Chapter 6

Analysis and Interpretation

6.0 Analysis and Interpretation of Data

The present chapter deals with the data collected from selected hospitals across Pune city. Hospitals selected are a mix of Trust hospitals, Private Hospitals, Government Hospitals, Semi Private Hospitals etc. The set of objectives selected for the study indicate clearly that the thrust area of the study is related with 3 basic aspects of healthcare industry. These are: Study of healthcare industry in Pune, expectation of patients (users/customers) and the extent of gap between expectation of patients and availability of services in terms of quality, utility, cost and time utility.

Hence to justify the objectives, the researcher has accepted the following presumptions as Hypotheses.

- It is believed that there is a need to enhance the quality of healthcare services presently offered by the hospitals in the city of Pune.

- It also presumed that the expectations of the customers regarding
healthcare services are not fulfilled on the parameters of quality, cost of
time utility and patient – hospital relationship.

- It is also accepted that the level of satisfaction derived from
healthcare services by the users is low and can be enhanced by
improving relationship with the patient (users/customers) by the
hospital.

Hence, Parameters selected for the study are:

1. Utility

2. Cost

3. Place

4. Frequency of Usage

5. Nature of Requirement
Q_3 & Q_4: Gender wise Classification of Respondents was considered to understand the % of Male and female respondents.

Out of the total target audience 55% were Males and 45 % were females. This shows that males were more co operative compared to the females in filling up the questionnaire. This further goes to prove that males co operate much better with females rather than a female co operation towards a female.
Q_5Marital Status wise Classification was considered

65% of the respondents were married 27% were Single, 2% were divorced, 4% were widowed & 1% refused to answer. Majority of the respondents were matured enough to respond to the questions that would result in giving the true responses.
Q_6 To understand respondents Type of work or profession he or she is into so as to have a mix society views, this question was slated

49% were Full time employees. 34% were self employed. 10% were part time employed
Q_7 To understand the paying capacity Approximate Annual Household Income question was slated in the Questionnaire

21% were below 2 lacs. 30% were between 2-3lacs. 29% were between 2-3lacs. 5% were between 6-10lacs. 3% were over 10lacs.
Q_8 Classification based on Patient’s / Respondent’s City / Area

87% respondents were from Pune city itself. 8% were from outside Pune city. People within city should be targeted to avail the hospital services, except those people wanting to undergo surgery of a very high level prefer migrating to a far off place. Hence only surgery related hospital services should be promoted outside Pune city.
43% respondents were patients themselves. 37% were patient’s relative. And 20% were patient’s friend. Maximum respondents being patients help to get a broader picture of the hospital services and true feeling of their comfort, treatment and extent of satisfaction.
Q_10 To understand who in the family takes the decision of visiting a particular hospital this question was slated

63% respondents mentioned that the earning member in the family decides the treating hospital. 27% respondent mentioned the eldest in the family decides the treating hospital. 8% respondents mentioned others decide which includes either relative’s suggestion/ neighbour/suggestion made by family friend based on the kind /specialty of treatment required. It is suggested that marketing of healthcare services should be majorly focused on the earning members of the family either heading business or working/ earning member of the family.
Q_11 To understand how good the existing hospital is this question as to how often the existing hospital services are used has been slated

7% respondents mentioned once a month the present hospital services are used. 10% respondents mentioned hospitals services are used every 2-3 months. 23% respondents mentioned hospital services are used 2-3 times in a year. 30% respondents mentioned hospital services are used once a year or less often. 27% respondents mentioned that the current hospital services were used for the first time. 1% respondents mentioned that current hospital services are used rarely.
The newer patients are more in number compared to old ones. This is an eye-opener because those who have experienced the hospital services of a particular hospital must not have been satisfied with the hospital services hence try out for newer places where they can finally lay their hands on for the treatment.
Q_12 To best understand what would be the payment pattern this question what best represents the patient for Hospital Services.

Payment has been designed

56% of the respondents were out of the pocket spenders for the hospital services. This shows the general public is not aware of the cashless facility provided by the hospitals and the huge amount saving that they can do. 24% patients were TPA/ self insured respondents. 1% was sponsored category patients. 3% were routed through medical social worker who shows they were below poverty line respondents.
11% respondents were Employer insured patients. 4% were employer paid; hence these 4% also needs to be informed about cashless facility. Overall, strong TPA awareness needs to be created amongst the general public which will also enhance the respective hospital’s brand image.
Q.13 To rank the respondents preference for selection of a particular hospital for availing the services of a particular hospital:

Almost 53% of the respondents showed their displeasure in giving response to the parameters slated for the hospital as they were not at all happy with the same from that particular hospital where treatment was being taken. Remaining 47% ranked excellent treatment results of Doctors 1st.2nd ranked parameter is known doctor. 3rd ranked
parameter is Quality service. 4th ranked parameter is Economical hospital treatment. 5th ranked parameter is Close proximity to residence. 6th ranked parameter is Hospital infrastructure. 7th ranked parameter is that, hospital should be Time tested. This means even if the hospital is new and all the above parameters are met sequentially people would not prefer already established hospitals. There is massive scope for newer entrants in this segment. Proper and thorough marketing of hospital services should be aimed at for strong Customer Relationship Management.
Q_14 To Rank the respondents expectations from the Hospital Staff based on various Parameters as slated in the Graph Data Label

Almost 26% of the respondents showed their displeasure in giving response to the parameters slated for the hospital as they were not at all happy with the same from that particular hospital where treatment was being taken. Remaining 74% ranked hospital staff expectations as follows: should give Prompt on call Service as 1st rank. 2nd ranked parameter is hospital staff should be capable of solving patients
problems encountered if any. 3rd ranked parameter is hospital staff should be Caring. 4th ranked parameter is Hospital Staff should be a good listener. 5th ranked parameter is hospital staff should give adequate information on Past, Present and Future course of Treatment. 6th ranked parameter is hospital Staff should Use Known languages while interacting with the patients or patient’s relatives. 7th ranked is hospital Staff should have a smile on their face while interacting with the patients which comforts the patients in sharing their problems or difficulties faced either related to hospital services or Doctor’s treatment. 8th ranked parameter is Smart dress code. 9th ranked parameter is Good Looking Hospital Staff, which means this parameter holds the least value for the patients or the patients’ relatives or friends. Ranking goes to prove that hospital services in the form of action makes a world of difference for the respondents. All hospitals should ensure proper training is given to the hospital staff to live up to the expectations of the public who are their customers and should be their customers forever. This will also enhance good will of the hospital when these satisfied end users market the good hospital services by word of mouth to their relatives, family friends, and co workers and even at their own house.
As a respondent to rank the importance of various parameters as mentioned in the Graph Data Label

Almost 4% of the respondents showed their displeasure in giving response to the parameters slated for the hospital as they were not at all happy with the same from that particular hospital where treatment was being taken. Remaining 96% ranked the items slated based on the order of importance as desired by the patient or patient’s relatives / friends. Minimal waiting time for admission was ranked 1st. Pleasant greeting and being helped by the Front Office was ranked 2nd by the
respondents. A quality room amenities was ranked 3rd by the respondents. Nurse/ customer care executive prompt to bell was ranked 4th by the respondents. Housekeeping services timely and efficient during their stay and A quality room service snack or meal was ranked 5th by the respondents. Timely in room meals was ranked 6th by the respondents. Nurse/ customer care executive telling me about Hospital facilities was ranked 7th by the respondents. Courtesy and helpfulness of dietician was ranked 8th by the respondents. Since 2 parameters are ranked on 5th position, 9th ranked parameter does not exist. The above ranking goes to prove that when a patient is getting into a hospital for treatment he or she is physically as well as mentally very stressed out. Hence Hospital should employ maximum people at the entry point to ensure that the admission process time is to the bare minimum which will comfort the patient and their relatives since treatment can start quickly putting the patient and their relatives or friend at ease. It is also advisable to keep the front office staff away from stress so that they can be pleasant in greeting and attending to the stressed out patients round the clock. It is the front office who actually has to face a lot of pressure from the patients or the patient's relatives or friends. Stress Buster classes should be conducted for the hospital staff at least weekly so that they are never under stress at
their workplace. This will further enhance image of the hospital because employees are any organization's First Brand Ambassador's to talk positive about the organization provided they themselves are contented.
Q_16 As a respondent to rank the expectations of various parameters as mentioned in the Graph Data Label

Almost 25% of the respondents showed their displeasure in giving response to the parameters slated for the hospital as they were not happy with the same from that particular hospital where treatment was being taken. Remaining 75% ranked the items slated based on the order of importance as desired by the patient or patient’s relatives / friends. Doctor’s Successful Treatment was ranked 1st. Doctor Visits
patient regularly was ranked 2nd by the respondents. Comforts the patients was ranked 3rd by the respondents. Doctor Discusses patients health Status was ranked 4th by the respondents. Caring was ranked 5th by the respondents. Patient Hearing was ranked 6th by the respondents. Available 24x7 was ranked 7th by the respondents. Smile on the face was ranked 8th by the respondents. Use of Known Language was ranked 9th by the respondents. Formal Dress Code was ranked 10th by the respondents. Doctors should be Good Looking was ranked 10th by the respondents. This means look does not matter in case a Doctor is treating a patient. The most important is Treatment should be successful which is of prime importance. It is this success rate of the doctors which can be marketed to increase footfall in the hospital. Hence treating doctor who has a good treatment record in other words success rate should be talked about and the same should be informed to all the staff of the hospital who should talk one language. This helps spreading Good will of the hospital at a faster pace.
Q_17 To understand from the respondent when patient was requiring hospitalization what was priority Doctor or Hospital

58% mentioned that when the patient needed hospitalization Physician was chosen first over the hospital. 21% chose hospital first compared to the Physician or the treating Doctor. 6% were not sure. And 13% mentioned that it depends. Hence this proves that the Physician or the treating Doctor plays a vital role in getting patients to the hospital. 1% did not respond to this question. Hence Doctors
associated with the hospital should try and put in their best in giving best treatment to the patient, comforting the patients so that the patient would want to repeat the treatment in the same hospital if need arises in future be it for self or family members or be it advising family friends or neighbours. This helps creating a very strong Customer relationship management.
Q_18 To understand from the respondents whether the existing hospital service was being specifically used for a particular service or all services

45% mentioned that they did not visit the hospital for a specific hospital service as they did not know what the patient would be suffering from. 31% mentioned that they visited the hospital for all services to be received under one roof in case another complication occurs while taking care of one ailment. 23% mentioned that they visited the hospital for a specific service which they felt that the hospital specialized in. 1% did not respond to this question.
Q_20 To understand from the respondent for what service the existing hospital was selected

39% mentioned that they wanted to avail both OPD and IPD services of the hospital. 29% mentioned that they had come to avail only OPD services. 13% respondents mentioned that they had come to the hospital to avail IPD services. Another 13% respondents mentioned that they had come to the hospital since they felt that there was a case of emergency.
Q_21 To understand from the respondent how they had come to know of the existing hospital out of the few data labels given in the graph below

49% respondents had selected the hospital services based on word of mouth either told to them by their relatives or friends. Hence, this goes to prove that not only patients but also patient's relatives or friends or any patient's attendant should be given due recognition and respect when in the hospital so that they in turn become respective hospital's Brand Ambassador and indirectly help in patient flow to the hospital.

46% respondents had availed the hospital services as they were referred by a referral doctor or their family Doctor. This proves that
hospitals should pay attention to the GPs/Private Practitioners in general, referral doctors in order to ensure enhance flow of patients to the hospital. This could be by way of visit being paid by the hospital representative to those Doctors, parting Hospital info such as success rate of operations or some atypical case been successfully treated by the Hospital Doctor/Surgeon. Any new medical equipment installed in the hospital or any accreditation received or in the process that talks of hospital’s quality service being provided to the beneficiaries. Association of list of TPAs with the hospital and many many more activities including testimonies of the patients can be shared with the referral or Family Doctors. In addition any renowned coming on board should also be informed to the GPs/referral Doctors. 4% respondents had availed the hospital services after seeing the hospital Hoarding, none had seen website nor heard of any advertisement on radio. 3% respondents had seen some special OPD advertisement in the newspaper that had lured them to use the hospital services. 2% did not respond to this question. Hence Service to the patient should be the best so as to ensure that they leave the hospital premise satisfied and delighted so that they spread good name of the hospital among their family members, neighbours, relatives and friends and that the hospital gets referrals from them.
Q_22 1 To understand Respondents Satisfaction level based on Patient Confidentiality Parameter

84% respondents felt that patient’s either treatment or ailment or diagnosis or further course of treatment was not maintain confidential as files were lying openly at the nurse station, nurses discussing another patient’s case openly in public. This led to uncomfortable feeling among the respondents. 11% felt that patient’s information was kept confidential. 5% were not interested answering to this question. The Medical Council of India mentions that Patients medical diagnosis is a confidential data and the same should not be talked about in public.
other than the patient and may be very close relation of the patient. This kind of awareness needs to be inculcated among the nurse especially and the RMOs as well as the medical record department.
Q_22 2 To understand Respondents Satisfaction level based on Access to Patient’s Medical Records Parameter

33% respondents agreed that there was easy access to patient health records. However medical council ethics does not allow this to happen. Access to patient health records should be available only to the patient’s treating doctor. 59% respondents agreed to not having access to the patient's health record. This shows maximum hospital adheres to this norm slated by the Medical Council of India.
Q_22 3 To understand Respondents Satisfaction level based on Privacy Parameter

71% respondents mentioned that privacy was not all adhered to either by way of patient health record, use of wash room by hospital staff as well as patient, with respect to giving bed pan be it semi private room or General ward. Students (interns) were asked to follow the consultants at the time of discussing even private questions related to health or feeling after surgery or medication. 22% respondents mentioned that privacy was maintained. 7% respondents were not interested in responding to this question.
Q_22 4 To understand Respondents Satisfaction level based on
Informed Consent to Medical Treatment Parameter

79% respondents consent to medical treatment in none of the way was
discussed. 11% agreed that the hospital staff had taken prior consent
to medical treatment. 9% respondents were not interested in
responding to this question.
Q_23 To understand Respondents Satisfaction level based on their experience with present hospital Service, and how likely are they to avail other hospital services again

35% respondents mentioned that based on their experience with the present hospital services they are very unlikely to utilize hospital's other services again. 38% mentioned they are somewhat unlikely to use the hospital's other services again as they were overall or in some way or the other not happy with the hospital services. 13%
respondents mentioned that they are likely to use as that was the only hospital near to their place or they were overall satisfied with the hospital services and would like to explore other hospital services if need arises in future. 3% respondents were not interested in responding to this question. Satisfied customers results in excellent customer relationship management. It is the same customers who can give repeat business to the hospital. It is easier and economical to retain the existing customers than hunting for new patients which is not only difficult but also expensive to get them to the hospital due to high promotion cost.
Q_24 To understand Respondents Satisfaction level based on hospital customer service, whether problem if any was resolved to their complete satisfaction

34% respondents mentioned that there were no contacts with the customer care executive. 32% respondents mentioned that the problem the patient /relative encountered were not resolved. 13% respondents agreed to their problem being solved and the same was resolved by not customer service person but nurse / receptionist / RMO or some back office staff related to TPA work. 18% respondents
agreed that their problems were resolved by the customer care executive. 4% respondents were not interested in responding to this question. Proper awareness should be created among the patients or relatives as to for which different problems in case they encounter, whom should they approach to. This will help the patients or their relative not to run from pillar to post. At the same time the hospital staff attending to the problem should be trained well enough to handle and resolve the problem so that the patient or the patient’s relative feels comfortable and gets the assurance that the patient is in safe hands.
Q_27 To understand from the Respondents if the existing hospital has a customer service representative or department

34% respondents mentioned that there was a customer service department or at least an executive. 18% respondents mentioned that there was no customer service department in the hospital, even if there was not one, no one informed them nor did any one approach them. 29% were not aware. 20% respondents did not respond to this question. This goes to suggest that the hospital staff should inform the
patients or the patient's relative regarding the presence of the customer service department and its role so that the same service can be availed by them in case of any need related to them. This will also keep the patient at ease.
Q_28 To understand from the respondent if the Customer service department or representative exist to what extent are they Courteous

6% respondents denied strongly that the customer service representative was courteous. 20% respondents somewhat disagrees that the customer service representative was courteous in dealing with the patient or relative or friend of the patient. 18 % respondents were neutral in their approach. 1% somewhat agrees that the customer service representative was courteous. 1% strongly agrees that the customer service representative was courteous. 54% respondents
refused to respond to this or give their honest feedback with the fear that the hospital would give a bad treatment for giving their honest feedback as they were not happy with particular staff or service or the hospital services overall.
Q_29 To understand from the respondent if the Customer service department or representative exist which of the qualities as mentioned in the data label mentioned in the graph below stood out.

58% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. Out of 42% respondents each of the 11% respondents mentioned that the customer service representative listened carefully and were friendly. 9% mentioned that
they were responsive. 6% mentioned that the customer service representative was enthusiastic in solving the problem and was ready to go all out in helping them which made them feel the overall hospital services were excellent. 1% respondents mentioned that the customer service representative was patient in the approach, hearing to their problems and grievances. 1% felt they were dressed well, cared for their food requirement by informing the dietician, getting medicine from the chemist shop. Hospital should try and inculcate the habit of listening to the patient or the patient's relative carefully so that they feel comfortable but at the same time the problem heard should be addressed at the earliest or else just listening to problem carefully without any action is a futile exercise and will add to the dissatisfaction of the patient or the relative.
Q_30 To understand from the respondent if the Customer service department or representative exist which of the qualities as mentioned in the data label mentioned in the graph below annoyed them

![Customer Service Representative: What qualities of the customer service representative annoyed you?](image)

58% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. 20% respondents mentioned that the customer service representative was not patient. 8% respondents mentioned that the customer service representative
was not enthusiastic in their approach. 5% respondents mentioned that the customer service representative didn't listen carefully to the patient grievances and another 5% respondents mentioned that the customer service representative was unfriendly when approached. 2% respondents mentioned that none of the customer service representatives’ quality was bad so as to annoy. 1% respondents mentioned that the customer service representative was unresponsive while another 1% respondents mentioned that it was quality other than the mentioned that had annoyed them. This calls for thorough training on business etiquettes by the hospital for the customer service representative.
Q_31 To understand from the respondent if the Customer service department or representative exist whether the Customer Care Representative was knowledgeable

56% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. 20% respondents were neutral in their approach as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital staff. 3% respondents admitted the customer service representative was knowledgeable as
regard to the hospital services. 2% respondents strongly disagreed that customer service representatives were knowledgeable. 1% strongly agreed that customer service representative was knowledgeable. Overall all those hospitals which have customer service departments need to provide training to their customer care representatives to enhance the brand image and service quality of the hospital.
Q_32 To understand from the respondent if the Customer service department or representative exist which of the qualities as mentioned in the data label mentioned in the graph below stood out whether the waiting time for having the respondents question addressed was satisfactory

56% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. 20% respondents somewhat disagree that their questions were addressed satisfactorily. 17% respondents were neutral in their approach as they feared that
honest feedback might hamper the patient's further course of
treatment or their stay in hospital might be made bad by the hospital
staff. 5% respondents strongly disagreed that their questions were
addressed satisfactorily. Another 3% respondents agreed that their
questions were addressed satisfactorily. 1% strongly agreed that their
questions were addressed satisfactorily. To ensure that the patient or
the relative is satisfied with the hospital services hospital should give
ample training to the customer service representatives so that they are
equipped with majority of the answers to the questioned raised by the
respondents. In fact frequently asked questions (FAQs) should be
prepared by the customer service department collated answers to the
same should be provided in a printed format and also distributed
among the staff. May be in future they are faced with the same question
and the same FAQs can serve as a ready reckoner. Weekly meetings
should be held to ensure customer service department is doing a good
job. This can be learnt from the feedback forms that should be
designed for the patient or their relatives to give the feedback on
hospital services. This should be reviewed immediately and the
problem areas to be plugged so that the same problem is not repeated.
At the same time patients who have appreciated employees for
rendering good services should be applauded in staff meeting to
motivate the employees which in turn has a good spillover effect in their day to day work performance, thereby enhancing hospital services in the eyes of the general public.
Q_33 To understand from the respondent if the Customer service department or representative exist how many times the respondents had to contact the customer service before the problem was corrected.

58% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. 18 % respondents mentioned that they had to contact customer service more than 3 times before the problem was corrected. 16 % respondents mentioned that they had to contact customer service at least 3 times before the problem was corrected. 7% respondents mentioned that they had to
contact customer service at least 2 times before the problem was corrected. 1% respondents mentioned that they had to contact customer service just once before the problem was corrected. Overall, which means the number of representatives are less, training not provided, means of calling the representative needs improvement or improved means of direct contact in room and customer care department needs to exist. This will enhance the quality of hospital services thereby will increase the hospital brand image.
Q_34 To understand from the respondent if the Customer service department or representative exist overall, how satisfied are you with the customer service experience.

61% respondents refused to respond to this question as they were totally unhappy with the hospital services or the customer service representative did not exist in the hospital. 18% respondents mentioned that they were very dissatisfied with the customer service of the hospital. 21% respondents mentioned that they were somewhat dissatisfied with the customer service of the hospital. 1%
respondents were very satisfied with the customer service of the hospital.
Q_36 To understand from the respondent whether they are satisfied with the hospital staff services

16% respondents refused to respond to this question as they were totally unhappy with the hospital services. 25% respondents mentioned that they were very dissatisfied with the staff services of the hospital. 42% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital. 12% respondents were neutral in their response towards staff services of the hospital as they feared that honest feedback might hamper the patient’s further
course of treatment or their stay in hospital might be made bad by the hospital staff. 5% were somewhat satisfied
Q_37 1 To understand from the respondent their satisfaction level on one of the parameter i.e. smile from the hospital staff

5% respondents refused to respond to this question as they were totally unhappy with the hospital services. 15% respondents mentioned that they were very dissatisfied with the staff services of the hospital as they did not bear smile on their faces. Patient who is already under trauma and stress expects that the place of treatment staff should treat them with a smile on their faces which will help the patients get a comfort level. 57% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital as
they did not bear smile on their faces. 20% respondents were neutral in their response towards staff services of the hospital as they feared that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital staff. 1% respondents were somewhat satisfied with the staff in relation to smile on their faces while interacting with the patient or the patient's relative or friend. 1% respondents were very satisfied with the staff in relation to smile on their faces while interacting with the patient or the patient's relative or friend. Smile cost nothing. Hence this habit should be inculcated among the staff members who further adds in creating a congenial ambience.
Q_37 2  To understand from the respondent their satisfaction level on one of the parameter i.e. caring from the hospital staff

4% respondents refused to respond to this question as they were totally unhappy with the hospital services. 24% respondents mentioned that they were very dissatisfied with the staff services of the hospital as they did not care for the patient or the patient’s relative or patient’s friend attending to the patient in the hospital. 51% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital as they did not care for the patient or the patient’s relative or patient’s friend attending to the patient in the hospital. 15% respondents were neutral in their response towards
staff services of the hospital as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital staff. 6% respondents were somewhat satisfied with the staff in relation to caring nature of the hospital staff while interacting with the patient or the patient’s relative or friend. Hence, hospital staff should be made sensitive towards the habit of caring among the patients so as to make them feel at home and they in turn are our brand ambassadors who will by word of mouth spread good services, treatment that they have experienced and will promote among their family friends, neighbours and relatives.
To understand from the respondent their satisfaction level on one of the parameter i.e. prompt on call service from the hospital staff

5% respondents refused to respond to this question as they were totally unhappy with the hospital services. 33% respondents mentioned that they were very dissatisfied with the staff services of the hospital as they did not give prompt on call service to the patient or the patient's relative or patient's friend attending to the patient in the hospital. 37% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital as they did not give prompt on call service to the patient or the patient's relative or
patient's friend attending to the patient in the hospital. 18% respondents were neutral in their response towards staff services of the hospital as they feared that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital staff. 6% respondents were somewhat satisfied with the staff with respect to prompt on call service to the patient or the patient's relative or patient's friend attending to the patient in the hospital. 1% respondents were very satisfied with the staff with respect to prompt on call service to the patient or the patient's relative or patient's friend attending to the patient in the hospital. This shows training plays a major role in getting the habit of prompt on call service to patients inculcated among the staff members.
Q_37 4 To understand from the respondent their satisfaction level on one of the parameter i.e. the hospital staff is a good Listener

5% respondents refused to respond to this question as they were totally unhappy with the hospital services. 23% respondents mentioned that they were very dissatisfied with the staff services of the hospital as they were not Good listener to the patient or the patient's relative or patient's friend attending to the patient in the hospital. 47% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital as they were not Good listener to the patient or the patient's relative or patient's friend attending to the patient in the hospital. 20% respondents were neutral in their response towards staff services of the hospital as they feared
that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital staff. 6% respondents were somewhat satisfied with the staff as they were not Good listener to the patient or the patient's relative or patient's friend attending to the patient in the hospital. This requires that the hospital staff should be made sensitive towards the patient or attendant's problems or concerns by lending their ears to their problems and trying their level best to resolve them.
Q_37 5 To understand from the respondent their satisfaction level on one of the parameter i.e. Problem Solving ability from the hospital staff

![Bar Chart]

6% respondents refused to respond to this question as they were totally unhappy with the hospital service. 32% respondents mentioned that they were very dissatisfied with the staff services of the hospital as they lacked problem solving skills. 37% respondents mentioned that they were somewhat dissatisfied with the staff services of the hospital as they lacked problem solving skills. 20% respondents were neutral in their response towards staff services of the hospital as
they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital staff. 5% respondents were somewhat satisfied with the staff with respect as they lacked problem solving skills. 1% respondents were Very satisfied with the hospital staff with respect to their problem solving skills. Overall this proves that sufficient training needs to be given to the hospital staff based on the frequently asked questions by the patients or their relative or patient’s friend. FAQs could be general hospital services available, Doctors on Panel, visiting Doctors under different specialty, hospital infrastructure or activities or events in the hospitals. Some simple medical terms training needs to be given so as to empathize or even understand the patient better and respond in a much better way. At times there are inter personal relationship problem existing among different department people which has a spillover effect on the hospital service towards the patient should be nullified as soon as possible so as to avoid the hospital image being hampered.
Q_37 6  To understand from the respondent their satisfaction level on one of the parameter i.e. whether the hospital staff is Good Looking

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 11% respondents mentioned that they were very dissatisfied with the hospital staff as they were not good looking. 30% respondents mentioned that they were somewhat dissatisfied with the hospital staff as they were not good looking. 46% respondents were neutral in their response towards staff services of the hospital as they feared that honest
feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital staff. 8% respondents were somewhat satisfied with the hospital staff as they were good looking. Overall proves that Hospital Staff recruited need not be good looking but certainly should be sensitive towards the patients’ problems or concerns.
Q _37 7 To understand from the respondent their satisfaction level on one of the parameter i.e. Smart Dress Code of the hospital staff

7% respondents refused to respond to this question as they were totally unhappy with the hospital services. 15% respondents mentioned that they were very dissatisfied with the hospital staff dress code. 29% respondents mentioned that they were somewhat dissatisfied with the hospital staff dress code. 39% respondents were neutral in their response towards staff services of the hospital as they feared that honest feedback might hamper the patient's further course
of treatment or their stay in hospital might be made bad by the hospital staff. 10% respondents were somewhat satisfied with the hospital staff dress code. Respondents felt that the dress code of the hospital staff was either not clean or not pressed properly. Most of them did not have badges that helps identify department and designation. Most of the hospital staff hair was in a shabby state. Uniform Hair look gives a good feel factor. Hence it is advised to maintain dress code or try and closely follow AIRLINES STAFF. Besides hospitals can also standardize jewellery (May be a simple pearl set with standard colour matching the dress colour). Depending on the area where the hospital is located and the category of patients visiting the hospital western or Indian or Indo western dress code can be designed.
Q_37 8  To understand from the respondent their satisfaction level on one of the parameter i.e. Use of Known Language by the hospital staff

5% respondents refused to respond to this question as they were totally unhappy with the hospital services. 30% respondents mentioned that they were very dissatisfied with the staff of the hospital as they did not speak in language known either to the patient or patient’s relative or patient’s friend, especially referred to the nurses. Patient who is already under trauma and stress expects that the place of treatment staff should make use of Known language while interacting with either the patient or patient’s relative or patient’s
friend. 40% respondents mentioned that they were somewhat dissatisfied with the staff of the hospital as they did not speak in language known either to the patient or patient’s relative or patient’s friend, especially referred to the nurses. 23% respondents were neutral in their response towards staff services of the hospital as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital staff. 2% respondents were somewhat satisfied with the staff in relation to known language spoken either with the patient or patient’s relative or patient’s friend, especially referred to the nurses. This could be a very important point or rather an eye opener for the hospital management and Nursing Colleges to ensure that the to be nurses undergoing training in the Nursing Colleges or Nurses selected in particular hospitals should be asked to at least know English/Hindi/Marathi. Marathi mentioned because study is reference to Pune. Pune is located in Maharashtra and the regional language is Marathi.
Q_37 9 To understand from the respondent their satisfaction level on one of the parameter i.e. the hospital staff gives adequate info on the past, present and future course of treatment.

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 38% respondents mentioned that they were very dissatisfied with the staff of the hospital as they did not give adequate info on Past, Present & Future course of Treatment. 41% respondents mentioned that they were somewhat dissatisfied with the staff of the hospital as they did not give adequate info on Past, Present & Future course of Treatment. 12% respondents were neutral in their response towards staff services of
the hospital as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital staff. 2% respondents were somewhat satisfied with the staff in relation to adequate info given on Past, Present & Future course of treatment. 1% respondents were very satisfied with the staff of the hospital as they gave adequate info on Past, Present & Future course of Treatment. This goes to suggest that adequate info on Past, Present & Future course of Treatment should be given to the patient or the relative. This eases them out of the mental stress which further helps in quick recovery of the patient.
Q_38 1  To understand from the respondent their satisfaction level on one of the parameter i.e. Successful Treatment by the Doctor

![Graph showing satisfaction levels](image)

4% respondents refused to respond to this question as they were totally unhappy with the hospital services. 43% respondents mentioned that they were very dissatisfied with the Doctor's Treatment. 49% respondents mentioned that they were somewhat dissatisfied with the Doctor's Treatment. 3% respondents were neutral in their response regarding Doctor's successful treatment as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the
hospital treating doctor. 0% respondents were somewhat satisfied with the Doctor's Treatment. 1% respondents were very satisfied with the Doctor's Treatment. Doctor's Successful treatment plays a very important role in the satisfaction level of the patient or patient’s relative or patient’s friend. Hence while marketing Hospital services one should highlight the success rates of respective specialty doctors. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 2 To understand from the respondent their satisfaction level on one of the parameter i.e. the Doctors comfort the patients

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 36% respondents mentioned that they were very dissatisfied with the Doctor as the doctor did not comfort the patient. 42% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor did not comfort the patient. 16% respondents were neutral in their response whether Doctor gave comfort to the as they feared that honest feedback might hamper the patient's further course of treatment or
their stay in hospital might be made bad by the hospital treating doctor. 1% respondents were somewhat satisfied with the doctor as the doctor to a certain extent gave comfort the patient. There were 0% respondents who were very satisfied with the doctor. Doctors should give a level of comfort not only to the patients but also to the patient's relative or friend whoever is patient's attendant at that point of time. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things play a vital positive psychological effect on the patient's mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 3  To understand from the respondent their satisfaction level on one of the parameter i.e. caring from the Doctor

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 37% respondents mentioned that they were very dissatisfied with the Doctor as the doctor was not at all caring. 40% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor was not at all caring. 13% respondents were neutral in their response whether Doctor was caring as they feared that honest feedback might hamper
the patient's further course of treatment or their stay in hospital might be made bad by the hospital treating doctor. 3% respondents were somewhat satisfied with the doctor as the doctor was not at all caring. 0% respondents were very satisfied with the doctor. Doctors should show a level of caring not only to the patients but also to the patient's relative or friend whoever patient's attendant at that point of time is. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things plays a vital positive psychological effect on the the patient's mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 4 To understand from the respondent their satisfaction level on one of the parameter i.e. smile on the face of the Doctor

7% respondents refused to respond to this question as they were totally unhappy with the hospital services. 32% respondents mentioned that they were very dissatisfied with the Doctor as the doctor did not have smile on the face while interacting. 30% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor did not have smile on the face while interacting. 25% respondents were neutral in their response whether Doctor had smile on the face or not as they feared that honest feedback might
hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital treating doctor. 6% respondents were somewhat satisfied with the doctor as the doctor had smile on the face while interacting. 1% respondents were very satisfied with the doctor as the doctor had a smile on the face while interacting. Doctors should bear a smile on the face. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things play a vital positive psychological effect on the patient's mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 5 To understand from the respondent their satisfaction level on one of the parameter i.e. the doctor visits the patient regularly

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 33% respondents mentioned that they were very dissatisfied with the Doctor as the doctor did not visit the patient regularly. 39% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor did not visit the patient regularly. 20% respondents were neutral in their response whether Doctor visited patient regularly or not as they feared that honest feedback might hamper the patient's further course of treatment or their stay in the hospital might be made bad by the
hospital treating doctor. 2% respondents were somewhat satisfied with the doctor as the doctor visited the patient somewhat regularly. 0% respondents were very satisfied. Treating Doctor should visit the patient regularly. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things play a vital positive psychological effect on the patient’s mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 6  To understand from the respondent their satisfaction level on one of the parameter i.e. the doctor gives a patient hearing

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 32% respondents mentioned that they were very dissatisfied with the Doctor as the doctor did not patient hearing to the grievance. 37% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor did not give a patient hearing to what the patient or the patient's relative or the patient's friend had to say. 21% respondents were neutral in their response whether Doctor gave a patient hearing
or not as they feared that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad by the hospital treating doctor. 4% respondents were somewhat satisfied with the doctor as the doctor gave a patient hearing to what the patient or the patient's relative or the patient's friend had to say. 1% respondents were very satisfied with the doctor as the doctor gave a patient hearing to what the patient or the patient's relative or the patient's friend had to say. Treating Doctor should give a patient hearing. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things play a vital positive psychological effect on the patient's mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 7 To understand from the respondent their satisfaction level on one of the parameter i.e. the doctor discusses the patient’s health status

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 35% respondents mentioned that they were very dissatisfied with the Doctor as the doctor did not discuss patients’ health status. 42% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor did not discuss patients’ health status. 18% respondents were neutral in their response whether the Doctor discussed patients’ health status or not as they feared that honest feedback might hamper
the patient's further course of treatment or their stay in hospital might be made bad by the hospital treating doctor. 1% respondents were somewhat satisfied with the doctor as the doctor discussed patient's health status. 0% respondents were very satisfied with the doctor. Treating Doctor should discuss patients' health status and that too in a positive way. This eases out the stress, makes them feel comfortable, patient responds to treatment faster. These things play a vital positive psychological effect on the patient's mind. Hence while marketing Hospital services one should highlight the Compassionate healthcare provided. This will increase footfalls to the hospitals. Can be put up on the website, in pamphlets, can be highlighted during CMEs, Camps for general public or brochures or during patient education programmes.
Q_38 8 To understand from the respondent their satisfaction level on one of the parameter i.e. the doctor is available 24*7

6% respondents refused to respond to this question as they were totally unhappy with the hospital services. 27% respondents mentioned that they were very dissatisfied with the Doctor as the doctor was not available 24*7. 38% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor was not available 24*7. 25% respondents were neutral in their response.
whether the Doctor was available 24*7 or not as they feared that honest feedback might hamper the patient’s further course of treatment or their stay in hospital might be made bad by the hospital treating doctor. 5% respondents were somewhat satisfied with the doctor as the doctor was available 24*7s. 0% respondents were very satisfied with the doctor. Treating Doctor is not expected to be available 24*7 but certainly RMO or resident doctor is expected and should make him or herself available as per the patient’s medical help requirement.
Q_38 9 To understand from the respondent their satisfaction level on one of the parameter i.e. the doctor is Good looking

8% respondents refused to respond to this question as they were totally unhappy with the hospital services. 23% respondents mentioned that they were very dissatisfied with the Doctor as the doctor was not Good looking. 30% respondents mentioned that they were somewhat dissatisfied with the Doctor as the doctor was not Good looking. 36% respondents were neutral in their response whether the Doctor was Good looking or not as they feared that honest
feedback might hamper the patient's further course of treatment or
their stay in hospital might be made bad by the hospital treating
doctor. 3% respondents were somewhat satisfied with the doctor as
the doctor was Good looking. 1% respondents were very satisfied with
the doctor as the Doctor was very Good looking. Treating Doctor is not
expected to be Good looking but certainly is expected to be
presentable.
Q_38 10 To understand from the respondent their satisfaction level on one of the parameter i.e. Formal Dress Code of the Doctor

8% respondents refused to respond to this question as they were totally unhappy with the hospital services. 24% respondents mentioned that they were very dissatisfied with the Doctor's dress Code. 38% respondents mentioned that they were somewhat dissatisfied with the Doctor's dress Code. 27% respondents were neutral in their response whether the Doctor was in a formal dress code or not as they feared that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be
made bad by the hospital treating doctor.3% respondents were somewhat satisfied with the Doctor's formal dress code. 0% respondents were very satisfied with the Doctor's dress code. Treating Doctor is expected to be in their formal dress code, not necessarily in Blazer, but at least should wear a formal Doctor's Apron. They should have proper formal shoes rather than chappals as some of them do.
Q_38 11 To understand from the respondent their satisfaction level on one of the parameter i.e. Use of Known Language by the Doctor

![Graph showing satisfaction levels]

7% respondents refused to respond to this question as they were totally unhappy with the hospital services. 36% respondents mentioned that they were very dissatisfied with the doctor as they did not speak in language known either to the patient or patient’s relative or patient's friend. Patient who is already under trauma and stress expects that the place of treatment doctor should make use of Known
language while interacting with either the patient or patient's relative or patient's friend. 37% respondents mentioned that they were somewhat dissatisfied with the doctor as the doctor did not speak in language known either to the patient or patient's relative or patient's friend. 18% respondents were neutral in their response towards whether the doctor spoke in known language or not as they feared that honest feedback might hamper the patient's further course of treatment or their stay in hospital might be made bad. 1% respondents were somewhat satisfied with the doctor in reference to the known language spoken either with the patient or patient's relative or patient's friends. This could be a very important point or rather an eye opener for the hospital management and Medical Colleges to ensure that the to be doctors undergoing training in the medical Colleges or Doctors selected in particular hospital should be asked to at least know English/ Hindi/Marathi. Marathi mentioned because study is reference to Pune. Pune being located in Maharashtra, regional language is Marathi.
Q_39  Respondents Feedback of Current Hospital Compared to other hospitals i.e. Overall how satisfied were they with the hospital services

7% respondents refused to respond to this question as they were totally unhappy with the hospital services. 36% respondents mentioned that they were very dissatisfied with the hospital services. 37% respondents mentioned that they were somewhat dissatisfied with the hospital services. 1% respondents were somewhat satisfied with the hospital services. Overall excellent hospital services will help
in strong marketing of the hospital services and will create a good customer relationship management. The data shows a very different picture. Majority of the patients are just not happy with the quality of hospital services provided. Resulting in Poor Customer Relationship Management.
Q_40  Respondents Feedback of Current Hospital Compared to other hospitals based on the scale mentioned in the graph data label

1% respondents refused to respond to this question as they were totally unhappy with the hospital services. 25% respondents mentioned that they Don’t know or never used other hospital services. 40% respondents mentioned that Compared to other Hospitals that are available, this hospital is much worse. 30% respondents mentioned that Compared to other Hospitals that are available, this hospital is somewhat worse. 4% respondents mentioned that
Compared to other Hospitals that are available, this hospital is about the same. 1% respondents mentioned that Compared to other Hospitals that are available, this hospital is much better. Overall hospital services will help in strong marketing of the hospital services and will create a good customer relationship management. The data shows a very different picture. Majority of the patients are just not happy with the quality of hospital services provided.
Q_41  Respondents Feedback of Current Hospital Compared to other hospitals i.e. Hypothetically, if needed to be hospitalized henceforth, would the respondent choose the Physician or the hospital of their choice first

1% respondents refused to respond to this question as they were totally unhappy with the hospital services. 56% respondents mentioned that Hypothetically, if they needed to be hospitalized henceforth, they would choose physician first. 23% respondents mentioned that Hypothetically, if they needed to be hospitalized
henceforth, they would choose hospital first. 6% respondents were not sure whether they would choose hospital or physician first. 13% respondents mentioned that hypothetically, if they needed to be hospitalized henceforth, depending on the situation they would choose physician or hospital first. This proves hospitals need to have a good set of doctors so as to attract increase number of patients in the hospital.
Q_42 Respondents Feedback of Current Hospital Compared to other hospitals i.e. if the respondent would like the hospital to notify the respondent when it is the time for a checkup, how would they prefer to receive the notice

2% respondents refused to respond to this question as they were totally unhappy with the hospital services. 84% respondents mentioned that to notify the patient when it is time for a check-up, they would prefer to receive this notice on phone call. 5% respondents mentioned that to notify the patient when it is time for a check-up, they would prefer to receive this notice on mail. 8% preferred notification
through email. 1% respondents mentioned that to notify the patient when it is time for a check-up, they would prefer other mode not specified. Hence the best mode appreciated by the respondents is to notify the patient when it is time for a check-up is by a phone call.
Q_43 Respondents Feedback of Current Hospital Compared to other hospitals i.e. How likely is the respondent to switch hospitals on the Physician’s advice

2% respondents refused to respond to this question as they were totally unhappy with the hospital services. 26% respondents mentioned that they were very likely to switch hospitals on their physician’s advice (from their preferred hospital). 50% respondents mentioned that they were somewhat likely to switch hospitals on their physician’s advice (from their preferred hospital). 12% respondents
mentioned that they were somewhat unlikely to switch hospitals on their physician’s advice (from their preferred hospital). 7% respondents mentioned that they were very unlikely to switch hospitals on their physician’s advice (from their preferred hospital). 3% respondents mentioned that they were not sure whether they would switch hospitals on their physician’s advice (from their preferred hospital).
Q_44 Respondents Feedback of Current Hospital Compared to other hospitals i.e. Will the respondent use the services of the current hospital if need arises

2% respondents refused to respond to this question as they were totally unhappy with the hospital services. 32% respondents mentioned that they will definitely not use the services of this hospital if need arises. 45% respondents mentioned that they probably will not use the services of this hospital if need arises. 18% respondents mentioned that they might or might not use the services of this hospital if need arises.
hospital if need arises. 2% respondents mentioned that they probably will use the services of this hospital if need arises. 1% respondents mentioned that they will definitely use the services of this hospital if need arises. This proves that majority of the respondents were dissatisfied with the hospital services which has led to poor customer relationship management. Hence by improving Hospital services and strong marketing will lead to strong customer relationship management.
Q_45  Respondents Feedback of Current Hospital Compared to other hospitals i.e. How likely is the respondent to recommend services of the current hospital to others

1% respondents refused to respond to this question as they were totally unhappy with the hospital services. 25% respondents mentioned that they will definitely not recommend services of this hospital to others. 52% respondents mentioned that they probably will not recommend services of this hospital to others. 18% respondents mentioned that they are not sure whether they will recommend services of this hospital to others. 4% respondents mentioned that they
probably will recommend services of this hospital to others. This proves that majority of the respondents were dissatisfied with the hospital services which has led to poor customer relationship management. Hence by improving Hospital services and strong marketing will lead to strong customer relationship management.

Hypotheses:

Based on the findings presented above:

1. The hypothesis stating “it is believed that there is a need to enhance the quality of Healthcare Services presently offered by the hospitals in the City of Pune” is accepted based on the findings from above points 22 to 24

2. The hypothesis stating “it also presumed that the expectations of the customers regarding healthcare services are not fulfilled on the parameters of quality, cost of time utility and patient – hospital relationship” is accepted based on the findings from above points 27 to 38

3. The hypothesis stating “It is also accepted that the level of satisfaction derived from healthcare services by the users is low and can be enhanced by improving relationship with the patient(users/
customers) by the hospital” is accepted based on the findings from above points 39 to 45 and healthcare services can be enhanced by considering findings from point 13 to point 17