

COMPARATIVE STUDY OF PATIENTS' SATISFACTION IN GOVERNMENT AND PRIVATE HOSPITAL

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Abstract

Hospitals play a vital role in disease control, research, and development of medical innovations, contributing significantly to global health improvements, impacting both individuals and entire community. Patient satisfaction is essential in healthcare industry, as it can influence various aspects of healthcare services, including patient loyalty, clinical outcomes and overall patient experience. By focusing on improving patient satisfaction, healthcare organizations enhance the quality of care and achieve better business outcomes. The data were taken from the patients who have experience in visiting both government and private hospitals. 250 sample respondents were selected based on convenient random sampling method in Kanyakumari District.

Key Words:

healthcare services, disease control, patient loyalty, patient satisfaction

INTRODUCTION

Health is an important aspect of one's life. A person is considered healthy when he/she is free from illness or injury. Hospitals play a crucial role in public health by providing prevention, treatment and rehabilitation services, as well as external impact on society and the environment. Hospitals are instrumental for care coordination, integration and providing a setting for education of healthcare professionals. In India, there are significant differences between private and public hospitals in terms of hospitalization costs, availability, quality of care and access to healthcare services. Patient satisfaction is influenced by various factors such as the time spent with the consultant, communication, accessibility, convenience and the interpersonal manner of the healthcare providers.

REASONS FOR CHOOSING GOVERNMENT HOSPITAL AND PRIVATE HOSPITALS

GOVERNMENT HOSPITAL	PRIVATE HOSPITAL
<ul style="list-style-type: none">➤ High-quality medical care on free of charge<ul style="list-style-type: none">➤ Free medicines➤ Better medical facilities for complex cases<ul style="list-style-type: none">➤ Widely accessible➤ Free medical campaign	<ul style="list-style-type: none">➤ Specialized and High-quality care➤ Personalized services and shorter waiting times➤ Faster access to medical specialists➤ Private rooms and upscale amenities<ul style="list-style-type: none">➤ Quality of service➤ Upscale amenities

REVIEW OF LITERATURE

Rekha Sharma and Neeraj Kumar Sharma, in their article entitled, 'A Comparative Study of Patients' Satisfaction Level in Government and Private Hospitals of Gautambudhanagar District (Noida)' interprets that, the organizational structure of government and private sector hospitals are entirely different. The government hospitals are run by the State to provide curative as well as preventive medical aids primarily to the deprived section of society. These hospitals are completely funded by the government and have negligible internal financial resources. On the other hand, private

hospitals provide their services on commercial basis to those patients who are capable to pay their charges. Even charitable private hospitals operate their functioning on “No Profit-No Loss” basis and depends upon fee and the charges collected by the patients for their day to day financial requirements.

Francis Mensha, Michael KwabenaAsirifi and Mohammed Sherif in their article titled, ‘Comparative Analysis of Patient Satisfaction between Private and Public Hospital’ concluded that the private hospital delivers quality healthcare than the public hospital. It was recommended that the management of public hospital and private hospital should provide enough diagnostic facilities and ensure the proper maintenance of the existing ones. They also improve the relationship with their patients, which would also reduce the negative perceptions of the patients in both hospitals in the municipality.

Irfanand Ijaz in their article entitled, ‘Comparison of Service Quality between Private and Public Hospitals: Empirical Evidences from Pakistan’ concluded that, private hospitals in Pakistan are making better efforts as compared to the public hospitals. As the private hospitals have to depend on customers in order to meet the financial constraints and gain profitability.

OBJECTIVES OF THE STUDY

1. To know the socio- economic status of the sample respondents.
2. To analyse the comparison between private and public hospitals regarding their service quality provided by them.
3. To offer suggestions to both the sectors to improve their services and relationship with patients.

STATEMENT OF THE PROBLEM

India has a complex healthcare system consisting of both public and private sectors. Public healthcare is provided by the government and is free or at a minimal cost, while private healthcare is largely for making profit and often expensive. The private sector offers high-quality healthcare services at a fraction of the price of hospitals in developed countries and attracts many foreign patients, making India as a hot spot for medical tourism. Private healthcare providers have invested in modern hospitals, clinics and diagnostic centres equipped with advanced medical technology. Patient satisfaction is essential in healthcare, as it can influence various aspects of healthcare services, including patient loyalty, clinical outcomes and the overall patient experience. By focusing on improving patient satisfaction, healthcare organizations can enhance the quality of care and achieve better business outcomes.

SAMPLING DESIGN

The present study is based on both primary and secondary data. The data were taken from the patients who have experience in visiting both government and private hospitals. 250 sample respondents (125 sample respondents from government hospitals and 125 sample respondents from private hospitals) were selected based on convenient random sampling method in Kanyakumari District.

TABLE: 1 - DEMOGRAPHIC PROFILE OF THE SAMPLE RESPONDENTS

The following table shows the demographic profile of the sample respondents from Kanyakumari District.

VARIABLES	CATEGORY	GOVERNMENT HOSPITAL		PRIVATE HOSPITAL		TOTAL	%
		125	%	125	%		
Age	Below 20 Years	19	15	21	17	40	15
	20 - 40 Years	22	18	20	16	42	17
	40 - 60 Years	45	36	39	31	84	34
	Above 60 Years	39	31	45	36	84	34
Gender	Male	60	48	66	53	126	50
	Female	65	52	59	47	124	50
Marital Status	Married	66	53	60	48	126	50

	Unmarried	59	47	65	52	124	50
Residential Status	Rural	32	26	33	26	65	26
	Urban	43	34	44	35	87	35
	Semi - Urban	50	40	48	39	98	39
Educational Qualification	Illiterate	13	10	11	9	24	10
	Below SSLC	27	22	29	23	56	22
	Diploma	30	24	34	27	64	26
	Degree	34	27	30	24	64	26
	PG and above	21	17	21	17	42	17
Monthly Income	Below Rs.10000	34	27	11	9	44	18
	Rs. 10000 – Rs. 20000	30	24	20	16	50	20
	Rs. 20000- Rs. 30000	27	22	21	17	48	19
	Rs. 30000- Rs. 40000	21	17	30	24	51	20
	Above Rs.40000	11	9	34	27	45	18
Occupational Background	Private employee	14	11	15	12	29	12
	Entrepreneurs	26	21	24	19	50	20
	Government employee	31	25	30	24	61	24
	Unemployed	33	26	34	27	67	27
	Daily Wages	21	17	22	18	43	17
Sources of Information	Friends & Relatives	10	8	11	9	21	8
	Advertisement	17	14	16	13	33	13
	Online Sources	22	18	24	19	46	19
	Newspaper & Magazines	23	18	21	17	44	18
	Other Sources	26	21	25	20	51	20
	Other Hospitals	27	22	28	22	55	22
Duration to reach the hospital	Below 1 hour	33	26	32	26	65	26
	1 – 2 hours	44	35	43	34	87	35
	Above 2 hours	48	39	50	40	98	39

Source: Primary Data

TABLE: 2 - ANALYSIS OF PATIENT SATISFACTION TOWARDS PUBLIC AND PRIVATE HOSPITALS

Hypothesis of the study

H₀: There is no significant difference between age, marital status, educational qualification, residential status, monthly income, occupation back ground and level of patients' satisfaction towards public and private hospitals in Kanyakumari District

H₁: There is significant difference between age, marital status, educational qualification, residential status, monthly income, occupation back ground and level of patients' satisfaction towards public and private hospitals in Kanyakumari District

ONE WAY ANOVA

S. N.	SATISFACTION LEVEL	TYPE OF HOSPITAL	DF	F	P VALUE	REMARKS
1.	Age	Public	124	0.452	0.557	Not Significant
		Private	124	0.324	0.534	Not Significant

2.	Marital Status	Public	124	0.443	0.784	Not Significant
		Private	124	0.348	0.674	Not Significant
3.	Educational Qualification	Public	124	1.23	0.45	Significant
		Private	124	0.883	0.447	Significant
4.	Residential Status	Public	124	1.23	0.934	Significant
		Private	124	0.913	0.818	Significant
5.	Monthly Income	Public	124	0.715	0.433	Significant
		Private	124	0.722	0.567	Significant
6.	Occupation Background	Public	124	0.876	0.433	Significant
		Private	124	0.76	0.345	Significant

Source: Computed Data

The above table shows the age and marital status are not significant hence, it is concluded that they are not the influencing factors regarding the selection of hospital. But educational qualification, residential status, monthly income, and occupational background are influencing factors regarding the selection of hospital.

SUGGESTIONS

- Encourage doctors and nurses to communicate pleasantly with patients. Clear explanations about diagnoses, treatment plans and procedures can significantly impact patients' satisfaction.
- Treat patients with empathy, respect and kindness. A compassionate approach from healthcare providers creates a positive environment.
- Create a welcoming and calming atmosphere. Consider factors like noise reduction, comfortable waiting areas and soothing decor.
- Maintain hospital premises, wards and restrooms in a clean and hygienic condition. Patients feel more comfortable in a safe and well-maintained environment.
- Streamline processes to reduce waiting times. Efficient appointment scheduling, prompt test results and timely consultations contribute to a positive patient experience.

CONCLUSION

Public hospitals focus on accessibility and affordability and private hospitals prioritize personalized care and specialized treatments. The quality of service and treatment may not differ significantly between public and private hospitals, with the variation lying in the level of comfort, amenities and waiting times. In summary, public hospitals are generally more accessible and affordable, while private hospitals offer more personalized care and are better suited for specialized treatments. The choice between the two depends on individual healthcare needs and financial considerations.

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