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“A STUDY ON THE RELATIONSHIP BETWEEN EMPLOYEE SATISFACTION AND PATIENT EXPERIENCES WITH IN HOSPITALS OF MADHYA PRADESH WITH SPECIAL REFERENCE TO JABALPUR DISTRICT”

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Abstract:

Employees in service-based industries strongly influence customer satisfaction. Advanced economies continue to shift from manufacturing to information and service based industries, employees take on an increasing role in driving organizational performance. One of the most important ways that employees affect performance is in their interactions with customers. Accordingly, it is vital that companies understand concepts such as employee engagement and satisfaction and how the levels of engagement and satisfaction relate to customer satisfaction and overall customer experiences. While many industries (e.g., food service, financial services, retailing) operate in situations where employees play important roles in the product/service exchange, one of particular interest is the health care industry. As the India population ages, the health care industry continues to grow in size and importance. The resulting demand for health care services and a relative shortage of some health care professionals makes it difficult for hospitals and other health care providers to provide consistently high levels of care. Health care administrators find themselves increasingly confronting the complex interrelationship between recruitment and retention of health care professionals, and the quality of care and patient satisfaction experiences. The situation is particularly acute for nursing where global labor nursing shortages exist.

KEYWORDS:

Quality Improvement, Employee Satisfaction, Patient Satisfaction, Vulnerable Patient.

INTRODUCTION :

Health care organizations are increasingly concerned with looking beyond financial performance measures, while focusing on how to deliver higher quality care. While some improvements in care quality can be reached through investments in technology and infrastructure, the most dramatic improvements are achieved through people. Previous studies have concluded that unsatisfied health care employees negatively affect the quality of care which adversely affects patient satisfaction and loyalty to a hospital. One would expect that increasing the engagement of employees may benefit a health care organization and result in improved patient care and higher patient satisfaction.

1. PROBLEM STATEMENT

Hospitals of Madhya Pradesh are gradually increasing their quality standards but because of low

financing power of patients hospitals cannot able to easily provide high level of quality care service. It has also included man power or human resource. Qualified man powers demanding for higher level of salaries but that is not easy for each and every hospitals to maintain ratio between patients and employees (Patient : Nurses)which is to difficult as per financial concern. That is why it generates inadequate staff problems and it is responsible for extra burden on that available staff. Which can be reason of their dissatisfaction towards their duties. Patients are directly related to employees satisfaction and their qualification.

Hospitals aren't willing to share their problems with experts and keep this internal matter inside and also workers hesitated for raising voice against organizations.

These type of hesitation of employees can misguide the direction of our study topic most of the times. Absence of cooperation from hospital sides also creates some time to much difficulties during study period.

REVIEW OF RELATED LITERATURE

R.C. Goyal In the book "Hospital Administration And Human Resource Management 4Th Ed. 2005" focused on how employees satisfaction related to service quality.

L. Fleming Fallon, Charles R. McConnell in the book " Human resource management in health care: principles and practice 2007" introduces human resources to those who are preparing to work in any area of health care or health service. Written for practitioners and students in all disciplines related to health, the book covers important topics such as recruitment, training, termination, legal issues, labor unions, and much more.

Charles R. McConnell in the book "The health care manager's human resources handbook 2003 " This unique book about HR management is written for health care department managers who must relate to and work with their HR departments and must manage their personnel.

Bruce Fried, Myron D. Fottler, James A. Johnson in the book "Human resources in healthcare: managing for success 2005 " Human Resources in Healthcare: Managing for Success, Second Edition presents the techniques and practices behind effectively managing people the healthcare industries most important asset. It provides the concepts and practical tools necessary for meeting the unique challenge of managing healthcare .

Leiyu Shi in the book "Managing human resources in health care organizations 2007"

Light on complex theoretical language, this relevant, accessible text offers a hands-on approach to studying human resources in various healthcare systems such as hospitals, integrated healthcare systems, managed care settings, private practices, and public health clinics. The book can be used as a stand-alone textbook in undergraduate or graduate level courses on human resources. With its practice-oriented approach, it is also a valuable resource for current health care organizations.

S. Robert Hernandez in the book "Strategic Human Resources Management in Health Services Organizations 2009" The third edition of Strategic Human Resources Management In Health Services Organizations articulates the links that exist among strategy, organizational design and behavior.

Grant T. Savage in the book "Strategic Human Resource Management in Health Care 2010" The IATBR conference proceedings series has a history of over 30 years and is widely read by researchers, practitioners and graduate students in the field of transportation and urban planning in general, and in travel behavior analysis in particular. It is the only series of conference proceedings that comprehensively reviews, synthesizes, and identifies research needs and future research directions for the respective sub areas of the travel behavior research field and presents up-to-date, state-of-the-art assessments by distinguished authors.

Walter J. Flynn in the book "Healthcare human resource management" With additional standards now required by the Joint Commission on Accreditation of Healthcare Organizations, practitioners must go through even more preparation for certification in order to successfully demonstrate competency in patient care, governance, life safety code and human resource management. Human Resource Management for Healthcare Professionals provides complete coverage of relevant applications for JCAHO, as well as offers a solid foundation in both HR and health care administrative practices. The relevant examples and applications included means this book doubles as an excellent reference tool for healthcare organizations seeking JCAHO certification.

OBJECTIVES OF THE STUDY

The following are the important objectives of the study:

To study the Employee satisfaction of the Hospital in Madhya Pradesh and Jabalpur.

To make the Comparative analysis of employee satisfaction of Private sector hospital and Public sector hospitals Madhya Pradesh hospitals and Jabalpur.

To study the patient satisfaction of the Hospital in Madhya Pradesh and Jabalpur.

To make the Comparative analysis of Patient satisfaction of Private sector hospital and Public sector hospitals Madhya Pradesh hospitals and Jabalpur.

To find out the ways and means to make patient believe on private sector as compare to public sector.

To find out the reason for attrition of employees.

To find out the reason of trend of qualified staff towards the Outside of the MP

To find out the reason of trend of patients towards the Outside of the MP

5. METHODOLOGY

For the purpose of the study both primary and secondary data will be used . Primary data will be collected through a field survey by canvassing two schedules one among the private hospitals and another among the public hospitals through field study, face to face interviews, questionnaire etc.

Secondary data will be gathered from annual reports of the journals, NGO reports, human resource magazines, Internet, Previous related studies etc.

Moreover the researcher will consider the various users group on random sampling basis for the study.

Data collection : Data will be collected both from primary and secondary sources available literatures on the subject of general quality assessment will also be studied to get the idea of earlier studies.

i)Primary sources: data from primary source will be collected through field study, face to face interviews, questionnaire etc. Opinions will be collected by segmenting respondents into officials, employees of the organization, Patients or customers related to respective organization, day to day reporting of various factors which can influences the quality and Human resource department of the hospital . This data can collected from private hospitals and can be public hospitals.

To make the comparative analysis of quality of Jabalpur hospitals and whole Madhya Pradesh hospitals annul reports and other publication of the hospitals will be used.

ii)Secondary Sources: Such information will be mainly collected through magazines, journals, office records, newspapers, text books on Human rights and customer protection act and rights, Internet etc.

A structured questionnaire was used for data collection. The questionnaire was divided into four sections, the first section reveals the demographic profile of respondents and second, third and fourth sections are designed to evaluate their overall experiences/Awareness they received from the Hospital services/Trainings. The questions were phrased in the form of statements scored on a 5-point Likert type scale, ranking from 1 “highly dissatisfied” to 5 “highly satisfied”. Exploratory Factor Analysis issued for measuring airline service quality to determine the dimension of airline service quality. Factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization. Average score analysis is conducted to evaluate the different Hospital services. Patient satisfaction has been analyzed on the basis of score assigned in the questionnaire, 5 marks is assigned to highly satisfied, 4 mark for satisfied, 3 mark for moderate, 2 mark for dissatisfied and 1 mark for highly dissatisfied. Pie-chart is prepared to check the patients willingness to give the priority to private and government different Hospitals. The variable and substances used in data collection is depicted in Table 1.

TABLE 1- VARIABLE MEASUREMENTS

Quality Measures	Variable	Substances	Scale
Doctor and Nursing Staff Satisfaction		10 Substances	
	Discipline		
	Job Description And Specification		
	Incentives And Remuneration		
	Man Power Planning		
	Training Benefits		
	Appraisal Benefits		
	Leave Assumption		
	Appraisal & Referral		
	Feedback Planning's		
	Other Benefits		
Other Staff Satisfaction		5 Substances	
	Discipline		
	Incentives And Remuneration		
	Training Benefits		
	Appraisal Benefits		
	Feedback Planning's		
Patient satisfaction		11 Substances	
	Accessibility And Affordability Of Signage's		
	Staff Awareness Towards Quality		
	Infection Control Awareness And Education		
	Part In Decision Making		
	Adequate Waiting Time In OPD		
	Proper Investigation		
	Estimated Cost Of Treatment		
	Consents Taken After Proper Information		
	Availability Of Drugs		
	Discharge Process Easiness		
	Counseling On Various Time		

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7. <http://mp.gov.in/health/>

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