Appendix 1
Questionnaire

Name of the Hospital:
1. Name of the respondent:

2. Age category of the respondent:
   • < 18
   • 18 - 30
   • 31 - 44
   • 45 - 54
   • 55 & over

3. Male:
4. Female :

5. Marital Status:
   • Married
   • Single
   • Divorced
   • Widowed
   • Refuse to answer

6. Are you employed outside the home?
   • Full time
   • Part time
   • Not employed
   • Other _______________________

7. What is your approximate annual household income?
   • Less than Rs. 2 lacs
   • 2 lacs – 3 lacs
   • 3 lacs – 6lacs
   • 6lacs – 10lacs
   • Over 10lacs
   • Not sure

8. Which city and area you belong to?

9. What best represents yourself:
   • Patient
   • Patient’s relative (specify)
   • Patient’s Friend
   • Other specify

10. Who in the family decides which hospital to go?
    • Eldest family member
    • Earning family member

11. How often do you use this hospital services?
    • Once a month
    • Every 2-3 months
• 2-3 times a year
• Once a year or less often
• First Time

12. Tick what best represent you for Hospital services payment
   a) Out of the pocket
   b) Self insurance / TPA
   c) Sponsored
   d) Medical Social worker
   e) Employer Insured
   f) Employer Payment
   g) Other Specify

B) Hospital Service Expectation
13. Rank on the basis of your preference for the selection of a particular hospital for availing its services
   • Economical
   • Quality
   • Known Doctor
   • Excellent treatment results of Doctor
   • Hospital Infrastructure
   • Close proximity to residence
   • Time Tested Hospital

14. Rank your expectations from the Hospital staff on the following:

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smile</td>
<td></td>
</tr>
<tr>
<td>Caring</td>
<td></td>
</tr>
<tr>
<td>Prompt on call Service</td>
<td></td>
</tr>
<tr>
<td>Good Listener</td>
<td></td>
</tr>
<tr>
<td>Problem Solving</td>
<td></td>
</tr>
<tr>
<td>Good Looking</td>
<td></td>
</tr>
<tr>
<td>Smart dress code</td>
<td></td>
</tr>
<tr>
<td>Use of Known language</td>
<td></td>
</tr>
<tr>
<td>Gives adequate information on Past, Present and Future course of Treatment</td>
<td></td>
</tr>
</tbody>
</table>

15. As a patient / patient relative, please indicate how important the following items are for you

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Somewhat Unimportant</th>
<th>Not At All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant greeting and being helped by the Front Office</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimal waiting time for admission</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurse/ customer care executive prompt to bell</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nurse/ customer care executive telling me about Hospital facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
16. Rank your expectations from the Hospital treating Doctor on the following parameters:

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful Treatment</td>
<td></td>
</tr>
<tr>
<td>Comforts the patients</td>
<td></td>
</tr>
<tr>
<td>Caring</td>
<td></td>
</tr>
<tr>
<td>Smile on the face</td>
<td></td>
</tr>
<tr>
<td>Visits patient regularly</td>
<td></td>
</tr>
<tr>
<td>Patient Hearing</td>
<td></td>
</tr>
<tr>
<td>Discusses patients health Status</td>
<td></td>
</tr>
<tr>
<td>Available 24x7</td>
<td></td>
</tr>
<tr>
<td>Good Looking</td>
<td></td>
</tr>
<tr>
<td>Formal Dress Code</td>
<td></td>
</tr>
<tr>
<td>Use of Known Language</td>
<td></td>
</tr>
</tbody>
</table>

C) Hospital Usage Information

17. When you or your patient needed to be hospitalized, what did you choose first your Doctor or your hospital first?
   a) Physician
   b) Hospital
   c) Not sure
   d) Depends

18. Do you visit this hospital for a particular service?
   - If Yes: Specify
   - No
   - All Services

19. Number of times in a year do you avail this hospital services

20. You avail of this hospital services for:
   - OPD
   - IPD
   - OPD & IPD
   - Only in case of emergency

21. How did you know of this hospital?
   a) Newspaper advertisement
   b) Website
   c) Radio
   d) Pamphlet
   e) Hoarding
f) Referral/ Family Doctor
g) By word of mouth (specify eg. Relative/friend)
h) Camps
i) Other source specify

D) Hospital Service Satisfaction

22. Were the following patient’s rights informed?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Confidentiality</td>
<td></td>
</tr>
<tr>
<td>Access to records</td>
<td></td>
</tr>
<tr>
<td>Privacy</td>
<td></td>
</tr>
<tr>
<td>Informed consent to medical treatment</td>
<td></td>
</tr>
</tbody>
</table>

23. Based on your experience with present hospital service, how likely are you to avail other hospital services again?

- Very Unlikely
- Unlikely
- Somewhat Unlikely
- Very Likely
- Extremely Likely

24. If you contacted hospital customer service, were all problems resolved to your complete satisfaction?

- Yes, by the hospital customer care executive
- Yes, by some other staff (specify designation and name)
- No, the problem was not resolved
- No problems/No contacts with customer service executive

25. If you have additional comments for the hospital about your experience with the service that have not been addressed in the survey, please enter them below.

26. Please describe if there was any particular aspect of the service experience that stood out:

E) Customer Service Representative

27. Does this Hospital has a customer service representative or department?

- Yes
- No
- Not aware

If yes to above question answer following Questions:
28. The customer service representative is very courteous.
- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

29. Which of the following qualities of the Customer Service Representative stood out (as being superior)?
- Patient
- Enthusiastic
- Listened carefully
- Friendly
- Responsive
- Other

30. What qualities of the customer service representative annoyed you?
- Not patient
- Not enthusiastic
- Didn’t listen carefully
- Unfriendly
- Unresponsive
- Other
- No qualities annoyed me

31. The customer service representative was very knowledgeable.
- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

32. The waiting time for having my question addressed was satisfactory.
- Strongly disagree
- Somewhat disagree
- Neutral
- Somewhat agree
- Strongly agree

33. How many times did you have to contact customer service before the problem was corrected?
- Once
- Twice
- Three Times
- More than Three times

34. Overall, how satisfied are you with the customer service experience?
35. If you were less than Very satisfied, what could have been done to serve you better?

F) Other Hospital Staff

36. Are you satisfied with the hospital Staff services

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neutral</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
</table>

37. Your satisfaction level on the following parameters from this hospital staff

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neutral</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smile</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prompt on call Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good Listener</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Problem Solving</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good Looking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smart dress code</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Known language</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gives adequate info on Past, Present and Future course of Treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

38. Your satisfaction level from the Hospital treating Doctor on the following parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Neutral</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Successful Treatment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comforts the patients</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smile on the face</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visits patient regularly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Patient Hearing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discusses patients health Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available 24x7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good Looking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Formal Dress Code</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of Known Language</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
G) Feed back of current Hospital Compared to other hospitals

39. Overall, how satisfied are you with hospital services?
   - Very Unsatisfied
   - Unsatisfied
   - Somewhat Satisfied
   - Very Satisfied
   - Extremely Satisfied

40. Compared to other Hospitals that are available, would you say that this hospital is...
   - Much better
   - Somewhat better
   - About the same
   - Somewhat worse
   - Much worse
   - Don’t know or never used

41. Hypothetically, if you needed to be hospitalized henceforth, would you choose your physician or your hospital first?
   a) Physician
   b) Hospital
   c) Not sure
   d) Depends

42. If you would like your hospital to notify you when it is time for a check-up, how would you prefer to receive this notice?
   a) Phone call
   b) Mail
   c) E-mail
   d) Other ____________________________

43. How likely are you to switch hospitals on your physician’s advice (from your preferred hospital)?
   a) Very likely
   b) Somewhat likely
   c) Somewhat unlikely
   d) Very unlikely
   e) Not sure

44. Will you use the services of this hospital if need arises?
   - Definitely will
   - Probably will
   - Might or might not
   - Probably will not
   - Definitely will not
45. How likely are you to recommend services of this hospital to others?

- Definitely will recommend
- Probably will recommend
- Not sure
- Probably will not recommend
- Definitely will not recommend