CHAPTER – VII
FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS RELATED TO ALL HOSPITALS

The findings related to the study reveal the following:

1. The profiles of respondents of all hospitals reveal that a majority of the respondents are males. About 40% of the respondents belong to the age group of 40-60 years. Occupation wise, there are significant differences found between the respondents of four hospitals. In case of Apollo hospitals, employees who are in service dominated the survey which in case of Care hospital, business men dominated the study. Majority of the respondents are graduates.

2. About 50% of the respondents of all hospitals expressed that they are advised by friends and relatives and specialists to visit the hospitals.

3. When the respondents visited the hospitals, about half of them received ‘some’ information, which has become a source of dissatisfaction. Since they were not provided with adequate information at the reception stage, the respondents expressed their dissatisfaction. This observation was found to be relevant for all hospitals.

4. Phone contact has become a major source for taking appointment in case of Care hospital, and Medici hospital which personal contact has become a major source for majority of respondents of Apollo hospital and Yashoda hospital. Majority of the respondents expressed that it is convenient to contact the hospitals.

5. Most of the respondents of four hospitals could not find it difficult to get the admission pass and it is convenient for a majority of respondents.

6. The explanation of procedures relating to admission is an important aspect of patients care. It was observed that in case of all the four hospitals about 70% of the respondents of each hospital have rated the procedure as good and fair very few respondents are not happy with the explanation procedure.

7. Friendliness of staff at reception stage is another important issue related to the patients satisfaction. It was found out that 73.5% of the respondents of the study hospitals are found to be happy as they have expressed it as ‘good’ and ‘fair’.

8. The responses of respondents relating to waiting time at reception shows that these are no significant differences among the respondents of hospitals. More than
70% of the respondents of all the hospitals have to wait for ‘very little time’ and ‘little time’ only.

9. Majority of the respondents of the sample hospitals could not find any difficulty in filling up forms. It was stated as very easy and easy by about 66% of the respondents of all the hospitals.

10. The observation of the respondents views on satisfaction at reception stage reveals that 75% of the respondents have expressed that it was ‘good’ and ‘fair’. All the hospitals received a similar comment from the respondents.

11. The attention paid by doctors at the time of examination stage also received a positive response from respondents of all the hospitals. About 75% each of the respondents of each hospitals have expressed it as ‘good’ and ‘fair’.

12. Friendliness of doctors at the examination stage was also received a high satisfactory response from respondents of all the hospitals. It was observed that about 70% of each of the respondents of all four hospitals have given a rating of good and fair for the statement “friendliness of doctors”. Below 10% of respondents of each hospital expressed that it was ‘poor’ and ‘very poor’.

13. The instructions given by doctors at the examination stage, is another important aspect. For this aspect also, the study hospitals received a positive view from respondents. About 70% of each of the hospitals have rated it as ‘good’ and ‘fair’.

14. The respondents satisfaction with examination time shows that 72.5% of each of the respondents of all hospitals have expressed that it is good and fair. About 9% of the respondents of each of the hospitals expressed that it was ‘poor’ and ‘very poor’.

15. The physical comforts at examination hall were also satisfactory to majority of respondents of the hospitals. It was evident that 73.8% of each of the respondents of 4 hospitals expressed that the physical comforts are good and fair. 18.25% of respondents expressed excellent. About 8% of the respondents of each hospitals expressed it was ‘poor’ and ‘very poor’.

16. The cleanliness at the examination hall in the hospitals received a fair view by a majority of respondents. About 78% of the respondents of the sample hospitals have rated it as good and fair. About 8% of the respondents of all hospital expressed that it was ‘poor’ and ‘very poor’.

17. The staff was very friendly towards patients in case of all hospitals. Above 78% of the respondents of hospitals felt that the staff were fairly courteous and friendly
towards them. About 15 percent of the respondents have given the ranking excellent and 8% of the respondents expressed the opinion ‘poor’ and ‘very poor’.

18. The overall satisfaction with examination stage was also found to be very much satisfactory as 75% of each of the respondents of all hospitals have rated it as good and fair. 15.5% of the respondents of all hospitals have rated excellent and 10% of the total respondents expressed ‘poor’ and ‘very poor’.

19. 65% of the respondents have to wait for very little time at pathology. The same observation was found in case of 65% of the respondents of each hospitals. 7.5% of the respondents have expressed ‘very long time’ and ‘long time’.

20. The analysis relating to the attention paid by staff at pathology stage reveals that more than 67% of the respondents of each of the hospitals have felt that it is ‘fair’ and ‘good’. There was no significant differences in the respondents of respondents of all hospitals.

21. The explanation of staff at pathology lab was also quite satisfactory as more than 60% of the respondents of hospitals expressed similar feelings. The staff were also friendly and it was expressed by more than 65% of the respondents of hospitals.

22. The overall satisfaction with lab reveals that about 70% of the respondents of each of the hospital have given good and fair opinion. The respondents who have given the opinion ‘poor’ and ‘very poor’ for the examination are very few in number.

23. About 74.25% of the respondents did not spend much waiting time at dressing room. Majority of the respondents of all the hospitals have expressed similar views. Only 6% of the total respondents expressed ‘very long time’ and ‘long time’.

24. Attention paid by staff was also good and fair to 75% of the respondents of each of the hospitals. Staff was also found to be courteous in dealing with patients in dressing room. A similar observation was found in case of all hospitals.

25. In case of friendliness of staff at dressing room, favourable responses were received from the majority of respondents of all hospitals. More than 70% of the respondents of each of the hospital expressed a fair and good opinion on these two aspects. And below 10% of the respondents expressed poor opinion.

26. The physical comforts at dressing stage were also fair and good to about 70% of the respondents. The respondents of the hospitals promoted a similar view. 25% of respondents of the hospitals are expressed excellent. Below 5% of the respondents expressed the rating ‘poor’ and ‘very poor’.

262
27. The cleanliness in dressing room also received a good and fair rating by more than 70% of the respondents of all hospitals.

28. The overall satisfaction with dressing room and other related aspects was also fair and good to more than 70% of the respondents of all hospitals. 22.25% of the respondents felt excellent and less than 8% of the respondents expressed the opinion ‘poor’ and ‘very poor’.

29. The waiting time for X-ray and scanning process was little and very little time according to 76% of the respondents. They need not spend more time for X-ray and scanning process. A similar view was expressed by a majority of the respondents of all hospitals. And nobody expressed ‘very long time’. Below 5% of the respondents expressed ‘long time’.

30. The attention paid by staff at X-ray lab was quite satisfactory to about 70% of the respondents of each of the hospitals.

31. The cleanliness in X-ray room was also received a fair rating by more than 70% of the respondents of each of the hospitals which are under study. Only 5% of the respondents expressed the opinion ‘poor’ and ‘very poor’.

32. The clarity of reports was also received a fair rating by a majority of respondents of each of the hospital. The respondents expressed their overall satisfaction with X-ray stage. About 75% of the respondents are of the similar view. 18.25% of the respondents expressed excellent. Only 5% of the respondents expressed ‘poor’ and ‘very poor’.

33. The respondents are asked to give their views relating to recommendation of the hospital to others. More than 80% of the respondents of each of the hospital have given a favourable response.

CONCLUSIONS

In the age of hyper competition now a days all business organizations are competitive with one another in creation of good and reasonable infrastructure facilities and well as trained staff. Therefore the data and opinions of the respondents representing all the four hospitals are more or less common identical and closely related. To sum up, there was no significant difference found in the performance and efficiency between the two sample group of hospitals. The satisfaction levels of the patients in all the four samples also were more or less identical.
SUGGESTIONS

1. As the patients who visit the hospitals are in the age group of 40 and above, the hospitals should focus their attention on improving the medical care and design proper health schemes to benefit the above group of population.

2. It may be suggested that the corporate hospitals are advised to exploit the income range of below Rs.1,00,000 and are required to come out with lot of value added services like loyalty packages, family packages and other health schemes to attract the population with below Rs.1,00,000.

3. It may be advised that the sample hospitals should focus their strategies on the illiterate segment and design innovative, unique and individual health checkup packages.

4. The sample hospitals should focus on the suitable marketing approaches and practices. As a part of marketing philosophy, the supporting staff and technician should be given advanced training related to behavioural aspects such as courtesy and empathy in dealing with patients to become more patients friendly.

5. The appraisal system of personal should invariably include the scores of patient evaluation of the supporting and technical staff. Hence the hospitals should make it mandatory to have the appraisal of medical and supporting staff.

6. It may be suggested that the hospitals may print a detailed map of location of different departments and distribute them to the patients as soon as they arrive at the admission centre.

7. It may be suggested that the structure and architecture part of the hospital should be in such a way that it is both simple and easy for the patients to negotiate their way to the desired specialists doctor/ ward / lab. The names of wards should also be mentioned in regional languages.

8. The study hospitals are advised to take necessary care in relation to staff and to motivate them to give proper answers to the queries raised by the patients. Educating patients on various aspects related to disease and treatment is very much necessary for the improvement of image of the hospitals.
9. The study hospitals should take necessary steps to reduce the dissatisfaction resulting from general amenities like seating arrangements, drinking water, parking and general hygienic conditions.

10. In order to make the patients more comfortable while waiting, some of the patients have advised that piped music may be played to soothe the feelings of the patients, reduce pain of the process and allay any apprehensions that the patient might have.

11. Health management packages can be provided by hospitals to family and corporate world. For example Family Health Plan Services (FHP), a subsidiary of Apollo Hospitals carries out health management of employees of its clients in the industry, with a wide network of Hospitals and Healthcare providers countrywide, and a tie-up with General Insurance Corporation of India. Other corporate hospitals are advised to follow the example of Apollo and come out with unique health management packages.

12. All corporate hospitals are advised to conduct periodic preventive health care programs of the chronic and current diseases in general and specialized programs to the society in general.

13. As part of customer feedback, specific comments regarding the behavior of all the staff members should be collected so that appropriate measures be put in place and training programs designed.

14. In order to make the patients more comfortable while waiting, some of the patients have advised that piped music may be played to soothe the feelings of the patients, reduce pain of the process and allay any apprehensions that the patient might have.

15. It is noticed that the perception about doctors is quite positive in most of the aspects. The study hospitals are advised to streamline the patient queue and give appointments accordingly, so that the scope for dissatisfaction is further minimized.
16. All corporate hospitals are advised to conduct periodic preventive health care programs of the chronic and current diseases in general and specialized programs to the society in general.

17. Health management packages can be provided by hospitals to family and corporate world. For example Family Health Plan Services (FHP), a subsidiary of Apollo Hospitals carries out health management of employees of its clients in the industry, with a wide network of Hospitals and Healthcare providers countrywide, and a tie-up with General Insurance Corporation of India. Other corporate hospitals are advised to follow the example of Apollo and come out with unique health management packages.