



PATIENT SATISFACTION AND FACTORS AFFECTING CHOICE OF HOSPITAL IN MUMBAI

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Abstract

Hospital marketing is a specialized field that deals with connecting patients, physicians, and hospitals. Patients nowadays are more aware and more quality conscious than before. It stands to reason that a high level of quality, which can translate into patient satisfaction, is important for a hospital. Consumer satisfaction is important to the hospital because it is generally assumed to be a significant determinant of repeat visit, positive word-of-mouth, and patients' loyalty. Patients' perceptions about health services seem to have been largely ignored by health care providers in developing countries. The important reasons to visit government hospitals are less charges, geographical proximity, recommended by their friends or relatives. Patients are found to be dissatisfied with the doctors' checkup. Perceptions, especially about service quality, might shape confidence and subsequent behaviors of patients with regard to choice of hospitals.

Keywords: *Patients, Perception, Hospitals, Health Care Services, Satisfaction.*

Introduction

The present health care system in India is undergoing a rapid transformation to meet the ever increasing needs and demands of the patient population. Public health care industries are demanding better service and higher quality care, and hospitals are trying to tackle reimbursement cutbacks, streamline services, and serve a diverse population. Hospitals have begun to realize that to overcome these obstacles and meet the needs of the health care and patients, hospitals must focus on the demands of the patients. Proper service initiatives increase patient satisfaction and loyalty and overall hospital quality, and many hospitals have found that patients' demands can be met through initiating and maintaining a patients' expectation ratio.

Marketing of any service offer has got two universal aspects to consider i.e. the Customer aspect and the Managerial aspect. While the customer aspect deals with the Customer satisfaction dimension the managerial aspect discusses the marketing orientation and marketing effectiveness dimension. In a hospital set up the marketing of healthcare services also needs to be concerned about these two aspects more vigorously and meticulously owing to the characteristic feature of the healthcare services that distinguish it from other services.

In the last thirty years, the range of marketing options and opportunities for marketers has expanded dramatically. Once there was only a limited choice between TV and print. Now there are a whole range of media from direct mail to the Internet supported by new technologies such as CRM and new ways of measuring markets. Increasingly board rooms are asking marketing managers to justify or prove the effectiveness of the marketing budget. Measuring Marketing effectiveness and patient satisfaction can help determine the overall effectiveness of care received and the healthcare system where it is delivered.

Good customer service may be seen as a crucial asset for most organizations. But it is more challenging to know if it is delivered or not both externally and internally and, more importantly, delivering it to meet and exceed the customer's expectations. Customer service is an intangible thing, it is perishable and it is personal, so measuring it can be complicated and less than straightforward.

Hospital marketing is a specialized field that deals with connecting patients, physicians, and hospitals. Nowadays, hospital marketing is considered necessary than ever before to ensure long-term viability of hospitals on the local level and to make available the high quality of individual healthcare. We in India are in infancy in terms of hospital marketing. Hospitals considered marketing as a byword for sales rather than as a means for creating awareness amid the communities for the services offered by them (Nagar, 2007).

Patients nowadays are more aware and more quality conscious than before. So, it stands to reason that a high level of quality, which can translate into patient satisfaction, is important for a hospital. (Kotler and Roberta, 1987). Consumer satisfaction is important to the hospital because it is generally assumed to be a significant determinant of repeat visit, positive word-of-mouth, and patients loyalty (Donabedian, 1988). Patients' perceptions about health services seem to have been largely ignored by health care providers in developing countries. Perceptions, especially about service quality, might shape confidence and subsequent behaviors of patients with regard to choice of hospitals. (Andaleeb, 2009).

Marketing effectiveness should focus on long term factors such as brand value, brand reputation, customer retention, product features. Long-term value creation requires an understanding of what constitutes the features of a brand, what creates that value, and what can be done to build on it. Using the tools of finance to focus the discussion of marketing productivity to the long term results will be the right approach to marketing effectiveness, ultimately leading to patient satisfaction.

Objective of the Study

The objective of the study is to study the factors which affect the preferences and choice of patient while selecting hospital.

Research methodology

Research Design

The research design is descriptive.

Sampling

Public hospital of Mumbai (India), i.e. J. J. Hospital constitutes the universe of the study. Stratified random sampling method has been adopted. The sample size for primary data is 150 patients.

Limitation of the study

The main limitation of the study is time and money. Mumbai has been taken as the scope of the study, which may not be true representative. Another limitation can be the biasness at the respondent's level.

Data analysis: chi- square test

1. Doctor and Nurse friendly behaviour increases your satisfaction towards hospital service.

Customer view	% of respondent
Agree	79.3
Neutral	18.7
Disagree	2

H0: There has been no significant impact on patient satisfaction through doctor and nurse behaviour.

H1: There has been significant impact on patient satisfaction through doctor and nurse behaviour.

Probability of impact of doctor and nurse behaviour = 1/3. On the basis of this hypothesis the expected number of respondent's preference (E) = 150/3 = 50

Expected and observed respondent

O (Observed)	e (Expected)
79.3	50
18.7	50
2	50

Chi-Square test or χ^2 test = $\sum \frac{(O - E)^2}{E}$

	Calculated value	Degree of freedom(n-1)	Tabulated value
Chi-square	83.24	2	5.991

The table value of χ^2 for 2 degree of freedom at 5 per cent level of significance is 5.991. The calculated value of χ^2 is much higher than this table value and hence we reject the hypothesis and accept H1, which provides sufficient evidence that doctor and nurse behaviour has significant impact on patient satisfaction. 79.3% of the time, patient satisfaction is influenced by doctor and nurse behaviour.

2. When your friend recommends the hospital you trust and visit the same.

Customer view	% of respondent
Agree	44.7
Neutral	42
Disagree	13.3

H0: There has been no significant impact on consumer preference through recommendations

H2: There has been significant impact on consumer preference through recommendations

Probability of impact of recommendations = 1/3. On the basis of this hypothesis the expected number of respondent's preference (E) = 150/3 = 50

Expected and observed respondent

o(Observed)	e (Expected)
44.7	50
42	50
13.3	50

Chi-Square test or χ^2 test = $\sum \frac{(O - E)^2}{E}$

	Calculated value	Degree of freedom(n-1)	Tabulated value
Chi-square	28.78	2	5.991

The table value of χ^2 for 2 degree of freedom at 5 per cent level of significance is 5.991. The calculated value of χ^2 is much higher than this table value and hence we reject the hypothesis and accept H2, which gives indication that recommendations plays a vital role in patient hospital preference 47.7% of the time.

Conclusion

The important reasons to visit government hospitals are less charges, geographical proximity, recommended by their friends or relatives. Majority of patients had not utilized the services earlier for any other disease. Patients are found to be dissatisfied with the doctors' checkup. Majority of patients say doctor visit on alternative day to check the patient in their room/wards and nurse visits whenever the medicine is to be given. Majority of patients purchased medicine from the chemist shop in the market. Mostly patients were found dissatisfied with the hygiene and overall condition of the basic amenities. Half of the patients were satisfied with the recovery since admission in the hospital. Majority of patients were satisfied with various diagnostic services provided by hospitals. Mostly patients did not lodge complaint against the behaviour of staff and quality of services.

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