



PATIENT SATISFACTION TOWARDS GYNECOLOGICAL OPD SERVICES OF THE HOSPITAL

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Received on 10/05/2016

Accepted on 11/05/2016

Published on 15/05/2016

ABSTRACT

This descriptive study was conducted to describe the patient satisfaction towards outpatient department services of gynaecology in Chaudhary Brahma Prakash Ayurveda Charak Sansthan hospital, Khera dabur Najafgarh New Delhi. The study population was respondents aged 18 years and above, sample size was 80. The data was collected by self-administered questionnaire regarding patient satisfaction. And data's were analysed by graphs and percentage analysis. The result showed that overall satisfaction was 90.05%. The patients were most satisfied with courtesy (94.52%) while least satisfied with convenience (87.32%). Item wise the satisfaction was poor in case of waiting time in pharmacy section to get the prescribed drugs and from the clear signage and direction, while satisfaction was higher from the opportunity given by the doctor to patients to ask about their illness. Based on the result of the study an improvement is needed in few of the items of waiting time in pharmacy section and for proper signage and direction. So improvement in those areas is suggested.

Keywords

Satisfaction, outpatient department, convenience, physical facilities, courtesy, quality of care

INTRODUCTION

Chaudhary Brahma Prakash Ayurveda Charak Sansthan is Govt. of NCT Delhi undertaking at Khera dabur, near Najafgarh, New Delhi. It is a 210 bedded hospital and it has a hospital as well as institute block. Hospital block runs the OPD & IPD, O.T, labour room & panchkarma wing. In outpatient department approximately one thousand patients are coming per day. There are total 22 OPD specialities wise, medicine, surgery, gynaecology & obstetrics, paediatrics, panchkarma, ENT, ophthalmology, yoga are available. Doctors attend the patients in outpatient department (OPD) for six and half hours daily.

OPD is the first point of contact between hospital and community. Patients get first impression of the hospital. It is the ambulatory entry point to health care delivery system. This impression often influences the patient's sensitivity to the hospital and therefore it is essential to ensure that OPD services provide an excellent experience. OPD services are situated in OPD Block at ground floor. OPD registration is computerized is issued at main counter, on payment of Rs. 10/ per card, which is valid for three months.

Every patient is allotted a token and is allowed entry to the doctor's chamber as per turn. The token no. is displayed in the token display board and the patient enters the room as per displayed number. Sample collection centre for blood, urine, and stool etc.- pathology lab present on the first floor Many facilities provided at OPD level e.g. EEG, immunization, contraception and minor surgical intervention, physiotherapy etc. OPDs have waiting hall with chairs, TVs, lifts, ramp, public utilities like drinking water and toilets etc. at each floor. OPD block is having a fully centralized air conditioned as well as warmer system.

Patients flow to OPD in hospital firstly at reception & enquiry counter followed by

registration counter and then to the waiting area followed by clinics (OPD) and later on investigation and pharmacy section¹.

Study area of this research is CBPACS outpatient department. Average attendance of gynaecology OPD is 80 -100 patients per day. Presence of service in multiple specialties, attendance of OPD by a large number of patients and allocation of huge resources demand that quality of care provided by the hospital should be determined. The most reliable tool available for this purpose is finding the level of patient's satisfaction. Only a satisfied patient confirms the high quality medical care provided by OPD. Therefore this research is important as the determination of level of patient's satisfaction will lead to improved quality of health care, satisfied and happy users, more appropriate utilization of budget and highly reputable hospital.

Patients are the foundation of our medical practice, it is very obvious that they must be satisfied while in or out of the hospital. Patients satisfaction is the strongest determinant of hospital functioning².

Patient satisfaction it could be defined as individual feelings or perception towards out- patient department health care services and the extent to which these services met the need of users³.

Four components of satisfaction considered by the current study are convenience, courtesy, physical facilities and quality of care⁴.

Convenience meant to ease to travel to the service, an opportunity of meeting the health provider, waiting time, receiving the services as wanted and willingness of the health providers to treat patients. The convenience and characteristic of place, people to go for medical care provide data on whether there is differential treatment of individuals depending on where they chance to go for services. In addition waiting time in getting services should be as proxy

indicator of convenience in any services. Means waiting time was the most important factor influencing the satisfaction⁵.

Physical facilities mean availability of services to the patients and their relatives at various functional zones of the OPD.

Courtesy it was reflected by tender care, interest and concern from the service provider.

Quality of care today the terms quality in health services and patients satisfaction are often brought on the agenda. The determiner of the quality and patients satisfaction is patient's expectations⁶.

RESEARCH DESIGN

This cross sectional descriptive study was conducted in CBPACS Ayurvedic hospital, Khera dabur, Najafgarh, New Delhi, to determine patient satisfaction towards the outpatients department services of gynaecology. The interview questionnaire was the tool in collecting data for assessing the patient satisfaction towards the gynaecology OPD. The data's were collected when patients were waiting for consultation at OPD.

INCLUSION CRITERIA

1. The patient of gynecology OPD and age from 18 to 50 years.
2. Willing to provide the answer to questionnaire.
3. Patient who have made at least 1 visit to hospital.

EXCLUSION CRITERIA

1. Patient cannot speak or listen.
2. Patients were in serious condition.
3. Patients have a mental health problem.
4. Patients from another units (medicine, pediatrics, ENT, surgery etc.) were not included in this study.
5. First time visiting to hospital.

RESEARCH INSTRUMENT FOR DATA COLLECTION:

Research instrument for data collection was a structured questionnaire .it was used as measurement tool. The questionnaire contains total 22 questions and all are objective type of questions. This is so for each question there are 3 answers and it was as satisfactory, not sure and unsatisfactory. Questions are divided into convenience, physical facilities, courtesy and quality of care according to requirement of research.

DATA COLLECTION:

This study was conducted in hospital during working hours. The data was collected from 14th to 30th April 2014 excluding public holidays. Data collection needed utmost care at the time of data collection. This was imperative for quality control of data. Question should be in easily understandable wordings. Data must be cleaned before going out of field. Total 80 respondents selected randomly. All respondents were taken from the patients 18years & above who visited the OPD and were not first time visitors to the hospital. Questionnaires were circulated among the patients waiting for consultation at OPD and then it is collected. Although data was collected by means of self-administered questionnaire, but for the respondents who did not know reading and writing accompanying attendants or data collectors were allowed to assist in filling the questionnaire.

The data was checked on the spot, errors rectified and missing data incorporated in forms. The researcher checked the data collection process herself and counterchecked the entries at random to ensure quality of data collection.

DATA ANALYSIS:

- a) Percentage analysis.
- b) Graphs.

STUDY LIMITATIONS:

1. Accuracy of the findings depends on the accuracy of the information.

2. The study is based on the information received from the interview schedule.
3. As the time period is very limited, the study cannot be a full-fledged one.

All respondents were OPD patients 18 years of age and above who returned to OPD after previous visits. The eligible respondents were asked about the satisfaction of patients with services provided by gynaecology OPD in terms of convenience, physical facilities, courtesy and quality of care.

OBSERVATIONS AND RESULTS:

This descriptive cross sectional study was conducted in Ayurvedic hospital to describe the patient satisfaction towards gynaecology OPD services. A total of 80 patients were interviewed from the OPD.

The results of patient's satisfaction towards gynecology OPD were presented in the tubular and descriptive forms as below.

Table 1: Frequency and percentage of patient's satisfaction towards Gynaecology outpatient department services regarding convenience:

FREQUENCY AND PERCENTAGE			
Patient's satisfaction	N=8		
Convenience:	S	NS	US
a. The service process of registration is fast simple & trouble free?	72(90)	4(5.0)	4(5.0)
b. Arrangement for heating & cooling.	74(92.5)	1(1.25)	5(6.25)
c. Availability of required medical staff during working hours of OPD.	76(95)	2(2.5)	2(2.5)
d. Ease of finding Gynecology OPD.	72(90)	4(5.0)	4(5.0)
e. Convenience of going from one OPD to another.	70(87.5)	6(7.5)	4(5.0)
f. The waiting time for getting treatment from doctor.	72(90)	2(2.5)	6(7.5)
g. The waiting time for getting the prescribed drugs.	53(66.25)	8(10)	19(23.75)

S= satisfactory, NS= not sure, US= unsatisfactory.

Table 2: Frequency and percentage of patient's satisfaction towards gynaecology outpatient department services regarding physical facilities:

FREQUENCY AND PERCENTAGE			
Patient's satisfaction	N=8		
Physical facilities	S	NS	US
a) Atmosphere of OPD is clean & tidy.	78(97.5)	1(1.25)	1(1.25)
b) Sitting chairs are available at waiting area.	76(95)	1(1.25)	3(3.75)
c) Availability of drinking water & clean toilet.	74(92.5)	3(3.75)	3(3.75)
d) Clear signs & directions to	69(86.25)	5(6.25)	6(7.5)

indicate where to go in the area & easy to follow.			
e) The inside of the hospital has good ventilation.	72(90)	4(5.0)	4(5.0)
f) There was enough light inside the OPD.	73(91.25)	5(6.25)	2(2.5)

S= satisfactory, NS= not sure, US= unsatisfactory.

Table 3: Frequency and percentage of patient's satisfaction towards gynaecology outpatient department services regarding courtesy:

FREQUENCY AND PERCENTAGE			
Patient's satisfaction	N=8		
Courtesy:	S	NS	US
A. Friendliness & courteous manner of medical staff.	73(91.25)	4(5)	3(3.75)
B. The attentiveness of doctors/nurses while answering your questions.	76(95)	3(3.75)	1(1.25)
C. Opportunity given to ask about your illness	78(97.5)	1(1.25)	1(1.25)
D. Provide appropriate time for medical examination.	76(95)	3(3.75)	1(3.75)
E. Privacy from doctors & nurses during examination and treatment.	74(92.5)	3(3.75)	3(3.75)

S= satisfactory, NS= not sure, US= unsatisfactory.

Table 4: Frequency and percentage of patient's satisfaction towards gynaecology outpatient department services regarding quality of care:

FREQUENCY AND PERCENTAGE			
Patient's satisfaction	N=8		
Quality of care:	S	NS	US
a. Competency of doctors for treating the patients.	76(95)	2(2.5)	2(2.5)
b. The doctors examine carefully.	76(95)	2(2.5)	2(2.5)
c. Good quality of instruments & equipment's are used for medical care.	72(90)	3(3.75)	5(6.25)
d. Pharmacists are skillful & dispensed the drug properly.	62(77.5)	8(10)	10(12.5)

S= satisfactory, NS= not sure, US= unsatisfactory.

DISCUSSION:

The Patient's satisfaction was assessed in terms of convenience, physical facilities courtesy and quality of care. The satisfaction was measured from the point of the view of the respondents who came to gynecology

department OPD at the time of interview.

According to the results of study it was found that:

Regarding convenience, majority of patients had high satisfaction from the service process of registration, arrangement for heating & cooling,

availability of required medical staff during working hours of OPD, ease of finding Gynecology OPD, The waiting time for getting treatment from doctor. The patients had low satisfaction from the convenience of going from one OPD to another and from the waiting time for getting the prescribed drugs from pharmacy. So the improvements in these few aspects should create even more satisfaction among patients.

Regarding physical facilities majority of patients had high satisfaction from the atmosphere of OPD is clean & tidy, sitting chairs are available at waiting area, availability of drinking water & clean toilet, the inside of the hospital has good ventilation and there was enough light inside the OPD. The patients had low satisfaction from clear signs & directions to indicate where to go in the area & easy to follow.

In courtesy the patients had high satisfaction from the friendliness & courteous manner of medical staff, the attentiveness of doctors/ nurses while answering the patient's questions, opportunity given to ask about patient's illness, provide appropriate time for medical examination, Privacy from doctors & nurses during examination and treatment.

Regarding quality of care patients had high satisfaction from the competency of doctors for treating the patients and the doctors examine carefully. While the patients had low satisfaction from the pharmacists are skillful & dispensed the drug properly. Maximum number of the respondents had high satisfaction from convenience, physical facilities, courtesy and quality of care.

The overall satisfaction was 90.05%. By overall satisfaction the highest satisfaction was from courtesy followed by physical facilities then quality of care and then convenience.

CONCLUSION:

Regarding the level of satisfaction in terms of convenience, physical facilities courtesy and quality of care almost all the items showed high level of satisfaction. The level of high satisfaction varies from the lowest level of satisfaction was from waiting time for getting prescribed drugs from pharmacy while highest level of satisfaction was from the opportunity given by the doctor to patients to ask about their illness.

The patients are having low level of satisfaction with the waiting time in pharmacy section and from the clear signage and direction where to go in the OPD.

In pharmacy section long queue should be discouraged and clear signs and direction where to go in the OPD should be proper.

The comfort of patients is very important for keeping the patients satisfied. The patients were given opportunity to ask about their illness was showing the good quality of service offered by the hospital.

The overall satisfaction was 90.05%. By overall satisfaction the highest satisfaction was from courtesy followed by physical facilities then quality of care and then convenience.

RECOMMENDATION

Waiting time at pharmacy section can be reduced by adopting a queuing theory, opening a one more new counter and by increasing the manpower⁷.

For proper signage and color codes there should be proper indicators for literate patients/relatives and signage and color codes for illiterate patients/relatives at all the prominent and important places/ intersections of OPD. The signage and color codes must be starting from the enquiry and

registration counters and should end at the respective clinic and or service areas. The color codes i.e. different color for different clinics along with their names and room numbers should start from the registration counter and it should be painted on the walls coming on the way before reaching to the particular clinic/ department. So the person sitting at the enquiry and registration counters can simply ask the patient to follow the color line to reach his/ her required clinic/ department /service area .

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Source of support: Nil

Conflict of interest: None Declared