CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY
CHAPTER I
INTRODUCTION

1.1. INTRODUCTION

Health care service is one of the fast growing and revenue generating system in and outside India. In India, the contribution of the health care industry for the GDP is tremendous. According to the slogan “Vision India -2020”, health care industry is one which can generate a number of job opportunities and to find solutions for various health related problems. In India various steps have been taken by government to give various supports to health care sector for controlling communicable and non-communicable diseases.

The health care industry includes small, medium and large scale hospitals, diagnostic centers, pharmaceutical industry, health insurance, medical tourism and health educational institutes. There was a huge challenge in India for controlling various infectious diseases like malaria, cholera, tuberculosis, typhoid, jaundice, Aids and cancer etc., but through the proper health care service the challenges have been defeated with the help of multilevel health care services. To improve the standard and quality of health services we provided the opportunities for establishing the multispecialty hospitals, well equipped laboratories with rich experienced professionals. Since from past ten years, it is witnessed that tremendous growth in Pharma sectors, health insurance companies and medical tourism. To regulate the health service the government has established various controlling authorities like medical council of India, Pharmacy council of India, nursing council of India and dental council.
Through the controlling authorities the government is monitoring the systematic distribution systems and ethics in health care service management. In order to meet the global challenges we have innumerable educational institutes which are providing medical education, pharmacy, nursing education and technical education for the laboratories. Medical tourism is getting popularity and multi-specialty hospitals took initiatives for treating foreigners in a successful manner.

Health care service is taken into various levels and getting popularity from all segments of our country. Community health service is one of the methods to transform the health care services to urban, semi urban and to rural segments through primary health centers, general hospitals of district headquarters, Private and government multi specialty hospitals, and super specialty hospitals. Health care industry is one of the fast growing industries in the world, adopting the system and technology for the quality improvement in health care service and for enhanced customer satisfaction.

1.2. CONCEPTUAL FRAMEWORK OF HEALTH CARE SERVICES MANAGEMENT

Multispecialty hospitals are imparting the quality based service through technological innovations and taking significant role in human values. In multispecialty hospitals numbers of diseases are treated with the help of modern methods and equipments. It requires tremendous infrastructure multi-talented medical professionals, skillful nursing professionals and other supporting staffs. Generally multispecialty hospitals require more investments for inbuilt infrastructure and to establish modern equipments. This kind of hospitals are rendering their services in big cities like Chennai, Bangalore, Hyderabad, Mumbai, Delhi etc.,
Generally multispecialty hospitals are providing inpatient service with a capacity of 250 to 500 beds and also provide outpatient services. These hospitals are generally covering the number of Super specialty department such as general medicine, surgery, cardiac Centre, pediatrics, Ortho division, dental care section, ENT section, emergency care unit, ICU, Neurology, dermatology, ophthalmic, kidney centre, diabetic Centre’s, and various other related departments. The multispecialty hospitals are supported by supporting departments like pharmacy, nursing, record room, civil, housekeeping and transport. It also includes the modern laboratories for testing the blood samples, fully air conditioned blood bank, and scan facilities and laparoscopic facilities.

During the period 1970 to 1980 the health care services must take care by the health workers and mobile health services. Due to lack of modern equipment’s the major surgeries were managed by manually and most of the investigations were done manual. In between 80-90’s slowly computer was introduced in the hospitals for recording the case histories and for documentation. During this period various communicable diseases like cholera, malaria and jaundice were brought in to control and eradication of tuberculosis was one of the popular schemes introduced by government to control tuberculosis in all the levels. In between 1990 to 2000 various modern equipment’s have been introduced for the diagnosis and to detect the infections. Laparoscopic and endoscopic methods have been introduced.

According to the government stand that to provide health for all by 2000, the science and technology have focused in a big manner. In early 2000 and after we got the equipments for scanning and different kinds of surgeries. It is one of the function of multispecialty hospitals to give awareness about health insurance and master body
checkup plans. The multispecialty hospitals are extending their services to various levels and promoting their health services with the help of experienced and well trained professionals. This industries generally managed by well qualified hr professionals.

Multispecialty are AIIMS, Delhi, Nimhans hospitals, Sanjay Gandhi hospitals, government general hospitals, Chennai and Stanley hospitals. There are some private hospitals providing health care services in India such as Apollo hospitals, Manipal hospitals, Mallyahospitals, Narayana Hrudyalaya hospitals, Jayadev hospitals, St.John’s hospitals, Santhosh hospitals. Multi-specialty hospitals are not only for higher treatment but also providing rich opportunities and contributing to the growth of the nation. for the success of the health care services the government of India is supporting by providing several assistants by 5 years plans and insisting to supply hygienic drinking water and cleanliness.

1.3. EMERGING TRENDS IN THE HEALTHCARE INDUSTRY

The Indian healthcare industry, which comprises hospitals, medical infrastructure, medical devices, clinical trials, outsourcing, telemedicine, health insurance and medical equipment, is expected to reach US$ 160 billion by 2017.

Technology is rapidly changing the way, healthcare is delivered across the country. The Indian healthcare sector is expected to become a US $280 billion industry by 2020, with spending on health estimated to grow 14% annually, according to a report by an industry body. Healthcare has emerged as one of the most progressive and largest service sectors in India, with an expected GDP spend of 8% in 2012, up from 5.5% in 2009. During the last five years, the rural healthcare sector has seen the addition of 15,000 health sub-centers and 28,000 nurses. India
leads all of Asia’s key markets in revenue, technology, and trial costs, and it is expected to dominate in this vertical.

**Latest Trends in the Healthcare Service:**

1. **Telemedicine**: used to connect remote rural populations to medical advice from specialists.

2. **Telemedicine Technology**: allows easy access for physicians to their colleagues in multiple locations across health facilities, thus offering the possibility of creating a network of health service providers.

3. **Technology**: to improve efficiency, Technology is offering comprehensive clinical and financial solutions that enable better decisions and outcomes for both businesses and patients, improve revenue cycle, drive quality outcomes and accelerate image management and workflow.

4. **Patient Remote Monitoring**: Care from the admission to post discharge.

5. **Multispecialty Outpatient Clinics**: large number of providers is setting up chains.

6. **Medical City**: relatively new concept offering immense growth opportunities.

7. **Medical Tourism**: great boon for the healthcare industry.
1.4. PROFILE OF THE SELECTED MULTI-SPECIALITY HOSPITALS

1.4.1. APOLLO HOSPITAL

Apollo Hospitals is an Indian hospital chain based in Chennai, India. It was founded by Dr. Prathap C. Reddy in 1983 and established a Multi Specialty Hospital in Bangalore at Bennergatta Road. Apollo Hospital received an International healthcare accreditation by American based Joint Commission International (JCI).

At the behest of his father, in 1971, Dr. Reddy left behind a flourishing practice in Boston and returned to India. On his return he found the medical landscape in the country plagued by gaps in infrastructure delivery and affordability.

In the 30 years since, it has scripted one of the most magnificent stories of success that India has seen. Not only is the Apollo Group one of the largest integrated healthcare groups in the region, it also did successfully catalyze the private healthcare revolution in the country. Apollo today has made every aspect of their lofty mission a reality. Along the way the journey has touched and enriched 39 million lives that who came from 120 countries.

Its presence encompasses over 10,000 beds across 56 hospitals, more than 1500 pharmacies, over 100 primary care & diagnostic clinics, 115 telemedicine units across 9 countries, health insurance services, global projects consultancy, 15
academic institutions and a Research Foundation with a focus on global clinical trials, epidemiological studies, stem-cell and genetic research.

Multi-Specialty Health care Services

General Health checkup, Master Health checkup, Diagnostic services like Scanning, x-ray, Blood testing, Lipid Profile, ECG and Special Treatments for Diabetes, Congestive heart failure, Pediatric Asthma, Obesity, Chest pain, Back pain, Cancer treatment, Coronary artery disease, Pregnancy, Stroke, Depression and Hypertension etc.

1.4.2. NARAYANA HRUDAYALAYA MULTI SPECIALITY HOSPITAL

Narayana Hrudayalaya is a multi-specialty hospital chain in India Headquartered in Bangalore. The hospital chain has 6200 beds spread across 27 hospitals in 17 cities (as of November 2014). The company won the "Good Company" award for its quality, affordability and scale. The business model of Narayana Health became a Global Healthcare and Harvard Business School case study.

Narayana Health was founded in 2000 by Dr. Devi Shetty under the aegis of the Asian Heart Foundation (AHF). Since then it has expanded its presence to 23 hospitals in 14 Indian cities namely Bangalore, Jaipur, Kolkata, Hyderabad, Raipur, Ahmadabad, Shimoga, Durgapur, Mysore, Durgapur, Mumbai, Guwati, Bejapur and
Lucknow. It also established its Super Specialty Health Centre in many small cities. In 2013, Narayana Hrudayalaya Pvt. Ltd. changed its brand name to Narayana Health. The group comprises 1300 full-time Doctors and 12,500 employees spread across all these locations.

**Health city**

The first health city was set up in the outskirts of Bangalore (now Bengaluru). Spread over 25 acres (100,000 m²), it is located in the Bommasandra Industrial Area on Hosur Road in Bangalore. NH Health City consists of a 1000 bedded cardiac care hospital and a 1400-bed multi-speciality hospital, which has one of Asia's most advanced Cancer Care facility and India's largest Bone Marrow Transplant Unit. Narayana Health in association with Mrs. Kiran Mazumdar Shaw of Biocon has a cancer hospital.

**Multi Specialty Services**

Cardiac Surgery, Cardiology, Gastroenterology, Vascular, Endovascular Services, Nephrology, Urology, Neurology, Neurosurgery, Pediatrics, Obstetrics & Gynecology, Psychiatry, Diabetes, Endocrinology, Cosmetic Surgery And Rehabilitation, Solid Organ Transplants for Kidney, Liver, Heart Surgery. There are averages of 150 surgeries every day and an average of around 80,000 out patients are seen every month.
1.4.3. MANIPAL HOSPITAL BANGALORE

Manipal Hospitals is a part of the Manipal Education and Medical Group (MEMG). Manipal Hospitals is the third largest healthcare network in India with a network of 15 hospitals and three primary clinics spread across 6 states. It serves more than 2 million patients annually. The flagship quaternary care facility is located in Bangalore, India.

History of Manipal Education & Medical Group

The present Manipal Group was started in 1953, by the late Dr. T.M.A. Pai, a doctor, educationist, banker and philanthropist. He also instituted India’s first private medical college, Kasturba Medical College in 1955.

Manipal Health Enterprises Pvt. Ltd.

- Over 1300 research Doctors.
- Genetics and Genomics Research Teams.
- Ultra High Technology Stem Cell Research.
- 1 Quaternary Care, 8 Tertiary Care, 7 Secondary Care.
- More than 5,200 beds.
- 16 hospitals across 13 locations, across 6 states in India.
- 2 primary care clinics in India and 1 in Nigeria, 1 hospital in klang, Malaysia.
- Over 2,000 doctors & 6,000 nurses, paramedics and support staff.

More than 2 million patients served annually
Manipal Hospital – Locations

Manipal Hospitals provides Multi Specialty Health Care Services in the cities like Bangalore, Salem, Goa, Mangalore, Visakhapatnam, Vijayawada, Jaipur, Nigeria and Malaysia.

Multi Specialty Services

Ortho Surgery, Gynecology, Chronic Pain Management, Stroke, Diabetes, Pediatric Asthma and Radiology with Diagnostic services.

1.4.4. SANJAY GANDHI MULTI SPECIALITY HOSPITAL BANGALORE

Sanjay Gandhi Multi Speciality Hospital is a purely a Government Hospital established 1983 by Government of Karnataka Bangalore located in Jaya Nagar. This Hospital is Known for Accident and Emergency treatment and specialized in a Head injuries, Fractures Facial, Pregnancy and Child care.

A separate unity functioning for 24 hours with 108 Ambulance facility an average of 2000 patients visiting in a day for several purpose , about 150 specialized Doctors are involving in treating various kinds of diseases .

The special services carried out by this Hospital.

Diabetes, Congestive heart failure, Adult Asthma, Pediatric Asthma, Chronic Obstructive Pulmonary disease, Chest Pain, back pain, Cancer Treatment, coronary disease, Pregnancy, Stroke, Depression, Hypertension.
Other facilities

The campus has several facilities for patients and their attendants. These include:

- PRA: Patients relatives accommodation, available to relatives of patients admitted to the hospital, on payment basis.
- Vishramalaya: A daytime facility for outpatients and relatives with lockers, a place to relax, a restaurant, bathrooms, toilets, etc.
- Cafeteria, bank, post office, shops for drugs and medical consumables.

1.4.5. SRI JAYADEVA INSTITUTE OF CARDIOLOGY (SJIC) BANGALORE,

Sri Jayadeva Institute of Cardiology (SJIC) Bangalore is a tertiary care autonomous institute run by the Government of Karnataka, in Bangalore. It presently has 530 in-patient beds for cardiology, cardiothoracic surgery and pediatric cardiology, spread over two twin eight story buildings and is considered one of the largest dedicated heart hospitals in Asia. The new building which was commissioned in 2001 was built at a cost of 17 million dollars.

History

The original building for SJIC was located in Victoria Hospital complex. Victoria Hospital (Bangalore Medical College), is the main teaching hospital of the Bangalore Medical College, which forms the only government run medical college in Bangalore. Bangalore Medical College The hospital shifted to its new buildings at Bannerghatta Road in 2001.
Outpatient Departments

The hospital caters to approximately 165,000 patients a year and both cardiology, cardiothoracic and pediatric cardiology OPDs run Monday to Saturday from 9 am to 4 pm.

In Patient facilities

There are more than 500 inpatient beds, spread over 8 floors most of them being in general wards and intensive care units and only a few in two private wards.

Intensive care Units

SJIC has 3 cardiac intensive care units and 2 cardiothoracic units. In total, the cardiology ICU bed numbers 42 and cardiothoracic ICU beds number 24 and are well equipped with individual ventilators, touch panel monitors, infusion pumps, powered beds and all necessary ancillary medical equipment.

1.4.6. KIMS (KEMPEGOWDA INSTITUTE OF MEDICAL SCIENCES) HOSPITAL

Kempegowda Institute of Medical Sciences and Hospital was established in 1980 by the Vokkaligara Sangha. The Vokkaligara Sangha took a formal decision on 2.9.1979 to start a medical college from the year 1980–81 and applied for permission to the registrar, Bangalore University.
The Silver Jubilee Celebrations of the Institute was held in 2006. A magnificent college building to mark the centenary celebrations of the Vokkaligara Sangha and the Silver Jubilee of KIMS has been built at the Banashankari Campus.

The KIMS Hospital was established in the year 1990 and is located in the heart of Bangalore city and in close proximity to the City Market. It is a multi-specialty hospital having 810 beds and offering services ranging from Medicine, Surgery, Obstetrics & Gynecology, Pediatrics, Orthopedics, Dermatology, ENT, Ophthalmology, Preventive Medicine, Forensic Post-mortem facility and Pathology, Microbiology, Biochemistry investigational facilities. It fulfills the requirements of the Medical Council of India with respect to MBBS and Postgraduate courses.

The Eastern Block on the Ground floor houses the Casualty Complex and the offices of the Medical Superintendent and Administrative Medical Officer as well as the chambers of the Senior Faculty and Duty Doctors’ rooms. The 1st Floor houses Medicine Wards, the 2nd floor has Surgical and Orthopedic wards. The 3rd floor has Obstetric and Gynecologic Wards, also well-equipped Operation Theater and Labour Rooms. The 4th floor comprises of the Operation Theater Complex, CCU and 5th floor has Pediatric wards with Neonatal Intensive Care Unit (NICU) and PICU Pediatric Intensive Care Unit.
**Specialty Health care services**

This multi specialty hospital provides the Health care services namely General Health care, Emergency Health Care, Family practice, General Surgery, Obstetrics, Gynecology, Orthopedic Surgery, Pathology, Pediatrics, Plastic Surgery, Psychiatry, Radiology, Thoracic surgery and Urology.

**1.4.7. M S RAMAIAH MEMORIAL HOSPITAL, BANGALORE**

This is one of the most renowned hospitals in Bangalore and is located close to the International Airport at Mathikere. It is a 650 bedded Multi Super Specialty Hospital and offers a range of advanced medical services.

**24x7 services at M S Ramaiah Memorial Hospital, Bangalore**

The hospital provides various 24x7 services. Facilities for Accident & Emergency include patient receiving area, a Triage point, well equipped resuscitation bays, emergency operation theatre and intensive care unit. There is 24x7 Transport and Resuscitation unit which is connected by Wireless and Hotlines and Retrieval within the Golden hour.

Facilities of Dialysis include slow low efficiency Dialysis, Plasmapheresis, Renal Biopsy and Hypertension Clinic. The services are 24X7 Hemodialysis, Acute Peritoneal Dialysis, Continuous Ambulatory Peritoneal Dialysis, and Continuous Renal Replacement Therapy.
Specialties at Ramaiah Hospital, Bangalore


1.4.8. NIMHAS (NATIONAL INSTITUTE OF MENTAL HEALTH AND NEUROSCIENCES)

The National Institute of Mental Health and Neurosciences (NIMHANS) Deemed University located in Bangalore, is a Medical institute of National importance.

Founding and History

NIMHANS, A multi-disciplinary central government institute in the field of mental health and neurosciences, was the result of the amalgamation of the erstwhile mental hospital and the All India Institute of Mental Health on 27 December 1974. The Institute was inaugurated by Dr. Karan Singh, the union minister for Health and Family Planning, establishing this autonomous body under the Societies Registration Act into a leading area of medical service and research in the country. The lunatic asylum which came into
being in the later part of the 19th century established by the Government of India, was
renamed as the Mental Hospital in 1925 by the Government of Mysore. In 1954, the
All India Institute of Mental Health was established which, in 1974, became an
autonomous Institute called NIMHANS.

**Organization and Administration**

National Institute of Mental Health and Neuro Sciences is a multidisciplinary
Institute for patient care and academic pursuit in the frontier area of Mental Health
and Neuro Sciences. This hospital and All India Institute of Mental Health established
in 1954 by Government of India were amalgamated on 27th December 1974, and thus
was formed the autonomous National Institute of Mental Health and Neuro Sciences
(NIMHANS). The Institute functions under the direction of Ministry of Health and
Family Welfare, Govt. of India and Ministry of Health and Family Welfare,
Government of Karnataka. Several National and International funding organizations
provide resources for research.

**Specialty Services and Departments**

Biophysics, Biostatistics, Epidemiology, Human Genetics, Mental Health
Education, Clinical Psychology, Neuroanesthesia, Neurochemistry, Neuroimaging
and Interventional Radiology, Neurology, Neuromicrobiology, Neuropathology,
Neurophysiology, Neurosurgery, Neurobiology, Nursing, Psychiatric and
Neurological Rehabilitation, Psychiatric Social Work, Psychiatry,
Psychopharmacology, Speech Pathology & Audiology.
1.4.9. MALLYA HOSPITAL

Mallya hospital is located in the heart of the Bengaluru city. Bhagawan Sri Sathya Sai Baba has inaugurated Mallya hospital on 6th June 1991. Thanks to Dr. Vijaya Mallya, the founder of the hospital. Mallya Hospital has grown over the years with substantial increase in bed strength, infrastructure and an assurance of quality patient care with human touch using state-of-the art technology with quality health care under one roof.

Today, the hospital is managed by Chaparral Health Services Limited with Dr. D.K. Audikesavulu as the Managing Director and Commodore Indru Wadhwani as the President.

Mallya hospital has to its credit as the first Multispecialty hospital in the country to receive the coveted ISO-9002 certification award which has been recently upgraded to ISO 9001:2008. Further, it has also been awarded the prestigious NABH (National Accreditation Board for Hospitals & Health Care Providers) certification on 18th July 2011.

In Mallya Hospital "Individual care to deliver the best results – that is what hospital focus at every step". With the 360-degree care, patients experience the concept of Total Quality Management. The consultants and Nursing staff are not only just experts in their specialty, they are also driven by the vision of quality and commitment in giving individual attention for maximum treatment outcome. Mallya hospital is well known for its clinical skills, friendly ambience and motivated staff;
patients who admit here leave with delight and fondle the memorable moments of their stay.

**Specialty Health care services** includes Diabetes, Adult Asthma, Pediatric Asthma, Obesity, Chest Pain, Back Pain, Pregnancy, Depression, cancer, General Surgery, Ophthalmology, Plastic Surgery and Urology.

1.4.10 ST. JOHN'S MEDICAL COLLEGE HOSPITAL

It is a Multi Specialty Hospital located in koramangala of Bangalore city and very popular Health care center in Karnataka state.

St. John’s Medical College Hospital is a tertiary medical service Centre with 1200 beds. It offers specialty and super specialty services, including state-of-the-art diagnostic facilities to ensure the delivery of holistic patient care. The hospital is staffed with dedicated and highly competent members of the medical fraternity along with trained personnel who work with sophisticated state-of-the-art equipment.

Annual patient statistics report of 2007 (January to December) shows a total of 5, 03,274 outpatients registered, with a daily average of 1379. The total number of new outpatients registered during this period was 1, 34,803. The total number of admissions made was 46,609, with a daily average of 128.

Started on December 8, 1975, St. John’s Medical College Hospital now has 24 full-fledged departments to provide specialty and super specialty services. These include:
Specialty Services

Anesthesiology, Clinical Nutrition, Clinical Psychology, Dental Surgery, Dermatology, Emergency Medicine, General Medicine, General Surgery, Obstetrics and Gynecology, Ophthalmology, Orthopedics, Ear Nose Throat (ENT), Pediatrics, Physical Medicine and Rehabilitation, Psychiatry

Super-Specialty Services

Cardiology, Chest Medicine, Cardiac Thoracic surgery, Diabetes & Endocrinology, Gastroenterology, Gynecologic Oncology, Surgical Oncology, Nephrology, Neurology, Neuro Surgery, Pediatric Surgery, Pain, Plastic Reconstructive Surgery & Burns, Urology including Endocrinology, Renal transplantation and Treatment of Erectile Dysfunction.

1.5 STATEMENT OF THE PROBLEM:

Service sectors are playing an important for the development of any nation. Service sectors includes banking, hotels industry, healthcare sectors, insurance companies, educational institutes etc., are filling the gap between customers and industry. Service management is one which delivering responsibility according to the customer needs and wants. Health service includes promoting the awareness level among the societies towards various diseases and prevention methods and availability of technology. The services includes health education, diagnosis of the patients detecting the particular abnormalities, ward management, documentation, health insurance schemes and advising for well-balanced diet. The diagnostic centers are extending their service for the success of hospitals by collecting the samples and preparing the reports on the given time.
Pharma sectors are equally contributing by producing and supplying life-saving drugs for all kinds of infections. Most of the multi-specialty hospitals are promoting their brands in various levels by organizing free health checkup and ambulance services. In India we have hundreds of super specialty and multi-specialty hospitals which are delivering health care service with the help of doctors, nurses, pharmacists, lab technicians and health workers. No doubt that the health care service management in India will definitely bring fame and economic growth.

RESEARCH GAP

For the past several 100 years, the concept health care was developed by ancient scientist and brought many developments in finding new ideas. Through the research the scientist brought medicine for many uncurable problems with the help of natural sources like leaf, root, rizhome, seeds, flowers and bark slowly the traditional procedure and practice have been elevated to modern medicines. Even though there are many scientific research modern medication and surgeries with help of technology, the health care service management is still lacking in research. This survey attempted to fill the gap in various aspects of health care services management.

1.6 OBJECTIVES OF THE STUDY

This study aims to find out the perception of duty doctors, supporting staff, customers and HR professionals on health care services in multi specialty hospitals.

1. To identify the factors influencing the success rate of multi specialty hospitals.
2. To assess the community health service carried out by the hospitals.
3. To study the awareness on waste management system in hospitals.
4. To evaluate the job satisfaction level among the supporting staff in the multi-specialty Hospitals.
5. To find out the reasons for the customers preferences in selecting the hospitals.
1.7 OPERATIONAL DEFINITION

Health Care Service

Healthcare is the diagnosis, treatment, and prevention of disease, illness, injury, and other physical and mental impairments in humans. Health care is delivered by practitioners in medicine, optometry, dentistry, nursing, pharmacy, allied health, and other care providers. It refers to the work done in providing primary care, secondary care, and tertiary care, as well as in public health.

Multi-Specialty Hospital

Multi-specialty hospitals are those who offer various facilities ranging from heart, kidney, eyes, orthopedic, diabetic, women & child health and what not under the same roof. The main advantage of this hospital is that patient party need to rush from one hospital to other for varied diseases, saving time, manpower and money.

Super Specialty Hospital

The hospital would provide emergency and elective tertiary care services in Invasive Cardiology, Non Invasive Cardiology, Electrophysiology, Pediatric Cardiology, Preventive Cardiology, Cardiac Surgery, Pediatric Cardiac Surgery, Ventricular Assisted Devices, Vascular Surgery, Thoracic Surgery, Gastroenterology, GI Surgery, Nephrology, Urology and renal transplant and Critical care, Endocrinology, Wellness services, Rheumatology, Clinical Hematology and Bone Marrow Transplant, Genetics.
Customer Satisfaction

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

Job Satisfaction

Job satisfaction is confrontation by an individual with his or her job. Scholars and human resource professionals generally make a distinction between affective job satisfaction and cognitive job satisfaction. Affective job satisfaction is the extent of pleasurable emotional feelings individuals have about their jobs in general while cognitive job satisfaction is the extent of individual satisfaction with particular facets of their jobs, such as pay, pension arrangements, working hours, provident fund (PF), Pension etc.

Gynecology

Gynecology or gynecology is the medical practice dealing with the health of the female reproductive system (uterus, vagina, and ovaries). Literally, outside medicine, it means "the science of women". Its counterpart is anthology, which deals with medical issues specific to the male reproductive system.
Ophthalmology

Ophthalmology is the specialty of treating conditions of the eye surgically. While ophthalmologists may perform routine eye exams and screens, like an optometrist, ophthalmologists are medical doctors and surgeons.

Orthopedic

The branch of medicine that deals with the prevention or correction of injuries or disorders of the skeletal system and associated muscles, joints, and ligaments.

Pathology

Pathology is the precise study and diagnosis of disease. The word pathology is from Ancient Greek word, pathos which may be translated into English as either "experience" or "suffering". And -logia, "An account of" or "the study of". Pathologization, to pathologies, refers to the process of defining a condition or behavior as pathological, e.g. pathological gambling. Pathologies (or pathoses) is synonymous with diseases. The suffix "path" is used to indicate a disease, e.g. psychopath.

Pediatric

Pediatrics is the specialty of medical science concerned with the physical, mental and social health of children from birth to young adulthood. Pediatric care encompasses a broad spectrum of health services ranging from preventive health care to the diagnosis and treatment of acute and chronic diseases.

Pediatrics is a discipline that deals with biological, social and environmental influences on the developing child and with the impact of disease and dysfunction on development. Children differ from adults anatomically, physiologically, immunologically, psychologically, developmentally and metabolically.
Plastic Surgery

A surgical specialty that is dedicated to reconstruction of facial and body defects due to birth disorders, trauma, burns, and disease. Plastic surgery is also involved with the enhancement of the appearance of a person through cosmetic surgery.

Psychiatry

Psychiatry is the medical specialty devoted to the study, diagnosis, treatment, and prevention of mental disorders. These include various affective, behavioral, cognitive and perceptual abnormalities. The term was first coined by the German physician Johann Christian Reil in 1808, and literally means the 'medical treatment of the soul'. A medical doctor specializing in psychiatry is a psychiatrist.

Radiology

Radiology is a medical specialty that employs the use of imaging to both diagnose and treat disease visualized within the human body. Radiologists use an array of imaging technologies such as X-ray radiography, ultrasound, computed tomography (CT), nuclear medicine, positron emission tomography (PET) and magnetic resonance imaging (MRI) to diagnose or treat diseases. Interventional radiology is the performance of (usually minimally invasive) medical procedures with the guidance of imaging technologies. The acquisition of medical imaging is usually carried out by the radiographer or radiologic technologist. The radiologist then interprets or "reads" the images and produces a report of their findings and impression or diagnosis. This report is then transmitted to the ordering physician, either routinely or emergently.
**Diabetes**

Diabetes mellitus, or simply diabetes, is a group of metabolic diseases in which a person has high blood sugar, either because the pancreas does not produce enough insulin, or because cells do not respond to the insulin that is produced. This high blood sugar produces the classical symptoms of polyuria (frequent urination), polydipsia (increased thirst) and polyphagia (increased hunger).

**Asthma**

Asthma is a chronic lung disorder that causes airways (the tubes that carry air into and out of the lungs) to become inflamed, which means that they swell and produce lots of thick mucus. The muscles surrounding the airways also tend to tighten, which makes the already clogged airways even narrower. This results in asthma symptoms, which can include coughing, wheezing, and shortness of breath. In a person with asthma, the airways are overly sensitive to certain things (such as allergies, viral infections, cold air, exercise, and smoke) that can "trigger," or bring on, asthma symptoms. People with asthma often find that their symptoms come and go - when the symptoms are present, it's known as a flare, flare-up, episode, exacerbation, or attack.

**Cancer**

Cancer is known medically as a malignant neoplasm, is a broad group of diseases involving unregulated cell growth. In cancer, cells divide and grow uncontrollably, forming malignant tumors, and invade nearby parts of the body. The cancer may also spread to more distant parts of the body through the lymphatic system or bloodstream. Not all tumors are cancerous; benign tumors do not invade neighboring tissues and do not spread throughout the body.
Depression

Depression is a state of low mood and aversion to activity that can affect a person's thoughts, behavior, feelings and sense of well-being. Depressed people may feel sad, anxious, empty, hopeless, worried, helpless, worthless, guilty, irritable, hurt, or restless. They may lose interest in activities that once were pleasurable, experience loss of appetite or overeating, have problems concentrating, remembering details, or making decisions, and may contemplate or attempt suicide. Insomnia, excessive sleeping, fatigue, loss of energy, or aches, pains, or digestive problems that are resistant to treatment may also be present.

Hypertension

Hypertension is high blood pressure. Blood pressure is the force of blood pushing against the walls of arteries as it flows through them. Arteries are the blood vessels that carry oxygenated blood from the heart to the body's tissues.

Primary Health center

The Primary Health Centre (PHC) is the basic structural and functional unit of the public health services in developing countries. PHCs were established to provide accessible, affordable and available primary health care to people, in accordance with the Alma Ata Declaration of 1978 by the member nations of the World Health Organization (WHO)

(OR)

PHC-INDIA

Primary Health Centre (PHCs), sometimes referred to as public health centres, are state-owned rural health care facilities in India. They are essentially single-physician clinics usually with facilities for minor surgeries, too. They are part of the government-funded public health system in India and are the most basic units of this system.
**Health Insurance**

Health insurance is insurance against the risk of incurring medical expenses among individuals. By estimating the overall risk of health care and health system expenses, among a targeted group, an insurer can develop a routine finance structure, such as a monthly premium or payroll tax, to ensure that money is available to pay for the health care benefits specified in the insurance agreement.

**Medical Tourism**

Medical tourism (MT) is patient movement from highly developed nations to other areas of the world for medical care, usually to find treatment at a lower cost. Medical tourism is different from the traditional model of international medical travel where patients generally journey from less developed nations to major medical centers in highly developed countries for medical treatment that is unavailable in their own communities.

**Community Health Center**

Community Health Center is a clinic staffed by a group of general practitioners and nurses. Typical services covered are family practice and dental care, but some clinics have expanded greatly and can include internal medicine, pediatric, women’s care, family planning, pharmacy, lab, and more. In 2006, the National Association of Community Health Centers implemented a model for offering free, rapid HIV testing to all patients between the ages of 13 and 64 during routine primary medical and dental care visits.

**In Patients and Out Patients**

An *inpatient* is "admitted" to the hospital and stays overnight or for an indeterminate time, usually several days or weeks (though some cases, such as coma patients, have been in hospitals for years). Treatment provided in this fashion is called
inpatient care. An outpatient is a patient who is not hospitalized for 24 hours or more but who visits a hospital, clinic, or associated facility for diagnosis or treatment.

**Hematology**

Hematology, also spelled hematology, is the branch of internal medicine, physiology, pathology, clinical laboratory work, and pediatrics that is concerned with the study of blood, the blood-forming organs, and blood diseases. Hematology includes the study of etiology, diagnosis, treatment, prognosis, and prevention of blood diseases.

**Urology**

Urology is the branch of medicine that focuses on the surgical and medical diseases of the male and female urinary tract system and the male reproductive organs. The organs under the domain of urology include the kidneys, adrenal glands, urinary bladder, urethra, and the male reproductive organs (testes, epididymis, vas deferens, seminal vesicles, prostate and penis).

**1.8 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. There is no significant relationship between the salary package and the level of job satisfaction of supporting staff.

3. There is no significant relationship between the income level of respondents and their preference of multi-specialty hospitals.

4. There is no significant relationship between the fees structure and quality of service in the multi-specialty hospitals.

5. There is no significant relationship between the service benefits offered by the hospitals for HR professionals and their job satisfaction.
1.9. METHODOLOGY

The present study is an attempt to examine the health care services management for multi-specialty hospitals in Bangalore city. This study is descriptive and based on sample survey method. For the collection of data, the researcher used structured questionnaire with four different segments such as Duty Doctors, HR professionals, Supporting staff and Patients.

1.10. DATA COLLECTION

The data used for this study include both Primary and Secondary data. Primary data have been collected from the Duty doctors, supporting staff, the patients who are visiting the hospitals frequently and HR professionals of the selected multi-specialty hospitals. The researcher collected required primary data from 2490 respondents from all four segments. Secondary data were collected from various sources such as journals, standard text books, and websites to support this study.

1.11. RESEARCH TOOLS EMPLOYED

For the purpose of sample survey, the researcher used structured questionnaire which includes personal profile, scaling techniques, checklist and multiple-choice questions. It has been classified as four segments such as Part-A focuses on duty doctors, Part-B focuses on Supporting staff, Part-C focuses on Patients and Part-D focuses on HR Professionals of the selected multi-specialty hospitals.

1.12. PILOT STUDY

The Pilot study was attempted before commencing this research in Bangalore at Narayana Hrudayalaya hospital and interacted with Dr.Karthik Pandian, cardio specialist regarding the research proposal. The sample of 10 doctors and 25 patients were investigated. From this study the researcher observed positive response. He
experienced that the scope for health care service will be very bright in India and will create incredible job opportunities for health care professionals.

1.13. SAMPLING DESIGN

The researcher has taken keen interest in selecting the sample respondents. For this purpose Random Sampling technique was adopted. There are many hospitals in Bangalore but only 41 hospitals providing Multi Specialty Health care services. The hospitals have been selected randomly and sample survey has been conducted in the hospital premises randomly.

UNIVERSE OF THE STUDY

There are 41 multi specialty hospitals registered in Bangalore as on 30th November 2011, providing health care services in which 10 hospitals (25%) have been selected for this study as follows:

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Geographical Location</th>
<th>Number of Multi-specialty</th>
<th>Samples selected for the study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>North Bangalore</td>
<td>12</td>
<td>03</td>
</tr>
<tr>
<td>2.</td>
<td>East Bangalore</td>
<td>09</td>
<td>02</td>
</tr>
<tr>
<td>3.</td>
<td>South Bangalore</td>
<td>12</td>
<td>03</td>
</tr>
<tr>
<td>4.</td>
<td>West Bangalore</td>
<td>08</td>
<td>02</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>41</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Karnataka State Health Department report 2012
SAMPLE DISTRIBUTION

The sample size selected for this study was 10% of the Universe normally 2490. The particulars of the Sample distributions are shown in the following table:

**TABLE : 1.2**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Name of multi-specialty Hospitals</th>
<th>SAMPLE SEGEMENTS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Part-A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Duty doctors</td>
<td>Available</td>
<td>Selected</td>
</tr>
<tr>
<td>1</td>
<td>Narayana Hospital</td>
<td>160</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Sanjay Gandhi Hospital</td>
<td>160</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Apollo Hospital</td>
<td>90</td>
<td>9</td>
</tr>
<tr>
<td>4</td>
<td>Manipal</td>
<td>180</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Sri Jaydev institute of Cardiology</td>
<td>80</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>KIMS</td>
<td>90</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>M.S. Ramaiah Hospital</td>
<td>90</td>
<td>9</td>
</tr>
<tr>
<td>8</td>
<td>St. JOHNS Hospital</td>
<td>200</td>
<td>20</td>
</tr>
<tr>
<td>9</td>
<td>Nimhans Hospital</td>
<td>120</td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td>Vijay Mallaya Hospital</td>
<td>80</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1250</td>
<td>125</td>
</tr>
</tbody>
</table>

Source: Entry registers of the hospitals as on 30th November 2012
1.14. STATISTICAL TOOLS EMPLOYED

The study depends on both primary and secondary data. The data collected have been tabulated, analyzed and interpreted in the form of report. For supporting the research report the statistical tools viz. Percentage analysis, Hypothesis-chi-square test, Mean, Median, factor analysis, Rank correlation coefficient, KMO (Kaiser Meyer Olkin) Henry Garrett Ranking and Structural Equation Model (SEM) were used.

1.15 PERIOD OF STUDY

This research study commenced from the year 2009 to 2013. The relevant data have been collected from various sources for ten years from 2002. In the early stage of 2000, the health care concept started entering in Indian study system.

1.16. LIMITATIONS OF THE STUDY

- Health care industry is one of the biggest service sector, in which only multi speciality hospitals have been selected for this study.

- The multi-specialty hospitals selected only from Bangalore city. Because most of the big hospitals are offering their services in Bangalore city.

- The targeted sample collected only from the duty doctors, supporting staffs, Patients and HR Professionals.

- This study limits with selected statistical tools.
1.17. CHAPTER SCHEME

Chapter I deals with introduction about the study, Conceptual framework of Health care Services Management, Global perspective of healthcare industry, Statement of the Problem, Objectives of the study, Operational definitions, Hypothesis, Methodology, Data Collection, Research tools employed, Pilot study, Sampling Design, Sample Distribution, Statistical tools employed, Period of study, Limitations of the study and Scheme of Research Report.

Chapter II entitled “Review of Literature” summarizes the earlier research studies on health care services management in India and Abroad.

Chapter III presents an overview of Health care services Management.

Chapter IV analyses the Survey Data collected from Part-A Duty Doctors, Part-B from supporting staff, Part-C from Patients and Part-D from HR professionals.

Chapter V consolidates the findings of the study, Suggestion and Conclusion for the selected research topic.