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Research Article

A STUDY ON EXPECTATION OF SERVICES WITH REFERENCE TO HOSPITALS AMONG ADULTS

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ABSTRACT

Objective: Determine concordance and correlate nutritional status and quality of life of mothers and children, as well as to identify of the Body Mass Index influence on perception of quality of life from mothers and children. **Material and Methods:** Descriptive correlational design in a sample of 183 mother-child dyads. Two instruments were used: 1) Sizing me up and 2) Sizing them up. **Results:** The results revealed that the nutritional status in children was 19.1% overweight and 32.8% obese, and 41% of mothers were obese. Linear regression generally shows that mothers contribute to the assessment made by children of the overall quality of life, thus explaining 69.4% of the variance. **Conclusion:** Mothers underestimate the quality of life of their children and are not able to objectively interpret the situations that affect the quality of life perceived by their children.

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INTRODUCTION

The health care services are becoming more significant today than ever before in India. This may be attributed to some extent to the ongoing liberalized process. Along with the growth of the industry and services, the demand for health care is also increasing day by day. In health care services, hospitals play an important role. Most of the hospitals today are well equipped with the most advanced diagnostic and treatment facilities. The main objective of hospital is providing services against specific ailments along with hospital provides a wide variety of services like providing beds, complete nursing to the patients or providing equipment for diagnosing all sorts of ailments, arranging transportation in the form of ambulances, catering services, etc., to the individuals. But what is of concern to the average Indian is prohibitive cost of this care. India has made rapid strides in the health sector since independence; but critical health issues remain same. India has perhaps the world's largest community based tradition of indigenous system of medicine. Every rural community has its own local health tradition, using thousands of medicinal plants for medical purpose. Millions of people use home-based remedies. The hospitals constituted in Indian health care system can broadly be divided into three types. On the Basis of Levels (Primary health care centres, Secondary or District Level Health Care Centres and territory Level Health Care Centres) on the basis of management (Government Hospitals; Central Government State Government local Bodies, autonomous

bodies, voluntary organization and private hospitals) On the basis of Specialization (General- Teaching-Cancer-Cardiology-Dental-ENT-Ophthalmic- Gynaecology- Leprosy-Maternity- Mental- Neurology- Orthopaedics- Paediatrics- Plastic Surgery-TB& Chest Diseases-Burns-Urology-Infectious Diseases- Multispecialities etc.) The development of health care facilities is influenced not only by opening of hospitals and healthcare centres; but also by their administration and management. On the whole, the Medical practice is not largely institutionalized. The traditional concept of managing the hospital services cannot serve our purpose, like corporate management. The hospital management also insists on time-honoured structural transformation in the management cadre. The application of modern marketing principles would pave the way for rationalizing the services, standardizing the services offered, optimizing the fee structure, and promoting the services with the help of sophisticated communication devices. This would open doors for channelling the services. In developing countries like India the cases of marketing deficiencies are found in almost all the corporate hospitals.

Marketing in hospitals

Today, most hospitals administrators would acknowledge that the well-being of their organization depends upon the attraction of resources to enable hospitals to meet the historical goals of patient care, teaching and research. Attraction of the necessary resources and acceptance on the part of various publics of the hospital that the organization has attained its goals are vital to

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the long-term survival of the institution. The administrators of the institutions, be it a private or government can promote the services of hospital. Hospital services marketing while slowly coming of age in our country still carries a stigma in the eyes of many hospitals. Marketing may have many virtues. It can be used by hospitals as a formidable weapon to forge a competitive edge over their rivals or to ensure quality and attract a great number of patients. Marketing is designed to produce three principle benefits for the hospital and its users. Normally, promotion of hospital services would be viewed as not desirable since marketing is viewed as a commercial activity to propagate certain services, manipulate attitudes and emotions, and convince a customer to buy or consume services keeping in view the interests of the promoter. In the health industry, promotion of health services by the professional through advertising or other means is considered unethical and unprofessional. However, like any other institution, the hospital has to function in an increasingly competitive health industry. Using the population of as sample, this paper will discuss the effects of hospital promotion on consumers' hospital choices of hospitals consumers. This paper expects to understand consumer preferences regarding consumers promotion methods which promotional methods creates more loyalty among consumers, and thoughts on hospital marketing practices from consumers from different backgrounds consumers.

MATERIALS AND METHODS

Research Methodology

The present study is an attempt to probe into health care and examine the performance of each hospital in marketing their services. This study refers to the all the sector; therefore the scope is limited to consumers only.

Selection of Sample Hospitals

The researcher has selected hospital in Dehradun city. They run on modern scientific and high tech lines, under the control of the management.

Collection of Data

The data has been collected from the public by questionnaire. For collection of data the researcher made to elicit the opinions of almost all sample through questionnaires. In this context it is proposed to distribute two forms of questionnaires with demographic data and another part with selection of hospitals and service quality management and each type carries two parts.

Sample Size

Purposive sampling technique was used for selecting the sampling. From Dehradun city 31 samples were selected. And the samples are the head of the family which enables the researcher to assess the selection of hospitals and service quality management in the point of view of the samples clearly. Since the samples are the deciding authority.

Research Design

The study is mostly exploratory in nature and it aims at explaining how far the marketing useful in the present situation to the hospitals.

Methodology for Data Analysis

Data was analyzed by applying Descriptive statistics to know whether the perceptions of respondents are viewed about the selection of hospitals and service quality management.

Data Analysis & Findings

The basic objective of the present study is to focus the service quality perception of consumers from health care service provider. The primary data are collected from selected hospitals of Dehradun city. As far as gender proportion is concerned, it was 71 per cent male and 29 per cent female. From the selected respondents, 72 per cent belong to 20-30 years of age and 28 per cent belong to 31- 40 years of age. During the data collection, the respondents were asked for their monthly income, in that 64 % earn 10000- 15000 and remaining 36 % earns 5000-10000. In the study 89 per cent goes for allopathy and remaining 11 per cent prefers Ayurveda and remaining prefer any other specialist. Out of the total sample 20 per cent of respondents prefers getting treatment from MBBS Doctors, 30 percent prefers treatment from post graduate doctors, and remaining prefers self medication. 100 percent are uncertain about selecting the hospitals. The total samples respond that they will postpone the treatment schedule when they face difficulty in gaining access to a particular hospitals. Total samples responded that they don't receive any auxiliary services. About 70 % measure the quality of health services by doctors and with supporting equipments and remaining 30% measure it by fees. The total samples respond that they are satisfied somewhat by the hospital. 80% of samples responded that functional quality is the way for judging the quality of the hospital and remaining 20% suggest technical quality. All the samples of 100% informed that they are not informed about fees before the treatment and also not aware of the fee differentiation before or after availing of the services.

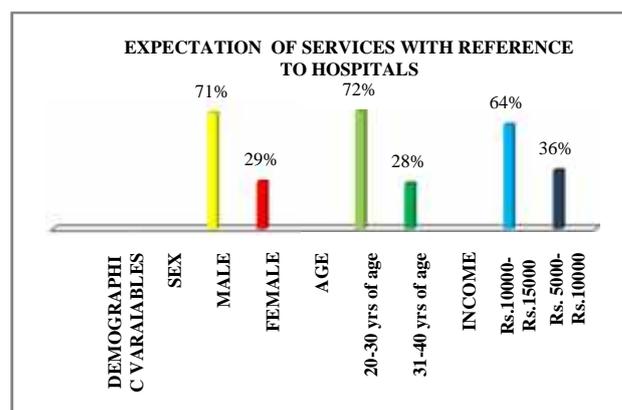


Fig.1 Demographic Variables

DISCUSSIONS

The objective of this study is to analyze the selection of hospitals and service quality management viewed by the sample. Among the samples, majority of the samples 43 (71.7%) prefers allopathy, samples stated that they are specific about selecting the hospital, quality of the hospitals is assessed by the doctor and the equipment, the samples also get satisfied with consulting specialist moreover the hospital quality is assessed by functional quality.

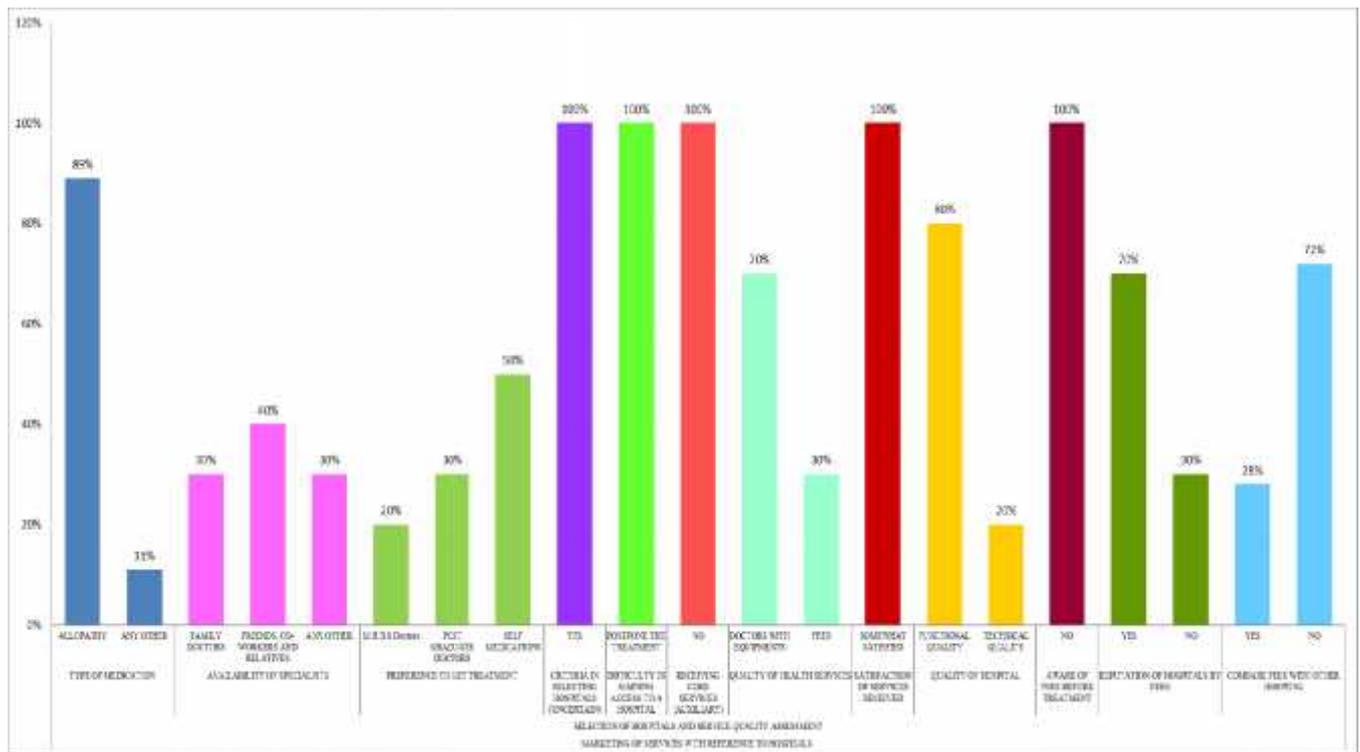


Fig 2 Selection of Hospitals and Service Quality Assessment

The findings of the study concluded that the study on marketing of services was very effective in assessing the satisfaction of the samples. This also concluded that quality of the hospital is assessed by the functional quality and by the equipment and consultation of the specialists with the patients in delivering the treatment and care.

In order to understand the needs and satisfaction of consumers of healthcare services an empirical study was undertaken by the researcher. The study on service quality and customer satisfaction is based on primary data which are collected from indoor and outdoor patients of hospitals. Various patients from various disciplines i.e. general medicine, pediatrics, general surgery, gynecology and orthopedics etc. Were surveyed with the help of a structured questionnaire. In case of health care services still word of mouth i.e. information regarding hospitals and services from family play an important role. It was found that respondents had given more preference to doctors' qualification and experience of doctors. It was also found that reputation of hospitals is influencing factor along with extra facilities, available in the hospital. Respondents believed that hospitals should be situated in nearby area /location. There was significant influence of education and income of the respondent on patients' loyalty. Health care service providers should disseminate correct information from time to time as more quality information leads to patient awareness and satisfaction. The hospitals should have convenient operating hours and nurses should give individual attention to patients. Especially this problem is found in private and trust run hospitals. The study revealed that to improve patient satisfaction, healthcare service providers must focus on quality improvement strategies.

CONCLUSIONS

The management of a hospital is found significant to deliver services to the society. For a successful marketing of services, it is essential that the concerned organization is professionally sound. This helps the hospital in many ways, such as an increase in the organizational potentials to show excellence, a strong base for serving the poorer sections and a favourable nexus for making it an on-going process. The first and foremost task before a marketer is to satisfy the users by making available to them the quality services. We cannot deny the fact that in the Medicare services in addition to the medical aid, a number of other factors also play a significant role. If the doctors and nurses are found soft, sympathetic, and decent to the patients, the time-lag for curing a patient is minimized fantastically. Of course the medical aid play a pivotal role but the supportive services also play an incremental role without which the duration of treatment is increased considerably. In the Indian perspective, the core medical personnel lack this dimension. By marketing Medicare services, we engineer a strong foundation for both i.e. the best possible medical aid and a personal touch-in-service. By marketing medical services we mean making available the Medicare services to the users in such a way that they get quality services at the reasonable fee structure. The marketing principles focus on making available the services even to those segments of the society who are not in a position to pay for the services.

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