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Research Article

Patient Satisfaction Level on Health Care in Khwaja Yunus Ali Medical College & Hospital (KYAMCH), Enayetpur, Sirajganj, Bangladesh

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Abstract:

Patient's satisfaction plays an exigent factor in evaluating the healthcare services of a hospital. Because we can get a clear-cut idea of what the patients' needs and wants, and get the opinion of improving the healthcare services to be beneficial for the hospital management as well as to the nation. The purpose of this research work is to measure the patient's satisfaction attending at OPD between 15th June 2019 to 30th June 2019 in a territorial hospital named Khwaja Yunus Ali Medical College and Hospital, Enayetpur, Sirajganj, Bangladesh. Both the close and open-ended pre-structured questionnaire was designed for the purpose of collecting data. A total 52 randomly selected patients were included as a sample to judge the perceptions regarding health care, diagnostic, nursing,

and registration services, and care from the attending physicians. The majority of patients were found to be satisfied with hospital services except registration and nursing services. The availability of specialized and skilled doctors, the cleanliness of hospital clinics and surroundings, and using high-tech diagnostic machines to identify the disease were the main reasons for choosing this hospital. It is suggested that by frequently monitoring the performance of registration staff and nurse team through introducing reward and/or incentive schemes to the efficient and giving punishment to the inefficient ones, the hospital authorities can minimize the dissatisfaction of the patients. The hospital management should conduct a regular survey to evaluate the quality control of their services.

Keywords: KYAMCH, OPD, Patient satisfaction, Health care service & Quality indicators.

Introduction:

Hospital and health care services are enormously treated as one of the basic and essential needs of the

citizens of a country. It is one of the time-consuming predictors to justify the scenario of human resource development indices. Health care organizations are the most crucial social system for dispensing these

services. The prosperity of any organization largely bank on the satisfaction of the customers. If customers are not satisfied, then the gross performance will be worthless, whether the organization is trading, manufacturing, engineering or healthcare services. The aim of the present studies is to find out the perception of patient's satisfaction of healthcare institutions. Patients are known as the fundamental concern for any health service dispensing organization. Consequently, the hospital management should give concentration to improve the level of satisfaction of their patients. In this connection, the management should formulate regarding how a patient would be satisfied and visit the hospital and take the services.

Patient satisfaction is one of the most important indicators for enhancing healthcare services; as a result, patients are increasingly being regarded as significant customers in health-care service organizations. So, health sectors are rapidly changing their strategy. They not only meet the demand of the patients but also their motive is to 'delight' the customer. Because people are becoming more educated than before, and they want to get better services from health-care organizations. At present, citizens are seeking the best services provided by an organization from which they can get world - class Medicare services at an affordable cost. In developing countries like Bangladesh, public health- care organizations are failing to meet their demand because of their efficiency and usage of obsolete technology. In this regard, many private health services organizations are coming forward to provide better services with their advanced technology and improved services with qualified and competent doctors, nurses and physicians etc. So, competition among these private hospitals is growing rapidly. It is difficult to survive in the long run amongst these strong competitors. Moreover, it cannot be denied that giving more concentration to delighting the customer is a very essential measure to capitalize on sustainable development.

People even go abroad to treat their ailments. In developing countries like Bangladesh, people are needy and most of them have no capacity to go abroad because of their tremendous ailments. For this, people seek advanced technology services from which they can get rendered services within their home country.

KYAMCH has been coming forward to give patients better services with advanced technology, qualified doctors and staff through western category services. It also ensures affordable world - class Medicare facilities at the people's doorstep. However, this study is intended to assess patient satisfaction and provide recommendations to KYAMCH that help to improve their healthcare services.

2. Study Objectives:

The basic aims and objectives include:

- ❖ To ascertain the level of patient satisfaction in the outpatient department (OPD).
- ❖ To evaluate hospital care.
- ❖ To make some recommendations for improving KYAMCH's administrative practices in order to improve patient satisfaction.

Literature Review:

Patient satisfaction is an important health-care outcome metric that hospital executives should pay attention to client quality, professional quality, and management quality are the three dimensions of health service quality (Aldaqa1 *et al.* 2012).

To gain a competitive edge and thus increase profitability, providers of healthcare and health plans should therefore be interested in investigating what constitutes "better healthcare" from a consumer's point of view, what factors are important in determining patient satisfaction with healthcare and health plan, and which of these factors can be managed and marketed (Braunsberger *et al.*, 2002).

Health facilities, food, nutrition, sanitation, and clean drinking water are all indicators of human resource development and welfare. The influence of medicine delivered on time by the nurse, the hospital atmosphere, the availability of food products, the post-operative care facility, and cleanliness on patient satisfaction and treatment quality was noted in this study. The purpose of this research is to determine the psychometric features of patient satisfaction with hospital care in order to measure patient satisfaction and evaluate hospital care (Bashir *et al.*, 2011).

Throughout the report, the researcher refers to patient satisfaction with the health system as "responsiveness," a term coined by the World

Health Organization. Here the author tried to find out the variables of people's satisfaction with the health-care system above and beyond their experience as patients (Bleich *et al.*, 2009).

One of the most important aspects of public health is high-quality care. Consumers have a fundamental right to receive high-quality care as soon as possible and at the appropriate time. Quality of care may now be easily measured, as has been demonstrated in recent years. Structure, process, and outcomes are the three components of high-quality care that may be measured. The terms Structure and Process allude to the underlying infrastructure and general facility, while Outcome refers to the final result (Arshad *et al.*, 2012).

Patient satisfaction surveys are one way to get feedback from patients about their healthcare experiences. Despite the fact that outpatient hospital services are a crucial element of healthcare delivery; there has been little attention to gathering the perspectives of those who use them. The background for patient satisfaction surveys in the outpatient sector was reviewed in this report (Keegan *et al.*, 2003), as well as the empirical details of a satisfaction instrument that has been successfully utilized in Ireland (Satisfaction with Outpatient Services Questionnaire - SWOPS).

The goal of the study was to see if there were any differences in satisfaction with acute care between patients who were treated in a physician-led substitute Hospital at Home program and those who were treated in a traditional acute hospital setting. Moreover, studies of a variety of hospital populations have discovered that older and poorer persons are less satisfied with hospital care (Leff *et al.*, 2006).

Patient satisfaction is rapidly evolving into customer delight, which means that the patient is not only cured of his ailments during his hospital stay, but he is also pleased with the amenities provided to him by the hospital and its staff during his stay, which he fondly remembers after being discharged (Qureshi *et al.*, 2005). The purpose of this study on patient satisfaction with hospital services at SMHS Hospital was to elicit patient feedback on the quality of services at SMHS Hospital and to investigate the many factors that influence patient happiness or dissatisfaction with hospital services.

Patients have specific expectations before their visit, and their pleasure or discontent with the encounter is the result of that anticipation. Providing high-quality services has been linked to greater earnings, market share, and cost reductions in numerous studies. Quality control, service quality, and the effectiveness of medical treatment have grown increasingly crucial as a result of competitive pressures and the growing need to provide patient happiness (Babu, 2012). Patient satisfaction appears to be affected by core issues such as compassion and care delivery, problems with information and education, coordination of cares, respect for patients' preferences, emotional support, involvement of family and friends, continuity and transition, physical comfort, empathy, and individualized therapy, according to this research (Central for Clinical Governance, 2009).

According to the data, the majority of respondents were happy with the services given in the hospital, but some were disgruntled with the registration service. Furthermore, the level of patient happiness was linked to the services provided by physicians, nurses, and pharmacies (Vadhana, 2012).

A study conducted in a Muhimbili National Hospital (MNH) in Dar Es Salaam, Tanzania indicated that patients were most satisfied with staff-patient connections, emphasizing the importance of patient satisfaction in hospital care. Patients, on the other hand, were disappointed with the quantity of time they had with their doctors (Muhondwa *et al.*, 2008).

4. Study Methodology:

The research was conducted in KYAMCH located at Enayetpur, Chowhali, Sirajganj, Bangladesh. It was studied with the cooperation of the management, patients and also worked on environmental safety condition. Improvement of hospital conditions, satisfaction of patients, and the quality of health care services, like service provided by hospital authorities nursing unit, registration department, consultation time given by physicians and doctors. First, a field survey was conducted in order to get research data from 15th June 2019 to 30th June 2019 by sending trained investigators with a pre-structured close and open-ended questionnaire consisting 34 questions measuring 5 domains of patient's satisfaction. Before sending a questionnaire to the field survey, necessary scrutinizing was done through addition, subtraction, as well as correction.

The questionnaire was designed in such a manner that fulfilled the objectives of this research. 52 randomly selected patients were distributed to

collect the answers to the questionnaire. Thereafter, data is edited, sorted, tabulated, and analyzed.

5. Data Analysis:

To get the results, it is a pre-structured open and close-ended questionnaire distributed among the 52 patients.

Table-1: Demographics Results

Variables	Respondents (%)	Variables	Respondents (%)	Variables	Respondents (%)
Sex		Income		Visiting OPD	
Male	64	0-10000	10	Once	10
Female	36	10,000-20000	10	Twice	10
Occupation		20,000-30000	30	Thrice	30
Govt. Job	10	30,000-40000	10	Fourth	30
Private Job	60	40,000-50000	10	Fifth	10
Students	15	50,000-60,000	10	More than Fifth	10
Other	15	60,000-70000	5		
Education		70000-80000	5		
Illiterate	10	80,000-90,000	5		
Primary	25	90000-above	5		
Secondary	15	Age			
High School	20	Below 20 years	15		
Graduate	20	20-40	30		
Post Graduate	10	40-60	40		
		60-above	15		

Table -2: Satisfaction from health care service

OPD is clean & tidy		Wheel chairs and trolleys are at satisfactory level	
Satisfied	92%	Satisfied	72%
Dissatisfied	8%	Dissatisfied	28%
Waiting room is clean, spacious, bright, & airy		Washroom is clean and tidy	
Satisfied	85%	Satisfied	75%
Dissatisfied	15%	Dissatisfied	25%
Chairs are available in waiting room			
Satisfied	81%		
Dissatisfied	19%		

Fig. 1: Satisfaction of healthcare services

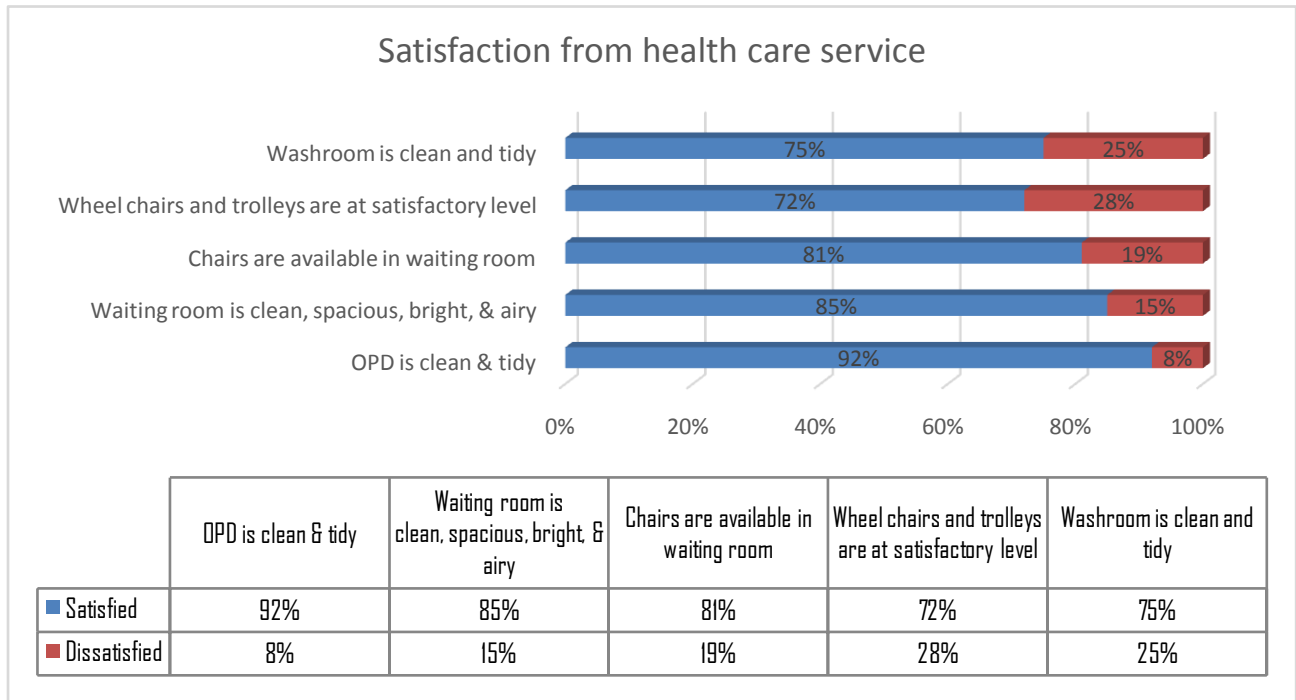


Table -3: Satisfaction of diagnostic services

<p>Physician informed patients about treatment process</p> <table border="1"> <tr> <td>Agree</td> <td>65%</td> </tr> <tr> <td>Disagree</td> <td>35%</td> </tr> </table>	Agree	65%	Disagree	35%	<p>Nurses answer the patient’s questions gently and respectfully</p> <table border="1"> <tr> <td>Agree</td> <td>58%</td> </tr> <tr> <td>Disagree</td> <td>42%</td> </tr> </table>	Agree	58%	Disagree	42%
Agree	65%								
Disagree	35%								
Agree	58%								
Disagree	42%								
<p>Physician spent enough time in consultation</p> <table border="1"> <tr> <td>Agree</td> <td>67%</td> </tr> <tr> <td>Disagree</td> <td>33%</td> </tr> </table>	Agree	67%	Disagree	33%	<p>Nurses are punctual and easily reachable</p> <table border="1"> <tr> <td>Agree</td> <td>70%</td> </tr> <tr> <td>Disagree</td> <td>30%</td> </tr> </table>	Agree	70%	Disagree	30%
Agree	67%								
Disagree	33%								
Agree	70%								
Disagree	30%								
<p>Physician are punctual and easily reachable</p> <table border="1"> <tr> <td>Agree</td> <td>68%</td> </tr> <tr> <td>Disagree</td> <td>32%</td> </tr> </table>	Agree	68%	Disagree	32%	<p>Behaviors of Nursing team is satisfactory</p> <table border="1"> <tr> <td>Agree</td> <td>55%</td> </tr> <tr> <td>Disagree</td> <td>45%</td> </tr> </table>	Agree	55%	Disagree	45%
Agree	68%								
Disagree	32%								
Agree	55%								
Disagree	45%								
<p>Diagnostic service is costly</p> <table border="1"> <tr> <td>Agree</td> <td>65%</td> </tr> <tr> <td>Disagree</td> <td>35%</td> </tr> </table>	Agree	65%	Disagree	35%					
Agree	65%								
Disagree	35%								

Fig. 2: Satisfaction of diagnostic services

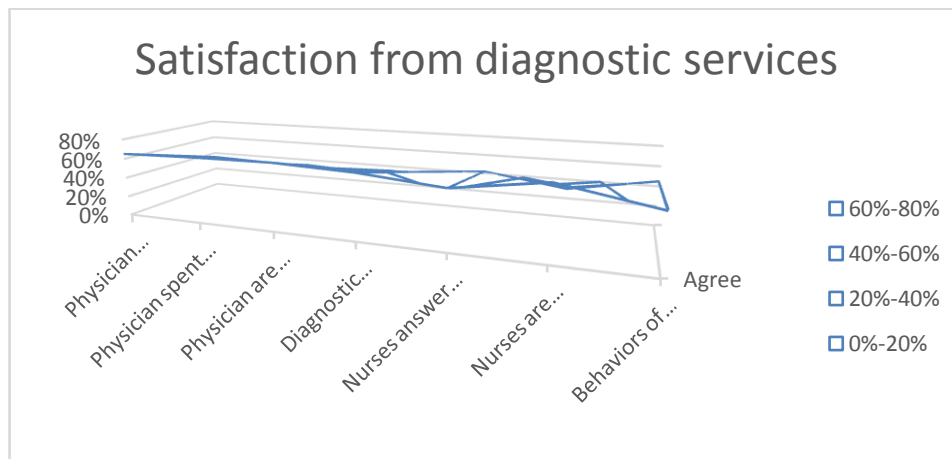


Table -4: Satisfaction of registration Services

Registration staffs warmly welcomed the patients		Registration process is easy	
Agree	40%	Agree	42%
Disagree	60%	Disagree	58%
Registration staffs are punctual and easily reachable		Waiting time in registration process is appropriate	
Agree	55%	Agree	45%
Disagree	45%	Disagree	55%

Fig. 3: Satisfaction from registration Services

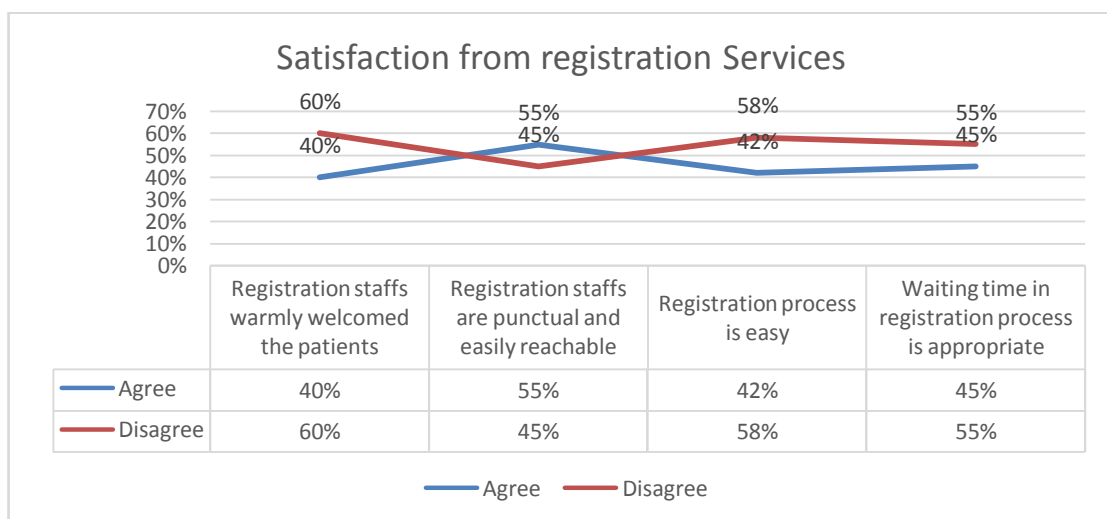
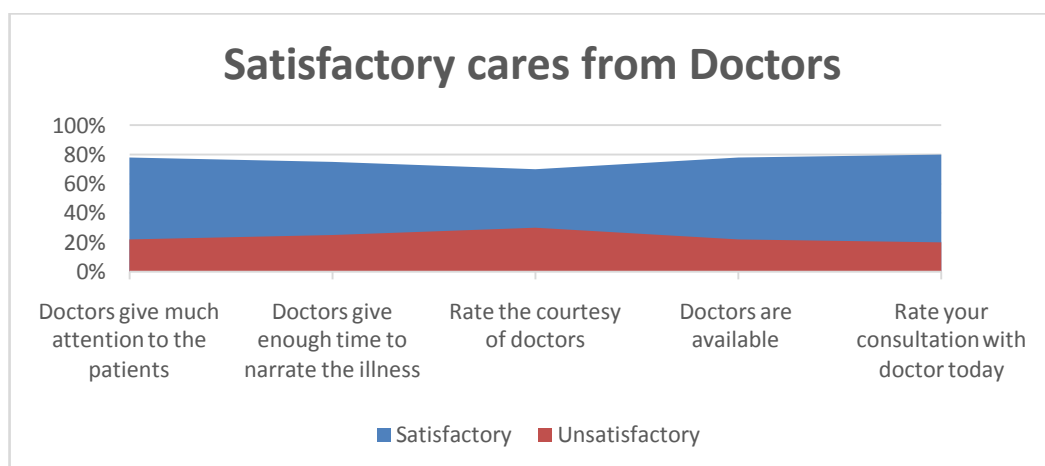


Table -5: Satisfactory cares from Doctors

Doctors give much attention to the patients		Doctors are available	
Satisfactory	78%	Satisfactory	78%
Unsatisfactory	22%	Unsatisfactory	22%
Doctors give enough time to narrate the illness		Rate your consultation with doctor today	
Satisfactory	75%	Satisfactory	80%
Unsatisfactory	25%	Unsatisfactory	20%
Rate the courtesy of doctors		Do you see this doctor again?	
Satisfactory	70%	Yes	85%
Unsatisfactory	30%	No	15%

Fig. 4: Satisfactory cares from Doctors



6. Results and Discussions:

To measure the patient’s satisfaction, questions were asked to the patients who were attending OPD to take the healthcare services at KYAMCH. First, sample data has been divided into various demographic characters like sex, education level, occupation, income level, age and visiting frequency at OPD. A related literature review revealed that these demographic factors had a direct and indirect impact on the satisfaction level of patients. Moreover, aged, poor people (low level of income) and less educated patients are more satisfied than the others. For measuring the satisfaction level of any health care organization, these socio-demographic variables hold the key concentration while providing various healthcare services. A total 64% of patients are taken among males and the remaining are female. 86% out of 64% of males said that they are satisfied with the overall service provided by the hospital. Whereas, only 60% out of 36% of female patients are satisfied.

About educational background, 60% of patients range from illiterate to higher secondary level and the remaining are from graduate to post graduate level. 90% out of 60% for this type of patients said that they are satisfied with healthcare services, while another 70% out of 40% opined that they are satisfied. 30% out of total patients lie between income ranges of BDT 20, 000-30, 000 which implies that they are the major healthcare service receiver from this hospital. After analyzing all the demographics’ features taken into consideration, this survey shows a statistically significant impact on patients’ satisfaction.

On the basis of existing research patient satisfaction directly linked with various domain like satisfaction care from hospital services (OPD is clean & tidy, waiting room is clean, spacious, bright, & airy, Chairs are available in waiting room, wheel chairs and trolleys are at satisfactory level, washroom is clean and tidy), satisfaction from diagnostic services (physician informed patients about treatment process, physician spent enough time in consultation, diagnostic service is affordable etc.), satisfaction from registration services (registration

staffs warmly welcomed the patients, registration staffs are punctual and easily approachable, registration process is easy, waiting time in registration process is appropriate.) and satisfactory cares from Doctors (Doctors give much attention to the patients, Doctors give enough time to explain the illness for informed consent, Doctors are available etc.).

The second domain taken into consideration for measuring patients' satisfaction is satisfaction with health care services, which includes five questions asked by each patient. 85% of total respondents responded that the waiting room of KYAMCH is clean, spacious, bright, and airy. The highest level of satisfaction comes in this area, accounting for 81% responses that chairs are available in the waiting room. 92% of patients are satisfied with the cleanliness of OPD and washroom, but 28% of respondents are dissatisfied with the availability of the number of wheelchairs and trolleys.

Another influencing factor for analyzing patient satisfaction is measuring satisfaction from diagnostic services. In this domain, most of the respondents are not very satisfied with receiving the diagnostic services, especially they are very dissatisfied with the behavior of the nursing team. Sometimes, the patients spend the whole day getting diagnostic services and receiving the diagnostic report. They said KYAMCH uses modern technologies and machines, but there are some limitations regarding lab technicians which lengthen to provide service promptly.

The performance of the registration department is not good enough to provide satisfactory services. On an average, half of the total patients are dissatisfied with the behavior of registration staff, such as their facial expression is not good enough towards patients and sometimes, they behave rudely.

The most important and crucial domain for measuring hospital performance towards patients is satisfactory care from doctors. 78% said doctors give attention, 75% opined doctors give enough time to explain the illness, 78% respondents said that doctors are available, 85% said they will see this doctor again. Each patient gives 80% rating regarding their consultation, which represents that they are highly satisfied with receiving healthcare services from doctors.

7. Recommendations:

The best investment in public service related business is good behavior. This is the universal truth. There is a general agreement that if just a bit of patience with good manners for the sake of humanity; the result will be unbelievable and the economy will boom without investing money.

By introducing a daily monitoring system the hospital management could promote their quality services. If any discrepancies arise, then they should be reproached by the responsible doctors or staffs.

- ✓ Arranging proper training programs for registration staff and nurses.
- ✓ Introducing the easiest registration procedures which eliminates the waiting time in the registration process.
- ✓ Introducing incentives as a reward for giving satisfactory services and punishment for providing unsatisfactory services.

8. Conclusion:

From this present study, it has been observed that individuals in Bangladesh are becoming very concerned about healthcare services. Patient satisfaction is a crucial and time-consuming phenomenon for measuring the performance of health care services. Patients' satisfaction is related to medical and paramedical services provided by the health care organization. It affects the timely, efficient and patient -centered delivery of quality healthcare. Patient satisfaction is thus a very fruitful benchmark to measure the performance of doctors, staff and hospitals authorities. Based on the present findings, on average, more than 82% of patients are highly satisfied with the healthcare services received from their doctors. This shows that the doctor's ability to identify the disease is good enough; they are punctual and caring towards patients. The present survey reveals more than 80% of the respondent sare satisfied with the hospital facilities. Besides the availability of hospital facilities, doctors care, diagnostic services, the following two major domains, like the performance of the registration services and nursing teams, are not up to the mark. Based on the results, the overall patient satisfaction is moderately high compared with other health care organizations in the rural part of the North Bengal region in Bangladesh, taking into consideration the average standard level of general expectation. Physician service, hospital service, registration services, nursing team behavior etc. are the major key predictors of measuring patient's satisfaction of

OPD at KYAMCH. It is also to keep in mind that, most people in this region have very little knowledge about the basic infrastructure and medical equipment of a hospital. Besides, they fall in the trap of some so-called private clinics here. As a consequence, they still stay in the dark regarding better services. In the future, these patients will acquire the true information and accept KYAMCH as one of the best ones.

Designing a patient satisfaction program is not only about carrying out a hypothetical study. The current study shows that concentration is essential. Sustainable improvements are required by introducing regular inspection and monitoring by the hospital authorities, by arranging training programs for the staff at a regular interval of time, by involving cultural change of outlook, and so on.

9. Conflict of Interest:

All the authors in this research project hereby declare that there are no conflicts of interest.

10. Authors Contributions:

The concept of this present research was initiated by Islam MJ. All the authors participated in designing a questionnaire to conduct the field survey for the purpose of collecting and editing data. Thereafter, edited data was arranged graphically and analyzed with the cooperation of all authors. Finally, Islam MJ took part in writing the manuscript and the rest of the authors approved the final manuscript after careful readings.

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