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Customer Perception in Health Care Services

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Abstract

Fortis Healthcare (India) is engaged in providing the latest in internationally recognized medical care to patients with a variety of ailments and medical conditions. India's health care sector has taken a great leap in the last one decade. It is mainly due to the entry of private sectors that too as a corporate entity. In spite of all these development the question is often in our minds whether these private health cares/hospitals entity are doing the needful? This paper aims to find out the scope, level and satisfaction of the services extended by these health care corporate. Study was conducted in two leading giants one from Government sector, AIMS, Delhi and another from private, FORTIS. Findings were mixed but could be of great value to the present and up coming hospitals in India.

Key words : Health care, Patient satisfaction, corporate entity

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Introduction

Combining medical technology and the human touch, the health care industry administers care around the clock, responding to the needs of millions of people—from newborns to the critically ill.

Recent developments- In the rapidly changing health care industry, technological advances have made many new procedures and methods of diagnosis and treatment possible. Clinical developments, such as infection control, less invasive surgical techniques, advances in reproductive technology, and gene therapy for cancer treatment, continue to increase the longevity and improve the quality of life of many Americans. Advances in medical technology also have improved the survival rates of trauma victims and the severely ill, who need extensive care from therapists and social workers as well as other support personnel.

In addition, advances in information technology continue to improve patient care and worker efficiency with devices such as hand-held computers that record notes on each patient. Information on vital signs and orders for tests are transferred electronically to a main database; this process eliminates the need for paper and reduces recordkeeping errors.

Cost containment also is shaping the health care industry, as shown by the growing emphasis on providing services on an outpatient, ambulatory basis; limiting unnecessary or low-priority services; and stressing preventive care, which reduces the potential cost of undiagnosed, untreated medical conditions. Enrollment in managed care programs—predominantly preferred provider organizations, health maintenance organizations, and hybrid plans such as point-of-service programs—continues to grow. These prepaid plans provide comprehensive coverage to members and control health insurance costs by emphasizing preventive care. Cost effectiveness also is improved with the increased use of integrated delivery systems, which combine two or more segments of the industry to increase efficiency through the streamlining of functions, primarily financial and managerial. These changes will continue to reshape not only the nature of the health care workforce, but also the manner in which health care is provided.

SCOPE IN HEALTH CARE SECTOR :-

The research report may improve the hospital services and develops to these sectors.

It's impact on the patient satisfaction and these services in the hospitals.

The research report consists of patient satisfaction by the HRD department in the hospital, which improve the service level of hospital.

After analyzing of the primary data we find them that the scope of the study improve the health care system in Indian health care system.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH-

PRIMARY METHOD:-

Data collected through primary source in the research methodology. i.e. through the questionnaire from patient in different public and private hospitals in Delhi and NCR.

Data collected through HRD management department in the different hospitals. Which provide the services to the patient in the hospitals?

For this purpose I am placing to visit a minimum two hospital, one is government sector and another is private sector.

1. ALL INDIA INSTITUTE OF MEDICAL SCIENCE, AIIMS, NEW DELHI (GOVERNEMENT)
2. FORTIS HOSPITAL , NOIDA (PRIVATE)

SECONDARY METHOD

from Journals of different hospitals, Hospital management books etc.

Health Care Magazines, Newspapers, and health care web site from internet, etc.

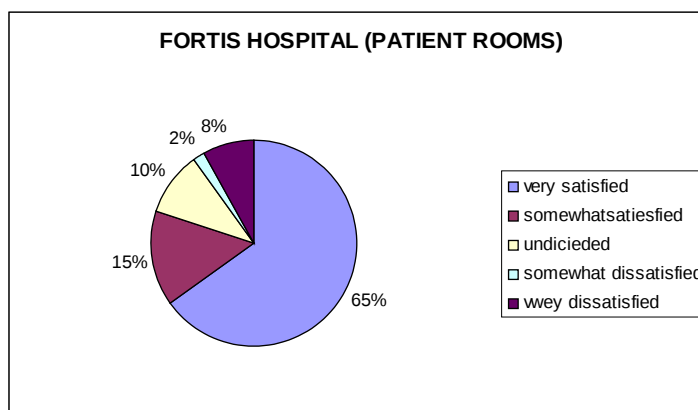
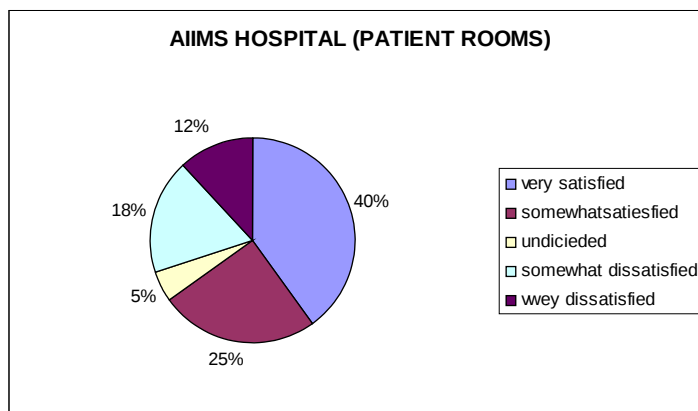
SAMPLING

Population Definition - Health care Industry.,Sampling Unit – Hospitals in

- Delhi and NCR ,Extent – AIIMS AND FORTIS HOSPITALS

ANALYSIS OF DATA

1.HOW MUCH SATISFIED ARE YOU WITH ROOMS?



**2. ARE YOU SATISFIED WITH THE TESTS AND TREATMENTS OF
HOSTIPAL?**

3. VISITORS AND FAMILIES ARE HOW MUCH SATIFIED WITH:

- **HELPFULNESS OF THE PEOPLE AT THE INFORMATION DESK?**
- **STAFF ATTITUDE TOWARDS THE VISITORS?**

ROLE OF THE PHYSICIAN:

4. PHYSICIAN:

- **PHYSICIANS CONCERN FOR YOUR QUESTIONS AND WORRIES?**
- **HOW WELL PHYSICIANS KEPT YOU INFORMED?**

5.DISCHARGE PROCEDURE IS GOOD OR NOT?

6.HOW SATISFIED ARE YOU WITH THE SURGICAL NURSE?

7. HOW SATISFACTORY IS GENERAL NURSING STAFF IN:

- **AMOUNT OF ATTENTION PERIOD TO YOUR SPECIAL OR PERSONAL NEEDS?**
- **PROMPTNESS IN RESPONDING TO THE CALL BUTTON?**

9..ARE YOU SATISFIED WITH DOCTORS BEHAVIOUR?

10.PROPER PHARMACY AVAILABLE IN THE HOSPITAL?

.AVAIBILITY OF SURGICAL SUITS?

12..RADIOLOGY FACILITIES?

13.OVERALL HOW SATISFIED ARE YOU WITH THE TECHNOLOGY?

14.OVERALL HOW SATISFIED ARE YOU WITH THE SERVICE PROVIDED AT THESE HOSPITAL?

15.ARE ADMISSION PROCEDURES SATISFACTORY?

FINDINGS

Patient are more satisfied with private hospitals facilities by HRD. In the private hospitals HRD climate are more concern about their patient services. In private hospitals they have quick services and very fast process in every step. In public sector hospitals AIIMS patients are satisfied with his test and treatment. HRD of AIIMS hospital not concern about every services mostly concern on test and treatment. But we find over all patient satisfaction by HRD in the hospital in private sector like FORTIS and APOLLO.

CONCLUSTION

Over all there iare good number of patients satisfied with the health care in NCR Patients are more satisfied by private hospitals HRD climate. In private hospitals HRD climate are more aware about patients service and quality. In the private hospitals over all technology is highly improved by HRD climate in the hospital. The comparison of two hospitals AIIMS and FORTIS we conclude that fortis hospital has provided every aspects of health care services.

SUGGESTIONS AND RECOMEDATIONS

Hospitals in public sector hospitals that HRD department should improve the services quality.

HRD department should concerns about patient basic need in the hospital.

Private sector hospital gives the proper facility to poor person in doctors fees.

Hospitals should improve their HRD climate and department of all services.

Hospitals should proper care on patient services they have to satisfied their basic need.

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