

# Changing Patients Perception towards Private Hospitals

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## ABSTRACT

This article begins by defining the perception of the patients. It then proceeds to describe and discuss patient perception about various basic facilities as well as other facilities such as- Emergency services, Reliability, Responsiveness, Assurance, and Empathy. The article explains that the overall conditions prevailing in the study area with respect to medical services are not conducive to the quality and affordable medical care in the interest of patients. Private hospitals are clearly demonstrated both the laxity of the concerned authorities and unconcern of the medical profession for proper standards and quality of care for treatment of patients.

**Keywords:** - Emergency services, Reliability, Responsiveness, Assurance, Empathy

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## I. INTRODUCTION

Patient's perception is an important component of relationship with the patient. Perceptions vary from person to person. Different people perceive different things about the same situation. But more than that, we assign different meanings to what we perceive and the meanings might change for a certain person. One might change one's perspective or simply make things mean something else. The concept of patient perception does not only relate to individual patient in private hospitals.

## II. OBJECTIVES

- To know services provided by Private Hospitals.
- To study the changing pattern of perception of patient towards private hospitals.

### 1. Scope:

#### Geographical Scope:-

Geographical Scope is limited to Private Hospitals in Islampur City.

#### Conceptual Scope:-

Conceptual Scope is changing patient's perception towards private hospitals.

### 1) Limitations:

- Only Private Hospitals are taken from Islampur City for present study.
  - Only 100 Patient taken for study.

### 2. Research Methodology:

- Primary Data (Proportionate Sampling Method)
- Secondary Data (News Papers, Different NHS Report)

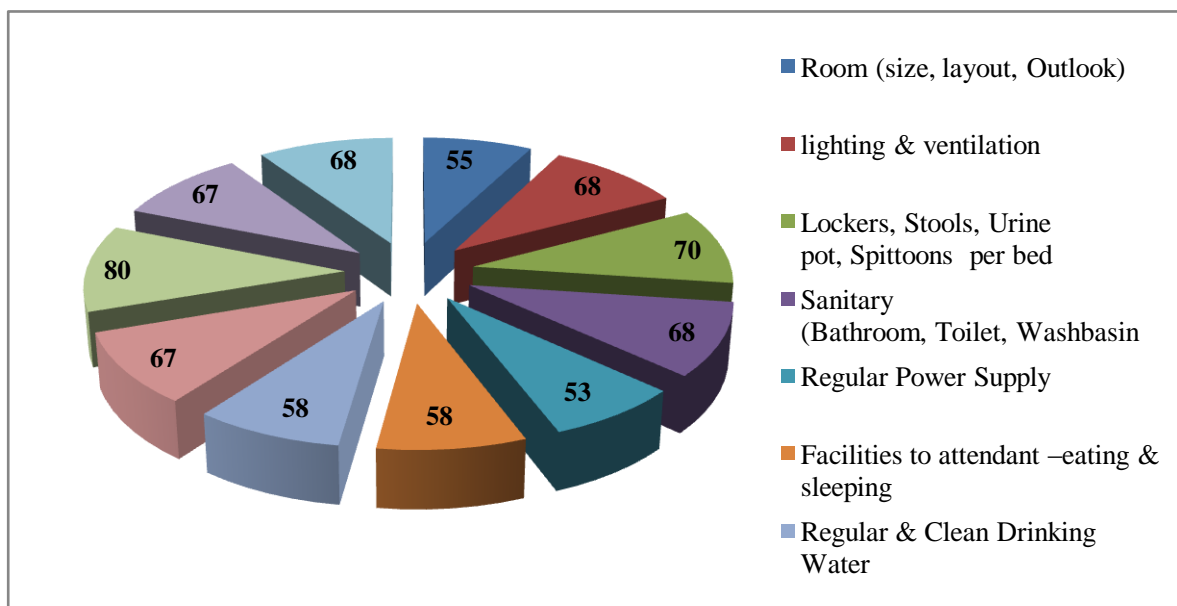
### 1.1BASIC ASPECTS:

**Satisfaction:** - What is your opinion about following Basic Facilities?

Table No.: - 1.1

Sr. No	Basic Facilities	Very Good	Good	Average	Poor	Very poor
1	Room (size, layout, Outlook)	30	20	15	15	20
2	lighting & ventilation	40	25	10	10	15
3	Lockers, Stools, Urine pot, Spittoons per bed	35	30	15	10	10
4	Sanitary (Bathroom, Toilet, Washbasin	30	35	10	9	16
5	Regular Power Supply	30	20	10	30	10
6	Facilities to attendant –eating & sleeping	40	15	10	20	15
7	Regular & Clean Drinking Water	45	10	10	15	20
8	Employee Appearance	40	20	20	15	5
9	Bed and Linen	38	35	20	7	0
10	Canteen	40	20	20	10	10
11	Overall Cleanness	36	25	20	11	8

(Source: Primary Data)



Graph No. 1.1

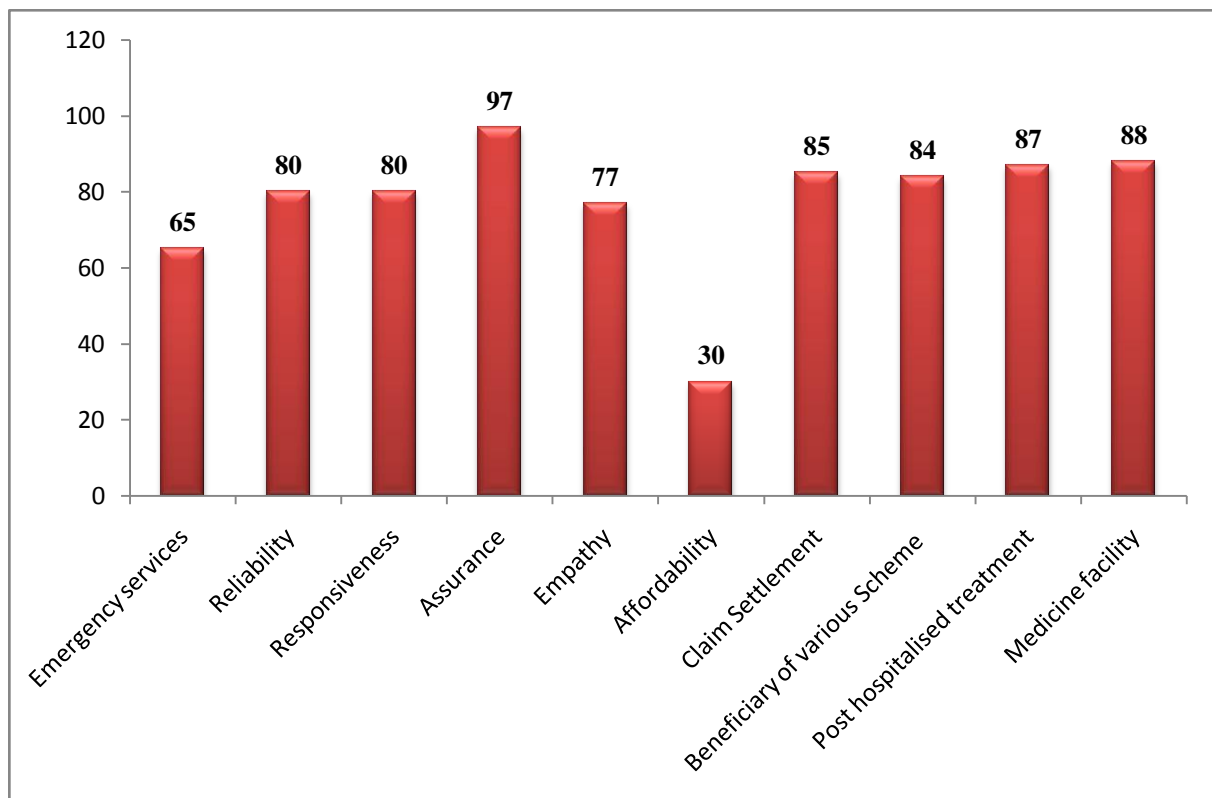
## 1.2 OTHER ASPECTS

**Satisfaction: - What is your opinion about following other facilities?**

**Table No.:- 1.2**

Sr. No	Variable	Delighted	More Than Satisfied	Satisfied	Less Than Satisfied	Disgust
1	Emergency services	30	20	15	35	0
2	Reliability	30	30	20	10	10
3	Responsiveness	45	25	10	15	5
4	Assurance	42	35	20	3	0
5	Empathy	39	28	10	13	10
6	Affordability	5	15	10	45	25
7	Claim Settlement	40	25	20	10	5
8	Beneficiary of various Scheme	43	21	20	12	4
9	Post hospitalised treatment	38	29	20	10	3
10	Medicine facility	48	15	25	10	2

(Source: Primary Data)



**Graph No. 1.2**

### **III. FINDINGS**

It is found that basic facilities like-lighting and ventilation, facilities to attendant and employee appearance are very good i.e. 40%. It is also found that basic facilities provided by the private hospitals are good. Without providing these basic facilities, the private hospitals are not survived in the cut-thought competition. So they are provided basic facilities better than better.

It is found that other facilities like medicine facility (48%), responsiveness (45%), and claim settlement (40%) are also provided by the private hospitals in the good manner. Researcher has also observed those patients are satisfied with services like Reliability, Emergency services, Responsiveness, Assurance, Empathy, Claim Settlement, Beneficiary of various Schemes; Post hospitalized treatment, Medicine facility.

### **IV. SUGGESTIONS**

It is suggested that private hospitals should minimize their rates so as to affordable for common man.

It is suggested that all private hospital should accepted schemes like-MJPJAY Scheme - Rajiv Gandhi Jeevandayee Arogya Yojana for survival of poor patient.

### **CONCLUSION**

It is concluded that, the physical infrastructure and the resources made available necessary for providing quality medical services are grossly adequate in almost all Private hospitals. To sum-up, the finding are self explanatory and reflects the existing reality in the study area with respect to medical services making it clear that there are smooth functioning of the private hospitals.

The overall conditions prevailing in the study area with respect to medical services are conducive to the quality and affordable medical care in the interest of patients. There are efficient hospitals in the study area.

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