

## A Study on Patients Attitude and Satisfaction towards Multispecialty Hospitals (Special reference with Coimbatore city)



### Commerce

**KEYWORDS :** customer, patients, hospital, satisfaction, attitude

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### ABSTRACT

*In recent era rising healthcare consumerism is changing the traditional physician-patient relationship into a provider-consumer one. By taking a consumerist stance, patients are now more inclined to ask questions, contribute to decision making, sample healthcare providers and switch services if they experience dissatisfaction. The whole focus of healthcare industry is patients' well-being (both physical and mental). Patients are usually in a physical or a psychological discomfort when they consume health services. Further, due to high degree of intangibility involved in providing care and high professionalism (e.g. physician specialization, skills, etc.) demanded, healthcare services are difficult to evaluate patients/consumers in healthcare. Healthcare has numerous consumers: patients, who actually consume the service provided; physicians, who recommend healthcare providers for their patients; third-party payers, who dictate patients' choice of hospitals by their substantial financial influence. Keeping pace with technological advances, there is a fundamental shift in healthcare consumerism – patients are becoming better informed, more involved in their own healthcare and more demanding.*

### Introduction

In recent era rising healthcare consumerism is changing the traditional physician-patient relationship into a provider-consumer one. By taking a consumerist stance, patients are now more inclined to ask questions, contribute to decision making, sample healthcare providers and switch services if they experience dissatisfaction. The whole focus of healthcare industry is patients' well-being (both physical and mental). Patients are usually in a physical or a psychological discomfort when they consume health services. Further, due to high degree of intangibility involved in providing care and high professionalism (e.g. physician specialization, skills, etc.) demanded, healthcare services are difficult to evaluate patients/consumers in healthcare. Healthcare has numerous consumers: patients, who actually consume the service provided; physicians, who recommend healthcare providers for their patients; third-party payers, who dictate patients' choice of hospitals by their substantial financial influence. Keeping pace with technological advances, there is a fundamental shift in healthcare consumerism – patients are becoming better informed, more involved in their own healthcare and more demanding.

A hospital that has different specialized departments is called as Multi Specialty hospital. Examples like cardio, dental, eye, diabetics departments. Hospitals vary widely in the services they offer and therefore, in departments they have. They may have delicate services such as an emergency department, specialist centre, burn unit, surgery or urgent care.

### STATEMENT OF THE PROBLEM

The hospitals are doing its major role in each stage of human beings life. So they cannot avoid hospitals for their physical problems. Coimbatore is one of the city for medical tourism. So that now there are many Multi Specialty hospital are constructed. Even though lack of awareness among the people about multispecialty hospitals leads to the decrease in establishment of multispecialty hospitals. Lack of transport facility to the rural people is one of the problems in the development of multispecialty hospitals. As there is low numbers of multispecialty hospitals are in Coimbatore. Lack of proper advertisements to media about the hospital is also one of the reasons for unawareness of the Multi-specialty Hospitals. So they research has taken an effort to study the patient satisfaction towards Multi Specialty hospital in Coimbatore city.

- To study about patients opinion towards the service available in the Multi Specialty hospitals.
- To study the problems faced by the patients in Multi Specialty hospitals
- To study about the patients satisfaction towards the Multi Specialty hospitals.
- To provide valuable suggestions to Multi Specialty hospitals.

### RESEARCH METHODOLOGY

The area of study refers to Coimbatore city. 200 samples were taken for this study. Convenient sampling techniques were suitable for collecting the data. The data is collected with the help of a questionnaire from the public who have got treatment in Multi Specialty hospitals for various health problems. To know the results of the study descriptive analysis were used.

**Annexure- Table 1.1**

Particulars	Hospitals	No of Patients	
Hospital chosen by the respondents	PSG Hospital	47	23.5%
	Sri Ramakrishna Hospital	27	13.5%
	KMCH Hospital	46	23%
	G Kuppusamy Naidu Memorial Hospital	29	14.5%
	KG Hospital	24	12%
	Kurinj Hospital	13	6.5%
	Others	14	7%
	Total	200	100%
Respondents opinion towards cost of the service	Very high	48	24%
	High	71	35.5%
	Normal	72	36%
	Low	5	2.5%
	Very Low	4	2%
	Total	200	100%

### OBJECTIVES OF STUDY

**Annexure- Table 1.2****Respondents opinion towards services available in multi specialty hospitals**

FACTORS	Very Good	Good	Fair	Poor	%
Doctors availability	25%	45%	20%	10%	100%
Efficiency of doctor	22.5%	65%	7.5%	5%	100%
Procedure for admission	18.5%	49%	20%	12.5%	100%
Equipments	32%	51%	10%	7%	100%
Services of nurses	19%	55%	21%	5%	100%
Pharmacy	27.5%	65%	2.5%	5%	100%
Convenience of patients	15.5%	49.5%	29%	6%	100%
Waiting room	22.5%	37.5%	20%	20%	100%
Rest room	35%	47.5%	10%	7.5%	100%
Canteen	34%	39%	20%	7%	100%
Wards	33%	42%	15%	10%	100%
Neatness	44.5%	31.5%	17%	7%	100%
Parking facility	24.5%	34.5%	29.5%	11.5%	100%

\*Note- the figures given in the table are in percentage

**Problems faced by the respondents**

The study provide that 52.5% of the respondents says that they faced problems in services available in the hospitals, 47.5% of the respondents says that they were not faced any problems in services available in the hospitals.

**Table 1.3**

Factor	No of patients	%
Treatment	21	22%
Service	17	18%
Nursing	19	20%
Medicals	8	8%
Billing	29	31%
Others	1	1%
Total	95	100%

Among the 52.5% respondents 31% of the respondents have found billing problems in the hospitals, 22% of the respondents have found treatment problems, 20% of the respondents have found nursing service as a problems, 18% of the respondents have found overall service as a problems, 8% of the respondents have found medical shop as a problems, 1% of the respondents have found other problems like comfort ect., in the hospitals.

**Satisfaction level of the respondents****Table 1.4**

Factor	No of patients	%
Highly satisfied	42	21
Satisfied	94	47
Neutral	58	29
Dissatisfied	3	1.5
Highly dissatisfied	3	1.5
Total	200	100

**Major findings**

23.5% of the respondents preferred PSG hospital for their treatment, 36% of the respondents opinion towards cost of services in multispecialty hospitals is normal, 47% of the respondents satisfaction level is satisfied towards the multispecialty hospital.

**Recommendations**

1 .The doctor's availability in the hospitals wants to be increase for the better and quick treatment.

2. In multispecialty hospital, the doctors wants to be friendly and caring. They don't create fear about the disease to the patients. Instead they want to give only awareness about the disease.

3. Billing procedures in hospitals is complicated. The multi specialty hospitals want to avoid the complications in billing.

4. Neatness wants be maintained in hospital and every wards wants neatly maintained. Proper bed facilities and nurses availability in the ward also wants to make available.

5. Parking facility and Canteen facilities wants to improve and hygiene in foods also to be increase.

**Conclusion**

Here due to the nature of medical care, consumers use health care systems such as hospitals out of need and not choice. Thus, healthcare service, unlike other non-professional services, is low in search attributes; that is to say, attributes that can be evaluated by the customer before selecting a hospital or alternative health care provider or experiencing service.

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