as essential stakeholders. Their experiences, feedback, and outcomes serve as valuable indicators of the effectiveness and efficiency of hospital services. Hospitals continuously strive to enhance patient satisfaction, safety, and outcomes by actively listening to patient feedback, implementing quality improvement initiatives, and refining care delivery processes. Furthermore, patients are integral contributors to medical research and innovation. Hospitals engage in clinical trials, studies, and research projects to advance medical knowledge and develop new treatments. Patient participation in these initiatives significantly contributes to the progress of medicine, benefiting future healthcare options for others. Recognizing patients as the central focus, hospitals exist to provide effective, patient-centred care, promote well-being, and improve health outcomes. Prioritizing patients' needs, values,

and experiences enables hospitals to elevate the quality of care and ensure a positive healthcare journey for every patient [2].

RESEARCH OBJECTIVE

1. To evaluate the satisfaction of patients at Fortis Hospital in Greater Noida, Uttar Pradesh, within a three-month timeframe.
2. To examine the factors influencing the patient experience and identify key areas within the hospital that represent strengths and areas for potential improvement.

RESEARCH METHODOLOGY

A mixed method design was implemented for this investigation, incorporating both quantitative and qualitative approaches within a single study to facilitate the comprehensive collection, analysis, and integration of numerical and narrative data. The study encompassed all patients attending over a three-month period, employing a Convenience Sampling technique. This approach involves including individuals or elements readily available and willing to participate, without utilizing a random selection method. This pragmatic and efficient sampling strategy enabled the collection of data from 577 patients during the specified timeframe. Out of these, 213 patients were from the In-Patient Department (IPD), and the remaining 364 were from the Out-Patient Department (OPD). These patients, willing to provide feedback, completed a predefined hospital feedback form encompassing various sectors of the hospital in both the in-patient and out-patient departments, utilizing a 5-point Likert scale. Additionally, personal interviews were conducted with the patients.

RESULTS AND DISCUSSION

The findings indicated that a majority of patients expressed satisfaction with the hospital services, resulting in an overall satisfaction rate of around 74% in the In-Patient Department (IPD) and approximately 73% in the Out-Patient Department (OPD). Notably, patients had the highest satisfaction levels in their interactions with doctors and nurses during consultations, with satisfaction rates of approximately 76% and 77%, respectively. This suggested that both doctors and nurses were effectively providing services to patients. However, there were identified areas for enhancement, including the billing department, discharge, and admissions. These specific sectors demonstrated lower satisfaction rates, approximately at 72%, 70%, and 68%, respectively, indicating room for improvement in these areas.

CONCLUSION

In conclusion, the hospital places a high value on patient satisfaction and is actively providing proper training to its employees while continuously working on enhancing its services. The findings of this patient satisfaction study underscore the importance of compassionate staff interactions, effective communication, and a welcoming physical environment in shaping patient experiences and overall contentment within the hospital facility. The research highlights the necessity for improved parking facilities, reduced admission and discharge times, increased patient involvement in healthcare decisions, and the maintenance of a warm and well-kept physical environment. By addressing these factors and promoting a patient-centered approach, healthcare organizations have the potential to enhance the patient experience, foster patient loyalty, and ultimately

elevate patient satisfaction. The sustained improvement of patient satisfaction relies on ongoing evaluation, feedback collection, and continuous improvement initiatives.

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