

Identifying Factors Affecting Patients' Satisfaction against Quality of Health Care Services: An Investigation from Aga Khan Hospital Karachi

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ABSTRACT

Main aim of this study is to identify barriers and critical success factors, which are affecting the level of patients' satisfaction. Previous studies show that the Perception of the quality of care and patients' satisfaction has the associations and there are bareirers which are affecting level of satisfaction. The patients were selected randomly and a questionnaire was used to evaluate the health care services provided like:diagnosis services, food services, and billing department services, emergency services, pharmacy services, physical appearance and layout of the hospital. This study concludes that the majority of the patients are satisfied with the services provided by the in-patient department of Aga khan hospital. The strengths of the organization as highlighted by patients must be continuing, on the other hand, some services need more focus, while planning and managing the health care system, like pharmacy and billing department services. The study recommends that the hospital must improve its billing system and should give discount on medicines as well.

JEL. Classification: I11; I18; L15.

Keywords: Patient satisfaction, Health care services, Health care organizations, Agh khan hospital.

1. INTRODUCTION

1.1. Background

This study was conducted to determine patients' satisfaction level against health services provided by Aga Khan Hospital. Patient satisfaction is the serious question for healthcare providers. There is completive environment in the field of health care organizations. Therefore now a day there is serious need to identify the weaknesses of the hospitals and enhance the level of satisfaction among the clients if they want to survive in the market with present competition with other hospitals.

Patient satisfaction is basically satisfying patients' expectations and understanding their needs. Patients' feedback can affect the overall quality, to improve organizational learning and development agenda and

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provide an opportunity. Aga Khan hospital is one of top hospitals in Karachi which is contributing in the health sector.

Aga Khan Hospital is also facing competition by emerging hospitals and updatation of previous hospitals by equipping new technology and latest technology. It is also observed that some pateints are giving different opinions about it, therefore there is need to investigate the prersent level of satisfaction against the health care services. Therefore this study has been conducted on this topic with following main question.

1.2. Research Question

Are the the patients satisfied with the quality of health care services provided by Agha Khan Hospital?

1.3. Statement of Problem

Patients are strongly satisfied with the quality of health care services provided by Agha Khan Hospital.

1.4. Objectives of the Study

Main objective of this study is to Identify factors affecting patients' satisfaction against the Health Care Services provided by Aga Khan Hospital.

Specific objectives of this study are:

- To identify satisfaction of pateints about physical appearence
- To identify satisfaction of pateints about Diagnostic services
- To identify satisfaction of pateints about Pharmacy services
- To identify satisfaction of pateints about Billing department
- To identify satisfaction of pateints about Emergency services
- To identify satisfaction of pateints about food services

This study has following specific hypothesis which are transformed from specific objectives.

1.5. Hypothesis

- H₁: Physical appearance has not a major impact on patients' satisfaction.
- H₂: Diagnostic services have not a major impact on patients' satisfaction.
- H₃: Pharmacy services have not a major impact on patient satisfaction.
- H₄: Billing services has not a significant impact on patients' satisfaction.
- H₅: Emergency services have a major impact on patients' satisfaction
- H₆: Food services have not a major impact on patients' satisfaction
- H₇: Overall healthcare services have a major impact on patients' satisfaction.

1.6. Scope of the Study

This study has focused on the level of patient satisfaction against the quality of the health care services provided by Agha Khan hospital, therefore, it will be helpfull for Agha Khan hospital to update and enhance the services. It will be helpful to this organization for in-patient department to maintain their standard and enhance their capacity comparatively. Information drawn from this study may be used as guidelines to obtain better on hand hospital policies. This study will also be helpful for other health care hopitals

which want to know about patients' opinions about different factors. It will also be helpful for patients who will research about different levels of services about health care.

1.7. The Delimitation

This study is limited to Agha Khan hospital, that is why data has been collected from Agha Khan Hospital only. This study is also part of interim report of course work of qualitative research tools, that is why it is qualitative in nature. Every patient is not included in this study and data is limited due to time and budget constraints.

1.8. Organization of paper

Section 1 is about introduction section 2 literature review section 3 methodology section 4 analysis and results section 5 conclusion section 6 implication in this paper.

2. LITERATURE REVIEW

As reported by Ahmad, Nawaz and Uddin (2011) Patients' satisfaction is a serious subject for healthcare providers. Mixture in patients' demographics also moulds their perceptions about hospital facilities and services. He investigated the changes brought in the patients' agreement of patients who were admitted in various wards in the public sector hospitals in district D.I.Khan. It was found that female patients were more satisfied than males' patients with reference of treatment and administration. Larsson (2010) has found association between perceptions of the quality of care with patient satisfaction. According to Chassin (2010) national accountability clearinghouse is common place to measure health care quality and use these measurements to encourage the enhancement of health services, and raise transparency. Brooks-Carmon et al. (2011) found that nurses evaluate quality measures and patient satisfaction.

Mckinley (2001) has studies about factors depending on satisfaction and found Patients' relation between expectations and received a reduction in services related with satisfaction. Andaleeb, Siddiqui and Khandakar (2007) concluded in his study that greater the responsiveness, Assurance, and tangibility of health care providers will satisfy to patients at the greater level. Soleimanpour et al (2011) reported that a patient Satisfaction is a major health problem now. In the Emergency department (ED), the role of gatekeeper is considered the treatment of the patient. Emergency department should have to provide quality service to attain customer's satisfaction. For monitoring and evaluating healthcare quality of life and patients' satisfaction both are essentials (Joseph and Nichols 2007). Patients' attitudes and behaviors towards hospitals has become an important issue in the competitive industry of health care and it depends upon the hospital's brand image. Study is also suggesting that loyalty a positive hospital's brand image is depending on its brand image. According to Hansen et al (2008) the real quality and customer perceived quality both sides seem to be improving and hard work to be improving health presentation of staff. According to Drapper, Bushan and Cohen (2001) has obtained consumers views, influencing health care quality. Iliyasa et al (2010) stated that the Surveys of total quality management have become common place in the development area. According to Umar, Oche and Umar (2011) wait to see the amount of time a patient is facing, which would affect the utilization of medical services. The performance of health care facilities can evaluate patient satisfaction. Medical facilities and hospitals to reduce waiting time administrators, human resource, logistics and other internal procedures, are needed to solve gaps, to ensure effective health care delivery system. Norton, Robertson and Anderson (2010) reported that internationally nurses are in short supply and local people face problem of language of nursing staff, because nurses cannot speak their language. Therefore assistance is required for translation. As reported by Chakraborty and Majumdar (2011) has reported that the satisfaction is a psychological perception and it is defined in different ways. According to Chaker and Al-Azzab (2011) for the result of the patient

satisfaction the conversation effort in the hospital should be strong and to increase satisfaction level of future. As reported by Aniza (2011) the patients' satisfaction has become increasingly important as patients with both medical cost and quality of health services. According to Andaleeb (2000) the customers informed health care choices based on the evaluation; it is a poor rating that hospital improves the quality of ranking. As reported by Mekoth et al. (2011) quality of service is an important element in marketing the services. Structure of the service varies from service to service standards and it is concerned with patient's satisfaction and loyalty, like, the role of procedure that produce results. According to Rezaei et al. (2011) the effect of dose not impact on client satisfaction and client personality. Bleich, Özaltin and Murray (2009) reported that Satisfaction of people with the health-care system, not the patient care experience, rather than depend on external factors to the health care system. Goldstein, Elliott and Guccione (2000) reported that the Patients are satisfied with the services provider is likely to maintain loyalty. According to Lin (2009) doctors need to increase consultation with the patient. Olivia, Connelly and Capra (2006) stated that food services are the most significant impact of patient satisfaction. Overtveit (1999) reported that methods and ideas to help to health care professionals and leaders working to improve system of care. A high quality management has a great potential to resolve the issue of quality of care (Wysong and Driver 2011).

3. METHODOLOGY

A descriptive, casual study is done. Primary data has been collected by survey. A qualitative research methodology was adopted. The qualitative tools include interviews at Aga Khan Hospital. Sampling was non-random, purposive, and opportunistic. A sample of 200 patients were interviewed through a structured questionnaire. The study was conducted throughout the period of September to November 2012. Questionnaire was administered face to face discussion with patients. The sample respondents of the study were only release patients at the Aga Khan Hospital. A questionnaire was used to evaluate their satisfaction level for the service provided was easy. The study was conducted during the period from 1/09/2012 to 1/11/2012. Hospital plays a vital role in the health care system. A questionnaire planned by using 7 questions from the patient satisfaction. The questionnaire was designed in a way to evaluate appropriately the level of patient satisfaction on the health care services provided by Aga khan hospital. The questionnaire on this study consists of 2 parts such as demographic data of the patient and patient perception consists of 7 items. This study is conduct at the Aga Khan Hospital discharge patient during office hours from 2pm to 5pm. The researcher introduced himself to the discharge patient of the Aga khan hospital. Patients and their representative becomes the respondent of the study. The respondent was instructed to answer the questionnaire. After answering, the questionnaire was collected by researcher

Research Model

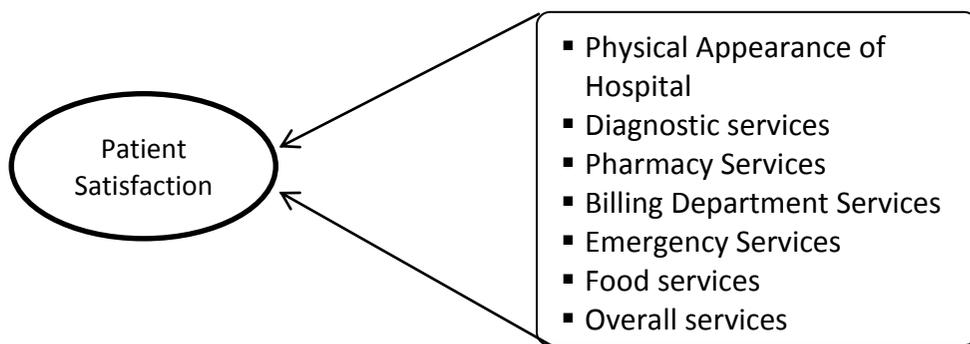


Table 01: Data Evaluation

S.no.	Hospital Services	Yes	No	Neutral
1	Physical appearance of hospital	70	20	10
2	Diagnostic services	75	20	5
3	Pharmacy services	40	45	15
4	Billing department services	50	40	10
5	Emergency services	70	20	10
6	Food services	85	10	5
7	Overall services	70	10	20

4. ANALYSIS AND RESULTS

The empirical finding shows the appropriate responses that mention below:

70% of the patients were satisfied with Physical appearance of Aga Khan Hospital while 20% are not satisfied.

75% of the patients were satisfied with Diagnostic services of Aga Khan Hospital while 20% are not satisfied.

40% of the patients were satisfied with Pharmacy services of Aga Khan Hospital while 45% are not satisfied.

50% of the patients were satisfied with Billing department services of Aga Khan Hospital while 40% are not satisfied.

70% of the patients were satisfied with Emergency services of Aga Khan Hospital while 20% are not satisfied.

85% of the patients were satisfied with Food services of Aga Khan Hospital while 10% are not satisfied.

70% of the patients were satisfied with overall services of Aga Khan Hospital while 10% are not satisfied.

5. CONCLUSION

This study concluded that the patients were in general satisfied with the services provided by the of Aga Khan hospital. It also showed that greater part of the respondents was satisfied with the health personnel's when they consulted for medical needs. Nevertheless, this study have found some gray areas (such as pharmacy services, billing services) in the system that can be changed to Improvement service. The strengths of the organization as highlighted by patients must be continuing, though, some services need more focus, while planning and managing the health care system like pharmacy and billing department services.

6. IMPLICATION

The study recommends that the hospital must improve its billing system and should give reduction on medicine as well. It is also suggested that the hospital shouldl develop a patients' response system to help them to maintain quality service fitting to patient needs and to recognize the position that are not served.

The strengths of the organization as highlighted by patients must be continued, on the other hand, some systems that effect on patients' satisfaction level must be modified to improve the system. Pharmacy drugs charges should be decrease.

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