

IMPACT OF HOSPITAL SERVICES ON OUTPATIENT SATISFACTION

R. GOPAL¹ & SATVINDER SINGH BEDI²

¹Director & HOD, Department of Business Management, Padmashree Dr D.Y.Patil University,
Mumbai, Maharashtra, India

²Incharge Director, Vasant Dada Patil Institute of Management, Mumbai, Maharashtra, India

ABSTRACT

The perceptions and expectations of outpatients regarding the quality of medical care, general satisfaction and infrastructure are extremely important. A Hospital be it large or small can demonstrate successful performance only when it satisfies the factors of quality and service a patient expects. This study investigates the factors of quality affecting the value of care and patient satisfaction. Patient satisfaction leads to drift in both new and old patients, which hinders the sustainability of any Hospital in the long run. Hospitals that increase the value of care and patient satisfaction ensure patients will revisit and also increase revenue by taking appropriate steps. The importance of being customer centric has been recently realized by the Health Care sector worldwide. In healthcare services it is imperative to analyse the quality of services from the perspective of the patient himself. This study is based on secondary data i.e. literature review and it intends to analyse the utility of established factors of service quality discovered in earlier studies. This study also suggests marketing strategies to hospitals so as to improve their medical services.

KEYWORDS: Patient Care, Hospitals, Medical Services, Outpatients, Satisfaction