

Front Administration: An Indispensable Unit of Hospital



Shrikant Juneja, Amrinder Singh

Abstract: *The proposed study is an attempt to understand the linkage between the satisfaction level of the front-end employees and satisfaction level of the patients and attendants visiting the hospital for their IPD treatment. The study was executed in a three hundred bedded multispecialty hospital in Ludhiana. The study is highly significant as front administration plays a pivotal role in soothing the journey of the patients and leaves an indelible mark right from the registration counter to the admission, during their treatment and discharge. An integrated questionnaire was used in conducting the study. During the field plan of twenty days, hundred IPD patients were interviewed with simple random method. The next facet of study, twenty five front administration employees ranging from front office attendant, front office nurses and technicians were interviewed. The current study results revealed no significant relationship of satisfaction level of front end administration staff with satisfaction level of patients.*

Keywords: IPD, Patient Satisfaction, Employee Satisfaction, Front Administration.

I. INTRODUCTION

It has been quite evident that organizations with the good working environment have better leverage to achieve customer satisfaction. At the same time it has also proven that a specific influencing factor of achieving customer satisfaction is employee satisfaction.[1] There is no doubt in the fact that organizations who strive hard to achieve higher customer satisfaction are also not loath in keeping their employees surefooted and satisfied. There is an impregnable co-relation between customer satisfaction and employee satisfaction, this study is an arduous effort to understand the same link with regards to IPD patients and front administration of a multispecialty hospital.

The ultimate goal of any hospital is to ensure that the premium quality care is being delivered with empathy and compassion. Front End Department plays an anchor role in obtaining service excellence through effective grooming, smile, active listening, problem-solving attitude, etc. that help to attain higher patient satisfaction as well as retention.

Service Excellence is a primary facet of the service industry where employees leave no stone unturned to achieve a felicitous bond with their patients and attendants.

On the other hand, the journey of the IPD patients and their attendants is not so comfy. Right from entering the hospital to the registration counter, from counseling to the third-party administration,

from admission to bed, from medication and nursing care and finally from getting cured and discharge is quite tiring for them. Every hospital strives hard to make this grueling journey of their patients and attendants a comfortable and memorable one.

The experience carried at the front administration is the first impression carried by the patients and attendants which imprints permanently. The Front office is the most decorative area of most of the hospitals and also a bustling one at the same time.

The front office team is mostly occupied handling too many patients at one time, their job is not only to provide information and get them admitted but they are also associated with rendering empathy, compassion, effective listening, grief counseling and many more which trigger the higher patient satisfaction levels. The entire process of feeding the diversified emotional, physical and operational needs of the patients and their attendants is a tremendously complex. One needs to be self-motivated and satisfied to motivate and satisfy others. The purpose of this article is to find and illustrate the fact that how higher or lower satisfaction level of the front administration affect the satisfaction level of the patients and attendants.

II. LITERATURE SURVEY

There have been many studies done in the past on understanding the co-relation of employee satisfaction and customer satisfaction of an organization.

“Role of employee satisfaction in influencing patient satisfaction.”^[1]

There is a correlation between the company’s effectiveness and public relations. There are many factors that put impact on the public relations and that ultimately affect the company’s effectiveness.

“How public relations impact on a company’s effectiveness.”^[2]

A cross sectional descriptive study was conducted in Mahatma Gandhi medical college and research institute, Pondicherry on 152 in patients, which revealed significant association between age, nature of admission and patient satisfaction. The study findings also revealed that there is a definite co relation between gender and patient satisfaction. Patients were satisfied with nursing services and pharmacy services and very high percentage of the patients were satisfied with physician services like availability of doctors and treatment given by them.

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“Patient satisfaction with medical services: A hospital-based study” [3]

This study aims to determine level of patient satisfaction towards OPD services with reference to doctor-patient interaction, registration desk, waiting area, and overall health facilities. Study conducted on 250 patients and results depicted that majority of patients were satisfied with doctors, cleanliness, and ventilation. Hospital staff in the waiting area was found to be respectful and fair towards the patients.

The patients had no difficulty locating the reception desk of the health facility (95%). Majority of people were ready to re-visit.

“Patient satisfaction: OPD service in a Tertiary care of Lahore” [4]

A comparative study was conducted to investigate the influence of physical facilities towards out patient satisfaction and to explore at what extent front office administration act as a meaningful indicator to measure outpatient satisfaction on 100 outpatients. Study revealed the impact of front administration on outpatient satisfaction.

“A comparative study on impact of physical facilities, front office administration, and hospital architecture on outpatient satisfaction” [5]

W. Benoy Joseph talks about a logical concept of internal marketing that eventually seeks a way to improve the quality. After going through various incidents where the customers have sour experiences it has been derived out that good rapport with the customers can never be created if the internal customers are not satisfied. Here, the term internal customers have been used for the employees of an organization. In service based industry, especially in health care unit, it is very important to frame strategies to build good relationships with the internal customers. This need has opened the avenues for internal marketing.

“Internal marketing builds service quality” [6]

III. OBJECTIVES

- To highlight the significant role of Front Administration to establish initial positive imprint of healthcare sectors.
- To elaborate the importance of effective service relationship between the patients/attendants and the front Administration which leads to higher customer satisfaction.
- To find out the association of patient satisfaction and front administration with selected demographic variables such as age and gender.

IV. MATERIAL AND METHODS

A. Research design and setting

The present study was conducted using survey descriptive research design. This study was carried out in Mohan Dai Oswal hospital one of the renowned cancer hospitals in north India, known for best oncology care.

B. Population, sample and sampling

The present study was conducted on 100 patients (IPD) and 25 front administration staffs working in Mohan Dai Oswal hospital. Simple random sampling technique was used to carry out the survey.

C. Tool and method of data collection

A structured interview schedule for patient was developed on the basis of staff behavior and hospital services. There were total 13 statements based on overall service behavior and satisfaction of front administration. Staff/Front administration survey consists of 12 items based on their satisfaction level attained from various employee rights like training, security, amenities of hospital, employee growth etc. Both the surveys were based on 5-point Likert scale i.e. strongly agree, Agree, neither agree nor disagree, Disagree, strongly disagree and to each rating 5, 4,3,2,1 score was given respectively. Scoring for patient survey lies within minimum score of 13 and maximum 65 and for front administration employee survey scoring is 12-60.

Reliability of patient survey was computed by collecting data from 10 patients and for front administration staff survey 3 staff members were taken. Survey is found to be reliable (Patient survey $r = 0.81$, staff survey $r = 0.72$) by using split half method and test retest method. Data for final study was collected by one to one interview method from patients who were admitted in the hospital and staff members were also interviewed to collect their data. Furthermore, to control any sort of biasness and influence, patients were interviewed in the absence of any of the health care provider of the institute.

D. Methods of data analysis

The data was analyzed and presented using descriptive and inferential statistics. In descriptive statistics frequency tables, mean, standard deviation was used; while in inferential statistics ‘t’ test and ANOVA test were used as the test of significance.

V. FINDING AND RESULT

A. Socio-demographic profile of patients and staff survey

Study showed that patient satisfaction plays a key role in health and future success of any healthcare service organization. Patients were found to be satisfied with both physical and behavioral dimensions of service and the overall patient satisfaction is high. At the same time employees found to have some genuine issues with organization but it is not reflecting while they deal with patients and patients were satisfied with front office staff to a great extent

Survey was conducted on 100 patients in which majority of patients were of age group 20-35 i.e 56%, 38% were of age group 36-50 followed by 6% were of more than 50 years of age. As per gender 43% were female and 57 % were male.

On the other hand, for the staff survey majority of sample i.e 64% were of age group 20-30 years, 28% were of age group 31-40 years followed by 8% were of age group 41-50 yrs.

According to gender 56% of staff was male and 44% were female.

As per their work experience 48% of staff members were carrying 0-5 years of experience, 36% were having experience less than 6-10 years followed by 16% staffs that were of 11-15 years of experience.

B. Mean score of patient and staff satisfaction level:

Patient and staff satisfaction was measure under three categories that are less satisfied, moderately satisfied, highly satisfied.

a) Patient survey

Mean score of patient survey is 40.5 ± 6.52 and majority of patients i.e. 85% were moderately satisfied where as 8%, 7% were less satisfied and highly satisfied respectively.

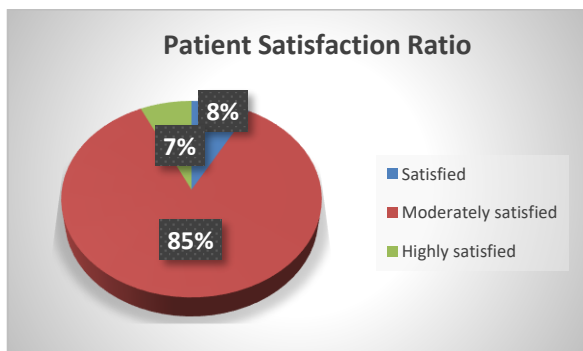


Fig 1: level of satisfaction of patients regarding front end administration

b) Front office Staff survey

Mean score of staff survey is 42.0 ± 4.60 and majority of staff members i.e 84% were moderately satisfied where as 16%, were highly satisfied.

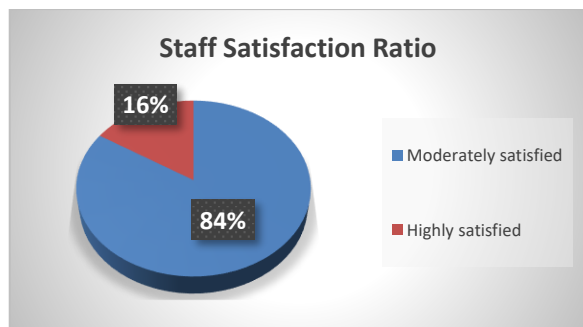


Fig 2: Level of satisfaction of front administration regarding job services

C. Inferential data

-Association between satisfaction level of patients with socio demographic variable is computed by using ‘t’ test and ANOVA and it is found to be non-significant at p value <0.05

-Association between satisfaction level of front office staff with socio demographic variable is computed by using ‘t’ test and ANOVA and it is found to be non-significant at p value <0.05.

There is no significant relationship found in patients and staff satisfaction level as per this study.

Table 1: Association between satisfaction levels of front office staff with patient satisfaction level

ASSOCIATION OF SATISFACTION LEVEL OF STAFF AND PATIENTS				
S.NO	Level of satisfaction	Mean±sd Of patients N=100	Mean±sd Of staff N=25	T value
1.	Moderately satisfied	40.5±6.52	42±4.6	0.5122 df-123
2.	Satisfied			
3.	Highly satisfied			

P<0.05

D. Item wise analysis

a) Item analysis of patient satisfaction survey

-Majority of patients highly agreed on the statement that they have observed high understanding and work coordination among front administration team which resulted in your better customer experience.

-Maximum patients were strongly agreed that they would like to recommend this hospital to their family and friends.

b) Item analysis of front administration staff survey

-Front administration staff agreed that Dress code reflects uniformity and leaves fine impression of organization.

-Maximum mean score carried by the statement which depicts that Patient feedback form is helpful in finding shortcomings of services rendered by front office employees.

VI. CONCLUSION

Hence, it can be concluded that majority of patients as well as front office administration staff were moderately satisfied. It is evident that there is always room for improvement and hospital administration can do their best to raise the standards. Along with those patients observed high understanding and work coordination among front office team members which depicts healthy work environment. Majority of patients were ready to recommend this hospital to family and friends. Whereas front administration staff recommend that feedback from patients plays important role in uplifting services rendered by hospital. Study can be carried forward to explore more parameters of satisfaction level of staff as well as patients by taking larger sample size.

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