



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

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Received : November 2014

Accepted : March 2015

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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.*

## Introduction :

After opening of Indian economy, there has been a sea change in our Health Care System and this change can be regarded as a Paradigm Shift in Health Care System and also in considerable increase in expectation level of patients/ customers.

Hence, health care sector also aims at keeping the customer happy and satisfied for their survival in competitive existing and emerging market.

In this context, any mismatch between patient expectation and the service received affects their satisfaction level accordingly(www.ncbi.in). Patients' feedback has become necessary to identify problems that need to be resolved for improving health services(www.linkedin.com).

## Objectives :

In our research project , we have focused our study mainly on the paradigm shift in customer's contentment in health care system both private and public. The major objectives of this research are :

- To study the paradigm shift in customer's contentment in the healthcare sector.
- To study the facilities offered by public and private hospitals.
- To compare the charges of public and private hospitals.
- To study the patient oriented approach of public and private hospitals.

## Hypotheses of the Research :

The hypotheses are :

- There has been a paradigm shift in the facilities provided by the hospitals and in customer's contentment.
- Public hospitals have limited resources for patient's amenities in comparison to private hospitals.

- Private hospitals charge more money and thus provide better facilities and are well-quipped.
- Public hospitals lack patient oriented approach in comparison to Private Hospitals.

## Methodology :

We have adopted stratified method for collection of data in our research project. We have collected data both from primary sources and secondary sources.

## Primary Sources :

The data collected from primary sources - patients /attendants /doctors / support skilled and unskilled staff of both private and public hospitals. Data were collected from them through questionnaires designed separately for each target group.

## Secondary Sources :

The data collected from secondary sources - Newspaper/ Magazine /website of Government of Bihar and concerned private and public hospitals.

Considering the paucity of time and conveyance hazards in Patna , we limited our studies to the undernoted hospitals only.

### (a) Private Hospitals :

- (i) Medizone Hospital, Kankarbagh, Patna
- (ii) Udayan Hospital, Boring Canal Road, Patna

### (b) Public Hospitals :

- (i) I.G.I.M.S, Raja Bazaar, Patna
- (ii) P.M.C.H, Ashok Rajpath, Patna

## Pictorial Presentation :

**Hypothesis 1 :** There has been a paradigm shift in the facilities provided by hospitals and in customer's contentment.

Consequent upon opening of Indian economy, sizeable number of Indians have been able to fulfil their needs. Those who are lucky at some point

start realizing Maslow's state of *self-actualization*: This makes them believe that they have become the person in life that they feel they were meant to be. This made marketing professional understand Maslow's hierarchy ([www.wikipedia.org/wiki/Maslow%27\\_hierarchy\\_of\\_needs](http://www.wikipedia.org/wiki/Maslow%27_hierarchy_of_needs)). Considering the need of people to feel secure, safe and health conscious after opening of economy a paradigm shift has taken place in health care sector as a result of which a good number of hospitals of repute have come up in Patna too.

Figure 1.



However, this has also led to a paradigm shift in perception and customer's contentment. Now an appeal is made to our different senses—sight, hearing, touch, smell, and taste and if we combine these senses it makes a difference.

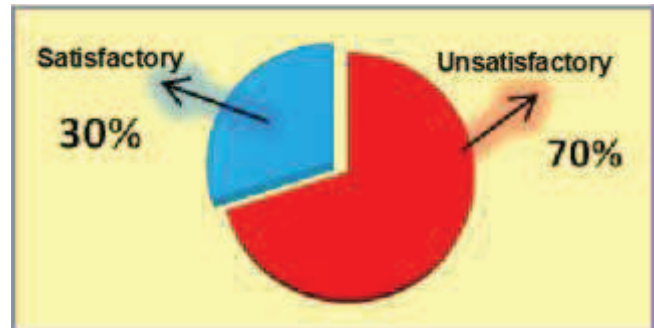
Using different types of stimuli, hospital professionals try to make patients more perceptive to their services whether they need them or not. It is not an easy job. Consumers today are bombarded with all types of marketing from every angle—television, radio, magazines, the Internet, and even bathroom walls. Consumers are also multitasking more today than in the past.

Hence first hypothesis stands proved.

**Hypothesis 2:** Public hospitals have limited resources for patient's amenities in comparison to private hospitals.

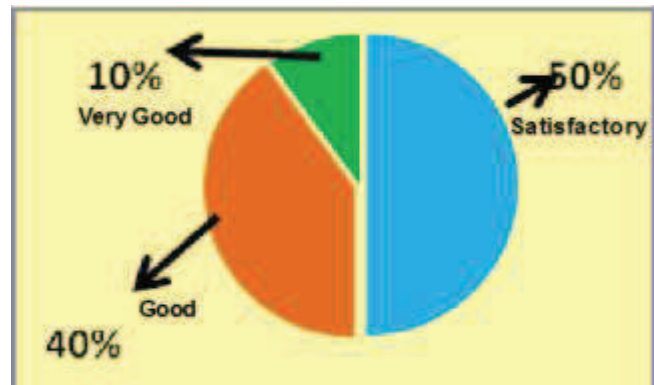
**Quality of Treatment :**

Figure 2. Public Hospitals



Out of 20 patients, 70% i.e. 14 said that the quality of treatment is **unsatisfactory**. On the other hand only 30% i.e. 6 said that the quality of treatment is **satisfactory** but is not up to mark.

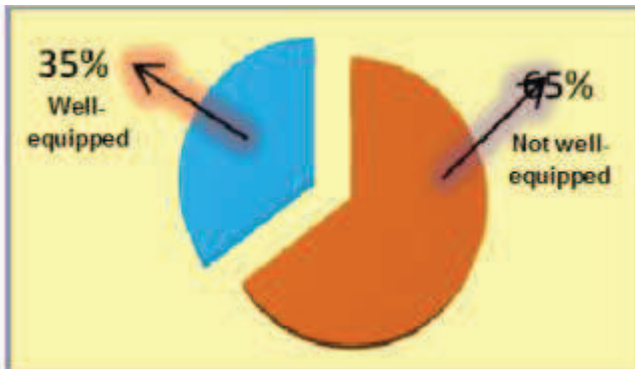
Figure 3. Private Hospitals



Out of 20 patients, **50%** i.e. 10 have opined that the quality of treatment is **satisfactory**. Another **40%** i.e. 8 said that it is **good** while **10%** i.e. 2 agreed that the treatment was **very good** and they will prefer to get admitted in private hospital. The quality of treatment was good enough as compared to public hospitals but they found it expensive ([www.wikipedia.org/wiki/customer\\_satisfaction](http://www.wikipedia.org/wiki/customer_satisfaction))

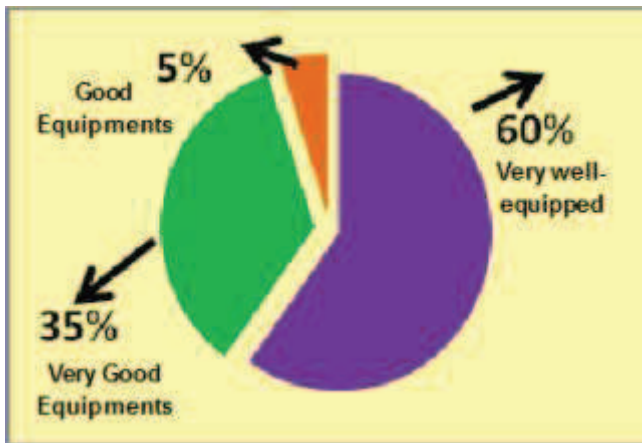
**Well – Equipped Units :**

**Figure 4. Public Hospitals**



Out of 20 patients taken **65%** i.e. 13 said that hospitals were not well-equipped and they were just satisfied. However, only **35%** i.e. 7 said that equipment were **good**. The respondents felt that there was a shortage of modern technology and equipment and existing equipments were either non functional or outdated.

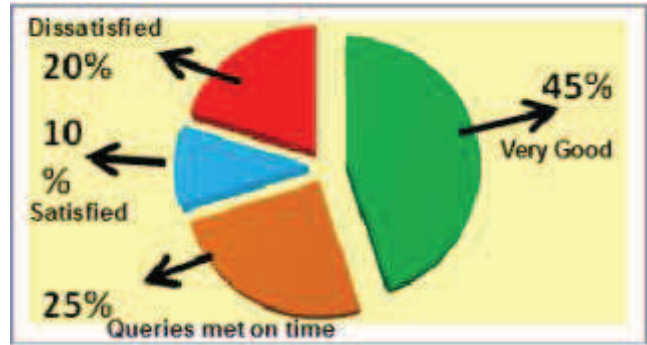
**Figure 5. Private Hospitals**



Out of 20 patients **60%** i.e. 12 said that units were very well-equipped with all modern facilities available. **35%** i.e. 7 said the equipment are **very good** and only **5%** i.e. 1 said that the equipments are **good**.

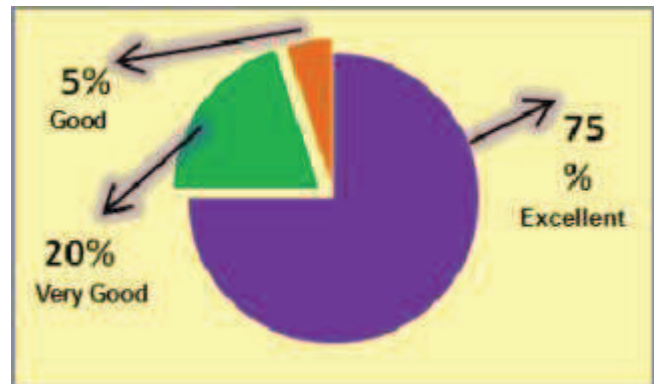
**Grievances Handling System :**

**Figure 6. Public Hospitals**



Out of 20 patients, **45%** i.e. 9 patients said that the grievances handling system was **very good**, **25%** i.e. 5 patients said that the queries were met on time. However , **20%** i.e. 4 patients were **dissatisfied** and another **10%** i.e. 2 patients said that it was merely **satisfactory**. One good thing was found about public hospitals that despite limited resources the respondents found that their grievances were redressed on time in some cases, while the ratio of patients and nurses is 30:1.

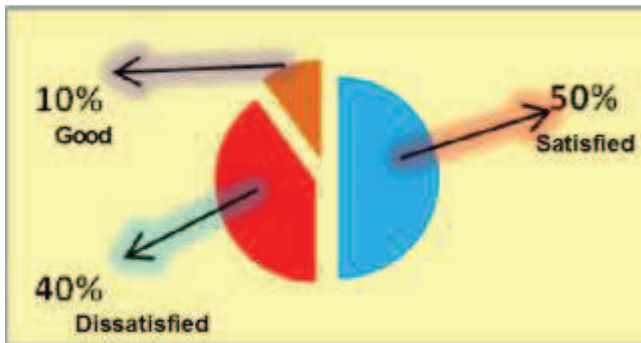
**Figure 7. Private Hospitals**



Out of 20 patients **75%** i.e. 15 said that the query meeting system was **excellent**, **20%** i.e. 4 said that this system is **very good** in this sector whereas only **5%** i.e. 1 said that the system is **good**. The respondents found that the grievances handling system was equally efficient to charges incurred by them (www.toi.com).

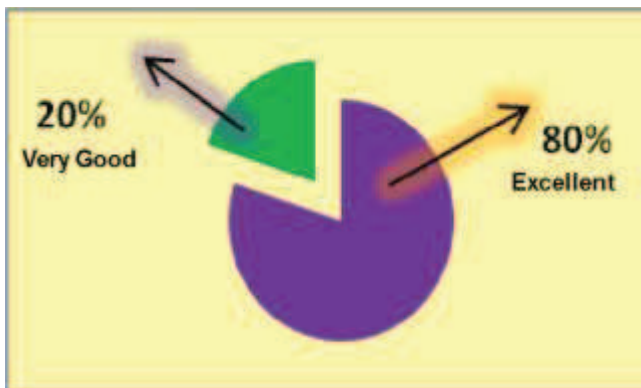
**Hygiene :**

**Figure 8. Public Hospitals**



The major problem faced in a public hospital is that premises and surroundings are not hygienic. Out of 20 patients 50% i.e. 10 said that they are **merely satisfied** with the cleanliness in the public hospital, whereas **40%** i.e. 8 said that they are **dissatisfied** with the hygiene. Only **10%** i.e. 2 said the hygiene is **good** in few wards only.

**Figure 9. Private Hospitals**



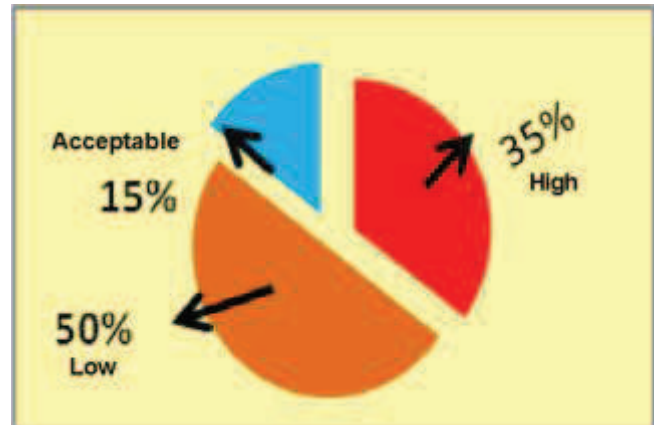
Out of 20 patients asked **80%** i.e. 16 said that the hygienic condition is **excellent** in the private hospitals and **20%** i.e. 4 said it is **very good**.

**Hence second hypothesis stands proved.**

**Hypothesis 3:** Private hospitals charge more money and thus provide better facilities and are well-equipped.

**Hospital Charges :**

**Figure 10. Public Hospitals**



Out of 20 patients of both the public hospitals, **50%** have rated it **LOW**, **35%** have rated it **HIGH** and **15%** have rated it **ACCEPTABLE** for charges incurred in a public hospital. **65%** (50%+15%) of the people who were satisfied with the charges of a public hospital were the ones belonging to above average or high income group whereas **35%** of dissatisfied people were of low income group.

**Figure 11. Private Hospitals**



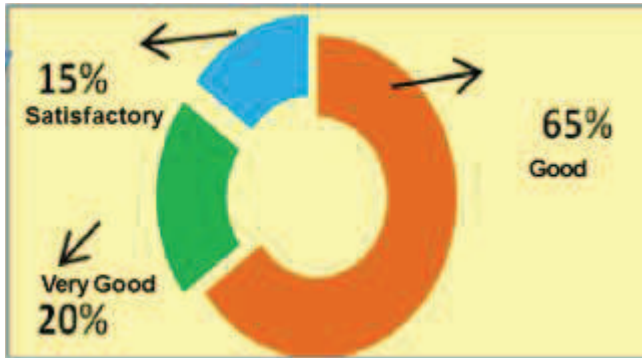
Out of 20 patients of both the private hospitals, **45%** have rated it **LOW**, **40%** have rated it **HIGH** and **15%** have rated it **ACCEPTABLE** for charges incurred in a private hospital. **60%** (45%+15%) of the people who were satisfied belonged to the higher or upper middle class income group whereas **40%** who were dissatisfied were the ones belonging to lower middle class and low income group.

**Hence our third hypothesis stands proved.**

**Hypothesis 4:** Public hospitals lack patient oriented approach in comparison to Private Hospitals.

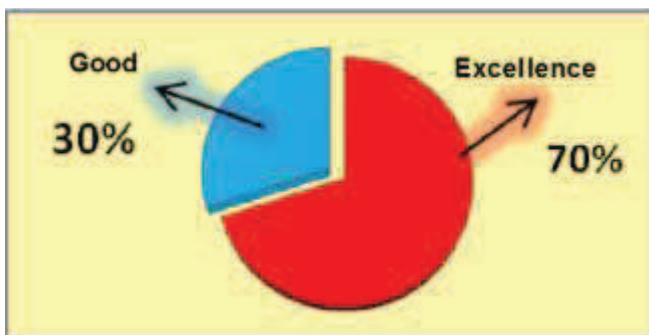
**Hospitality :**

**Figure 12. Public Hospitals**



From the information shown in the pie chart, the large orange area shows that 65% i.e. 13 of the patients said that the behaviour of doctors/staff/nurses were good, the next green area shows that 20% i.e. 4 patients find it very good and small blue portion shows that 15% i.e. 3 patients are satisfied with it. The doctors, staff and nurses were found having sympathy and empathy for patients (www.wikipedia.org publichealth systeminIndia)

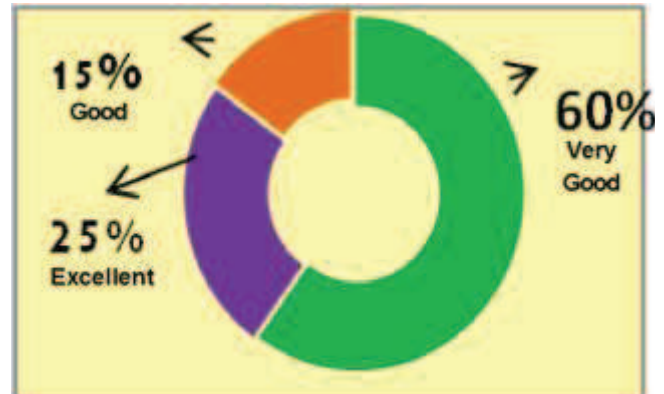
**Figure 13. Private Hospitals**



Out of 20 patients, 70% i.e. 14 were satisfied with the behaviour of doctors/staff/nurses and they find it to be excellent and 30% i.e. 6 find it to be very good.

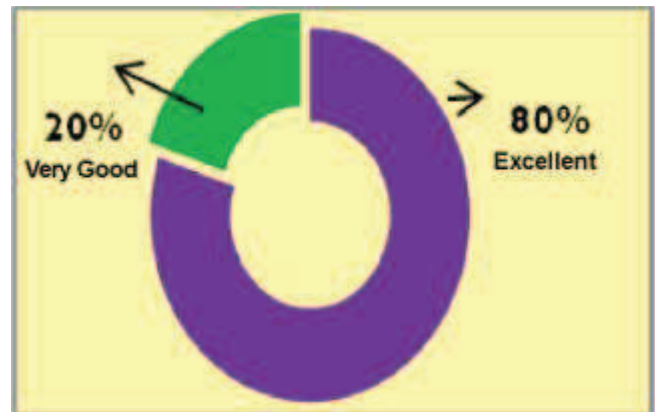
**Nursing :**

**Figure 14. Public Hospitals**



As shown in the small pie chart, 60% patients i.e. 12 found nursing **very good**, 25% i.e. 5 patient find it **excellent** and 15% i.e. 3 find it **good**. Despite limited resources, the nurses take due care of the patient.

**Figure 15. Private Hospitals**



From the information provided in the above pie chart, 80% i.e. 16 of the patients found nursing in a private hospital excellent and 20% i.e. 6 patients found it very good.

**Hence fourth hypothesis stands proved.**

## **Findings :**

### **Public Hospitals**

- unmanageable patient load
- ill equipped units
- equivocal quality of services
- low charges
- best possible service with meagre resources

### **Private Hospitals**

- well-equipped units
- irrelevant test to make enormous profit
- no standard rules for various charges
- better facilities provided
- charges are very high in comparison to public hospitals.

## **Suggestions :**

- Budget allotment could be increased for healthcare in public sector.
- There could be a regulatory body to govern the functioning of both private and public hospitals.
- Regulatory body could fix charges for various pathological tests.
- Transparency should be maintained with regard to purchase of medicines and diagnostic tests.

## **Conclusion :**

The disadvantage of public hospitals is that they are mostly overcrowded. They do not have adequate facilities for emergency cases. Even their services are questionable to some extent with regard to patient –oriented approach and they are not as professional as private hospitals. During the course of interaction with patients and their attendants, it was found that most of them are from lower middle class group and get influenced by middlemen of various diagnostic/pathological test

centres located near public hospitals ([www.timesfreepress.com/news/local/story](http://www.timesfreepress.com/news/local/story)).

Charges of private hospital are very high which causes huge burden on people of middle class and average income group in comparison to those with people of high income. Private hospitals do have motive to make profit out of medical services. So, usually private hospitals charge its patients higher than government-owned hospitals. This is so because there is no stringent law in this regard and public hospitals are not well equipped to serve patients in a better way. It is the need of hour to pay more attention to improvise services of Public Hospitals and to enact laws for regulating the charges for treatment in Private Hospitals.

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