



ORIGINAL RESEARCH PAPER

Nursing Science

“VOICE”: AN INITIATIVE TO INCREASE PATIENT SATISFACTION WITH NURSING CARE IN A SELECTED MULTISPECIALTY HOSPITAL OF A METROPOLITAN CITY.

KEY WORDS:

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A renowned Multispecialty Hospital in Kolkata, West Bengal, initiated the Patient -VOC (voice of customer) ,from the month of August 2022 till November 2023 and still ongoing for the continuous quality improvement in Nursing care.

Reason For Choice Of Audit:

To understand current GAP in patient satisfaction with Nursing care and for continuous improvement.

INTRODUCTION:

Patient Satisfaction- The degree to which the patient perceives health care service provided by Nurses in selected department of a Multispecialty Hospital ,as useful, effective or beneficial, as measured by using Patient satisfaction with Nursing care.

Aim OfThe Project:

To assess patients' satisfaction with Nursing care during hospitalization

Objectives OfThe Project:

- Identify the definition of the voice of the customer.
- Enlist the importance of the voice of the customer.
- Analyze the customer's needs using seven steps of Nursing Services
- To determine the level of patient satisfaction towards Nursing services with reference to Nurse-patient interaction, and overall Nursing service.
- Develop a tactical Supplier Input Process Output Customer (SIPOC) chart based on the customer analysis.

Patient Satisfaction Model:

Project Planner (Gantt Chart):

Task Name	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24
Planning Phase	Two Months																	
Research Phase			Two Months															
Implementation Phase					Four Months													
Achievement Phase									Three Months									
Sustainability Phase												Ongoing						

V- Vocal about the need.

O- Objections regarding the care process.

I- Interest of the Customer.

C- Culture of safe Nursing care.

E- Emphasize on Customer experience.

Inclusion / Exclusion Criteria:

All patients were included in the project.

Importance ofVOICE:

Patient satisfaction is an outcome of the services that we provide to our patients. In both IP & OP department, every touch points are very important from patient service point of view.

In Modern healthcare system globally all touch points are measured, monitored to have a better outcome which will improve and increase the patient satisfaction index and Brand Loyalty.



Fig: Patient satisfaction Model

Criteria:

A Survey method was conducted among all the patients admitted.

Preparation & Planning:

- Baseline assessment (Pre intervention phase data).
- Analysis of baseline data & Intervention.
- Training & Technology Adoption.
- Baseline assessment (Post intervention phase data).
- Final Report Out.
- Sustainability phase.

To increase PATIENT SATISFACTION & BRAND LOYALTY every employee has to be a Brand Ambassador for rendering the Quality service to all patient and their family members.

Attributes of Nursing:



The Most Important Reports That Have Been Reported

- Nurses not being compassionate to Patients and family members.
- Patients are not being given their prescribed medication on time
- Not attending the Patients call bell on time
- Staffs are not introducing themselves to their patients
- Staffs lack Empathy towards the patient and family members

Methodology:

1. Assessment of Baseline data on patient satisfaction (pre intervention phase)
2. Development of mitigation plan for improvement in Patient Satisfaction.
3. Continuous training on Soft skills, grooming standards, medication safety.
4. Assessment of data (post intervention phase).

Patient satisfaction with Nursing Services (October 2022 to March-2023) -

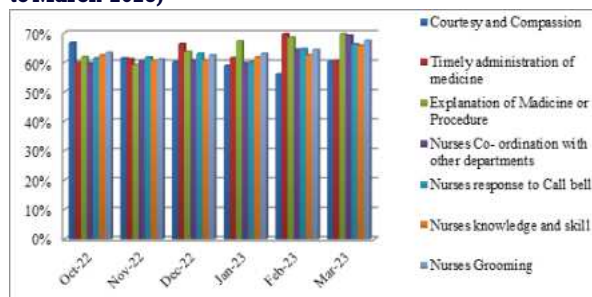


Fig: The data represents the findings of the Pre- project findings

Training Inadequacy-

Calendar plan on 'Soft Skills Development 'classes was developed.

- **Multidisciplinary Team** round was incorporated with the following Multidisciplinary departments: Doctors, Nurses, Dietician and Physiotherapy, Maintenance and Housekeeping, to resolve the issues.
- Provided **In-service education** to Registered Nurses regarding Management of Medication to ensure Medication safety.
- Standard check-list was prepared to carry out **spot evaluation** of the care-givers.
- Performances were documented and mapped for those Nurses who were appreciated by the patients with annual appraisal system for Nurses under HR policy.

Environmental Factors-

Periodic training classes were introduced in coordination with Human Resource Department for all the level of care-givers within the facility to spread awareness on the following:

- 1) Efficient way of Handling Stressors in work place.
- 2) Introduction of Counselling sessions for the welfare of the staff.
- 3) Classes on Stress management
- 4) Motivating the staff.

Grooming standards-

- Strong policy on '**Grooming Standards**' was reinforced.
- Introduced '**Grooming Checklist**' for the Nurses
- Emphasized on maintaining personal hygiene and professionalism.

Prolonged Working Hours -

- Patient to nurse ratio at critical care and ward was maintained
- Various initiatives were undertaken in coordination with HR team to work-upon on the:

1) Attrition rate

2) Absconding

- Students from our Nursing College were engaged and deputed at patient care areas under direct supervision of senior nurses to share work-load among junior nurses.
- Nurses and technicians, especially from critical care and OT, were engaged in various recreational programs, as was conducted by HR, to relax from their monotonous daily routine job and re-join their duties with new energy and concentration.

Action Taken-

Sessions were conducted for care-givers regarding Stress Management at workplace through visiting faculty from Institute of Behavioural Management

The action taken to rectify and improve the Nursing Services are as follows-

- Ensuring effective and appropriate communication skill
- Regular Soft Skill Training (The Feather Touch)
- Ensuring good Nurse patient relationship
- Maintaining Professional etiquette.
- Enhancing therapeutic communication skill.
- Regular feedback analysis.
- Maintaining Checklist on Courtesy and compassion of Nurses.
- One week mandatory Induction Training for all Novice Nurses.
- Continuous Nursing Education on Medication safety and Safe Injection Practices
- Mandatory training on Management of Medication
- Maintaining checklist on explanation regarding Medication to patients before Medication administration.
- Improved patient outcomes

Patient Satisfaction with Nursing Services (April- 2023 to September-2023) -

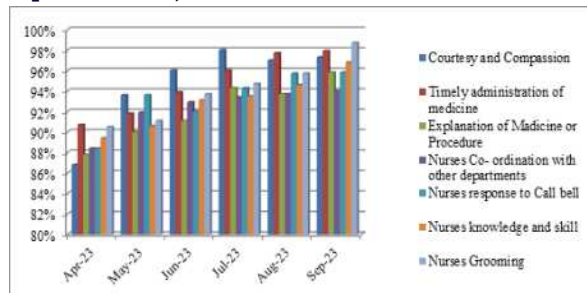


Fig: The data represents the findings of the Post- project findings

Impact of the Project:

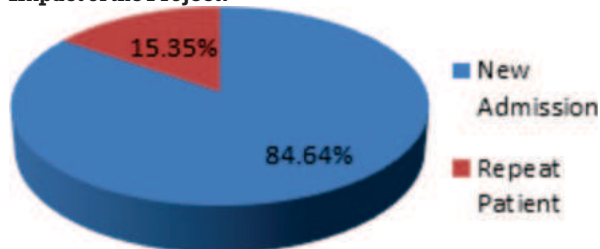


Fig: Data of New and repeat patient admission

Sustainability Initiatives:

- An important element for keeping the Sustainability Team going is to allow a variety of level of participation in team activities.
- Formation of a core group of individuals who meet on a monthly basis to review the data and improvement measures to increase Patient satisfaction.
- Implementing the process of daily feedback and communication with the patients, and patient family

members by the Nursing Administrative Team and not only relying on the Feedback before discharge.

- Receiving app based patient feedback to obtain patient data and resolving the issues immediately.

Benefits of identifying Patient Satisfaction:

Patient satisfaction project is important because it is a significant determinant of repeat sales, positive word of mouth, and consumer loyalty. It is important as 1% increase in patient satisfaction can lead to 3% increase in market capitalization. It has been observed that it costs three to four times money to acquire a customer than to make repeat sales to an existing care.

CONCLUSION:

Patient satisfaction is the essential indicator that reflects service quality at any level of health service. The project on the patient satisfaction is an effective mean of evaluating the performance of Hospital from the view of the patient. The information obtained from the project is valuable to remove discrepancies which are distorting. Woodlands Multispecialty Hospital Ltd wishes to continue to the Quality Improvement in Nursing care to maintain the high level of Customer satisfaction and higher level of customer retention.

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