



INFLUENCING FACTOR OF PATIENTS TOWARDS PRIVATE MULTI SPECIALITY HOSPITALS IN COIMBATORE

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ABSTRACT

Good health of the people plays a vital role in the economic development of the society. Hospitals are providing adequate medical treatment, surgical and nursing services to the patient. They are taking care on the life and health of patients. In the present scenario, Health care sector is booming. As a service organisation, Hospitals need to recognize the importance of patient preferences to render maximum satisfaction. This study attempts to identify the factor influencing patient's towards selected private multi speciality hospitals in Coimbatore district. Interview schedule was used to collect the information from 100 discharged inpatients during their revisit. Chi square was applied. It is found that majority of respondents are aware of hospitals through their friends and relatives. High quality physicians / surgeons and supporting staff is the highly influencing factor to choose the hospital. It is concluded that the hospital should take more care on all the patients and should try to increase their satisfaction level on their health care services as well as in hospitality.

KEYWORDS : Patients, Health, Multi Speciality Hospitals, Influencing factor

INTRODUCTION

Healthy population can contribute overall economic growth of the country. Patients of present day judge the quality not only on the technical aspects of the hospital but also by its functional quality. Their perceptions of care directly influence his/her compliance with the treatment and continuity of patient – physician relationship. Health care service should be able to meet both medical and psychosocial needs of the patients.

Tamilnadu state is committed to build a healthy society not only by making available quality medicare facilities but also by focusing on preventive healthcare and adoption of healthy life styles. Coimbatore is the second largest city in Tamilnadu which is famous for health care services, Industries, Information Technology, Textile, Manufacturing and education. Temperature of the city is very helpful to cure the disease and problems of the patients. Hospitals in Coimbatore had adopted multi technologies, highly educated and well experienced professionals to take care of patients and to provide service for them.

Preference of the patients for the selection of a hospital for treatment varies from patient to patient. Private Multi speciality A1 grade hospitals were selected for the study. It is noticed that there is no such study has been under taken so far to look into factors influencing patient' s towards selected private multi speciality hospitals in Coimbatore. Hence an attempt is made to study.

Objectives of the study

1. To identify the type of treatment taken by the patients.
2. To study the patients awareness about the hospitals.
3. To know the influencing factor of patients to choose the multi speciality hospitals in Coimbatore

Methodology

Area of the study

The study was taken up in Coimbatore district of Tamilnadu State.

Sources of Data

Primary Data

The required information for this present study was collected through interview schedule from 100 respondents. The patients who were capable and willing to respond were identified and interviewed by the researcher in the hospitals. The discharged inpatients were interviewed during their revisit. The data was collected during the period from June 2016 – Feb 2017.

Secondary Data

Secondary data are extensively used in this study with reference to the books, Journals and Internet.

Sampling Design

Convenient random sampling method is adopted for selecting the samples for the study.

Private Multi Speciality Hospitals listed as A1 grade hospitals in the

website of Government of Tamilnadu Chief Minister Comprehensive Health Insurance scheme were selected for the study. Six such hospitals exist in Coimbatore district. Kovai medical centre and hospital, PSG hospital, K. Govindaswamy Naidu Medical Trust, Ganga Medical Centre and Hospital, G. Kuppaswamy Naidu Memorial Hospital, Sri Ramakrishna Hospital are selected for the study.

Statistical tool used

Chi – Square Analysis was used to analyse the significance of Personal factor of respondents and factors influencing patient to choose the hospital

Table 1 Personal Profile of Respondents

S.No	Personal Profile	Attributes	No. of respondents	Percentage
1	Age	Below 20 yrs	2	2
		20 – 40 yrs	54	54
		41 – 60 yrs	30	30
		Above 60 yrs	14	14
2	Gender	Male	58	58
		Female	42	42
3	Marital Status	Married	72	72
		Unmarried	28	28
4	Educational Qualification	No Basic Education	10	10
		School level	24	24
		UG	46	46
		PG	20	20
5	Occupational Status	Professional	20	20
		Employed	40	40
		Business	12	12
		Retired	6	6
		Others	22	22
6	Income Level	Below ₹ 200000	56	56
		₹ 200000 - 400000	28	28
		₹ 400001 - 600000	14	14
		Above ₹ 600000	2	2

Source : Primary data

Table 2 – Type of Treatment

TYPE OF TREATMENT	No. of respondents	Percentage
Neurosurgery & Trauma surgery	8	8
Urology	6	6
Cosmetic / Plastic treatment	1	1
Gynecology	8	8
Preventive health care	6	6
Cancer Procedures	4	4
General surgery	12	12
Brain surgery	2	2
Joint replacement surgery	7	7
Dental care	5	5

Orthopedic	10	10
Fertility treatment	3	3
Dialysis & Kidney transplant	6	6
Cardiac care	10	10
Others	12	12
Total	100	100

Source : Primary data

Table-3- Mode of Awareness of Hospital

Mode of awareness	Number of respondents	Percentage
Friends & Relatives	52	52
Through Medias i.e T.V, Newspaper, Magazine, Internet	10	10
Through Employer	2	2
Positive word of mouth	20	20
Suggested by Doctor	16	16
Total	100	100

Source : Primary data

Chart-1 Mode Of Awareness Of Hospital

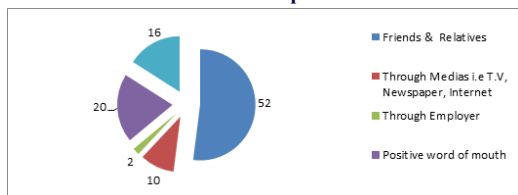


Table 4 - Factors Influencing to Choose the Hospital

Factors / Reasons	H	M	L	Total
Internationally accredited medical facilities using latest technologies	48 (48%)	44 (44%)	8 (8%)	100
High quality physicians and supporting staffs	86 (86%)	10 (10%)	4 (4%)	100
No waiting Time	10 (10%)	68 (68%)	22 (22%)	100
Hospital Infrastructure	28 (28%)	46 (46%)	26 (26%)	100
Low Cost	18 (18%)	60 (60%)	22 (22%)	100
Efficient care on patient	60 (60%)	34 (34%)	6 (6%)	100
Better Medical facilities	76 (76%)	24 (24%)	0	100

Source: Primary data

H –High, M –Medium, L- Low

CHI-SQUARE TEST

Personal Factors of Respondents and Factors Influencing to Choose the Hospital

The following table shows the relationship between personal factor of respondents and factors influencing to choose the hospital.

Hypothesis:

H0: There is no significant relationship between personal factor of respondents and factors influencing to choose the hospital.

H1: There is significant relationship between personal factor of respondents and factors influencing to choose the hospital.

Table 5 – Personal Factors of Respondents and Factors Influencing to Choose the Hospital

Personal factors/ factors influencing	F1*	F2*	F3*	F4*	F5*	F6*	F7*
	(χ2 Value)						
Age DF - 6	6.38 (NS)	7.56 (NS)	14.45 (S)	9.71 (NS)	14.22 (S)	10.09 (NS)	3.71 (NS)
Gender DF - 2	1.07 (NS)	5.75 (NS)	22.81 (NS)	8.98 (NS)	2.07 (NS)	4.24 (S)	0.97 (NS)
Marital Status DF - 2	3.46 (NS)	1.92 (NS)	4.31 (NS)	2.09 (S)	1.66 (NS)	7.25 (NS)	0.44 (NS)
Education DF - 6	5.51 (NS)	9.30 (NS)	18.29 (S)	17.02 (S)	18.55 (S)	27.21 (S)	3.49 (NS)

Occupation DF - 8	7.05 (NS)	11.75 (NS)	22.54 (S)	10.60 (NS)	14.75 (NS)	31.13 (S)	13.34 (NS)
Income DF - 6	14.16 (S)	6.49 (NS)	10.04 (NS)	8.97 (NS)	4.13 (S)	6.05 (NS)	2.39 (NS)

Source: Primary Data

Note: DF – Degree of freedom (r-1)* (c-1)

S- Significant, NS – Not Significant; Significance @ 5% level

- *F1-Internationally accredited medical facilities using latest technologies
- *F2 - High quality physicians and supporting staff
- *F3 - No waiting Time
- *F4 – Hospital Infrastructure
- *F5- Low Cost
- *F6 - Efficient care on patient
- *F7- Better Medical facilities

Findings

Out the sample size of 100, majority (54%) of respondents fell under the age group of 20-40 yrs, regarding gender, majority (58 %) of respondents were male, regarding marital status, majority (72%) of respondents were married, regarding educational qualification, majority (46%) of respondents were educated up to UG level, regarding occupational status, majority (40%) of respondents were employed, regarding income level, majority (56%) of respondents fell under the income group of below 200000 per year. In case of treatment taken by patients Majority (12%) of respondents had undergone general surgery & other type of treatment which include laparoscopy, gastroenterology, abdomen problem, Allergy, liver failure treatment, diabetes etc., followed by Cardiac care & Orthopedic (10%), Neuro surgery & Gynecology (8%). With reference to mode of Awareness of hospital, majority 52% of respondents aware of hospitals through their friends & relatives, followed by positive word of mouth (20%),

There is a significant relationship between age and no waiting time and cost. There is a significant relationship between Gender and influencing factor like efficient care on patient. There is a significant relationship between Marital Status and Hospital Infrastructure. There is a significant relationship between Educational Qualification and No waiting time, Hospital Infrastructure, low cost, efficient care on patient. There is a significant relationship between Occupation and No waiting time, efficient care on patient. There is a significant relationship between Income and Internationally accredited medical facilities using latest technologies, Cost.

Suggestion

- Hospital admission and follow up formalities should be simplified and liberalized.
- Friends & Relatives are the most influencing factor. So the hospital should take more care on all the patients and should try to increase their satisfaction level on their health care services as well as in hospitality
- Perfect implementation of Counseling system may recover the patients speedily
- Waiting time should be reduced up to considerable extent.
- Accommodation cost should be reduced.
- Quality in meals can be improved.
- Doctors should explain the type of treatment, their cost and reason for sample collection well in advance to remove the anxiety among the patients and attendants.

LIMITATIONS OF THE STUDY

This study has been conducted only for modern medicines. Hence it excludes other medical practices viz., Ayurveda, Siddha, Unani and other forms of treatment. It covers Coimbatore alone, the result cannot be generalized.

CONCLUSION

Hospitals are providing utmost care and health care services to the people. Preference of customer varies from one another. Hospital should know the preference of patients to choose these hospitals in order maximum satisfaction. This study identifies the mode of awareness of patients and influencing factor of patient. By providing utmost care on existing patients health, their family, friends and relatives are advertising tool to choose the hospital. Moreover the hospital should maintain High quality physician and latest equipment to render maximum satisfaction.

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