



A STUDY ON PATIENT SATISFACTION TOWARDS VISITING DOCTORS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract

The medical home is best described as a model or philosophy of primary care that is patient-centered, comprehensive, team-based, coordinated, accessible, and focused on quality and safety. The end of patients is not only satisfied with the service derived from the Nobel service the Percentage of complaints and regrets are below nominal. In order to generalize the patients are satisfied with the visiting doctors.

Introduction

The medical home is best described as a model or philosophy of primary care that is patient-centered, comprehensive, team-based, coordinated, accessible, and focused on quality and safety. It has become a widely accepted model for how primary care should be organized and delivered throughout the health care system, and is a philosophy of health care delivery that encourages providers and care teams to meet patients where they are, from the simplest to the most complex conditions. It is a place where patients are treated with respect, dignity, and compassion, and enable strong and trusting relationships with providers and staff. Above all, the medical home is not a final destination instead, it is a model for achieving primary care excellence so that care is received in the right place, at the right time, and in the manner that best suits a patient's needs.

The patients' satisfaction is a highly desirable outcome of clinical care in the hospital and may even be an element of health status itself. A patient's expression of satisfaction or dissatisfaction is a judgment on the quality of hospital care in all of its aspects. Whatever its strengths and limitations, patient satisfaction is an indicator that should be indispensable to the assessment of the quality of care in hospitals. The word "hospital" comes from the Latin for both "guest" and "host," and the true spirit of hospitality is at the core of the hospital experience. The original mission of hospitals was to serve as houses of mercy, refuge, and dying for pilgrims returning from the Holy Land at the time of the late Christian antiquity. The striving to please patients is in harmony with the service calling of medicine and is certainly the right thing to do.

Scope of the Study

This study aims in assessing the patient satisfaction of the Visiting Doctors. This study also covers the patient opinion and satisfaction about the visiting doctors in Coimbatore City.

A cut- threat is existing in market to complete patient satisfaction. In this juncture an attempt was made to study the role of visiting doctors to fulfill the needs and wants of the patient and to what extent the treatment procedure treatment charge, availability of doctor, and find out the patients problem.

Objective of the Study

1. To study the socio-economic status of the patient.
2. To analyze the level of satisfaction of patients.
3. To find out the problem faced by the patients.

Limitation of the study

- Generalization cannot be made as the sample size was confined to 100 respondents only.
- This study covers only visiting doctors to patient satisfaction
- The study was purely based on the information given by there were using only sick patient.
- The customers were reluctant in answering the questions pertaining.
- In the dynamic world, where the needs and wants of the people are changing, the level of Satisfaction given in the study is not permanent.

Research Methodology

Research Design: It is purely and simply the frame work on plan for the study is that guides the collection and analysis of data. The research design used here is the exploratory research design. Exploratory research is most commonly unstructured, "informal" research that is undertaken to gain background information about the general nature of the research problem.

Sampling Design: In this study convenience sampling technique was adopted. When the population elements are selected for the inclusion in the sample based on the ease of access, it is called as convenience sampling.



Data Collection

Primary data collection: The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data in surveys and descriptive researches.

Secondary data: Besides the primary data, secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose from the library to facilities proper understanding of the conceptual frame work and profile of the product and study area.

Sample size

It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents.

Area of the Study

The area of the study refers to Coimbatore City.

Tools used:

- I. Simple Percentage
- II. Cross tabulation and Chi square

I. Simple Percentage

The frequency distribution (Descriptive/ Percentage analysis) of the variables were calculated with the help of simple Percentage, by writing the $f_a = f/n*100$, f denotes the number of respondents, and n denotes the total number of sample population.

II. Cross tabulation and Chi square

The cross tabulation procedures form the basis for two way and measure the association for two – way tables. In this it forms an association between the factors of demographics and the selected factors.

Findings and suggestion

- The majority (69 %) of the patients are female.
- The majority (54 %) of the patients belong to above 50 years age groups.
- The majority (67 %) of the patients are married.
- The majority (30 %) of the patients are graduates.
- The majority (63%) of the patients are self employed.
- The majority (53.6%) of the respondents belongs to nuclear family.
- The majority (55%) of the patients belongs to family income above 40000
- The majority (69%) of the patients satisfied the methods of handling to doctors
- The majority (62%) of the patients satisfied with the doctors treatments.
- The majority (69%) of the patients are satisfied the hospital to home treatment.
- The majority (61%) of the patients are satisfied service of doctors
- The majority (63%) of the patients are satisfied service charge of fees.
- The majority (60) of the patients are satisfied after treatment and service.
- The majority (64%) of the patients are highly satisfied availability of doctors
- The majority (70%) of the patients are not faced health causes
- The majority (89%) of the patients are not faced problem with the doctor service.
- The majority (89%) of the patients are not faced duplication of the medicine.
- The majority (62%) of the patients are not faced time delay problem.

Suggestion

- The hospital sector is best service sector. Most of doctors in this profession feel to looking only service to society.
- It is to suggest that visiting doctors' level is very low.
- It is to suggest that high expensive.
- It is to suggests that doctors are taking more and more care for patients.



Conclusion

This study aims on patients' satisfaction towards visiting doctors with special reference to Coimbatore city. Among the total patients from various demographics and the data collected thereon, as source of primary data was analyzed with statistical tools such as simple percentage and Cross Tabulation. According to the findings of this research, patients on their own well and wish in order to satisfy their fulfill the needs completed. In order to draw a conclusion on this scientific search, following factors are taken to consideration. Patients are satisfied with the doctors' treatments, hospital to home treatment and availability of doctors' usage and related service thereon to a greater extend. The end users are not only satisfied with the service derived from the Nobel service the Percentage of complaints and regrets are below nominal. In order to generalize the patients are satisfied with the visiting doctors.

References

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Simple percentage

Socio-Economic status		Patients Satisfaction				Problem faced by patients	
1.1 Gender		2.1 Satisfied with the handling of your doctors				3.1 Health causes after the treatment	
Male	31%	Satisfied	69%	Highly satisfied	26%	Yes	30%
Female	69%	No opinion	Nil %	Dis satisfied	Nil %	No	70%
		Highly dis satisfied	5%				
1.2 Age		2.2 Satisfied with the treatment				3.2 Any problem with the doctor services	
Below 20	10%	Satisfied	62%	Highly satisfied	7%	Yes	11%
21 to 35	25%	No opinion	10%	Dis satisfied	21%	No	89%
36 to 50	11%	Highly dis satisfied	Nil				
Above 50	54%						
1.3 Marital Status		2.3 Satisfied compare with hospital to home treatment				3.3 Any problem of duplication of the medicine	
Married	67%	Satisfied	69%	Highly satisfied	5%	Yes	11%
Un married	33%	No opinion	21%	Dis satisfied	5%	No	89%
		Highly dis satisfied	Nil				
1.4 Qualification		2.4 Satisfied with the service of your doctors				3.4 Any problem with the time delay	
School level	17%	Satisfied	61%	Highly satisfied	8%	Yes	38%
Graduation	30%	No opinion	16%	Dis satisfied	10%	No	62%
Post Graduation	26%	Highly dis satisfied	5%				
Professionals	27%						
1.5 Occupation		2.5 Satisfied with the service charge					
Salaried	37%	Satisfied	63%	Highly satisfied	15%		
Self Employed	63%	No opinion	Nil	Dis satisfied	17%		
Professionals	Nil	Highly dis satisfied	5%				
Any others	Nil						
		2.6 Satisfied with the after treatment and service					
1.6 Family type		Satisfied	60%	Highly satisfied	17%		
Nuclear family	64%	No opinion	Nil	Dis satisfied	11%		



Joint Family	36%	Highly dis satisfied	12%		
1.7 Family Income		2.7 Availability of doctors			
Below 10000	5%	Satisfied	36%	Highly satisfied	64%
10001 to 25000	17%	No opinion	Nil	Dis satisfied	Nil
25001 to 40000	23%	Highly dis satisfied	Nil		
Above 40000	55%				

Chi-square

Age to Treatment	Satisfied	Highly Satisfied	No Opinion	Dis Satisfied	Highly dis Satisfied	Total
Below 20	20	15	-	8	3	46
21-35	-	-	-	-	-	-
36-50	-	-	-	-	-	-
Above 50	30	15	-	5	4	54
Total	50	30	-	13	7	100
Hosp to home treatment	Yes	No	Total			
Satisfied	27	42	69			
Highly Satisfied	2	3	5			
No Opinion	6	15	21			
Dis Satisfied	3	2	5			
Highly dis Satisfied	-	-	-			
Total	38	62	100			
Family type to Availability of Doctors	Satisfied	Highly Satisfied	No Opinion	Dis Satisfied	Highly Dis Satisfied	Total
Necular Family	16	48	-	-	-	64
Joint Family	20	16	-	-	-	36
Total	36-	64	-	-	-	100