CHAPTER VI

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

This chapter highlights the main findings and analytical conclusions that have been drawn from this study and presents some suggestions. The relevance of the findings has been discussed with reference to the practical needs of the multi-speciality hospitals under study as well as the possible applicability to other comparable settings. The suggestions have also been given for two purposes: quality improvement of the hospital services and areas for further research in hospital service quality and marketing.

6.2 FINDINGS

Findings from Chapter IV

- It is found from the analysis that majority (37.6%) of the respondents belonged to the age group of upto 30 years and majority (59.2%) of the respondents belong to male category.

- It is noted from the above analysis that (39.0%) of the respondents are educated at school level and majority (45.8%) of the respondents are engaged in their business.

- It is found from the analysis that majority (38.5%) of the respondents are earning Rs.10,001-20,000 as monthly family income and majority (61.8%) of them are married.
• It is noted from the analysis that majority (47.6%) of the respondents belonged to urban area.

• It is found from the analysis that majority (37.6%) of the respondents are aware about the hospital through friends.

• It is found from the analysis that majority (80.0%) of the respondents are aware about the doctors’ qualification and specialization.

• It is found from the analysis that majority (82.8%) of the respondents are aware about the preventive diseases programme conducted by the hospitals in district / residential area.

• It is found from the analysis that majority (79.4%) of the respondents attend awareness programme and majority (54.9%) of them are aware about the free health insurance scheme offered by the Tamil Nadu Government.

• It is found from the analysis that majority (84.6%) of the respondents opined that the Tamil Nadu Government had offered upto 1 lakh and majority (51.2%) of them are neutrally aware about the service quality of usage of modern technology towards tangibility of services quality.

• It is noted from the analysis that majority (46.8%) of the respondents are strongly agreed towards doctors keep their promises towards reliability of services quality.

• It is noted from the analysis that majority (49.4%) of the respondents are neutrally aware towards the employees who will never too busy to respond to request of the patients / attendants towards responsiveness of service quality.
• It is stated from the analysis that majority (37.6%) of the respondents strongly agreed towards employees and they will have the sufficient knowledge to answer patients questions towards assurance of service quality.

• It is stated from the analysis that majority (37.1%) of the respondents agreed towards employees who deal with patients in a caring fashion towards empathy of service quality.

• It is found from the analysis that the respondents of 41-50 years attained the maximum about the health care industry in multi speciality hospitals in Salem District. The anova test indicates that there is a significant difference among age of the respondents and perception of the patients about the health care industry.

• It can be inferred that the male respondents attained the maximum level of perception about the health care industry. The anova test had resulted that there is no significant difference among gender of the respondents and perception of the patients about the health care industry.

• From the analysis it is concluded that the illiterate respondents attained the maximum level of perception about the health care industry. The anova test indicates that there is a significant difference among educational qualification of the respondents and perception of the patients about the health care industry.

• From the analysis it is concluded that the business people attained the maximum level of perception about the health care industry. The anova test had resulted that there is a significant difference among
occupational status of the respondents and perception of the patients about the health care industry.

- From the analysis, it is noted that the maximum level of perception towards health care industry is attained by the respondents earning Rs.10001-20000 income per month. The anova test shows that there is a significant difference among monthly family income and perception of the patients about the health care industry.

- From the analysis, it is concluded that single respondents have attained maximum level of the perception about the health care industry in multi speciality hospitals. The anova test indicates that there is no significant difference among marital status of the respondents and perception of the patients about the health care industry.

- From the analysis, it is identified that the urban area respondents have attained maximum level of perception about the health care industry. The anova test shows that there is no significant difference among area of residence of the respondents and perception of the patients about the health care industry.

- It is noted from the analysis that majority of the respondents obtained the low level of awareness towards the perception about the health care industry. The anova test indicates that there is a significant difference among level of awareness and perception of the patients about the health care industry.

- From the analysis, it is concluded that respondents undergone maternity treatment have the maximum level of perception about the
health care industry. The anova test indicates that there is a significant difference among nature of treatment and perception of the patients about the health care industry.

- From the correlation analysis it is found that the variables age and residential area are having positive association with the level of perception.

- It is clear from the multiple regression analysis that the level of perception of the health care industry is positively associated with their Age, Occupational Status, Residential Area and Awareness in the study area.

- From the SERVQUAL model, it is found that among the twenty two selected service quality statements in different dimensions, only eight statements have a positive service gap viz., The hospital staff will be neat in appearance (0.46), Doctors keep their promises (0.73), The hospital staff show sincere interest in solving patients’ problems (0.49), The services of the hospital will be quite dependable (1.42), Hospital keep error-free records (0.61), The employees will never too busy to respond to the request of the patients / attendants (0.28) and Employees who deal with patients in a caring fashion (0.33). The other fourteen variables are having negative service gap in the study.

**Findings from Chapter V**

- It is noted from the analysis that majority (63.9%) of the respondents underwent surgical in multi speciality hospital.
• It is noted from the analysis that majority (56.3%) of the patients did not undergo any medical tests in the hospital during their visit.

• It is concluded from the analysis that majority (82.9%) of the patients underwent surgery in the hospital.

• It is found from the analysis that majority (60.8%) of the respondents like to get all the services under one roof even at a higher cost.

• It is noted from the analysis that majority (72.5%) of the respondents have undergone alternative medical treatment for their ailment prior to choose multi-speciality hospitals.

• It is found from the analysis that majority (57.3%) of the respondents have undergone treatment in Allopathy hospital.

• It is found from the analysis that majority (46.3%) of the patients had chosen the multi-speciality hospital in case of emergency situation.

• It is noted from the analysis that majority (56.0%) of the respondents opined the hospital did not provide any schemes offered by the Government.

• It is found from the analysis that majority (66.7%) of the respondents opined that they were aware of the benefit of free health insurance schemes offered by the Tamil Nadu Government.

• It is noted from the analysis that majority (42.6%) of the respondents are using the free health insurance scheme for medical purpose.

• It is found from the analysis that majority (95.1%) of the respondents opined that the Tamil Nadu Government has sanctioned below Rs.1 lakh for the treatment.
• It is found from the analysis that majority (53.3%) of the respondents are highly satisfied towards indications (Labels & Sign Boards) of the display boards for directions to various departments of health care services.

• It is noted from the analysis that majority, 52.2 per cent of the respondents are highly dissatisfied towards reception service (approach of the reception) in the service of registration.

• It is noted from the analysis that majority, 48.3 per cent of the respondents are highly dissatisfied towards patient room with attached toilets and bed size and quality towards room environment.

• It is found from the analysis that majority (54.9%) of the respondents are highly dissatisfied towards dialysis of supportive services in multi-speciality hospitals.

• It is found from the analysis that majority, 45.6 per cent of the respondents are satisfied towards quick treatment process in multi-speciality hospitals.

• It is noted from the analysis that majority, 46.8 per cent of the respondents are highly satisfied towards facility to return the excess medicine and get refund in multi-speciality hospitals.

• It is stated from the analysis that majority (46.0%) of the respondents are highly satisfied towards preparing patients for surgery in multi-speciality hospitals.

• It is found from the analysis that majority, 47.2% of the respondents are satisfied towards hygienic conditions of the canteen in multi-speciality charges.
• It is found from the analysis that majority (50.0%) of the respondents are satisfied towards nursing charges in multi-speciality hospitals.

• It is found from the analysis that majority (45.1%) of the respondents are satisfied towards system of settling bills (cash/credit card / debit card / electronic fund transfer) in multi-speciality hospitals.

• It is found from the analysis that majority (86.9%) of the respondents are willing to recommend the multi speciality the hospitals to others.

• It is found from the analysis that the middle aged respondents (upto 30 years) attained the maximum level of satisfaction on health care services in multi speciality hospitals in Salem District. The chi-squared test accepted the result at 5 per cent level of significance.

• From the analysis, it can be inferred that the male respondents attained the maximum level of satisfaction on health care services.

• From the analysis it is concluded that the illiterate respondents attained the maximum level of satisfaction on health care services. The chi-squared test accepted the result at 5 per cent level of significance.

• From the analysis it is concluded that the professional attained the maximum level of satisfaction on health care services in multi speciality hospitals. The chi-squared test accepted the result at 5 per cent level of significance.

• From the analysis, it is noted that the maximum level satisfaction attained by the respondents earning Rs.20001-30000 income per month. The chi-squared test accepted the result at 5 per cent level of significance.
• From the analysis, it was concluded that single respondents have attained maximum level of satisfaction on health care services in multi speciality hospitals. The chi-squared test accepted the result at 5 per cent level of significance.

• From the analysis it is identified that the rural area respondents have attained maximum level of satisfaction on healthcare services. The chi-squared test accepted the result at 5 per cent level of significance.

• It was noted from the analysis that majority of the respondents obtained the low level of awareness towards the health care services in multi speciality hospitals. The chi-squared test accepted the result at 5 per cent level of significance.

• From the analysis it is concluded that the patients undergone emergency (casuality) had the maximum level of satisfaction on health care services. The chi-squared test accepted the result at 5 per cent level of significance.

• It is found from the Henry Garrett Ranking analysis that sample respondents are selected the particular hospital for the main reasons of ‘quality of treatment’ followed by ‘easy access’.

• It is found from the Henry Garrett Ranking analysis that majority of the respondents faced the problems like ‘cumbersome procedural formalities for registration’ and ‘lack of cleanliness’ in multi speciality hospital.

• From the correlation analysis it is found that the variables like gender, monthly family income and nature of treatment are having positive association with level of satisfaction.
• It can be found from the multiple regression analysis that the level of satisfaction towards services offered by the health care industry is positively associated with their Age, Occupational Status, Residential Area and Nature of Treatment in the study area.

6.3 SUGGESTIONS

• The researcher recommends that the hospital management should improve their service quality by paying keen attention towards patients’ health care. So, this leads to increase the patients’ satisfaction at the maximum level.

• The researcher suggests that the hospital management should appoint a manager of each department and set a training programme for their staff in order to strengthen their kind communication and improve their in action with outpatients during service procedures. So, it makes the staff to become more individual concerns towards the outpatients.

• The researcher recommends that the hospital management can add more outpatients’ services during night time in order to lower the consulting time. Waiting time is the main reason and it affects the patients’ level of satisfaction towards the service quality in multi-speciality hospitals. Besides, the hospital can provide magazines, books and television to help outpatients and their families occupy themselves during the waiting time.

• The researcher recommends that nursing care is always associated with underlying support services of hospitals such as maintenance of cleanliness, ventilation and lighting in the wards, quantity and quality of beds, instructions displayed in and outside the wards, quality of
meals and sanitary facilities. This makes the patients as a homely way of care and increases their trust towards the multi-speciality hospital services.

- The department of health should introduce a 360 degree patient service performance management system so as to focus on customer satisfaction.
- The researcher suggests that the hospital management should appreciate their employees based on their service quality by rewarding them to motivate and induce to do excess of the quality of service in their hospital. So that, both the employees and their customers as patients may have heart-to-heart satisfaction.
- The researcher recommends that nurse’s perceptions about the time taken for record keeping can be directly attributed to the fact that they are manually entering all the inpatient data into registers and not using the computer provided at the Nursing Station in each ward. A training programme on the advantages of computerization over the currently employed manual entry for inpatient records is an immediate need. Further, computer trained personnel from the Medical Records Department have to update the system by making the entries of admissions and discharges from the individual wards.
- From the study, it is found that the larger gaps found between the patients’ expectations and perceptions. The gap analysis has revealed that the following items have very large gaps.
  - Visually appealing Physical facilities.
  - The employees in hospital inform exactly when services will be performed.
• The employees will never be too busy to respond to request of the patients / attendants.
• Employees’ behaviour instill patient confidence.
• Patients feel safe in their treatment.

So, the multi-speciality hospital management should take special care for the above mentioned services and it leads to increase the patients’ satisfaction level.

• From the SERVQUAL model, it is found that among the five dimensions viz., tangibility, reliability, assurance, responsiveness and empathy, only the dimension reliability has no gap. So, the health care industry has to improve in these four dimensions tangibility, responsiveness, assurance and empathy, so that the patients’ overall satisfaction level reaches at the maximum level.

• The researcher recommends that the hospital management should take care of the environment with pleasant fresh air from more trees and plants. It seems so greenish and fresh to make refresh and rejuvenate the patients from their worries and peace less mind and soul. And also, the hospital should take necessary steps regarding atmosphere of the pharmacy, comfort of waiting room, registration process and also management of visitors. So, this helps the patients with maximum level of satisfaction in both their mind and also health.

6.4 CONCLUSION

Throughout this study, the researcher has endeavoured to establish what did outpatients expect and what they perceive to be receiving in relation to race, age or gender. Ultimately, the study shows the relationship
between patient perception of the service quality and patients’ satisfaction with the service. Even though, public healthcare is free to the public, multi-speciality hospitals are giving better services than public health care centres.

The overall view of the research is that the satisfaction of the patients is in the hands of the hospital management with full support and care for the patients. This makes the patients comfortable and feel relaxed though they are in the hospital with full of pain. From this way of approach and their polite service, the patients’ pain becomes painless without their knowledge. So, each and every multi-speciality hospitals should appropriately improve their quality of service for their patients.

Suggestion boxes can be kept in the ward of each department and the suggestions of the patients and care takers can be given due respect by the managements of the multi speciality hospitals. Services of the staff members of the multi speciality hospitals may be improved by giving them incentives basing on their skill.

The study shows the direct link between the dimensions of service quality and satisfaction. Multi-speciality hospitals’ outpatients are not satisfied with the service quality they are currently receiving and this is a matter that needs to be attended to urgently, as it has a direct bearing on whether people come for treatment or they stay away and encourage the spread of different diseases.

Understanding patients’ perceptions on the quality of care of hospital facilities may allow policy-makers to improve this quality of care, and hence increase the service utilisation. Finally, a related advantage of pursuing a
quality-based strategy is that of inimitability. Multi-speciality hospitals with a history of successfully pursuing service quality to develop a reputation. Unlike other corporate assets, reputation must be developed and earned over time, becoming virtually impossible to copy.

The study is a rewarding exercise in the sense that, in addition to the identification of the factors of hospital services, it has also brought to light the services encountered from various angles, viz., services in general, dietary services, nursing, treatment, diagnostic services and emergency service. This has enabled the researcher to give certain practical solutions, the dissatisfaction factors that exist in multi-speciality hospitals, for increasing the customers’ satisfaction. This endeavour of the researcher will be rewarded if the solution and suggestions are carried out by the select multi-speciality hospitals in the study area.