Chapter V- Result & Discussion

The objectives of this study were to evaluate the levels of satisfaction towards the health care services provided at J. J. Hospital at Mumbai City, and to determine the relationship between general characteristics of patients, accessibility to the services, experience of patients and satisfaction with the services.

The descriptive statistics, ANOVA, Correlation and Regression test were applied for the analysis.

The discussion was presented as follows:

1. Methodological concerned
2. Socio-demographic characteristics
3. Patient accessibility towards health services
4. Patient's experience towards Healthcare
5. Patient's fulfillment towards Healthcare administrations
6. Objectives satisfaction.

5.1 Methodological concern

To get the great nature of information, the questioners must be all around prepared and legitimately chosen. Subdivision health workers were trained to assist the researcher in the process of data collection in order to minimize bias that can be occurred because of the characters of interviewers. During data collecting her/his performance should be very simple. In any case the analyst observed along the procedure of the information gathering with the goal that the errors or inadequate filled survey could revise on time.
5.2 Socio-Demographic characteristics

Gender

With regard to the patient’s gender, it was found that most of them were females (62%), and there were few males (38%) utilizing services of health. However it did not matter if the patients were males or females since the satisfaction was not significantly associated with the gender. The level of fulfillment was practically same in all gender and there was no noteworthy relationship amongst sexual orientation and fulfillment.

Age

The most youthful patient was 18 years of age and the eldest one was 75 years of age. The mean age was 48 years. Most of the patients were from age amass 31 to 60 years took after by 18 to 45 years and the last gathering 60 and above years old patients. The highest percentage of patients was age group 52 to 60 years (67 %) of the total respondents. The younger and elderly groups were almost same with 31% and 29.5% respectively. The level of fulfillment was huge in all age bunches and there was huge relationship amongst age and fulfillment. The outcome was supporting to the study by Al-Bashir M, et. al (1991) in this, he reasoned that old matured patients had abnormal state of fulfillment when contrasted with more youthful.

Marital Status

Regarding marital status, it was found that most of respondents were married, (86%) not very many individuals were still single at this age (8.6%). At long last factually it can be reasoned that there was critical relationship between conjugal status and fulfillment. The result was not supporting with the study carried out by Tran Thi Nga (2002), which concluded that there was no association between marital status and satisfaction.
Education

Despite the fact that the outcome was measurably huge, patients who had a place with Graduate and above gathering (half) were less fulfilled than uneducated and up to SSC aggregate (26.4%) and HSC (23.6%). This outcome was like the investigation of Partha P.R. who found that customers with low level of training more fulfilled than the abnormal state instruction. This finding was not bolstered by the investigation of Tangmankongworakoon, in which she showed that the customers who graduated at the larger amount were fulfilled less. In this manner it can be inferred that training was one of the components that impact on the level of fulfillment because higher educated client have the chance to know more advanced medical care and would have higher expectation.

Occupation

In occupation category, the not working and Housework group was found to be more satisfaction than employed and self-employed. Measurable affiliation was huge with p-estimation of 0.000; the reason might be that the hospital provides free services for all low income groups. The aftereffect of the study is comparable with the finding in study by Roy (2002) which likewise indicated relationship amongst occupation and fulfillment. The reason might owe to high fulfillment among the not working may be a direct result of their less desire and nature of administrations.

Area

In different geographical area despite the fact that the outcome was statically significant, patients who had a place with outside Mumbai (60.47%), Navi Mumbai (76.19 %) and Thane area (62.27 %) were more satisfied than Mumbai area (55.59%). Subsequently it can be presumed that region was one of the variables that impact on the level of fulfillment in light of the fact that the reason might owe to high fulfillment among the outside Mumbai may be a direct result of their less desire and nature of administrations.
Income

In different income group despite the fact that the outcome was statically significant, patients who had a place with low wage bunch (88.89 %) were more fulfilled than high salary aggregate (54.85 %). In this way it can be presumed that pay was one of the components that impact on the level of fulfillment in light of the fact that the reason may be low income expects less expectation and quality of services.

Gregory (1988) said that the most difficult investigation was to detect the association between patient's socio-economic demographic qualities and the level of fulfillment. While socio-economic factors have been studies on various events, a predictable photo of their consequences for patients' fulfillment had not rose. This may be because of the way that many studies had differed broadly in the way of the nature and their particular foundation attributes and culture.

5.3 Patient accessibility towards health cervices

The relationship amongst accessibility and patient fulfillment was evaluated by Using regression and Correlation.

The distance to health center, the residence to health center ease to reach was not associated with satisfaction. This result was opposite with many previous studies, e.g. Gadalah (7), Suryadi (45). Which shows that easy to access to health facility can be satisfaction to the patient.

Regarding the association between waiting time for physician was significantly associated with satisfaction at (p=0.000). From the outcome it was observed that 69.8% of the patients were highly satisfied with waiting time for registration process, and 37% who says that waiting time for physician was long. The result was similar to Amin
Khan’s study; the association with waiting time was significantly associated with satisfaction.

Also the association between information received at various level of service was significantly associated with satisfaction at \( p=0.000 \). From the result it was found that 78% of the patients were highly satisfied with information received at registration time, and 72.4 % who says that enough information received for hospital procedure.

Survey also shows that overall accessibility highest maximum score was 100.00 for distance score, followed by 95.00 for information received; third maximum score were for waiting time i.e. 86.67. Also, maximum overall accessibility score was 60.24.

Also, it shows that 46.4% patients’ comes from 2 km distance. Hence majority of consumer comes within city itself. So word of mouth about the hospital is strong. 69.0% agrees that waiting time for registration is satisfactory. That means hospital need to work on their waiting time since remaining 31 % feels it was not satisfactory.

78.0 % patients said that they received enough information about the steps of service procedure, but to achieve this score 100 % hospital need to improve information communication flow process.

5.4 Patient’s experience: For healthcare services provided by J. J. Hospital

Experience for hospital service and satisfaction was positively correlated i.e. experience group score shows that \(+0.429, + 0.346, +0.249, +0.428, +0.375 and +0.420\) positive correlation and it is significant.

Significantly report shows that patient’s overall experience score for hospital service score indicate that the maximum overall experience score was 84.00 and minimum overall experience score was 60.88 Also the mean score of overall experience was 41.87 and standard deviation 6.98.
On other hand each variable of experience group indicate that the Care experience has got highest mean recorded i.e. 70.65, followed by comfort score 66.93. Food facility and admission process enjoying third and fourth position in means i.e. 64.85 and 60.13 respectively. Discharge process mean was the lowest among all factor 41.88. Overall experience score mean was 60.89.

This shows that Care factor is very important from patient's perspective and from hospital point of view to achieve maximum experience score they need to work on this. On the other hand discharge process from the patient's point of view is not so popular.

In the present survey context, it is shows that comfort score percentage is not changing drastically, 74.6 % patients were satisfied on the hospital policy for visitors visit. Followed by 74.2 % patients agree that hospital maintain necessary hygiene in the patient's room.

It is also over served that 65.6 % patient in Admission experience strongly agree that J. J. Hospital conduct necessary tests before treatment, which reduce time and cost of the patient and helps to take right decision. Followed by 62.8 % strongly agree that hospital service fee charges are nominal as compare to other service provider, which is unique sales point for hospital. However only 52 % patients feel that hospital admission process is simple, hence hospital needs to improve this area.

Similarly survey also highlights that 67.4 % patients were satisfied with the hospital for providing good canteen facilities for your visitors and relatives. Also, 66.40 % patients believe that food provided by hospital is helpful for better recovery; with 66.20 % feels also it was hygienic.

Further according to survey 80.20 % patients' like the arrangement made by hospital to call nurse, whenever is needed and 75.60% patients were comfortable when diagnosis test were conducted by hospital staff.
This Survey also helps to identify the reasons which influence the patients overall experience score.

5.5 Objectives Fulfillment

Market orientation section of questionnaire survey shows that, 82.14 % patients agree that J. J. Hospital has very good reputation among the health care service provider industry in Mumbai city. But to reach top position of industry ranking hospital need to work on those areas where remaining 17.86 % patients feel it wasn't.

Hospital USP for self-promotion is that 88.14 % patients feel that hospital understand patients’ needs and according to that develop their strategy for competitive advantage. This hospital can use for internal marketing purpose and improvise further for brand image development.

Further 84.71 % patients accepted that hospital staff provides service with Sincerity, honesty and ethics. This is very important factor from today’s consumer point of view.

5.6 Marketing in Hospital.

Marketing Mix in Hospitals

Hospitals need to follow a strategic approach for the achievement of their goals. Being a service organization, services characteristics add too many challenges in the marketing of services. The traditional path followed by manufacturing organizations in marketing planning may not be suitable to the hospitals as consumer (patient) behavior and parameters are different. The customary marketing blend that was created, keeping in view the objectives of promoting, may likewise be adjusted to hospitals facilities. However, the hospitals can not satisfy themselves with the use of traditional marketing mix i.e. product, price, place, promotion and people. The goal of marketing blend in the
healing center is to put the correct administration (patient desired /expected) into the perfect place (legitimate area) at the correct cost (competitive/affordable) with the best possible advancement, opportune individuals (i.e. Specialists and professionals, who treat and deal with patients).

Therefore marketing is a dynamic subject, and a systematic approach is necessary for successfully market the services of hospital. As a first step, the perceptions of different people in the hospital include Doctors, Nurses and Administrative personnel are gathered on product/service, price, place, promotion, and people of the sample hospital. The scores have been arrived at by using statistical test of significance known as analysis of variance and by least significant difference test.

**Product/Service Mix In Hospital**

In healing centers the vast majority of the items are administrations and it is an immaterial one. It comprises of components and advantages that have significance to particular target customers (patients). Accordingly, there is an abnormal state of adaptability and chance to be inventive in planning an administration offer. There are four risks of attempting to describe services in words alone. They are oversimplification, incompleteness, subjectivity and biased interpretation. Hospital consumer generally tends to express the service experience in a simple form. It is often incomplete because the customer experience cannot be translated into words. Differences in attitudes, exposure and ability to participate and perceive make the consumers subjective and biased while describing a service. While designing the service, hospitals have to consider these four risks which influence both the customers and the hospital. Unless the employee of the hospital as well as the customer understand the service properly, it is not possible to produce good service. Therefore designing new services in hospitals require thinking about people and experiences as well as outputs and benefits.

1. **Product Mix in Sample Hospital**
Observations with respect to product/service mix in sample hospital reveals the following facts.

The product blend in J. J. doctor’s facility uncovers that the diverse divisions giving Medical Services and Surgical Services, Emergency Services, Supportive Services, ICU Services, wellbeing registration administrations, In-Patient Services, Diagnostic and Therapeutic Services, Special Services for patients and their relatives, Blood Bank Services. Medicinal and surgical administrations include Anesthesia & Intensive Care, Respiratory Medicine, Dental Services, Dermatology, Emergency Medicine, Endocrinology, ENT, Gastroenterology, Surgical Gastroenterology etc. ICU services include Emergency services providing services like Quality Emergency Rooms.

Supportive services for patients and their family members in J. J. Hospital includes pre-operative and post-operative counseling for patient and attendants etc. special services like Follow Up, Physiotherapy, Hydrotherapy etc., In-patient services includes inpatient accommodation like general ward etc. A Food &Beverages service includes assessment of patient dietetic Blood bank services providing services like analysis of any blood group discrepancies etc. and ambulance services etc.

Perceptions of the Doctors, Nurses and Administrative Personnel

It is observed from the survey J. J. Hospital providing good services in the areas likes ICU and Pharmacy etc. They are focused particularly on maintenance of patient’s case histories, diet supplies, operation theaters, nursing services, transportation services, patient care aspects, reception services etc. Majority doctors appreciate the hospital operation theater service.

Also, from the survey, it is found that, J. J. Hospital is giving significance to the critical condition patients first when it comes to ICU services and same day surgeries . Certain services like ICU and centralized patient services are maintaining well in J. J. hospital.
Most of the respondents are not accepting that the services of hospital are attracting the all segment of patients. They feel that hospital need work on their communication strategy to attract all type of segment customer.

1. **Price Mix in Hospitals**

The pricing verdicts in public hospital services are a critical too, as this segment of the promoting blend alone decides the income of the hospital facility on one side and the consumer (patient) sensitivity to price would be higher in hospitals on other side. The pricing strategies for hospitals basically depend upon value perceptions of various groups of consumers targeted by the hospital.

In J. J. Hospital the pricing mix includes three heads: 1. Registration Fees 2. Inpatient charges (applicable for exceptional case only) 3. Third party reimbursement. Maximum of the services are in hospital cost based that strive for effective revenue per individual service and permits to recover all or sensible part of the total cost of producing the concern service. J. J. Hospital is provides beds for in-patients free of cost. Due to this reason the bed occupancy ration is 100% full.

**Perceptions of the Doctors, Nurses and Administrative Personnel**

In J. J. Hospital the most of the respondents believe that the hospital cost of treatment minimal and majorly low income group peoples are coming to the hospital. Further they believe the laboratory charges are reasonable in hospital. In the case of this hospital the pricing structure is developed by considering the cost affordability of patients from lower income segment and the respondents believe that the treatment quality in J. J. Hospital is not depend on price. Doctors believe that hospital has good price mix for marketing their services.
In the case of hospital charges, hospital is observing that the laboratory charges are affordable. Many respondents opinioned that hospital is gaining attention from low income people only.

J. J. Hospital follow government guidelines related to prices by keeping low income people in mind, therefore the majority of the patients can afford hospital services.

On the other hand most of the respondents opinioned that the hospital service charges are reasonable and are following stabilized pricing policies. Finally it can be concluded that the hospital in a row on fare price mix.

2. Place Mix in Hospitals

Every hospital must consider how they will make their services available and accessible to its target segment of consumers. Hence place mix is one of the vital elements, in the common sense that the hospital should be effortlessly accessible to the patients but at the same time should be sufficiently protected from pollution which most difficult for metropolitan cities likes Mumbai.

From location and transportation point of view hospital, is in proximity to residential areas and transport facility.

Perceptions of the Doctors, Nurses and Administrative Personnel

It is observed that the hospital is located at central location and closer to the main road, so it is suffering from pollution. On overall hospital is ensuring right place mix.

Few of the respondents suggested that the hospital can still extent its services to some other places as a outlets or units and hospital is having right place mix for
marketing services. Also J. J. Hospital is well noted to the other hospitals to refer their patients for better treatment.

Majority of respondents mentioned that the hospital is attracting the patients from all the locations. Since hospital is located in prime location of city it has time and place accessibility to the patients.

3. Promotion Mix in Hospitals

It is the responsibility of the hospital to educate and, if required, train customers (patients) so as to make them prepared to use the hospital care benefits productively. An all-around outlined advertising project is of monstrous help to doctor's facilities to educate, influenced and train patients to better their experiences. Promotion is the hot seekers. The information can be regarding the treatment and topic in marketing of hospital services. By the promotional activities hospitals should be able to communicate the right message to patients and service supplementary arrangements like communication, transport, diet facilities for attendants of the patients, price etc, apart from this, direct promotion comprises the care taken by the support staff and inpatient-doctor interaction. Promotion is basically communication. Public relations, publicity, lobbying, advertising, fund raising educational programs are the numerous devices used for promoting a service, or idea. Few of the other methods such as rumor, word-of-mouth, gossip, endorsement of opinion leaders and opinion polls. The effective promotion needs surprise. Hence, anything that is stereotype or imitation must be avoided. It is good to innovate and be creative in promotion.

Perceptions of the Doctors, Nurses and Administrative Personnel

In J. J. Hospital high percentage of respondents are feeling that the hospital was successfully propagating it services to patients and their relatives.
4. People Mix in Hospitals

Hospitals are people-based organizations and people-oriented. In many circumstances, the contact employee of the hospital is the service point. The employee may be nurses, doctor, housekeeping staff or any other. Since the employee signifies the organization and can openly influence customer satisfaction, they perform the role of marketers. On the other side service marketing is about promises, promises made and promises kept to consumer. Under people mix, people include Doctors and technicians, who take care of the diagnosis and treatment of patients. Apart from the technically skilled, support staff similar to nurses and housekeeping staffs should be well-mannered, hygienic, gentle, and meticulous. Since patients should be provided highest care as their regaining depends not just on the medical treatment but also on the human/individual touch provided by the support staff.

Perceptions of the Administrative Personnel, Doctors and Nurses:

The vast majority of the respondents in J. J. hospital center are opinioned that the doctors are recruited on the basis of their educational qualifications and experience. Also, overall in hospital the staff is sympathetic towards patients and for assisting the patients; it is observed that the hospital having right people mix.

Also, doctors in hospital working with excellent knowledge.

5.8 Marketing Tools for Hospitals

The following are some of the basic tools which the hospitals can utilise for marketing
Clean and Hygienic Hospital: A clean and hygienic hospital has a marvelous psychological influence on the patients and visitors which instantly sets for them regarding the overall impression of the hospital about service they received. For this good housekeeping is an asset and a powerful tool i.e. public relations and prestige of the hospital, marketing tool which has a direct relationship with the image reputation.

Food Services: Patients judge the hospital by attention given to them when they are hospitalized and the personal care attention given to them when they are hospitalized and by the quality of food provided to them when they visit the hospital. It is the duty of the hospital to provide to patients and visitors scientifically prepared and nutritious quality food.

Linen Service: Imperative to respectable patient care is an acceptable supply of clean linen, which is enough for the comfort and safety of the patient. Clean linen aids in keeping a clean environment which offers an aesthetic meaning to patients. It is a key element in offering the great quality medical service and facility along with care. The other characteristic of it is the individual appearance of staff who attends the arrived patients.

Emphasis on Professionalism: Everything comes under professionalism i.e. work, attitude towards work, staff behavior, appearance of staff and professionally sound dress. Public relations is greatly damaged if staff are undisciplined, for example patients and visitors observed staff that they are giggling, engaged, gossiping in discussion while patients are waiting in waiting queue, or leave their place of work unnecessary.

Well Informed Staff: Well educated / informed staff is very effective in marketing as a public relations officer of the hospital. Further visitors make queries on a wide variety of subjects about doctors, specialists, and operation days, their working hours, etc. Most of queries come to the receptionists or directed to the telephone operator or
the enquiry desk. All staff should be given training and orientation in advanced and need to kept informed of every important aspect of the hospital work with current updates..

**Telephone Etiquette**: The telephone is one of the most operative marketing tool on which the repute of hospital rests. The way a telephone call is replied has a significant psychological influence on the caller. A quick connection of telephone call, after the first ring, whenever possible, and a pleasing voice make the caller feel closely that he/she is dealing with a vibrant, efficient and dynamic organization. If the telephone is not responded promptly, and if the voice from other end, it sounds bored, tired and inaudible, a negative impression is formed.

**Guest Relations**: Not like in the earlier days once hospitals were judged by the variety of medical services they provided, they are nowadays judge on the quality of service they provide, i.e. personalized service boil down by caring, courteous and friendly staff. Hence All staff is need to be given orientation and training in guest relations.

**Patient Guide**: Some of the good public relations exercises which every hospital should try to carry out are the development of a patient informational book, variously called patients and visitors guide, patient handbook. Importance of this book comes in the picture when majority of patients mentioned that it is absence of information he needs or his attempt to hit on every door to acquire information.