



A Study On Patients Preference Towards Hospital – With Special Reference To Coimbatore District

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ABSTRACT

Patient relationship management (PRM), which has over riding significance for any business, is no less significant for hospital services. Hospitals are the most important element in any healthcare delivery system. A hospital plays a major role in maintaining and restoring the health of the people. The main Objectives of the study is to examine the working conditions of the Multispeciality hospitals. The study is indent to find satisfaction of Patient relationship towards Hospitals. As far as hospitals are concerned, Coimbatore is filled with clinics and a score of hospitals. In Coimbatore, there are 26 Multispeciality hospitals. Primary data have been collected through issue the questionnaire. Percentage Analysis and Chi-Square test have been used to analyze the data. The results of this study have clearly shown that successful implementation of patient Relationship Management will bring about improve service quality in health organizations. It was also revealed that Personalisation, Interactive Management and Relations with Patient are important components of patient Relationship Management. According to the patient's opinion, the study showed good satisfaction with respect to registration services, doctor services, nurse services, lab services and pharmacy staff services.

KEYWORDS: Patient relationship, Hospitals, service and satisfaction.

JEL Classification Code: I10, I12, I19.

INTRODUCTION OF THE STUDY

Patient relationship management (PRM), which has over riding significance for any business, is no less significant for hospital services. Hospitals are the most important element in any healthcare delivery system. A hospital plays a major role in maintaining and restoring the health of the people. Care of the sick and injured, preventive health care, health-related research and training of medical and paramedical staff are general broad functions of a hospital. It involves both outpatient and inpatient hospital services and on many occasions, emergency medical services are included. An important resource in a hospital is the human resource. This should be particularly emphasized in the context of a hospital since relationship of medical staff plays an important role in treating patients- the hospital customers. Following the growing trends towards corporatization and privatization of health services, patients and society at large, have multiple choices to choose from. The hospitals should maintain a high degree of transparency and accountability in their services, as only then patients will develop durable relationship with them. In the health care, PRM practices should become one of the key strategies for efficient hospital services. PRM practices are essentially patient-focused strategies that involve effective management of hospital interface and interaction with patients.

STATEMENT OF THE PROBLEM

Patient relationship with doctors is an essential concern for hospital management. Patient relationship of nurses tend to be more fruitful, innovative and dedicated to hospitals. The phrase 'Patient relationship' has a great impact in organizations like hospitals where the employees have high amount of interaction with their superiors and sub-ordinates as well as the patients. Hospital is a place where a sick person is treated. Nurses are involved in this process have to remain patient relationship so as to concentrate on their work. It requires a sense of dedication and sacrifice. Attending the patients involves much patience. Only Patient relationship with nurse can carry out their work efficiently.

Coimbatore district is one of the developing towns in Coimbatore district. People of all profession live in Coimbatore district. As far as hospitals are concerned, Coimbatore district is filled with clinics and a score of hospitals. Growing number of hospitals in Coimbatore district, has made patient relationship as one of the preferable professions in this area. The study analyses the patient relationship characteristics.

OBJECTIVES OF THE STUDY

The objectives of the study are

- To examine the working conditions of the Multispeciality hospitals.
- To ascertain the level of relationship of Patient with doctors.
- To suggest measures to improve the level of Patient relationship.

SCOPE OF THE STUDY

Patient relationship with Physicians provide the 'intangibles' in patient care, that is, those aspects of their function that are difficult to define and measure in terms of resources, cost, outcomes and output that are notable in the quality of health care delivery. According to worldwide survey report of 2024, the doctor-patient relationship is critical for vulnerable patients as they experience a heightened reliance on the physician's competence, skills, and good will. The relationship need not involve in a difference of power but usually does, especially to the degree the patient is vulnerable or the physician is autocratic. This study tries to help the administrators to better meet the need of patient relationship and improve the quality of care in their hospitals.

RESEARCH METHODOLOGY

The study is based on primary data as well as secondary data. Research methodology is away to systematically solve the research problem, it has understood as a science of studying how research is done scientifically. Methodology discourses the objectives. Data collection tools used to analyse the data.

SAMPLING PLAN

Patients are selected as a suitable setting to test the proposed research model. Mainly the focus is on Patient relationship towards Hospital and nurse and the main reasons for selecting this topic are (i) Relationship of patient (ii) Availability of a patient contact in the hospital.

RESEARCH DESIGN AND SAMPLE SIZE

A research design is simply the frame work of plan for the study that guides the collection of analysis of data. The study is indent to find satisfaction of Patient relationship towards Hospitals. As far as hospitals are concerned, Coimbatore is filled with clinics and a score of hospitals. In Coimbatore, there are 20 private hospitals.

This study tries to help the administrators to better meet the need of patient relationship and improve the quality of care in their hospitals. A proportionate convenience sampling method is used to collect various perceptions of Patient relationship in Hospitals. The sample size of 100 respondents, all the 100 responses are considered for the research. Hence, the exact sample size of the study is 100.

METHOD OF DATA COLLECTION

The data for this study are of two types: -

- Primary data
- Secondary data

PRIMARY DATA

Primary data is the data which is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire is framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

SECONDARY DATA

Secondary data, is data collected by someone other than the user. Secondary data collected from books, magazines, company records, web sites, published and non published paper and articles etc..

STATISTICAL TOOLS

The following statistical tools are used in the study

- Percentage Analysis
- Chi – square test

AREA OF THE STUDY

The sample area has been chosen for conducting the study is Coimbatore District.

LIMITATIONS OF THE STUDY

- study is restricted to Coimbatore area only. The findings of the study are entirely dependent on the sample and hence cannot be generalized.
- Findings and conclusion are based on the data collected through these 100 samples. Since it is a time bound the researcher could not cover all requirements. Detailed study is needed to be taken at larger scale to reach a strong conclusion.

REVIEW OF LITERATURE

Ahmed Rizwan Raheem , Et all (2018), Patient satisfaction is the critical issue for healthcare providers. Health care organizations are working in a competitive environment. In these days hospital needs to enhance the level of satisfaction if they want to remain in the 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 provide an opportunity. The aim of this study was to determine the patient satisfaction at Private hospital of Karachi for the in-patient departments. This study concludes that the majority of the patients are satisfied with the services provided by the in-patient departments of selected Private hospitals of Karachi. Specially, the patients and their attendants' are very much satisfied from Patient ward services, Laboratories services, food services, reception staff services, welfare services & healthcare services provided by the hospitals to the in-patient departments, therefore, this shows significant impact on overall patients satisfaction. The strengths of the healthcare organizations as highlighted by patients must be continuing. However, some services need more care and focus when overall planning & strategies' will be made for planning & managing the health care system.

Godina Krishna Mohan (2024), Rising demand for health care paved way for coexistence of both Government and private health care facilities in India. Both private and Government should contribute for healthcare in India to improve health parameters on par with the other developing countries. Health care

services rendered by government are at free of cost and are utilized by the poor and downtrodden people, The Government hospitals are able to provide primary and secondary health care but not tertiary care. People having paying capacity visit private hospital for primary and secondary as well as tertiary health care. Most of patients are of the opinion that better cure for ailment is provided in the private hospitals than in government hospitals. Patient satisfaction measures discriminate hospitals into Government and private hospitals. The present study proposes to identify specific variables of patient satisfaction that discriminate hospitals into government and private and suggest for better functioning of both private and Government hospitals. Discriminant analysis identifies the important variables of patient satisfaction that discriminate hospitals into two groups.

Fatma Geçikli (2019), Since health care and service involve all the individuals, hospitals have a special importance among public service institutions. Hospitals undertake significant missions in securing physical and psychological well-being of the society, in short providing public health-care. As for the public relations, it is a series of continuing activities evaluating the attitudes of the target community, developing relations based on mutual cooperation and acceptance, aiming at gaining the respect, affection and sympathy of the target people and establishing a positive image, and thus it is a sine qua non for every corporation. In this context, in our study, the importance and duties of public relations at hospitals are focused on, and a model is developed about the position, status and functioning of public relations at hospitals.

ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

TABLE- 1.1 DEMOGRAPHIC PROFILE

DEMOGRAPHIC VARIABLES		No of Respondents	Percentage (%)
Age	Below 20	20	20%
	21-30	49	49%
	31-40	20	20%
	Above 40	11	11%
Gender	Male	59	59%
	Female	41	41%
Educational qualification	No Schooling	11	11%
	Up to 10th	9	9%
	Up to 12	22	22%
	Graduate	38	38%
	Professional	20	20%
Occupation	Public Employee	30	30%
	Private Employee	29	29%
	Professional	8	8%
	Business	4	4%
	Agriculture	15	15%
	Other	14	14%
Location	Rural	71	71%
	Urban	29	29%
Monthly income	Up to Rs.6000	27	27%
	Rs.6001-Rs.12000	34	34%
	Rs.12001-18000	31	31%
	Above 18000	8	8%

SOURCE: Primary data.

The demographic profile of the respondents reveals a varied distribution across different categories. A significant majority, 49%, belong to the 21-30 age group, followed by 20% in both the below 20 and 31-40

age groups. The male respondents are dominant at 59%, with females comprising 41%. Regarding educational qualifications, 38% have a graduate degree, while 22% have completed up to the 12th grade. In terms of occupation, the highest representation comes from public employees (30%) and private employees (29%), with 15% involved in agriculture. A majority of respondents (71%) reside in rural areas. For monthly income, the largest proportion (34%) earns between Rs.6001 and Rs.12000, while 27% earn up to Rs.6000, indicating a relatively lower income distribution. The results indicate a predominantly young, male, educated, and rural workforce with moderate earnings. TABLE- 1.2 Preference and patient behaviour towards hospital

Preference and satisfaction of patient		No of Respondents	Percentage (%)
Information gathered about the hospital	Friends	26	26%
	Relatives	47	47%
	Television advertisement	14	14%
	Neighbours	13	13%
Category of the patients	Outpatient	64	64%
	Inpatient	36	36%
Outpatient period of consultation	Less than 3 months	84	84%
	3-6 months	16	16%
Type of treatment	Basic	67	67%
	Critical	28	28%
	Emergency	5	5%
Satisfaction regarding admission process	Yes	72	72%
	No	28	28%
Satisfaction regarding the service & care by the attenders	Yes	69	69%
	No	31	31%
Humanitarian Characteristics of the staff	Always	28	28%
	Usually	46	46%
	Sometimes	26	26%
Instruction / direction for consuming the medicine in a prescribed	Always	6	6%
	Usually	39	39%
	Sometimes	47	47%
	Occasional	8	8%
Instructions regarding side effects of image of the medicines etc	Usually	50	50%
	Sometimes	37	37%
	Occasional	13	13%
Patient in getting regular assistance from the nurses	Always	3	3%
	Usually	24	24%
	Sometimes	61	61%
	Occasional	12	12%

Treating the attenders of the patients friendly	Always	4	4%
	Usually	25	25%
	Sometimes	43	43%
	Occasional	28	28%
Procedure of the lab test	Yes	48	48%
	No	52	52%
Payment procedure	Yes	70	70%
	No	30	30%
Doctor explanation regarding the diseases	Poor	2	2%
	Fair	7	7%
	Good	74	74%
	Very good	17	17%
Doctor's attitude	Fair	15	15%
	Good	72	72%
	Very good	13	13%
Doctor's care for the patient	Fair	7	7%
	Good	66	66%
	Very good	27	27%

SOURCE: Primary data.

The survey reveals that most patients 47% learned about the hospital through relatives, and 64% were outpatients, with 84% having consultations within the last three months. The majority (67%) received basic treatment, and 72% were satisfied with the admission process. Additionally, 69% were happy with the service and care from attendants, and 46% noted the staff's humanitarian traits as usually positive. While 39% found medicine instructions usually clear, 61% reported receiving only occasional assistance from nurses, and 43% felt that attendants were only sometimes friendly. Regarding doctors, 74% found their explanations good, and 72% appreciated their attitude, 66% of respondents says that received good care from doctors. Despite overall satisfaction with the hospital's services, areas like nurse assistance and staff friendliness could benefit from improvement for an enhanced patient experience.

TABLE- 1.3 Level of satisfaction in facilities

Level of satisfaction		No of Respondents	Percentage (%)
Hospital equipment facilities	Fair	47	47%
	Good	46	46%
	Very good	7	7%
Clinical competence	Fair	71	71%
	Good	28	28%
	Very good	2	2%

Outcome of treatment	Fair	4	4%
	Good	28	28%
	Very good	68	68%
Emotional support	Fair	8	8%
	Good	32	32%
	Very good	60	60%

Nursing assistance	Fair	15	15%
	Good	46	46%
	Very good	39	39%
Wheel chair facilities	Yes	98	98%
	No	2	2%
Getting additional beds	Yes	98	98%
	No	2	2%
Cleanliness of the hospitals	Yes	98	98%
	No	2	2%
Toilet facilities	Yes	98	98%
	No	2	2%
Comfortableness of the hospital	Yes	92	92%
	No	9	9%
Scan point facility	Yes	52	52%
	No	48	48%
X- ray facility	Yes	52	52%
	No	48	48%
Canteen & hotel facility	Yes	30	30%
	No	70	70%
Medical shop facility	Yes	88	88%
	No	12	12%
Television facility	Yes	74	74%
	No	26	26%
Locating the wards in the hospital	True	7	7%
	Sometimes	60	60%
	False	33	33%
Lab facilities	True	11	11%
	Sometimes	61	61%
	False	28	28%
Supervision of doctors and staffs	True	14	14%
	Sometimes	45	45%
	False	41	41%
Admission of patients with limited no of beds	True	3	3%
	Sometimes	46	46%
	False	51	51%

SOURCE: Primary data.

The survey results indicate that the highest level of satisfaction among respondents is observed in the outcome of treatment, where 68% rated it as "Very good." Emotional support follows closely, with 60% of respondents expressing high satisfaction. In terms of hospital facilities, the wheelchair, additional beds, cleanliness, and toilet facilities all garnered near-universal satisfaction, with 98% of respondents acknowledging these aspects positively. Nursing assistance also showed a high satisfaction rate, with 46% rating it as "Good" and 39% as "Very good." However, certain facilities like the canteen and hotel, as well as scan and X-ray facilities, showed a significant portion of respondents indicating dissatisfaction, with 70%

for canteen & hotel facilities and 48% for both scan and X-ray services. Regarding hospital logistics, a significant majority 60% sometimes had difficulty locating wards, while 61% had issues with lab facilities. The supervision of doctors and staff was rated as "Sometimes" by 45% of respondents, and a majority of 51% felt that admission of patients with limited beds was false. These findings highlight areas for improvement in specific hospital services and logistics.

CHI-SQUARE

Table-1.4 Age * Level of satisfaction

H_0 = There is a significant association between age of the respondents and their level of satisfaction.

Age	Level of satisfaction			Total
	High	Moderate	Low	
Below 20 years	0	11	9	20
21-30 years	27	11	11	49
31--40 years	9	0	11	20
Above 40 years	11	0	0	11
Total	47	22	31	100

Degree of Freedom: 6 Calculated χ^2 Value: 42.947 Table value: Five per cent level: 12.592

SOURCE: Primary data.

The calculated value (42.947) is greater than the table value (12.592). Therefore it is concluded that there is a significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

H_0 = There is a significant association between gender of the respondents and their level of satisfaction.

Gender	Level of satisfaction			Total
	High	Moderate	Low	
Male	38	1	20	59
Female	9	21	11	41
Total	47	22	31	100

Degree of Freedom: 2 Calculated χ^2 Value: 36.635 Table value: Five per cent level: 5.991

SOURCE: Primary data.

The calculated value (36.635) is greater than the table value (5.991). Therefore, it is concluded that there is a significant association between Gender of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

Table-1.6 Educational qualification * Level of satisfaction

H₀ = There is a significant association between educational qualification of the respondents and their level of satisfaction.

Educational Qualification	Level of satisfaction			Total
	High	Moderate	Low	
No schooling	11	0	0	11
Upto 10th	0	0	9	9
Upto 12th	0	11	11	22
Graduate	9	0	11	20
Professional	27	11	0	38
Total	47	22	31	100

Degree of Freedom: 8 Calculated χ^2 Value: 78.603 Table value: Five per cent level: 15.507

SOURCE: Primary data.

The calculated value (78.603) is greater than the table value (15.507). Therefore it is concluded that there is a significant association between Educational qualification of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

Table-1.7 LOCATION * LEVEL OF SATISFACTION

H₀ = There is a significant association between Location of the respondents and their level of satisfaction.

Location	Level of satisfaction			Total
	High	Moderate	Low	
Rural	29	22	20	71
Urban	18	0	11	29
Total	47	22	31	100

Degree of Freedom: 2 Calculated χ^2 Value: 11.592 Table value: Five per cent level: 5.991

SOURCE: Primary data.

The calculated value (11.592) is greater than the table value (5.991). Therefore it is concluded that there is a significant association between Location of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

FINDINGS OF THE STUDY

PERCENTAGE ANALYSIS

- Majority 49% of the respondents belonging to the age group of 21-30 years.
- Majority 59% of the respondents are male.
- Majority 38% of the respondents are graduates.
- Majority 30% of the respondents are public employee.
- Majority 71% of the respondents are residing in urban area.
- Majority 34% of the respondent's monthly income is between Rs.6001- 12,000.
- Majority 47% of the respondents gathered the information about the hospital from their relatives.
- Majority 64% of the respondents are in the category of outpatient.
- Majority 84% of the respondents are under consultation as outpatient for less than 3 months.

- Majority 67% of the respondents taken a basic treatment like fever, cold and etc.
- Majority 72% of the respondents are satisfied with initial admission process.
- Majority 72% of the respondents are satisfied by the services and care are rendered by the staff.
- Majority 46% of the respondents say that the staffs are usually courteous, polite, friendly and helpful while stay in the hospital.
- Majority 47% of the respondents say that the staffs are sometimes instructs and directs to take the medicine in a prescribed manner.
- Majority 50% of the respondents say that the staff are describes the possible side effects in an understanding manner.
- Majority 61% of the respondents says that nurses are sometimes help the patient is getting regular assistance.
- Majority 43% of the respondents say that sometimes attenders of the patient are treated friendly.
- Majority 52% of the respondents opinion is not convenient with the procedure regarding lap test.
- Majority 70% of the respondents opinion is convenient in payment procedure.
- Majority 74% of the respondents feel that doctors give good explanation regarding the case.
- Majority 72% of the respondents feel that doctor attitude is good.
- Majority 66% of the respondents feel that doctors care were good.
- Majority 47% of the respondents feel good about the hospital equipment.
- Majority 71% of the respondents feel fairly satisfied with competence of clinical facility.
- Majority 68% of the respondents feel good about the negotiate that the total outcome of the treatment.
- Majority 60% of the respondents feel good about the emotional support given to the patient.
- Majority 46% of the respondents are feels that there is moderate about the nursing assistance.
- Majority 98% of the respondents are satisfied with the facilities like wheel chairs.
- Majority 98% of the respondents are satisfied with the facilities like additional beds in the hospitals.
- Majority 98% of the respondents are satisfied with cleanliness of the hospital.
- Majority 98% of the respondents are satisfied with toilet facilities in the hospital.
- Majority 91% of the respondents feel that comfortable with the stay in the hospital.
- Majority 52% of the respondents are satisfied with scan point facilities in the hospital.
- Majority 52% of the respondents are satisfied with X-ray facilities in the hospital.
- Majority 70% of the respondents feel that there is not enough canteen and hotel facilities in the hospital.
- Majority 88% of the respondents are satisfied with medical shop facilities in the hospital.
- Majority 74% of the respondents are satisfied with television facilities in the hospital.
- Majority 60% of the respondents feel difficult in sometimes to locate the patients in the hospital.
- Majority 61% of the respondents feel that difficult in sometime to regarding the lab facility in the hospital.
- Majority 45% of the respondents are feel that difficulties in sometimes to lack of supervision of doctors and staffs in the hospitals.
- Majority 51% of the respondent feels that there is no difficulty in late admission of patients in hospital due to limited number of beds.

CHI-SQUARE TEST

- There is a significant association between age of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.
- There is a significant association between Gender of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.
- There is a significant association between Educational qualification of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

- There is a significant association between Location of the respondents and their level of satisfaction. Hence, Null hypothesis is rejected.

SUGGESTION OF THE STUDY

- Patients used the private sector probably due to two reasons, one was the reduction in the financial barrier and the other was the perception that the private sector provide better quality of care. This should be translated into higher satisfaction levels by patients using the private sector.
- Most of Patient are satisfied with toilet facilities, Scan Point facilities, X ray facilities, and television facilities in the hospital.
- However, it was found communication and emotional support dimension of nursing care needs improvement to enhance patients' satisfaction with nursing care in private hospitals.
- It is recommended to plan and implement the training programs for nurses to improve their knowledge and skills of communication and use of emotional support measures for the patients.
- Demonstrate to the patients that they understand their situations and feelings by showing empathy during patient interviews. Empathetic communication is one of their most valued modalities and helps to ensure a trusting relationship between patient and doctor. The following steps will strengthen the understanding of the patient,
 - ✓ Seek to minimize distractions and interruptions when visiting with your patients.
 - ✓ Engage in active listening.
 - ✓ Concentrate on what the patient is communicating verbally and nonverbally.
 - ✓ Be deliberate about the nonverbal cues you send.
 - ✓ Understand the impact of culture on your patient's recognition of symptoms and behaviours related to illness.
 - ✓ Be ready to address language barriers through the use of family members, translators/interpreters and other community resources, if necessary.

CONCLUSION

The results of this study have clearly shown that successful implementation of patient Relationship Management will bring about improve service quality in health organizations. It was also revealed that Personalisation, Interactive Management and Relations with Patient are important components of patient Relationship Management. According to the patient's opinion, the study showed good satisfaction with respect to registration services, doctor services, nurse services, lab services and pharmacy staff services. There are important recommendations for the research. The Service scale should be tested on other industries and in different parts of the world. And both for public and private hospitals further investigation should be made to find out the underlying causes of the gaps identified within the organizations and suggest solutions to managers to close the gaps and provide high quality service to their patient. The identifies the main attributes in the healthcare business to especially public hospital as an empiric's research subject for the purpose of patient satisfaction improvement. Practitioners on hospital management need to consider that the relationship between performance of attributes and patient satisfaction depends on the classification of attributes.

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