



## PATIENT PERCEPTION AND SATISFACTION TOWARDS THE EYE FOUNDATION HOSPITAL, COIMBATORE

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### Abstract

Health is the foundation upon which our happiness rests. Health care industry, today, pays more attention in developing effective ways to satisfy the desires and needs of the patients. The health care industry plays an important role in the lives of every individual and health is what we need in order to live. Patients' satisfaction is the sense of feeling which comes from a procedure of interpretation and judging what is received as a result of expectation as an inclusion of wishes and requirements coupled with the purchase and purchase price (Armstrong and Kotler, 1996). This study is an attempt to measure the patient's perception, satisfaction and loyalty towards The Eye Foundation Hospital, Coimbatore.

**Keywords:** Loyalty, Patients' satisfaction, Perception, Expectations, Services.

Health is the foundation upon which our happiness rests. The Indian healthcare industry is the fastest growing industry and is expected to register a compound annual growth rate (CAGR) of 22.9 per cent during 2015-20 to US\$ 280 billion. Rising income level, greater health awareness, increased precedence of lifestyle diseases and improved access to insurance would be the key contributors to growth. Health care industry, today, pays more attention in developing effective ways to satisfy the desires and needs of the patients. The health care industry plays an important role in the lives of every individual and health is what we need in order to live. Patients' satisfaction is the sense of feeling which comes from a procedure of interpretation and judging what is received as a result of expectation as an inclusion of wishes and requirements coupled with the purchase and purchase price (Armstrong and Kotler, 1996). This study is an attempt to measure the patient's perception, satisfaction and loyalty towards The Eye Foundation Hospital, Coimbatore.

### Objectives of the study

The following were the objectives of the study:

1. To know the socio-economic characteristics profile of the patients of The Eye Foundation Hospital, Coimbatore.
2. To identify the factors influencing towards the selection of The Eye Foundation Hospital.
3. To measure the level of satisfaction towards The Eye Foundation Hospital.
4. To analyses the patient satisfaction and loyalty towards The Eye Foundation Hospital.
5. To offer suggestions based on the findings of the study.

### Hypothesis of the study

To accomplish the above objectives the following null hypothesis were framed.

**H01:** There is no significant relationship between patient perception and satisfaction of The Eye Foundation Hospital, Coimbatore.

**H02:** There is no significant relationship between patient perception and loyalty of The Eye Foundation Hospital, Coimbatore.

**H03:** There is no significant relationship between patient satisfaction and loyalty of The Eye Foundation Hospital, Coimbatore.

### Methodology

Primary data were collected through interview schedule. 250 sample size were used for the study. The study was conducted in Coimbatore city. The various tools and techniques used for analysis are percentage analysis, F-test, and Friedman's rank test.

### Findings of the study

#### I. Socio-Economic Variables of the Patients -Percentage Analysis

Table 1 shows the socio economic profile of the respondents. It was found that, most of the respondents are females and it is clear from this that female were regular visitors of The Eye Foundation Hospital. Most of the respondents were in the age group of 51-60 and this indicates that the schemes and services of the hospital are affordable and satisfied to the age group of 51-60. Most of the respondents have school- level education up to higher secondary level and majority of them earning 30001-40000 per month. Most of the respondents re married so that it represents that they involve all their family members to the regular check up in the Eye Foundation Hospital, Coimbatore.

## II. Patients Preferences Towards Selection of the Eye Foundation Hospital -Friedman's Ranking

Table 2 shows patient's preferences towards selection of The Eye Foundation Hospital. The 'qualified and experienced doctors' were the most important factor considered by the patient for choosing the hospital with mean score of 10.18 followed by 'Tamil Nadu C.M Health Insurance Scheme mean score of 10.15. 'Qualified and dedicated nurses' ranked 3<sup>rd</sup> with a mean score of 9.8, followed by 'explanation of health issues, proper guidance and diagnosis to the patients treatment ranked 4<sup>th</sup> with a mean score 9.47.

The factors such as 'Good Reputation of the hospital', 'Induced by family and friends', 'add-on facilities', 'neatness and tidiness of the hospital' were ranked as 12<sup>th</sup>, 13<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup> with Friedman's rank score of 8.09, 7.66, 7.26, 6.46 respectively. The least factor is location of the hospital with Friedman score of 4.77.

## III. Patients Overall Satisfaction Towards The Eye Foundation Hospital- Friedman Ranking

Table 3 shows the patients overall satisfaction towards The Eye Foundation Hospital, 'the excellent quality of The Eye Foundation Hospital' ranked 1<sup>st</sup> with mean score of 2.31, followed by 'patients feeling towards The Eye Foundation Hospital's service can be best described' ranked 2<sup>nd</sup> with mean score of 1.90. The opinion of 'least chances of visiting The Eye Foundation Hospital for the next year according to the patients' hold rank 3 with a Friedman's score of 1.79.

## IV. Patient Loyalty Towards The Eye Foundation Hospital- Friedman Ranking

Table 4 shows patient loyalty towards The Eye Foundation Hospital. 'The overall quality of the hospital' ranked 1<sup>st</sup> with the Friedman's score of 3.46, followed by 'they will never switch to other hospital for the same problem' ranked 2<sup>nd</sup> with the men score 3.27, tailed by 'patients would recommend the hospital to others for the same problem' is stands good with men score 3.10 and ranks 3. The 'chances of visiting The Eye Foundation Hospital for the same problem according to the patients' hold rank 4 with a Friedman's score of 2.71, and the 'least factor is patients feeling towards the hospital service can be best described' with Friedman's score 2.46.

## V. Association between patients' perception and satisfaction, perception and loyalty and satisfaction and loyalty towards The Eye Foundation Hospital, Coimbatore – F-test

The study revealed that there is a significant association between patients' perception and satisfaction, perception and loyalty and satisfaction and loyalty towards The Eye Foundation Hospital (**Table 5**).

### Suggestions

The following suggestions were offered based on the findings of the study

- Regular eye camps can be arranged in schools, colleges and in popular public places to make people aware; about their eye status. In turn, this is also a kind of marketing activity to capture and cure patient.
- Doctors should treat patient with care, loving, empathy and sympathy; it will boost confidence in patients and make them stay away from fear of eye diseases.
- Management should pay attention towards add-on facilities like canteen, pharmacy; phone booth etc. and should increase physician to reduce waiting hours of the patients.
- Tamil Nadu Health insurance scheme is another important factor that brings patients to cure eye diseases to The Eye Foundation Hospital. Therefore, The Eye Foundation Hospital must involve marketing activity relating to TN Health Insurance Scheme.

### Conclusion

Patient satisfaction is the judgment made when the desire is met. It is the combination of experiences, expectations and needs perceived. The study has identified the factors influencing the choice of choosing The Eye Foundation hospital, Coimbatore. It is influenced by psychological and social factors. The Eye Foundation hospital plays a vital role by treating the patient by care and sympathy. Patients perception and satisfaction have a significant association and this has increased the patients loyalty and made him repeat visit to the hospital. Latest equipments and modern technology is also a major reason for choosing The Eye Foundation hospital, Coimbatore.

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## Appendices

### I. Socio-economic profile of the Respondents

**Table 1 - Socio-economic profile of the Respondents**

Socio-economic Variables – Descriptive		No. of Respondents	Percent
Gender	Male	117	46.8
	Female	133	53.2
Marital Status	Married	156	62.4
	Unmarried	94	37.6
Age	Below 30	59	23.6
	31 to 40	42	16.8
	41 to 50	46	18.4
	51 to 60	60	24.0
	Above 60	43	1.2
Educational Qualification	H.Sc	81	32.4
	Graduate	78	31.2
	Post Graduate	73	29.2
	Professional	18	7.2
	Others	26	13
Occupation	Agriculture	47	18.8
	Business	20	8.0
	Govt.Employee	11	4.4
	Private Employee	52	20.8
	Housewife	68	27.2
	Self-employee	16	6.4
	Unemployed	36	14.4
Monthly income	Up to 20000	34	13.6
	20001-30000	78	31.2
	30001-40000	87	34.8
	40001-50000	46	18.4
	Above 50000	5	2.0
Patients Inducers	Self	55	22.0
	Spouse	94	37.6
	Joint by self and spouse	63	25.2
	Family	38	15.2

### II. Patients Preferences Towards Selection Of The Eye Foundation Hospital – Friedman’s Ranking.

### III.

**Table 2- Patients Preferences towards Selection of The Eye Foundation Hospital**

Particulars	Mean Score	Rank
Qualified and experienced Doctors	10.18	1
Qualified and dedicated Nurses	9.8	3
One click access like Equipment, Infrastructure, Laboratory	9.46	5
Add-on facilities like Canteen, Pharmacy, Phone Booth Etc.	7.26	14
Tamil Nadu C.M Health Insurance Scheme	10.15	2
Explanation of health problem, proper guidance and diagnosis to the patients and treatment	9.4	4
Good reputation of the hospital	8.09	12
Induced by family and friends	7.66	13
Recommended by family Doctor	9.17	7
Neatness and tidiness of the hospital	6.47	15
Patients record maintenance system (Accurate and true information)	9.24	6
Easy admission and quick process billing	8.74	9

Particulars	Mean Score	Rank
Location of the hospital	4.77	16
Waiting hours	8.10	11
Affordable price	0.15	8
Past experience with hospital	8.49	10

#### IV. Patients Overall Satisfaction Towards The Eye Foundation Hospital- Friedman's Ranking

**Table 3- Patients Overall Satisfaction towards The Eye Foundation Hospital**

Particulars	Mean Score	Rank
In the next year my use of The Eye Foundation Hospital will be sure, if needed	1.79	3
My feeling towards The Eye Foundation Hospital's service can be best described	1.90	2
The overall quality of The Eye Foundation Hospital is excellent.	2.31	1

#### V. Patient Loyalty Towards The Eye Foundation Hospital- Friedman's Ranking

**Table 4-Patient Loyalty towards The Eye Foundation Hospital**

Particulars	Mean Score	Rank
I will come back to this hospital for sure if needed	2.71	4
I will never switch to other hospital for the same problem	3.27	2
My feeling towards the hospital service can be best described	2.46	5
I would recommend the same to others for the same problem	3.10	3
The overall quality of hospital is good.	3.46	1

#### VI. Association between the Patients' level of perception and satisfaction, perception and loyalty, and satisfaction and loyalty towards The Eye Foundation hospital, Coimbatore - F- Test

**Table 5- F test**

Particulars	F- Value	Table value	DoF	S/NS
Patients level of perception and satisfaction towards The Eye Foundation Hospital, Coimbatore	3.062	0.049	V1:4, v2:245	S
Patients level of perception and loyalty towards The Eye Foundation Hospital, Coimbatore	23.557	0.000	V1:4, v2:245	S
Patients level of satisfaction and loyalty towards The Eye Foundation Hospital, Coimbatore	22.936	0.000	V1:4, v2:245	S