



TO STUDY THE SATISFACTION LEVEL BETWEEN HOSPITAL DIAGNOSTIC SERVICES

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ABSTRACT

Healthcare is one of the most crucial facets of a nation's development. Low public healthcare investment indicates that the Indian government did not give healthcare infrastructure much thought until the twelfth five-year plan began. The chairman of the planning commission only emphasized the necessity to double public healthcare spending in the twelfth five-year plan. There are many private companies in the highly competitive Indian healthcare business. The majority of healthcare services in the private sector are provided by private doctors and mini-clinics. Customers are calling for better service as India's per capita income continues to rise. The conventional structure of the health care industry has changed as a result of globalization, the technology revolution, and the entry of the private sector. Any service organization's ultimate purpose is to satisfy customers and provide value to their offerings; hospital services are no different. Whether the hospital's overall objective is to provide economical, high-quality care in private hospitals or high-quality services in trust hospitals, a disgruntled patient results in a loss of revenue and confidence. The best approach to raise the caliber of hospital services is to be patient-centric and to comprehend the demands and preferences of patients.

KEYWORD: *Healthcare, Customers, Hospital Services, Economical, Business*

1. INTRODUCTION

The way management practices are implemented in a dynamic and challenging international environment has a significant impact on an organization's performance. To face the problems of the twentieth century, classic management techniques have undergone significant modification. In India, the software and pharmaceutical industries are catching up to the medical sector in terms of development. India's healthcare sector will be regarded as the country's economic engine in the years to come. According to Ibf.org, India's healthcare industry is expected to reach \$372 billion by 2022, expanding at a commendable 16–17% annually. The cost of medical care varies greatly between Western and Indian countries; India is becoming one of the most popular

places to receive medical care. With the development of new hospitals and organizations that use cutting-edge technology, equipment, and marketing methods, numerous international corporations want to invest in India as the healthcare sector advances. Thus, the healthcare sector is becoming more competitive.

2. SCOPE OF THE STUDY

The current study is only available in Madhya Pradesh, the healthcare network. Health is also included in the five key priorities prescribed by the government. The government is entirely reserved to improve health and the quality of life for disadvantaged families. In terms of land and population, the state of Madhya Pradesh is far larger. There is also social and cultural oddity in the State.

To provide a great number of slum people with adequate, timely and cost-effective services in the health care sector. This demands an exhaustive and well planned health policy that can coordinate the plans and programmes of the many Indian public health providers.

Madhya Pradesh features hospitals and clinics maintained by state, central and private administrations.

This study is limited to suppliers of public and private health care services, caring services and the hospital in Madhya Pradesh and the entire M.P. population who use the services.

The research field is entire M.P. in the area of hospital management. The study and researchers visited numerous hospitals & clinics where varied information is available from time to time. The main field of surveys is MP hospitals like Rewa Hospital in Sanjay Gandhi.

3. REVIEW OF LITERATURE

K. R. Sowmya and N. Panchanatham (2011) investigated the elements affecting workers' job satisfaction in Chennai, India's banking industry. The researchers point out that there are numerous ways to frame the phrase "job satisfaction." A person's overall feelings about their work are referred to as job satisfaction. According to organizational behavior research, employees who report high levels of job satisfaction are probably more engaged, productive, and unlikely to leave their jobs than those who report lower levels of satisfaction. It has already been examined by numerous writers in a variety of disciplines. Nonetheless, researchers looked into the job satisfaction of workers in a few public sector banks and the new private sector, particularly in the banking industry of Chennai, the major metropolis. Since banks are the foundation of our nation, they ought to make the

biggest possible contribution to it. To identify the different elements influencing the job satisfaction of banking sector employees, the researcher used the principal component approach to conduct factor analysis.

In their 2011 study, "The influence on job satisfaction among Indian anesthetists; a cross-sectional study," Shidaye R V, Divakar D S, Gourav Goel, and Shidaye Rahul found that, despite the relatively high level of job satisfaction among Indian anesthetists, it is still necessary to define it in order to reduce work-related stress and further improve the efficiency and effectiveness of anesthetists' professional satisfaction. To establish standards for the number of hours worked each day and week, the number of night calls made each week, and the need for the right assistant to create standard protocols and guidelines for the anesthetic management of various clinical treatment causes, forensic protection, etc., the Indian Society of Anaesthetists may request extensive multi-center studies.

4. OBJECTIVES OF THE STUDY

1. To analyze the satisfaction level between those interviewed with hospital diagnostic services with respect to their type.

5. RESEARCH METHODOLOGY

According to research methodology, the research process is carried out as a sequence of actions or processes that are basically carried out in a particular order. Rather than following a particular order, these acts or activities typically overlap one another. The following are the different elements of the research technique used in this study:

SAMPLE SIZE

A random sample of 200 participants from both hospital types has been selected. One hundred people from two public and two private sector hospitals were interviewed in one sample, respectively.

The sample of 200 patients and their family members generally was stratified according to the sort of hospital they were in.

6. RESULTS AND DATA ANALYSIS

Genderwisedistributionofsample

TABLE-6.1:-DISTRIBUTION OF SAMPLERESPONDENTS BASED ON GENDER

Sr.No.	Gender	Number	Percentage
1	Male	116	58%
2	Female	84	42%
	Total	200	100%

Source primary data

The sample distribution by gender is displayed in the above table. Simple random sampling is used to choose the samples. A questionnaire was used to interview the hospitalized patients, and the data was recorded appropriately.

Of the 200 people in the sample, 116 men and 84 women were questioned. It can be inferred from the sample that there are more male patients than female patients.

TABLE-6.2 SAMPLE DISTRIBUTION ON AGE GROUP

Agegroup	Number	Percentage
Below 20 Years	16	8%
21 to 30 Years	54	27%
31 TO 40 Years	20	10%
Above 40 Years	110	55%
Total	200	100%

The sample distribution by age group is displayed in Table. The table shows that 55% of the patients are over 40 years old, while 8% of the patients are under 20. Ten percent of patients are between the ages of thirty and forty, and twenty-seven percent are between the ages of twenty-one and thirty. It is evident that the majority of patients are over 40 years old.

TABLE-6.3: GENERAL BEHAVIOUR OF THE PARAMEDICAL & TECHNICAL STAFF.

	General behaviour of the paramedical & technical staff.	Total
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			Highlydissatisfi	Dissatisfi	Neutr	Satisfie	Highlysatisfi	
			ed	ed	al	d	ed	
Type ofh ospital	GovernmentHosp	Count	24	18	3.5	2.5	2	50
		% withinTypeofhosp	48.0%	36.0%	7.0%	5.0%	4.0%	100.0
	PrivateHospital	Count	0	5.5	8	23.5	13	50
		% withinTypeofhosp	0.0%	11.0%	16.0%	47.0%	26.0%	100.0
		Count	24	23.5	11.5	26	15	100
Total		% withinTypeofhosp	24.0%	23.5%	11.5%	26.0%	15.0%	100.0

Sophisticatedequipments&latesttechniquesusedtowardsdiagnosticprocedures

Out of 100 respondents from the government hospital, 23.5 (47.0%) were highly dissatisfied, 18 (36.0%) were dissatisfied, 1.5 (3.0%) were neutral, 2.5 (5.0%) were satisfied, and 4.5 (9.0%) were highly satisfied with the sophisticated equipment and techniques used for diagnostic procedures, according to the table provided. In contrast, out of 50 respondents from the private hospital, 0 (0.0%) were highly dissatisfied, 2 (4.0%) were dissatisfied, 6 (12.0%) were neutral, 19 (38.0%) were satisfied, and 23 (46.0%) were highly satisfied with the newest techniques and equipment used for diagnostic procedures.

7. CONCLUSION

A key component of the design of human resources development is health, which will play a crucial role in restoring the attributes of people, who are the dynamic drivers of economic advancement. Therefore, any evaluation of a nation's development accomplishments must have an impact on the level of private wealth in that country. Greater wealth would contribute to raising the economic standing of the poor and increasing overall production. This necessitates effective hospital administration. As a result, this chapter attempts to explain the meaning of hospitals and hospital management, the development of hospitals, the changing way people view hospitals, the role of the hospital superintendent, the role of hospital administration, hospital services, and to present a picture of the many public and private hospitals and beds in Madhya Pradesh.

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