CHAPTER - V

SUMMARY OF FINDINGS

SUGGESTIONS & CONCLUSION
5.1. BACKGROUND OF THE STUDY

Health care industry is one of the fast growing service sectors which provide number of job opportunities and creating new platform for investing in any one of the health care sector. Multi-specialty hospitals are dominating in India for specialized treatment. Particularly in Bangalore about ten hospitals were focused from four different geographical locations namely north Bangalore, East Bangalore, South Bangalore and west Bangalore.

As on November 2012, 41 multi-specialty hospitals are functioning in Bangalore, out of which 10 hospitals have been selected and survey have been conducted from duty doctors, HR professional, supporting staff & customers.

From the universe of population 10% of sample were collected and computed for findings relevant to the selected objectives. The other service sectors are Diagnostic centre, Health Insurance, Pharmacy, Nursing service and Medical Tourism also covered in this study. Primary data collected from various sources have been design with help of suitable tables and charts. The findings of the survey data were extracted with help of defined statistical tool including SPSS. The out come of the findings will be used for any reference in future research.
5.2. FINDING FROM SURVEY DATA – I (DUTY DOCTORS)

The data were collected from 125 duty doctors from selected multi-specialty hospitals in Bangalore. The collected data have been analyzed systematically with the help of statistical tool. The data highlighting many of hidden fact and the various findings of the survey data are listed below.

1. The survey inferred that 57% of the duty doctors are belonging to male segment and 43% are females segments. Employed in different multi-specialty hospital at Bangalore.

2. The study observed that 41.6% of the duty doctors belongs to age group of 45 and above, 38% of the duty doctors belongs to the age group of 35 and below.

3. The study unfolded that Majority of the doctors (78.4%) are practicing in general health care department, 49.6% of the duty doctors are involving in general surgery department, 25.6% of the respondent are practicing in gynecology and neurology. It is also found that 10% of the duty doctors are practicing Pediatrics, Pathology, Psychiatry and Plastic surgery.

4. The study found that 36% are having experience of five years experience in the field of health care industry which reflect that most of the hospitals are recruiting junior level doctors for assisting and learning purpose, 22% of the doctors having experience of 5-10 years, 27.2% of the doctors having 10-15 years experience and only 14% of doctors who are in the senior level having more than 15 years of the experience, serving in multi-specialty hospital.

The survey reveals that Asthma is top disease treated by more number of doctors, followed by Obesity and back pain. As the first three diseases in the table are more general in nature of that they are treated by majority of respondent doctors and thus they have secured higher ranks. Diseases from
Ortho Surgery to Cancer treatment are highly specialized and can be treated only by specialists.

6. The survey disclosed that the emergency care department of the hospital is highly rated department with top position. The inpatient department is standing in second position, primary health care centre also playing an important role and scored third rank flowingly nursing home and outpatient service are standing repetitively fourth and fifth rank in delivering quality.

7. From the survey, 54.4% of the doctors stated that nearly 1500-2000 patients are visiting the health care centre on every day, 20.8% of the doctors expressed that 2000-2500 patients visiting the hospitals and only 10.4% of the doctors responded that the patients number is less than 1500 per day.

8. The survey revealed that 78% of the doctors responded as small hospitals are the major sources for getting patients. 68.8% of doctors expressed their view on brand image for influencing others. 52.8% of the doctors felt that publicity is one of the major source along with friends and relative for bringing the patients.

9. The survey confirmed that 40.8% of the middle income group customers visiting the multi-specialty hospitals, 16% of the high income group patients, 27.2% of low income group patients visiting the hospitals and 16% of the patients with very poor income approaching multi-specialty hospital for their treatment.
5.3. FINDING FROM SURVEY DATA – II (SUPPORTING STAFF)

Supporting staff of the multi-specialty hospitals were interviewed with a structured questionnaire and the collected data have been analyzed and tabulated. 400 supporting staff from the selected hospitals with different age group and experience have been analyzed. The finding of the data is listed as below.

1. The study revealed that 52.8 percentage of the supporting staff belong to the age group of 25-35, 35% of the respondents belong to the age group of 35 to 45 and 12 percentage of the staff belong to the age of 45 and above.

2. The study acknowledged that 48.5 percentage of the staff are having less than 5 years of experience, 28.3 percentage of the staff were having 5-10 years of experience and 23% of the staff are having experience of 10 years and more.

3. The study disclosed that 12 percentage of the staff are involving in housekeeping job 15.3 percentage are involving in ward maintenance, 8.5% are working as store keepers and 8.3% are taking care of office assistance job. Very small percentage of the staff are working in canteen, drug store, Electrical and in clinical lab.

4. The study observed that 53 percentage of the supporting staff are termed as permanent staff, 37% of the staff are working on temporary basis and 10.3% of the staff are working on contract basis.

5. It is exposed from the data that 46.5 percentage of the respondents are getting Rs.10000-15000 as their salary 20% of the staff were receiving Rs.5000-10000 as salary for their job, Only 16.5 percentage are getting more than 15000 as their salary.
6. The study bare that 55% of the respondents are not knowing on the place for disposal of biomedical wastages, 35% of the respondents are not aware about the colour coded maps for different areas, 180 respondents from 400 supporting staff (45%) are not aware of proper collection and segregation of biomedical waste in the workplace and this study also naked that only 15% of the respondents are not aware about the need for hand washing.

5.4 FINDING FROM SURVEY DATA –III (CUSTOMERS)

No doubt, the customer is the kind maker and an important deciding factor for any corporate success. The survey report covered 1925 customers from the selected hospitals. The response of the customer has been converted in to tables. The finding from the customers survey data are listed as below:

1. From the study it is discovered that 56% of the respondents belong to male customers who are visiting the multi specialist hospitals for the treatment and 44% of the respondents belong to female customer.

2. The study raveled that 47% of the respondents belong to the age group of 35 to 45 who are frequently visiting multi-specialty hospitals for the specialty treatment and 28% of respondents belong to age group of 25 to 35 years used for this survey.

3. The study acknowledged that 45.5% of the respondents educated only graduation, 20% of the respondents got their post-graduation and 15% studied higher education.
4. The study unfolded that income is an important factor for taking treatment in multi specialty hospitals, in which 51% of the customers are earning 7.5 to 10 lakh as their annual income, 20% of the respondents are earning more than 10 lakh per annum and only 4.4% are earning about 2.5 lakh per annum.

5. From the study it is clear that 48% of the customers are visiting the multi-specialty hospitals for preventive discomfort checkup, 39% of the respondents are visiting the hospitals for regular health checkup and 90% of the respondents are visiting the Hospitals for relieving the stress level.

6. The study found that 51% of the respondents are visiting the multi-specialty hospital at need basis and whenever they need. 25% of the customers are visiting once in a year, 15% are visiting twice a year for specialty treatment and very few customers are visiting hospitals regularly for every month.

7. The study revealed that 84.16% of the patients visited St.John hospital and rated as the best hospital in Bangalore, Narayana Hrudayalaya hospital with 72.21% standing in No.2 position with respect to the volume of the customer.16.2% of the patients visited Manipal Hospital and standing in the last position, which also reflects the cost of the treatment for the specialized problems.

8. The survey disclosed that 62.75% of the respondents stated that customer satisfaction is high priority for success 2.6% of the respondents expressed their opinion as low priority for customer satisfaction and only 3.38% said that customer satisfaction is not at all required.

9. The survey confirmed that free medical-checkup is attracting more number of customers for their satisfaction and obtained first rank, free transportation
stands in second position and free ambulance service stands third position in meeting the customer satisfaction. Other factors are creating minimum impact on customer satisfaction.

10. The study affirmed that 58.29% of the respondents perception on satisfaction was good, 28.08% of the respondents opinion on satisfaction was excellent only 2.18% the respondents expressed their satisfaction level as poor with respect to the health care services provided by the hospitals.

11. The survey revealed that Narayana Hrudayalaya hospital has rated No.1(8 points out of 10) Manipal hospital has gained 3rd rank by the respondents with 7.2 points and St.John Hospital has secured 2nd rank for the service quality with respect to various health care services. Sanjay Gandhi Hospital has standing in 10th place for their quality of services.

12. The study stated that Manipal hospital is charging high amount of fees for the special treatment, Narayana Hrudayalaya hospital and Jaya deva Hospital are equally charging high fees for treatment. St John’s hospital, Mallya Hospital, KIMS are charging moderately and reasonable fees. It also found that NIMHANS hospital is charging very reasonable fees for high class treatment. Because of this it capitalized first rank in Bangalore city in terms of fees for high class treatment.
5.5. FINDINGS FROM SURVEY DATA – IV (HR PROFESSIONALS)

HR professionals of the selected multi-specialty hospitals also participated actively in this survey and contributed their views according to the objective of the study. The data collected from them have been analyzed with suitable tools and tabulated. The findings of the study are listed as follows.

1. The survey revealed that 45% of the HR professionals are male and 55% are female who are employed as HR professionals in the selected multispecialty hospital.

2. The study observed that 40% of the respondents belong to the age group of 25-35 years, 25% of the HR professionals belong to the age group of 45 and more, 45.75% are belongs to the age group between 35-45 and 17.5% of the HR professionals belong to the age group of 25 and below 25.

3. The study discovered that 30% of the respondents are working in the same organization for five years, 45% of the HR professionals are working in one organization for 5 to 10 years and only 25% of the respondents have experience above 10 years.

4. The study stated that 80% of the HR professionals are following industrial norms for recruiting staff nurse and 20% of the industries are not following any norms for recruiting staff nurse. 70% of the HR executive stated that they are adopting industry norms for appointing medical practitioner. 75% of them are using company norms for supporting staff. For paramedical staff and administrative staff the company norms were not properly applied for recruitment.
5. There are many sources influencing staff selection, but HR departments of multi-specialty hospital are applying both internal and external sources for recruitment. The study observed from the survey that internal sources are playing an important role for promotion of the experienced staff from one level to another level, promoting the staff according to the higher qualification, promotion by transfer to one department to other department and deputation of staff for any specialized role. It also revealed that the majority of the HR professionals agreed for the utilization of internal sources but the companies are taking support from external sources like agency, references, advertisement and from other organization for recruiting the required staff.

6. The study revealed that 70% of the multi specialty hospitals are providing the training facilities for the freshers and 30% of the hospitals are not providing any training for the freshers.

7. For promoting the quality of work and the job satisfaction, the multi-specialty hospitals are extending various benefits like free refreshment, free transport, and medical leave with pay, industry pay scale, earned leave and Gratuity. From the survey it is acknowledged that about 87.5% of the HR professionals wanted for free refreshment in the work place and demanding free transport facility for all. 80% of the respondents are expecting medical leave with pay.
8. There are certain factors influencing the excellence of Health care services and different opinion from HR professional have been collected and tabulated. This study adopted Likert’s five points scale measurements on ten major factors which are influencing the excellence of health care services. The data collected from the respondents have been converted in to score (maximum score 5). The survey confirmed that friendly service environment is the key factor for the excellence and scored 4.5 out of 5 with first rank, skilled doctors are also the respectable factor for success and secured second rank and professionalism in the work place standing in the tenth place which reflect that the work place environment is not supportive for professionalism.

9. Job satisfaction at the workplace is one of the motivating factor for increasing the output in the quality manner. The study revealed that compensation is the most expected factor by the HR professional and scored 4.2 points out of 5 and secured first rank. Job security is another factor which helps for job satisfaction and scored 4.1 points with second rank. 73% of the respondents expressed that independence and recognizing are the expected parameters for the job satisfaction. Work life balance is considering at minimum level for job satisfaction.
5.6. FINDINGS FROM HYPOTHESES

The following observations have been drawn from the hypotheses.

1. There is no significant relationship between the quality of health care services and the type of Multi-specialty hospitals preferred by the patients.

2. The study stated that the salary package and the level of job satisfaction of the supporting staff are highly dependent and there is no significant relationship between the salary package and the level of job satisfaction of the supporting staff.

3. It is inferred that the income level of respondents and their preference of Multi-Specialty Hospitals are highly dependent and so there is no significant relationship between the income level of respondents and the preference of Multi-Specialty Hospitals.

4. The survey observed that at 5% level of significant the null hypotheses is rejected and discovered that there is no significant relationship between the fees structure and quality of service in the hospitals.

5. The computed value of $\chi^2$ is higher than the table value. Therefore the null hypothesis is rejected. Also the computed value of $\chi^2$ is extremely high. Therefore it is inferred that the service benefits offered by the hospitals for HR professionals and their job satisfaction are highly dependent.
5.7 SUGGESTIONS

After learning experience from the research work selected in the field of health care management with special reference to multi-specialty hospitals selected in Bangalore, the researcher made following suggestions:

1. It is suggested to the hospital authorities to appoint sufficient number of senior doctors with multi-specialty talent for facing challenging problems and curing long term diseases.

2. Current problem in the health care industry is to identify and diagnose the life killing infection and so it is suggested to educate the duty doctors about modern technology and recent development in the health care services.

3. Since more number of cases is related with asthma and obesity which recorded in all the hospital, it is suggested to conduct health education program in the rural segment.

4. Most of the hospitals are getting the patients through reference from small hospitals and the patients themselves, it is suggested to introduce more marketing strategies like publicity, advertisement, institutional selling discount for regular customers and attractive incentives for consultant.

5. The study suggests the top management to follow the systematic recruitment policy for supporting staff to increase the service quality of the hospital.

6. Maintenance of canteen in hospital is a must one because most of the visitors and staff of the hospital are using the canteen facility. And it is the place where a number of infections are possible and so the hospital authority should appoint sufficient number of health workers to monitor the canteen facilities as per an ISO standards.
7. This study suggested to conduct several motivational programs to the supporting staff for increasing the involvement level towards excellent job satisfaction and to improve the quality at work place.

8. This study suggested the hospital authority to provide one week training on soft skill and technical skill including waste management system for supporting staff at regular intervals.

9. Bangalore is a city where the hospitals may get multi cultured customers from different source, but all can’t pay the high expenses for treatment. Hence, it is suggested to decrease the charges for high level treatments like heart surgery, kidney operation, bone replacement and other major services.

10. Multi specialty hospitals are providing excellent opportunities for everyone to take care of the personal health by latest technology and so it is suggested the customers to go for master health checkup for at least once in a year.

11. It is suggested to provide community services like free medical checkup, eye camp, awareness programme on communicable diseases and free mobile hospital services to the rural community.

12. Medical tourism is one of the upcoming service in which most of the countries want to invest for technology in hospitals. This study also suggesting the customers to learn more about the medical tourism, pharmacy service, waste management system and hospital administration.

13. The Government shall initiate positive steps in rural India for promoting health care awareness through proper channel and to extend the high-tech facilities in rural India for protecting the life of poor community.
14. Most of the HR executives working in different hospitals for having minimum experience and without additional skills. The study suggests to appoint experienced and qualified HR executives for handling of manpower problems effectively.

15. Training is one of the major areas where all the companies are investing more towards quality and successes. Providing training is missing from all the selected hospitals hence it is suggested to provide regular training to the HR professionals and supporting staff to increase the competence level.

16. The study suggesting the hospitals to increase the facilities for all working professionals in workplace and assure for the job security.

17. From the customers point of view it is suggested the hospital administrator, to provide proper guidelines and assistance at the reception desk for locating the respective department or other service areas required by the customers.

18. It is suggested to the multi-speciality hospitals to appoint a qualified personality as public relationship officer to bridge the relationship between the hospitals and patients.

This study suggests Government of India to integrate all the health institutions from primary, secondary and tertiary care hospitals by electronic health records with interpersonal skills to maintain a single unique record with unique number for each patient and to maintain database of the customers. Finally, it is suggested that the hospital organization should promote the awareness about the latest development in the multi-speciality hospitals like online appointment, telemedicine and usage of technology along with training for the supporting staff to handle the instruments and preparation of the clinical reports. On the basis of this research, it is suggested the Government of India and State Government to introduce best hospital awards for promoting healthy competition among the hospital for their health care services.
5.8 SCOPE FOR FUTURE RESEARCH

Scope of health care service management in India is very bright and in next 10 years this industry will be the highly rated and more research oriented. There are so many areas need to be improve in research and development. Medical tourism and diagnostic centre are the poorly familiar areas but through the research this departments can reach in to the top level. Job opportunities are very bright in the areas like hospital administration, quality management, customer relationship, online medicine and pharmacy services. So the research can be extended to various level of health care sector in India.

There are many guidelines from government for receiving research funds to promote health care services in rural population. There is no end for learning and thoughtful research in upcoming health care sector and the scope for health care services management is unlimited.
5.9 CONCLUSION

Health is the major concern for any living things in the creation of human life by god, human being is the best gift but majority of the human race do not take adequate care of the health. In the modern world, technology is changing everything and motivating health care tips. Multi-specialty hospitals provide various services like health checkup, scanning, laser techniques and modern tools for handling critical cases. The nursing service and pharmacy service in a hospital is remarkable and appreciated. Mobile medical service is dominating slowly to help the rural community in India. As per the magazine and newspapers health care sector is contributing major percentage in placement and economic growth. Open heart surgery, organ transplantation, kidney replacement, and cancer related problems are easily managed by Indian Doctors.

Telemedicine and medical tourism are the new chapters in Indian health care sector. But there are several IT companies engaged in transforming medical terminology and services from one country to other country. It also read that many tourists from neighboring countries have been visiting Bangalore for their treatment. Health insurance is another area which provides various schemes for health protection. The hospitals are promoting their services and motivating the customers with innovative ideas. Educational Institutes are also providing platform for medical professionals to upgrade their qualification in the field of health care management and hospital administration.

Though there are several new methods available in the multi-specialty hospitals for incurable health condition, the rural population is not able to enjoy these facilities because of below poverty and lack of awareness. In the words of Dr.A.P.J.Abdulkhalam, formerly president of India, India can shine only when every village gets high level medical facility, healthy food, good living environment and hygienic drinking water."No Doubt, Health is Wealth"

"EFFECTIVE HEALTH CARE DEPENDS ON SELF CARE"