

CHAPTER- 17

A STUDY ON THE IMPACT OF HEALTHCARE PROVIDERS' COMMUNICATION ON PATIENT SATISFACTION

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INTRODUCTION

Patient satisfaction has emerged as a prominent focal point in global health policy, playing a pivotal role in pay-for-performance measures and serving as a key indicator of care quality. Its significance lies not only in gauging how well patients fare but also in its established correlation with patient outcomes [1].

When engaging with patients, physicians need to possess knowledge, friendliness, informativeness, empathy, courtesy, respectfulness, openness, supportiveness, positivity, egalitarian treatment, focus, good behaviour, a positive attitude, and a sense of value. Additionally, physicians must be attuned to patients' body movements and postural cues. Furthermore, physicians

who effectively conveyed emotions through nonverbal communication scored higher in patient-perceived care compared to less proficient communicators. Moreover, communication models centered on interpersonal interactions prove more successful than visual aids in elevating patient satisfaction, alleviating patient discomfort, facilitating smoother communication, promoting patient adherence, improving the physician-patient relationship, and enhancing overall patient outcomes [2].

Despite the substantial growth in the number of private hospitals, many struggle to attract enough patients due to issues like inadequate service quality, a shortage of skilled healthcare professionals, and instances of unethical medical practices. These challenges were particularly evident during the COVID-19 pandemic. Patient choices in selecting physicians or hospitals often rely on recommendations from friends and relatives. effective physician communication contributes to positive recommendations, with the patient's perceived influence and satisfaction playing pivotal roles in this process. Physicians are advised to demonstrate empathy and compassion in their communication with patients, as this fosters favourable perceptions, leading to higher levels of satisfaction with healthcare providers [3].

RESEARCH QUESTION

What factors contributed to effective communication between healthcare providers and patients, and how did these factors impact patient satisfaction?

RESEARCH OBJECTIVES

1. To investigate the correlation between the communication practices of healthcare providers.
2. To explore the factors that contribute to effective communication within healthcare settings.
3. To examine the influence of healthcare providers' communication on overall patient satisfaction levels.

RESEARCH METHODOLOGY

This study adopted a cross-sectional survey-based descriptive research design, aiming to investigate the impact of healthcare providers' communication on patient satisfaction. The research was conducted at Vivekanand Hospital in Haldwani. The study spanned from March 1 to May 30, 2022, covering a period of 90 days. The study population included a diverse group of patients recruited from both inpatient and outpatient settings at Vivekanand Hospital. Encompassing individuals seeking healthcare services, the sample comprised inpatients admitted for treatment and patients visiting the hospital for consultations. This inclusive approach ensured a comprehensive representation of patient experiences and perspectives across various stages of care delivery. Quantitative surveys served as the primary research approach, employing standardized surveys to gather quantitative data on both patient satisfaction and healthcare providers' communication skills. This methodology facilitated the collection of objective measures for these factors. Surveys were administered to patients both before and after healthcare encounters to assess changes in patient satisfaction and communication skills. The study utilized a simple random sampling technique to ensure a fair and unbiased representation

of patients in the research sample. This approach involved randomly selecting individuals from the larger patient population at Vivekanand Hospital, contributing to the study's overall reliability and validity.

RESULTS AND DISCUSSION

A substantial 50% of respondents were very satisfied, 35% were satisfied, 10% neutral, and 5% dissatisfied or very dissatisfied. Effective communication skills emerged as a major contributor to patient satisfaction, with half of the participants expressing a high level of contentment. The majority, 60%, reported being very satisfied, 25% satisfied, and 3% dissatisfied or very dissatisfied. Positive communication and interactive experiences strongly influence patient satisfaction, demonstrating the significance of these interactions. The majority expressed high levels of satisfaction, with clear explanations. Some reported occasional challenges with clarity. Clear and consistent explanations positively affect patient satisfaction, although occasional communication challenges are noted. Encouragement to ask questions was reported by 75%, contributing positively to overall satisfaction. Provider encouragement for questions reflects positively on patient engagement and satisfaction. The regression analysis reinforces the importance of communication skills, interaction, and listening skills in significantly influencing overall patient satisfaction. Decision-making and explaining possible risks, while less significant, still contribute to satisfaction.

CONCLUSION

The research revealed that elements of communication, including the proficiency of healthcare communication skills, the quality of interaction in healthcare settings, the adeptness of

healthcare providers in listening, the effectiveness in explaining medical procedures or treatment plans, the decision-making process, and the demonstration of politeness and respect towards patients, as well as encouragement for patient questions, significantly contribute to effective communication between healthcare providers and patients, impacting overall patient satisfaction.

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