

Comparative study on how low cost in Clinic Activities increases patient satisfaction during waiting time at OPD in selected Oncology Clinic

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Aim

To analyse how low cost in-clinic activities increases patient satisfaction during waiting time in the OPD and assess its impact on patient satisfaction.

Objectives

Evaluate the average time spent by the patient in the Oncology OPD.

Access the patient's satisfaction level with the Low Cost in-centre Activities in OPD services provided.

Scope: Identify the major cause for increased waiting time in the Oncology Clinic and rectify the delay and increase the in - Clinic Patient satisfaction

Limitations: Relative of Employees those visiting many doctors were excluded.

Methodology

Research Design: The research design used in this study is both 'Descriptive' and 'Exploratory'.

Study Population: All patients who came for OPD visit at the Oncology Clinic.

Quantitative Method of Study: Observational time-motion study

The details of patient's entry time and time taken by the patient to go through various departments and till the patient's exit was noted and recorded.

Qualitative Method of Study: A feedback questionnaire for the OPD Patients was started. The 3 month's initial survey was done without any additional patient satisfaction activities except the, magazines, Television and Brochures at the waiting lounge. Later for next 3 months survey was done the patient with low cost patient engagement tools and Activities.

This survey was conducted after obtaining the waiting time data. Hence, the rationale behind this feedback was to assess the impact on the waiting time with the traditional methods of engagement and later with low cost additional methods of patient engagement had on the patient's satisfaction.

Sample Size - 300

Inclusion Criteria

- Willingness to participate
- Clients who were above 18years.

Exclusion criteria

- Employees Relative
- Clients below 18 year of age
- Returning customers who already filled the questionnaire

Observations & Analysis

By evaluating the OPD numbers of the past 6 months a gradual decrease in the patient count was noticed. A pre tested Questionnaire was administered to a sample of total 300 OPD patients in across sectional descriptive research consisting of to 206 (68.66%) female and 94 (11.33%) male patients.

The first 3 months questioner (April to June) was with a sample of total 150 OPD patients (96 Female and 54 male) and next 3 months (July to September) was sample of 150 OPD patients (102 Female and 48 male)

The patients were offered discounts of 15% to participate in filling the Questioner.

Patients were also permitted to suggest any improvements in the OPD. The results of which are:

- 72 % suggested that the doctors must come "on time".
- 63 % suggested that OPD appointments should be given correctly.
- 24% complained that the receptionist were unable to attend to them since they were attending phone calls.

Recommendations

The conventional in-clinic activities like Watching Television, Patient Education video, Reading magazine or Books, brochures was already there at the Oncology Clinic. However the following in-clinic activities were made to increase the patient satisfaction during waiting time and the same is recommended:

1. The Oncology clinic made every patient feel special whenever they entered the clinic with a Welcome Message hits the patient's mobile once the patient enters the premises.
2. As per the Indian traditions and values the Clinic offered water to every patient and their relatives to make them feel more comfortable at the Clinic.
3. The Clinic Offered free Wi-Fi connections to the patient and their relatives to keep engaged with various Social media which increased their in-clinic patient satisfaction.
4. The Oncology clinic started the Music therapy as music and sound helps to express emotions and improve emotional and physical well-being. The Clinic introduced the music therapy as per Raga Samay Chakra. This is a way to understand how the Ragas of Indian Classical Music are related to time, i.e., which ragas should be played during the morning, which ones during the evening, etc. "Samay" stands for time. "Chakra" means a wheel but here it stands for the 24 hour cycle of a day.

The clinic played the Indian Classical music either Flute or Sitar as per the Time wheel in the Patient waiting Area to reduce fear, anxiety, anger and the range of emotional responses to living with cancer. Patients with Chemotherapy and Radio-therapy had greatly reduced anxiety levels. They also had less frequent and less severe nausea and vomiting and anxiety. As per published research the music can also slightly lower pain levels, heart rate, breathing rate and blood pressure which had affected the Physical and Psychology for cancer patient which is reflected in the patient Satisfaction feedback form?

Cost of the In-clinic activity: The additional Cost per month for all the additional in-clinic patient engagement activities for patient Satisfaction during waiting time was not more the \$130.00 - \$160.00 per month which is almost negligible however it gave better patient satisfaction and the profitability for the Oncology clinic.

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Conclusion

The objective was to determine the patients Satisfaction during waiting time in the oncology Clinic .The two major bottlenecks were found to be waiting time for consultation and waiting time for Billing and thus the above activities had increased the patient satisfaction level with low cost as mentioned above.

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