CHAPTER – VII

FINDINGS
# CHAPTER - VII

## SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

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CHAPTER-VII

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 INTRODUCTION

Medical services are undergoing tremendous changes; the focus is towards better patient service. The patients are aware of technology and the various service options. Due to these factors, there is heavy competition among medical service providers. Increased competition in the market in the past few years propelled service providers and medical service centers to focus greatly on maintaining and increasing their patient base while improving patient service quality. The following are the predominant findings of the empirical analysis of primary data using both univariate and multivariate statistical techniques.

7.2 FINDINGS

7.2.1 Socio Economic Profile of Patients

It is found that 67% of the medical service seekers are males and 33% of the medical service seekers are female. 15.7% are in the age group 31 to 40 years, 13.5% of the medical service seekers are in the age 21 to 30 years only a minimum of 4.1% of the medical service seekers are energetic possessing age group below 20.

The analysis revealed that 84.4% of the medical service seekers are married, whereas, 15.6% of them are unmarried. 47.6% of the medical service
seekers are holding professional degree, 19.6% possess post graduate degree and a least of 2.8% of the medical service seekers possess different qualification.

The percentage analysis revealed that 16.9% of the medical service seekers are private employees, 13.1% are business people, 9.8% are agriculturists, 3.7% are students, and 7% are housewives. 20.2% of the medical service seekers have an monthly income ranging between Rs.20001 to Rs.30000, 18% have an income between Rs.10001 to Rs.20000 and 13.5% in the income group below Rs.10000.

A maximum of 51.9% of the medical service seekers have four to six persons in their family and 32.4% possess 1 to 3 persons in their family. It is found that 74.1% of the medical service seekers in Chennai expect to be inpatients as they can avail more facilities for their treatments and 25.9% of the medical service seekers expect to be outpatients.

77.8% of the medical service seekers in Chennai are aware of health care service centers nearer to their place, whereas, 22.2% of them are unaware of health care service centers nearer to their place in Chennai. It is also found that 79.8% of the medical service seekers are participating in various health care awareness programs whereas, 20.2% of them are not showing much participation in health awareness programmes.

Primary data identified that 49.4% of the medical service seekers of medical services in Chennai show interest in participating in medical camps
organized by the private hospitals whereas, 50.6% of them are unaware of the camps.

7.2.2 Facilities Oriented Strategies

The medical service seekers feel that the private hospitals in Chennai offer Quick Services and Intensified care for their patients. They also increase the depth of awareness and social interest among the patients to project their facilities oriented strategies.

The precision exercised by the medical services in Chennai play a crucial role in maintaining Quick service followed by intensified care, depth of awareness and social interest.

The sample unit consist of 21% of expectants who are strongly agree for Quick services and Intensified care and 39% of medical service seekers are “Unambitious service seekers “who are moderately weak in depth of awareness and weak in social interest. It is also found that 40% of customers are demanding service seekers and they have moderate agreement on intensified care.

It is inferred that most of the male customers are unambitious medical service seekers and least number of female service seekers are very much optimistic about the facilities oriented strategies of private hospitals in Chennai.

There is an association between age, education, occupation and facilities oriented strategies of private hospitals. It is found that most of the medical
service seekers in the age group of 41-50 are contended and demanding with the facilities oriented strategies adopted by their private hospitals in Chennai and 19.26 percent of undergraduate medical service seekers are demanding with the facilities oriented strategies adopted by their private hospitals and they remain as demanding medical service seekers.

It is also ascertained that some of the medical service seekers with an annual income less than Rs.1, 00,000 are very much expectant about the facilities oriented strategies followed by the Private hospitals in Chennai.

The female medical service seekers precisely accept that their respective private hospitals in Chennai take initiatives to build trust and confidence by performing the right service at the first instance. They are also of the opinion that the private hospitals are clear and concise in communication and follow Single Window System in delivering the medical services and facilities. Whereas the opinion of the male medical service seekers is marginally lower than their counterparts.

Medical service seekers in the age group of 21-30 concur that their respective medical service centers issue personalized service. They are also of the opinion their private hospitals follow the practice of reward system and differential interest schemes. However the medical service seekers in the age group of 60 and above do not accept the same.

Medical service seekers in the age group of 21-30 feel that their respective private hospitals in Chennai do not acknowledge them during general and special occasions by giving gifts and compliments. Similarly the
medical service seekers in the age group of 51-60 also have similar opinion in this regard.

Medical service seekers possessing professional degree specifically acknowledge the fact that their respective private hospitals act as the overall best service provider.

Medical service seekers with a monthly income Rs 40000 and above state that their respective private hospitals do not issue prescriptions. They are also of the opinion that the private hospitals in Chennai do not follow the practice of reward system for providing best services

7.2.3 CRM Strategies

It is found that 62.6% of the medical service seekers in Chennai are aware of trauma care unit at private hospitals whereas, 37.4% of them are unaware of trauma care. 95.6% of the medical service seeker respondents in Chennai accept that during emergency, hospital authorities attend patient immediately whereas, 4.4% of them feel that hospital authorities do not attend patient immediately during emergency.

The CRM strategies of private hospitals can be realized in the form of three factors, viz. Initial strategies, modern management and easy procedures. It is also ascertained that the Modern management occupies a major role in CRM strategies in private hospitals in Chennai followed by Easy procedures and Initial strategies.
The sample unit consists of 19% Intrinsic medical service seekers with weak in Initial strategies, Hence, the group can be called as “Intrinsic medical service seekers” 17% Lethargic medical service seekers with weak perception on Modern management and Initial strategies. It is further ascertained that 35% of medical service seekers technology demanding and moderate in Modern management and Easy procedure and 29% of them are Perfect medical service seekers with moderate Initial strategies.

7.2.4 Promotion Strategy

It is found that 92% of the medical service seekers accept that their awareness of different private hospitals in Chennai is through advertisements. 48.9% of them accept being attracted towards availing quick medical services and 51% accepts towards reasonable charges.

It is inferred that 83.1% of the medical service seekers have frequent master check-ups and accept that 69.6% of medical service seekers visit medical lectures to enlarge their knowledge towards latest science and technology whereas the remaining 30.4% of them do not show much interest. 73.7% of the medical service seekers accept the usefulness of cultural programs regarding enlightenment of health care, whereas only 26.3% of them are unaware of such cultural programmes.

The factors of promotion strategy practices followed by the private hospitals segregated the medical service seekers into three names namely rational service seekers, Unscathed service seekers, Magnetic service seekers have optimistic and positive approach towards the private hospitals they avail
treatments. A private hospital which takes into consideration the ten factors mentioned in the promotion strategy will certainly help the medical service seekers in providing the best services.

On application of t-test, it is found that among the three predominant factors namely rational service seekers, Unscathed service seekers, Magnetic service seekers, Unscathed service seekers play a decisive role in promotion strategy.

Medical service seekers with respect to promotion strategy have segregated into three different clusters in which 52% of them have a moderate view towards Awareness propagation, Non-lucrative approach, Dynamic services, 15% of medical service seekers are weak and 33% of medical service seekers are strong. Therefore they are called as rational service seekers, unscathed service seekers, Magnetic service seekers.

It is inferred that highest number of male medical service seekers (32.96%) are moderately satisfied with the performance of their private hospitals but still seek certain improvement as far as the private hospitals are concerned. The majority of medical service seekers in the age group of 41-50 (23.15%) are moderately satisfied with their private hospitals but seek certain improvement as far as the services rendered are concerned.

More number of undergraduate qualified medical service seekers (25.37%) are moderately satisfied with the private hospitals but still seek certain improvement as far as the services rendered by private hospitals are concerned.
A large number of medical service seekers (26.67%) who are employed are moderately satisfied with the medical service provided by the private hospitals but still seek certain improvement as far as the services rendered are concerned and maximum number of medical service seekers (39.58%) with an income ranging from Rs.10,000 to Rs.20,000 are moderately satisfied with the service and promotional strategies practiced by their private hospitals.

Medical service seekers doing business relating Awareness propagation, Non-lucrative approach accept the fact that the employees of the private hospitals are highly patients oriented and maintain error free records by giving attention to the details of the patients under treatment.

Medical service seekers with monthly income less than Rs.10000 relating to Non-lucrative approach feel that their respective private hospitals maintain error free records by giving attention to details.

Family members of medical service seekers feel that the policies and procedures of their private hospitals are patient-focused, user-friendly and proactive. While, the family members having medical treatments in different private hospitals slightly differ in their views in this regard. The medical service seekers having an monthly income ranging between Rs.20, 000 and Rs.30, 000differ with the opinion of their counterparts.

7.2.5 Cost Strategy

90.6% of the medical service seekers of private hospitals in Chennai are satisfied with the charges/ fees paid to the private hospitals for the treatments availed and 9.4 percent of them are not satisfied. 71.5% of them are aware of
the medical insurance coverage and 28.5 percent are not aware of the medical insurance coverage

30.4% of the medical service seekers for the purpose of their treatments have obtained the costly services like MRI brain scans in the private hospitals in Chennai and 69.6% are not aware of such facilities. It is found that 92.4% of the medical service seekers are not aware about using the credit or debit card at the time of their treatments and 7.6% of them are aware of card facilities. It is found that the cost strategies of private Hospitals in Chennai mainly focus on the factors Cost convenience Service orientation Payment facilities. It is further found that the Service orientation plays a key role in the cost strategy practices followed by private hospitals in Chennai and providing convenient payment facilities to their patients availing treatments. 36% of the medical service seekers are deserving service seekers and have strong opinion towards convenience, Service orientation, and Payment facilities and 24% of medical service seekers are “Dissatisfied service seekers”. And they are dissatisfied with payment facilities. It is also found that 40% of medical service seekers are appreciating service seekers and stronger towards Cost convenience and Service orientation.

There is no association between gender, age and education, occupation and income and clusters of cost strategy. The perception of medical service seekers on cost strategy of service providers remain absolutely same.

Medical service seekers feel that the private hospitals in Chennai are approachable, friendly and possess basic knowledge. Medical service seekers of private hospitals in Chennai feel that their private hospitals cost strategy
practices effectively for the benefit of the patients and they charge moderately for the treatments availed.

7.2.6 Need Based Strategies

53% of the medical services seekers have spent less than ten thousand for their medical treatments, 27% of the medical service seekers spent within Rs.20000 for and 18% express that they have spent more than 20000 for their medical treatments to their private hospitals.

92.4% of the medical service seekers feel satisfied with the type of treatment and cure provided by the private hospitals in Chennai whereas, only 6.6% of them are not much satisfied.

72 % of the medical service seekers accept that they receive periodically reminders for subsequent check-up and 28 % of them expressed that they do not receive periodic reminders.

72% of the medical service seekers in Chennai accept that they have been admitted in the hospital for their medical treatments, whereas 28 % of them do not have such experience.

The Need based strategies practiced in any private hospitals is focused towards quality care, service efficiency, comfort offers and hygiene care. Comfort offers play a key role in private hospitals in Chennai followed by Quality care, Hygiene care and Service efficiency. Subsequently educating the medical service seekers about the Need based strategies by the private hospitals in Chennai occupies a vital place.
There are four types of medical service seekers prevailing in the private hospitals practicing Need based strategies. Only one group of the medical service seekers are not satisfied with the Need based strategies practiced. The other two groups are relatively cheerful about the practice of Need based strategies of private hospitals in Chennai.

There is no association between gender, age and education, occupation and income and clusters of need based strategies. The perception of medical service seekers on need based strategies of private hospitals remains absolutely same.

Medical service seekers of private hospitals agree that their respective private hospitals are more concerned towards need based strategy practices and they are more concerned in providing better comforts for the medical service seekers having treatment in their hospitals.

**7.2.7 Patient Convenience Strategies**

48% of the medical service seekers are in less than 5 km distance, 32% are in between 2.5 to 50 km and 20% are only above 10 km. It is found that 61.9% of the medical service seekers accept that they are satisfied with the patient’s convenience strategies, whereas only 38.1% of them are not much satisfied with the patient’s convenience strategies.

The factor analysis revealed that tranquil atmosphere, Modern convenience, extrinsic service seekers and round the clock facilities are predominant patient convenience strategies.
There are three types of medical service seekers are prevailing in the private hospitals. Some service seekers are moderately happy with the patients convenience strategies practiced by their private hospitals while some of them do not express happiness about the patients convenience strategies. Some of them are very much satisfied that their private hospitals are more concern in providing best facilities.

There is no association between gender, age and education, occupation and income and clusters of need based strategies. The perception of medical service seekers on need based strategies of private hospitals remains absolutely same.

Medical service seekers in the age group of 21-30 utilize the facility of round the clock facilities provided by their private hospitals practicing the patient’s convenience strategies and the medical service seekers in the age group of 60 & above are not aware of such facilities provided by their private hospitals concern to round the clock facilities.

The service orientation plays a key role towards the general views concern to free registration, periodic follow ups, cost of services, personal care for in and out patients, explaining the medical outcomes, conducting test and diagnostic required at reasonable cost etc., to discharge their services to their medical service seekers conveniently.
7.2.8 Relationship between service quality strategies and patient satisfaction

The awareness of medical services, intensified care systems in hospitals and their social interest to offer health care give the maximum cost satisfaction to the medical service seekers. The intensified care of patients in private hospitals and their social interest in offering health and hygiene are the evidences for the service seekers to estimate the quality of the service providers to get the high level of satisfaction.

The CRM strategies of private hospitals provide modern technical managements in the hospitals to follow-up the patients and easy procedures for both inpatients and outpatients. This is an important criteria to determine the service cost satisfaction of service seekers. CRM is also found to be one of the important aspects to determine the quality of service provided by the private hospitals in Chennai.

The awareness propagation programmes, non-lucrative approach without commercial implication and dynamic service abilities of private hospitals in Chennai always provide service cost satisfaction to their patients. The promotion strategies of private hospitals are meticulously observed by the patients to estimate the quality of service of private hospitals.

Convenience cost affordable by the patients, real service orientation and good payment facilities are very important for the private hospitals to provide service cost satisfaction to their patients. Cost convenience and payment facilities together offer service quality satisfaction to the service seekers.
Good quality care to the patients, efficient service to create good comfort to both in and out patients and hygienic environment in and around hospitals offer service cost satisfaction to the patients of private hospitals. The need based approach of private hospitals to understand the patient’s requirement actually determined the service quality of their hospitals.

The patients of private hospitals expect good extrinsic services, conveniences and any time service during emergency to obtain maximum service cost satisfaction. The modern technology of private hospitals to offer convenience and round the clock facilities determines the services quality satisfaction of their patients.

7.3 SUGGESTIONS

1. The patient enlightenment initiatives, Hospital management programs and personalized services of the Service providers have not reached senior citizens in the way it has reached the youngsters. So, Service providers should employ specific strategies targeting the senior citizens.

2. The emergency management programs undertaken by the Service providers have not reached the patients with higher secondary as their qualification and also the patients with any other qualification. Hence, it becomes necessary for Service providers to employ different strategies to reach different stratum of patients.

3. The present day patients want their Service providers not only to perform the traditional functions but also act as overall fund managers. However, the fund management programs have not been properly
executed by the public sector Service providers when compared to other Service providers. Therefore, the public sector Service providers should fall in line with their counterparts to win the race.

4. The efforts taken by Service providers in establishing a personal contact with their respective patients is a total failure. Therefore, Service providers should restructure their system and take immediate and adequate steps to reach the patients by building personal rapport with them.

5. Most of the patients strongly feel that their Service providers do not render personalized services up to their satisfaction. Therefore, the Service providers should take instantaneous measures to satisfy patients by providing personalized services.

6. The patients of today insist more on getting customized service rather than general service. The private Service providers and the missionary Service providers are effective in rendering such personalized services to their respective patients. Whereas, the government service providers continue with their traditional services. They have to change their attitude to serve patients in the best possible way.

7. Campaign management will help the Service providers to appropriately implement Patients relationship Management among their patients. But all the Service providers are not completely successful in campaign management. Hence, the Service providers should take the cue from
private Service providers and missionary hospital to have better campaign management programs.

8. The major factors influencing the element of patient acquisition such as optimistic relationship, operational flexibility and patient convenience have not reached the patients as desired by the Service providers. Hence, Service providers should consolidate their efforts in a better way to reach patients.

9. Patient handling mechanism, better ambience and amenities provided in the service centres and proper grievance redressal would foster better Service providers-patient relationship. Hence, Service providers should revamp their mechanism, renovate their premises and reclaim their redress methods to reassure their patients about the proper maintenance of premises.

10. Essential to have a network of several health professional with a common goal. That is patients may be directed to a right service provider so that he can save his time, money and to get an appropriate treatment.

11. Standardization of office practice is inevitable.

12. Community integration is also essential. Strengthening public private partnership, disseminating various programs guidelines among professional colleagues at all levels and organize training programs by active participation of all members will help in achieving the universal
coverage of low cost proved international strategies without postponing the goal posts.

13. The district health management is extending health care services effectively in rural areas through village health nurses. The role of village health nurse in the healthcare delivery system is excellent. Step should to be taken by the government to enhance the allowances and other benefits which are given to village health nurses.

14. Extra effort shall be taken by the district health management to give additional care for children for urban poor and migratory population.

15. The members of proposed network shall meet often to share their knowledge, experience and skills to promote technology transfer at a faster rate.

16. Step shall be taken to strengthen advertisement and publicity measures, so that, information regarding the latest development in the field of medical sciences will be provided to the users on time to take correct decisions.

17. Positive climate, confidence building and patient delight are the ultimatum of Service providers. Therefore the Service providers should work more towards establishing an encouraging optimistic atmosphere by confidence building activities and thereby accomplish patient delight.


7.4 SCOPE FOR FURTHER RESEARCH

The present study has made an attempt to focus on service quality strategies of private hospitals in general. With the experience, it is stated that a separate research may be undertaken in certain specific areas such as.

1. A comparative study of medical service strategies followed by different types of service providers, especially other service industry, can be undertaken innovatively.

2. A study on Campaign Management practices followed by various service providers in the medical sector.

3. A study on Patient Relationship Management practices followed by various service providers in the medical sector.

7.5 CONCLUSION

It is concluded that the private hospitals are able to retain and convince their patients through their service quality strategies, Their Service is the safest and efficient among others. Factors such as Personal attention, Amenities and clarity of services influence the patients to obtain satisfaction. With regard to perceptual difference, it is observed that, every Service provider is after his patients. The Service providers have their own way of classifying their patients and grouping them to have a sectorial relationship for better management. The hospital staff in each type of Service is more or less turn out to be campaigners and cheerleaders of their own concepts. It can be concluded that with regard to awareness of the patients of different services, the providers inform the service
seekers about various schemes offered by them. The service quality strategies are just not a technology; it is a business strategy to select and manage the most valuable patients. It has become an increasingly critical means of developing and maintaining patient loyalty while also helping the business to achieve sustained profitability. Service providers can now manage every single contact with the patient to build long-lasting relationships and glean information and insights about patient’s needs and their behavior to design and develop services, which help to create value for the patients as well as the Service providers.