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A study on paradigm shift in customer's contentment with special reference to health care system in Patna

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Abstract : *Customer satisfaction has been a fundamental marketing factor since long. The level of satisfaction a customer gets from a company has profound effects on its growth and profitability.*

Indian healthcare industry operates in both private and public sectors. Patients and their attendants are the customers of health care system. The customer/patient is the pivotal in health-care system now because of paradigm shift in this sector.

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The meaning of paradigm shift is the outcome of scientific revolution. The paradigm shift in patient contentment has led to opening of branches of hospitals of repute in Patna also. Hence great competition has also emerged in this sector.

In our study, we have compared public and private hospitals with regard to various facilities (quality of treatment, well-equipped units, grievances handling system, hygiene, charges, behaviour of doctors, staffs and nurses and quality of nursing) they provide and the level of satisfaction of patients. Considering the above parameters it was found that in case of public hospitals 9% were rated as very good, 20% as good, 35% as satisfactory and 36% as unsatisfactory; whereas in case of private hospitals 48% were rated as excellent, 31% as very good, 11% as good, 10% as satisfactory and 0% as unsatisfactory.

Key words: *Customer Satisfaction, Private Hospital, Public Hospital, Paradigm Shift, Health Care, Satisfaction Level.*