

A STUDY ON THE IMPACT QUALITY SERVICES ON PATIENT'S SATISFACTION AT FORTIS

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ABSTRACT

As Fortis is associated with Healthcare industry so it's very important to focus on service marketing to satisfy the patient and patients can be satisfy only when they will be happy with the services offered by the organisation. There are various organisations under Healthcare industry so to survive in the era of competition Fortis focus on providing good quality of services so that a positive perception about the Fortis can be developed in the mind of patient and it will not only satisfy the patient and will spread the positive word of mouth ultimately. This study is based on services marketing used by Fortis. The main objective of this study is to evaluate the impact of quality services on patient's satisfaction at Fortis. To conduct the research both primary and secondary data has been used. A sample of hundred respondents was taken to collect the primary data. Result of this research shows that almost all patients are satisfied with the services provide by Fortis.

Keywords: *Healthcare Industry, Service Marketing, Customer Satisfaction, Service Quality, Fortis.*

Introduction

Marketing is becoming a very essential for every type of organisation whether it provides products or services. For every organisation it is very important to satisfy its consumer because if consumer will be satisfied only then they will prefer their organisation again and it will ultimately help in spreading a positive perception about the organisation. Healthcare administrators and managers must not only focus on planning finance, personal management, purchase, building maintenance only because for service industry it is very important to focus on providing Quality Services so that consumer (patients) can be satisfied. If good ambience and environment of treatment with quality of service will be provide then patients will be satisfied. Fortis is a part of Health Care Limited which is associated with Healthcare industry and its vision is creation of integrated Healthcare system which has world-class facilities and best medical skill and compassionate care.

Fortis provide very sort of services which are as follows:

- Emergency services
- Ambulance services
- Diagnostic services
- Pharmacy services
- Causality Services

Fortis is very concerned for the patient hence it focuses on service marketing so that best to best services can be provide to their customers and their patients need not to worry.

Literature Review

Sing and Shah (2011) mentioned in their study that Patients can have numerous reasons for choosing a particular hospital. The selection of particular medical provider can be significantly vary among different attributes such as infrastructure of hospital, suggestions given by friends and relatives, transport convenience, accessibility of specialist consultants, nearby home etc. (Singh, Sep. 2012)

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Pakdil and Harwood (2005)(9) in their research, patient satisfaction in a pre-operative assessment clinic and the consequence of the study showed that patients were highly dissatisfied with the waiting time and recommended that the hospitals should provide speedy services and make available waiting accommodations or halls with newspapers, magazines and television sets to make patients more relaxed during their wait.

James (2005) highlighted that the competition in healthcare industry is moving from price competition to quality, value and performance competitions. A satisfaction or dissatisfaction level of the patient is a dependent on the quality of hospital care in all of its aspects. (Singh, Sep. 2012)

Objectives of the Study

- To evaluate the impact of service marketing on patient with respect to Fortis Escort Hospital.
- To make suggestion to Fortis Escort Hospital in regards to further improving its brand image based on patients' feedback.
- To enlist the various facilities provided by Fortis

Research Methodology

Research Approach

The research design is very systematically and easy framework for the learners. There data are mostly related to the objective and based on the facts.

Data Collection

To conduct the study both type of data were used that is primary and secondary data

Type of Data Collection

- **Primary Data:** For collecting primary data following methods were used:-
 - **Observation Method:** A personal visit had done to analyse the facilities and behaviour of doctors and staff and patient.
 - **Interview Method:** some questions were asked personally and a sort of interview was taken from patients, doctor and staff of Fortis Escort Hospital. Online questionnaire had prepared and sent to 100 respondents for collecting the data through social media.
- **Secondary Data**
Secondary data was collected from secondary sources for instance newspaper website of Fortis Escort Hospital.

Scope of the Study

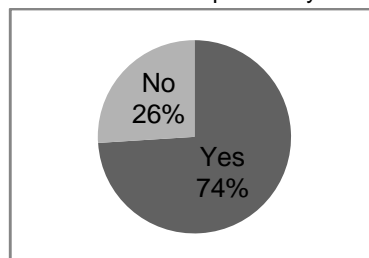
The marketing team should be well-trained employees who should have more knowledge about hospital and their services; whenever they communicate with other person, they are able to satisfy them.

Limitation of the Study

- Time was the biggest constraint.
- There may be Biases on the part of the response while providing the information although it has no direct effect on study but to some extent it may affect the conclusion.
- Size is small it may create a degree of variation.

Data Analysis

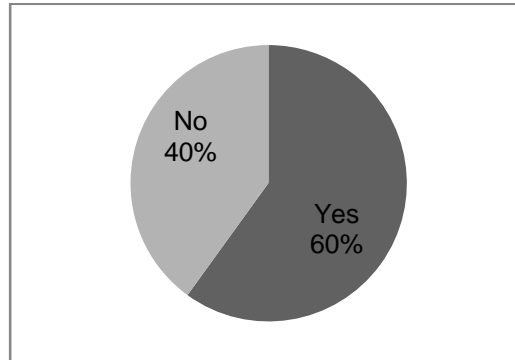
Q1: Were you able to locate the Fortis Escort Hospital easily?



Interpretation

74% respondents were able to locate the Fortis Escorts easily while 26% respondents had problem locating the hospital. Fortis Escorts Hospitals are located one of the best locations in Delhi & NCR. The Hospital has provided proper directions at all connecting points to the Hospitals.

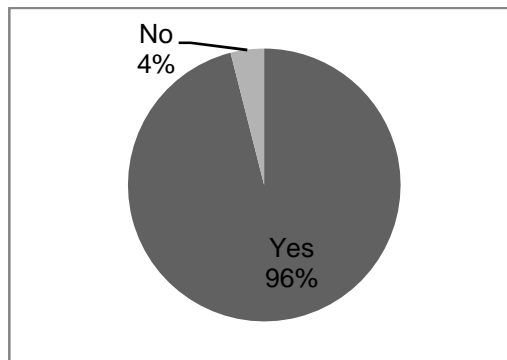
Q2: Did you have any difficulty in parking your vehicle?



Interpretation

60% respondents had difficulty in parking the vehicle while 40% respondents had no problems in parking their vehicle. The Fortis Escorts Hospitals usually have an organized "Parking Lot" but at peak visiting times the parking lots are usually full and thus people find it difficult to park the vehicles.

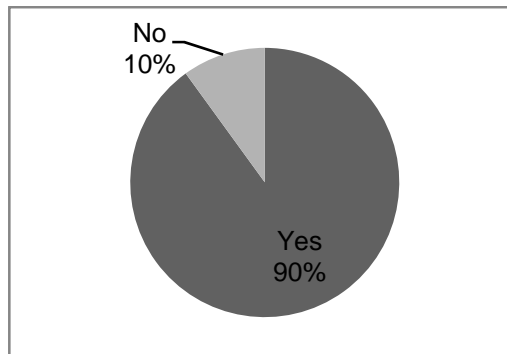
Q3: Were the direction signs to Fortis Escorts (within the premises) easy to follow?



Interpretation

As per 96% respondents the direction signs to Fortis Escorts within the premises were easy to follow while 4% respondents said the directions were not easy to follow. The Fortis Escorts have signage's for directions at all places across the premises.

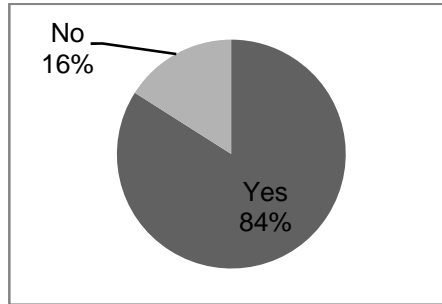
Q4: Are you satisfied with the cleanliness and hygiene in the hospital?



Interpretation

90% respondents were satisfied with the cleanliness and hygiene in the while 10% respondents were not satisfied. All Fortis Hospitals have a separate Facility Management Team which takes care of the cleanliness across the premises. Hospital also has a well laid policy for Waste Management.

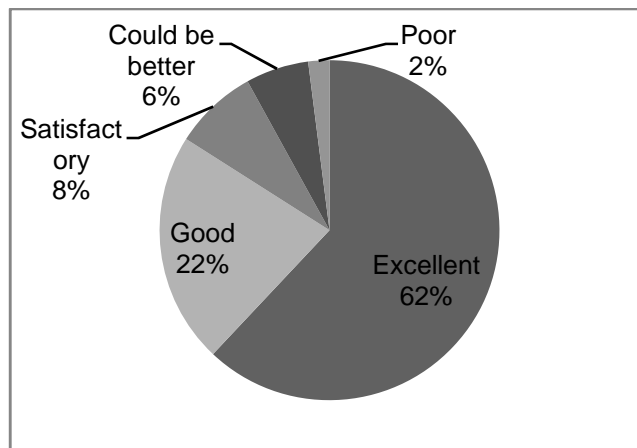
Q5: Is the air-conditioning inside the hospital comfortable?



Interpretation

84% respondents said that the air-conditioning inside the hospital was comfortable while 16% respondents said otherwise. All the Fortis Escorts are centrally air-conditioned.

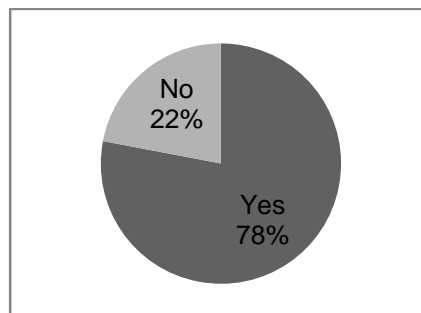
Q6: How good was the light reading material provided in the waiting area?



Interpretation

62% respondents said the light reading material provided in the waiting area was excellent, 22% said it was good, 8% said it was satisfactory, 6% said it could be better and 2% respondents said it was poor. Fortis Escorts have a Coffee Shop(CCD), Eating Joint and Rest Rooms for visitors who often visit the Hospital to meet the patients. The reading material at these joints and rest rooms are excellent.

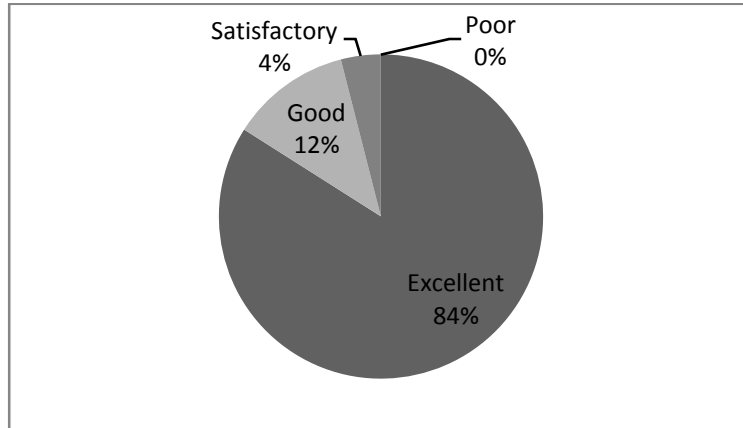
Q7: Is the information material provided adequate?



Interpretation

78% respondents said the information material provided adequate while 22% said it was not adequate. Max provides detailed reports to Patients in regards to Treatment, Charges and other relevant aspects like TPA Reports.

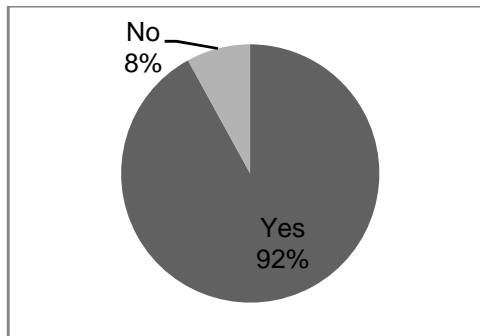
Q8: How did you find the ambience and the music played within the Hospitals?



Interpretation

84% respondents said the ambience and the music played within the premises were excellent, 12% said it was good, 4% said it was satisfactory.

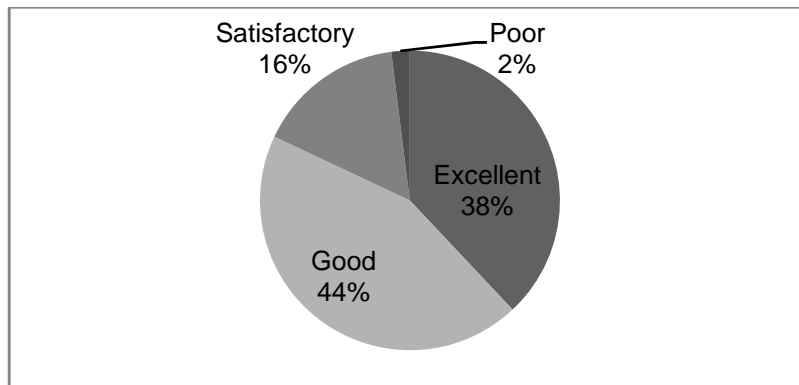
Q9: Is the attendant in the hospital courteous/ helpful?



Interpretation

92% respondents said that the attendant in the hospital were courteous/ helpful the while 8% said otherwise. Max is known for the personal attention paid to the patients and almost every patient is given his share of attention.

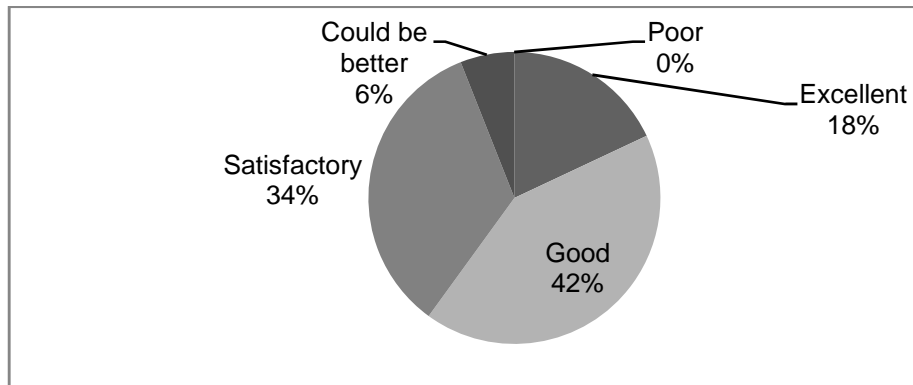
Q10: How did you find the quality and variety of beverages served at the Hospitals?



Interpretation

38% respondents said the quality and variety of beverages served at the was excellent, 44% said it was good, 16% said it was satisfactory and 2% respondents said it was poor.

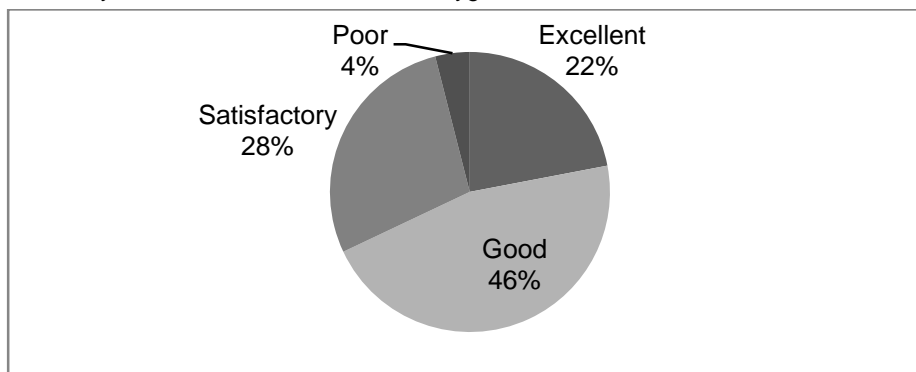
Q11: Is the seating in the waiting area / treatment cabins comfortable?



Interpretation

18% respondents said the seating in the waiting area / treatment cabins comfortable was excellent, 42% said it was good, 34% said it was satisfactory, 6% said it could be better.

Q12: What do you think about the cleanliness/ hygiene of the washroom?



Interpretation

22% respondents said the cleanliness/ hygiene of the washroom was excellent, 46% said it was good, 28% said it was satisfactory and 4% respondents said it was poor.

Findings

After analysing all the data, the findings of the study are as follows:

- In our study, 40% of respondents indicated a waiting period of less than 1 hour for consulting a specialist, whereas as many as 51% indicated a waiting period of 1/2 hour. A small minority indicated a waiting period of more than 2 hours to see a specialist in the hospital.
- The hospital provides proper direction because almost all the people find the Fortis Hospital easily.
- There is good parking facility because more than 50% people find no difficulty in parking the vehicle.
- Fortis also provide signage's facility so that consumers need not to face trouble.
- Cleanliness and hygiene facility of Fortis is satisfactory.
- There is good air-conditioning inside the hospital.
- There are around 10% people who are not satisfied with the light reading material providing in waiting area.
- 78% of people feel that the ambience of the hospital is excellent.
- 90% of the people feel that attendants in hospital are helpful.
- Quality and variety of beverages are served at hospital.
- Fortis focus properly on cleanliness of washrooms as well.

Suggestions

- The hospital can make efforts to reduce the waiting period by ensuring that all doctors and specialists are in their consulting chambers during the working hours.
- Health care planners will have to make certain arrangements to assist doctors and specialists in their personal errands like withdrawing money from the bank. This will ultimately result in better utilization of time and thus higher satisfaction levels among the patients.
- There should be free and frank communication between the physician and patient as it is the underlying factor to ensure high level of patient satisfaction in the hospital.
- Parking facilities should improve more because The Fortis Escorts Hospitals usually have an organized "Parking Lot" but at peak visiting times the parking lots are usually full and thus people find it difficult to park the vehicles.

Conclusion

Customers play a pivotal role in the growth and development of an organization. A satisfied customer can publicize the goals of the organization to the masses by "Word of Mouth". Therefore, Fortis focus on building up an environment of faith, belief, reliability and quality assurance for the patient by providing good quality services.

I, therefore, conclude that Fortis has been successful in the service marketing by providing best patient care and services. The patients are satisfied with the healthcare team.

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