A STUDY ON THE LEVEL OF PATIENT SATISFACTION ON OPD SERVICES USING STANDARD INDICATORS IN A TERTIARY CARE TEACHING HOSPITAL, AIIMS, BHUBANESWAR

INTRODUCTION:
All India institute of medical sciences (AIIMS), Bhubaneswar is one of the premier tertiary care teaching health care institutions established by the Ministry of Health and Family Welfare, Government of India, in the state of Odisha under the scheme Pradhan Mantri Swasthya Suraksha Yojana (PMSSY). The hospital at present has 865 functional beds. The average daily footfall of patients at AIIMS is around 2600. Hence the present study was carried out to find out the level of patient satisfaction, felt needs of patients attending OPDs, determine and understand the service quality from the perspective of the patients and identify the problems of the patients and suggest measures for enhancement of service quality.

The aim of the study is to determine the service quality as per the standard quality indicators of OPDs and to find out the satisfaction level of the patients attending the OPDs.

Methodology:
A cross sectional descriptive study was undertaken. 20% of Out Patient Department (OPD) patients of five selected OPDs, Medicine, Surgery, Orthopaedics, Pediatrics, Obstetrics and Gynaecology were included in this study. The average OPD attendance of each of the five selected departments is 150 per day. 30 OPD patients from each of the 5 departments were selected in the study. Hence total sample size from 5 selected OPDs was 150. Each day a specific OPD were identified from departments were selected in the study. Hence total sample size from 5 departments is 150 per day. 30 OPD patients from each of the 5 OPDs were included in the study. 30 patients from 5 OPDs such as Medicine, Surgery, Orthopaedics, Pediatrics, Obstetrics and Gynaecology were included in the study. 30 patients from each OPD were included in the study.

Aim:
To determine the service quality as per the standard quality indicators of OPDs and to find out the satisfaction level of the patients attending the OPDs.

Methods:
A Cross sectional descriptive study was carried out for a period of 3 months. Cleanliness, Doctor's behaviour, Public utility services and Waiting time has been analysed in the Outpatient department.

Results:
Out of total patients, 64% are males and 36% are females. 77% patients had come for revisit and 50% of patients have utilized the hospital services for more than five times in the last one year, showing high utilisation of OPDs. 78% patients are satisfied with the cleanliness of the AIIMS Hospital while 93% are satisfied with consultant’s behaviour at the time of consultation in OPD. 80% of the patients are satisfied with the public utility services. 70% patients have spent more than 2 hours waiting for registration and 8.7% suggested that improvement of staff behaviour is needed to some extent.

Recommendations:
Behaviour of staff and delay in waiting for registration and patient feedback system need to be improved.

Conclusion:
Overall the patients are satisfied with OPD services obtained at AIIMS, Bhubaneswar. The study found that patients are satisfied with Doctor's behaviour, Public utility services and Cleanliness.

ABSTRACT
Healthcare, outpatient department, patient satisfaction, quality care.

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Methodology:
A cross sectional descriptive study was undertaken. 20% of Out Patient Department (OPD) patients of five selected OPDs, Medicine, Surgery, Orthopaedics, Pediatrics, Obstetrics and Gynaecology were included in this study. The average OPD attendance of each of the five selected departments is 150 per day. 30 OPD patients from each of the 5 departments were selected in the study. Hence total sample size from 5 selected OPDs was 150. Each day a specific OPD were identified from draw of a lottery. A total of ten patients were mapped per day in this study. Systematic random sampling method was used to select the study participants. Every 2nd patient in OPD was selected for the study till the expected number of respondents were achieved from each department. Sample size 150 : 150 OPD patients are included in the study.

Adult persons who are attending the OPD and willing to participate in the study are included. In case of children their parents are included. Patients who are seriously ill and not willing to participate are excluded from the study.

Quantitative methods are adopted for the study. A semi - structured interview schedule was designed based on various quality indicator (NABH) domains related to satisfaction of patients on OPD services to collect data from the five selected OPDs of AIIMS, Bhubaneswar. The tools were pretested before use. Informed consent was taken from patient before taking interview. The questionnaire was divided in to five parts based on the parameters Cleanliness, Doctor’s behaviour, Staff behaviour, Public utility services, Waiting time Following technique was used for data collection:

- Mapping the patient movements
- Patient interview with semi – STRUCTURED INTERVIEW SCHEDULE
- Observation of patient movement

Data analysis:
The data was entered in to Microsoft Excel software and cleansing of data was performed. Data was analysed using SPSS IBM statistics version 20. A scale score was assigned for each question related to different domain with varied scores as such 0 indicating lowest satisfaction score and being “dissatisfied”, 1 or 2 indicating the “average satisfaction”, however 3 or 4 indicating the highest satisfaction score and being “satisfied”.

Expected outcome:
To suggest necessary improvements if any for enhancing the quality of services in OPD.

Limitations of the study:
1) As the study is being conducted in one hospital and limited number of OPDs in AIIMS, Bhubaneswar generalization of the study finding was limited. 2) Period of time is limited for the project. 3) Outpatient samples are collected only in the morning.

Ethical consideration:
1) The study was conducted after approval by Institute Ethical Committee. 2) Informed consent was taken from each patient before interview. 3) All identifiers were removed from collected data and strict confidentiality was maintained. 4) Participants have the freedom to refrain away from the study at any period of time during the data collection.

Conflict of interest:
None.

RESULTS:
The study was based on some selected NABH standard indicators of OPDs to find out the satisfaction level of the OPD patients in AIIMS, Bhubaneswar. Five selected standard quality indicators of OPD from NABH guideline such as Cleanliness, Doctor’s behaviour, Staff behaviour, Public utility services and Waiting time was taken for this study. The data so collected was organized, tabulated, graphed, analysed and interpreted.

A) Patient profile visiting the hospital:
A total number of 150 patients from 5 OPDs such as Medicine, Surgery, Orthopaedics, Paediatrics, Obstetrics and Gynaecology were included in the study. 30 patients were included in each OPD. A majority of 77% of patients had come for a revisit whereas around 23% visited the hospital for the first time. Among the patients who visited the hospital 64% were males and 36% were females. Half of the patients had utilized the hospital OPD services for more than five times in the last one year, showing high
utilization of OPD services.

B) Response of participants regarding cleanliness: 84% of the patients are satisfied with the cleanliness of the OPD, however 10% of patients expressed further need to improve the cleanliness of OPDs and 6% of the patients expressed that the OPD areas are not cleaned properly. Those patients who are satisfied with cleanliness of OPD, 24% are of opinion that OPDs are very clean, 73% are of opinion that OPDs are fairly clean and 3% are of opinion that OPDs are not very clean.

1. Response of participants regarding staff behaviour: 8% of patients are satisfied by the behaviour of the staff, while explaining regarding need of test and treatment, however 88.7% of patients are satisfied to some extent and 3.3% of patients are not at all satisfied.

In the category of satisfaction during getting a test done, 9% of patients suggested that improvement in behaviour of the staff is needed to some extent. 0.7% of patients are totally dissatisfied with the staff behaviour, however only 8.7% of patients are satisfied with the behaviour of staff during getting a test.

39.3% of patients are satisfied with the staff who are explaining them about the test results, however 60.7% of patients are not satisfied with the staff as they did not explain properly about the test results.

22.7% of patients are satisfied while staff is explaining them about the test result in an understandable manner. 74% of patients suggested that the staff communication needs to be improved. 3.3% of the patients are highly satisfied with the public utility.

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C) Patient average satisfaction score based on various quality domains:

Table 1: Patient satisfaction score in various domains:

<table>
<thead>
<tr>
<th>Domains</th>
<th>New Patients</th>
<th>Old Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting time</td>
<td>8.67(±1.46)</td>
<td>5.74(±0.44)</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>4.95(±0.74)</td>
<td>5.04(±0.6)</td>
</tr>
<tr>
<td>Staff behaviour</td>
<td>3.84(±0.92)</td>
<td>3.65(±1.01)</td>
</tr>
<tr>
<td>Doctor’s behaviour</td>
<td>10.53(±0.7)</td>
<td>10.27(±0.7)</td>
</tr>
<tr>
<td>Public utility</td>
<td>5.73(±0.5)</td>
<td>5.72(±0.5)</td>
</tr>
</tbody>
</table>

4. Response of participants regarding Waiting time: 70% of patients has seen waiting time of more than 2 hours for registration, and 63.3% patients has seen a waiting time of more than 1 hour for consultation with doctors. 54.7% patients has seen a waiting time of more than 1 day for report collection, however 26% patients has a waiting time of two days for report collection, owing to the complex test and investigations related to the disease. 54% patients have a waiting time of more than 1 hour in the billing counter. For this domain most of the patients are not satisfied with waiting time in OPD process (chart 2).

C) Patient average satisfaction score based on various quality domains:

Table-2: Patient satisfaction score in various domains comparing new and old patients:

<table>
<thead>
<tr>
<th>Domains</th>
<th>Mean(SD), Min-Max</th>
<th>Mean(SD), Min-Max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting time</td>
<td>8.76(±1.39), 6-12</td>
<td>8.65(±1.49), 5-12</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>4.62(±0.8), 2-6</td>
<td>5.04(±0.6), 2-6</td>
</tr>
<tr>
<td>Staff Behaviour score</td>
<td>3.65(±1.01), 0-8</td>
<td>3.9(±0.8), 1-8</td>
</tr>
<tr>
<td>Doctor’s Behaviour score</td>
<td>10.53(±0.7), 8-11</td>
<td>10.27(±0.7), 8-11</td>
</tr>
<tr>
<td>Public utility</td>
<td>5.74(±0.44), 5-6</td>
<td>5.72(±0.5), 5-6</td>
</tr>
</tbody>
</table>

The further overall maximum and minimum score of each factor with the mean has been depicted in table 2. The table also differentiates scoring between old and new patients. From the data it is evident that the scores of the revisit patients are lower in waiting times, and behaviour score. However the score of cleanliness and score of staff behaviour is lower for the first time visitors.

Table 3: Total patient satisfaction score:

<table>
<thead>
<tr>
<th>Total OPD Score</th>
<th>Mean(SD)</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33.72(±1.99)</td>
<td>29</td>
<td>38</td>
</tr>
</tbody>
</table>

• The total patient satisfaction score for 150 patient feedback are in the range of 29-38 with an average of 33.72.
• Overall patients are satisfied on five quality domains (cleanliness, doctor’s behaviour, staff behaviour, public utility services and waiting time) of OPD service however there is variation of OPD services among these domains
• Patient satisfaction score as per different OPD is 36-38.
• The satisfaction indices score is based on inter OPD comparative. The values of medicine and paediatrics OPD are highest and those of surgery are the lowest.
• Mean patient satisfaction score is highest in medicine OPD and lowest in the surgery OPD.

DISCUSSION:
The present study is to find out the satisfaction of patients with regard to various standard Quality indicators (NABH) of OPD in a tertiary care teaching hospital i.e. AIIMS, Bhubaneswar.

Patient satisfaction is determined as a key important parameter for
evaluating the quality of patient care services being delivered by health care organization. Satisfaction regarding the attitude of providers towards these services is expected to affect treatment outcome and prognosis. Patient satisfaction is thus, a multidimensional concept and a subjective phenomenon that related to patient expectation and perception.

To evaluate health care service, interviews are useful to find out the satisfaction level of patients from the patient's perspective, facilitate to identify the areas needing improvement and help to generate ideas towards resolving these problems.

The result of any service encounter in a hospital generates a patient judgement either of satisfaction or dissatisfaction. When the perceived performance of the hospital meets or exceeds the expectations of patients, the outcome is a satisfaction judgement and a dissatisfaction judgement follows when a perceived performance is below expectations.

Easy accessibility, a good signage system and good behaviour of staff and doctors for the OPD services provide a good image for the hospital. Satisfaction was found to be high among all study groups in respect of accessibility, doctor's behaviour and cleanliness of OPD services, but found to be lower for staff behaviour and waiting time.

Most of the patients are aware of OPD timing and feel that they are satisfied with OPD timing. Most of the patients are facing difficulty with waiting time for registration which was more than 2 hours. Though the signage boards are present to guide patients and their relatives only 50% of patients are utilizing it. There were less similar studies and therefore there was inadequate data for comparison. The fact that patients expressed least satisfaction with the services indicates that hospital administration needs to do more in the drive towards improving services. Around 78% of patients are satisfied with hospital OPD services.

In this study, 84% of the patients are satisfied with the cleanliness of the OPD, however 10% of patients also expressed further need to improve the cleanliness of OPDs and also 6% of the patients expressed that the OPD areas are not cleaned properly. The better cleanliness could be due to sufficient & trained class IV employee in this centre. A similar study was conducted in outpatient department of Tertiary care hospital, Jabalpur, Madhya Pradesh, India which indicated that 70% of patients are satisfied with the cleanliness of the OPD.

About 70% of patients has seen waiting time of more than 2 hours for registration and 63.3% patients had seen a waiting time of more than 1 hour for consultation with doctors, 54.7% patients has waited for more than 1 day for report collection, however 26% patients had a waiting time of two days for report collection, owing to the complex test and investigations related to the disease. For this domain most of the patients are not satisfied with this waiting time in OPD process. A similar study conducted in Sree Chitra Tirunal Institute for Medical Sciences and Technology, Thiruvananthapuram, Kerala, India indicates that 57% of patients are waiting for long hours for registration. About 93% of patients are satisfied with waiting area in OPD. Similarly most (98%) of patients has found the waiting area to be comfortable. The availability of drinking water facility was appreciated by 80% of patients.

A similar study was conducted in outpatient department of Tertiary care hospital, Jabalpur, Madhya Pradesh, India, which indicated that 82% patients are satisfied with the seating arrangements while 44% are satisfied with the drinking water facility.

About 76.7% of patients are satisfied with the time given for discussion with consulting doctors. 87.3% of patients are satisfied with doctor's explanation about the treatment and procedures that would be done. 93.3% of patients are satisfied while interacting with doctors for clearing their doubts and 96.7% of patients has full confidence and trust upon the consultant. The conducted at Sree Chitra Tirunal Institute for Medical Sciences and Technology, Thiruvananthapuram, Kerala, India indicates that 56% of patients are satisfied with the doctor's behaviour.

Our study shows a low level of satisfaction regarding Waiting time, however there is high level of satisfaction in Cleanliness, Doctor's behaviour, Staff behaviour and Public utility services. As our sample size was 150, we merged the departments in to five broader categories, namely Medicine, Surgery, Orthopaedics, Paediatrics, Obstetrics and Gynaecology. The values of Medicine and Pediatrics OPD is highest and those of Surgery is lowest.

CONCLUSION:
Patient satisfaction is not a clearly defined concept, although it is identified as an important quality outcome indicator to measure success of the services delivery system. The advantages of patient satisfaction surveys rely heavily on using standardized, psychometrically tested data approaches. Therefore a standardized tool needs to be further developed and refined in order to reflect positively on the main goals of patient satisfaction survey. This study tried to provide a comprehensive understanding of determinants of patient satisfaction.

Patient satisfaction is a key determinant of quality of care. It is a multidimensional health care issue affected by many factors. Patient satisfaction and health care service quality can be increased by using an interdisciplinary approach. The main objective of the study was to determine the service quality as per standard quality indicators of OPDs and to find out the satisfaction level of the patients attending the OPDs, AIIMS, Bhubaneswar.

A Cross sectional descriptive study was carried out in AIIMS, Bhubaneswar for a period of 3 months in 150 randomly selected patients from five OPDs including Medicine, Surgery, Orthopaedics, Paediatrics, Obstetrics and Gynaecology. Cleanliness, Doctor's behaviour, Staff behaviour, Public utility services and Waiting time has been analysed in the outpatient department.

Out of total patients, 64% male patients and 36% female patients are identified, 77% patients has come for revisit and 50% of patients have utilized the hospital services for more than 5 times 84% of patients are satisfied with the cleanliness facility of the AIIMS Hospital while 93% are satisfied with consultant's behaviour at the time of consultation in OPD and 80% of the patients are satisfied with the public utility services 70% patients had spent more than 2 hours waiting time for registration and 8.7% patients suggested that improvement of staff behaviour is needed to some extent specifically introducing themselves before explaining the test results.

OPD services in a hospital need to be improved by getting patient feedback and reducing the waiting time. Overall the patients are satisfied with OPD services at AIIMS, Bhubaneswar. The study found that patients are satisfied with Doctor's behaviour, Public utility services and Cleanliness however patients are least satisfied with Staff behaviour and Waiting time.

The findings of the study will help us to educate the staff about improving their behaviour and registration which will go a long way to develop a consistent relationship between the providers and the beneficiaries.

Overall study showed that the patients are satisfied with OPD services obtained from this tertiary care centre AIIMS, Bhubaneswar. The study found that the patients are satisfied with the Doctor's behaviour, Cleanliness and Public utility services however patients are least satisfied with Staff behaviour (specifically introducing themselves before explaining the test results) and Waiting time. These least satisfied services should be considered as point for improvement of overall satisfaction level.

RECOMMENDATION:-
The study finding suggests that following measures may be taken by Hospital to increase the patient satisfaction in AIIMS, Bhubaneswar.

• Effort should be made to reduce the patient load at referral level facilities so that doctors and other staff can give more attention and ensure better outcomes.

• Improve in the domain of waiting time for smooth functioning of the institution.

• Overall improvement of quality of care.

LIMITATION
As the study is being conducted in a single hospital and limited number of OPDs in AIIMS, Bhubaneswar, generalization of the study finding is limited.
• Limited time period for the project.
• Outpatient samples are collected only in morning time.

REFERENCES: