

Customers satisfaction over the services of health diagnostic centers: A study on the select organizations of Guwahati city

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Abstract:

Patient satisfaction is one of the major criteria that needs to be fulfilled to determine the success of a healthcare facility. The study focuses on the factors which influence customers preference towards services of any health diagnostic center and the paper analyses the preferences expressed by the service users towards a diagnostic center. The study covers the overall services which are being provided by the health service providers relating to home report delivery services, home sample collection facility, sending the samples to metro cities for better analysis of certain diseases, better sanitation and clean drinking water facility, disposal of bio-medical waste, master health checkup plans. The researcher found that if the healthcare centers make use of advanced and new equipment and have good and experienced laboratory staff for conducting the pathological tests than the quality of the service they provide will also be of high standard and up to the customers level of satisfaction.

Keywords: satisfaction, diagnostic centers, healthcare, technology, patient

Introduction:

The word "diagnosis" comes from the Greek, and virtually suggests, "knowing through". Identification is that the ability to envision through the often-bewildering maze of manifest signs and symptoms to gain a positive and sure information or conclusion on their root cause or what very goes on.

The researcher has undertaken this study to search out the customers satisfaction over the services of health diagnostic centers. This subject is chosen thanks to the increasing health care importance and health issues within the recent years. Health sector has gained increasing importance across the world at a speedy pace. 'Health is Wealth' it indicates that health is a crucial facet of human life and is to be taken care off.

Satisfaction of shoppers may be a terribly subjective term because it relies on individualist perceptions, needs, desires and beliefs. yet, varied lives square measure accustomed measure or denote satisfaction. a serious part of quality of care is patient's satisfaction. Patient satisfaction may be a crucial and demanding indicator of quality care provisioning and performance of a sickbay. Patient's satisfaction may be a multi-dimensional care construct affected by several variables. Care quality affects patient's satisfaction that successively influences positive patient behaviors like loyalty.

A health diagnostic center or clinical laboratory could be a laboratory wherever tests square measure carried out on patients or shoppers or subjects' specimens to get data about the health standing of the

affected individual to assist in designation, treatment prevention of illness. Services in reference to diagnostic centers serve patients, families, communities, and populations. They cover emergency, preventive, rehabilitative, long-term, hospital, and residential care. These services square measure focused on creating health care accessible, top quality, and patient-centered. A diagnostic Centre provides a large scope for detection of ailments and affords facilities for a close medical check-up through diagnostic procedures. To accomplish this objective a contemporary diagnostic center is well equipped with modern instruments that facilitate in following the requisites measures for diagnostic purpose, quite a variety of tests square measure administered as well as pathological tests viz: - Hematological tests, phlegm tests, Urological tests, stool tests etc. Besides, other tests also are administered such as: tomography tests (X-rays), Ultrasound check, Electrocardiographic and Electro Encephalographic tests, IVP test, gynecological test, examination tests, BP test, Koch syndrome tests for infectious disease, MMR test, Pregnancy check, Cardio logical tests etc.

In context of India, increasingly affluent middle class is expected is demanding access to better healthcare, many Indians are now choosing to purchase health insurance with either full or partial coverage because of the increase in the income of the people and increase in the number of diseases. People are nowadays more health conscious. Even a small child takes care of his or her health and knows what is bad for them.

Objectives of the study:

1. To study the nature of health services provided by the organizations in Guwahati city.
2. To analyze the factors which influence customer's preference towards services of any health diagnostic centre.
3. To analyze the preference expressed by the service users towards a center.

Scope of the study

The scope of the study is limited to the selected organizations of Guwahati city. Health care is gaining increasing importance in recent years. The concept of health diagnostic center is emerging from providing treatment to the diseases for improvement of overall health status and maintenance of good health. As the study has been carried out in selected organizations of Guwahati city, so our scope is restricted within Guwahati city only. This study studies the customer satisfaction over the services provided by diagnostic center and studies the various services available or provided by the selected organizations in the area of study. It also studies the treatment of discharge of bio-wastes.

Research Methodology:

Introduction:

Research Methodology could be an approach of consistently resolution the analysis downside. It's going to be understood as a science of learning. The procedures by that the researchers move their work of describing, explaining, and predicting development square measure referred to as Methodology.

A. style of analysis:

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The formidable downside that follows the task process the analysis downside is that the of the planning of the scientific research, popularly referred to as the analysis design. The researcher has adopted descriptive analysis during this context because it chiefly aims at finding new facts. Descriptive analysis studies those in which measure are involved with describing the characteristics of a private or a gaggle. It includes surveys and investigatory enquiries of various types. The researcher has additionally adopted preliminary analysis during this context. preliminary analysis studies are referred to as word analysis studies.

B. Information assortment:

The study has been conducted supported by hundred people from 5 diagnostic centers and also the management of the chosen diagnostic centers. The present study is especially supported by primary information. Secondary information has also been used selectively.

a. Primary information: Primary information means information collected by the researcher himself. The first information was collected from the users of the diagnostic centers through the subsequent ways-

(i) Questionnaire: A set of structured queries were ready to gather systematic and purposeful information for the study from the users of diagnostic centers.

(ii) Interview: In order to induce correct feedback, the interview methodology was adopted. The management of the chosen diagnostic centers was interviewed to seek out bound relevant facts concerning the study. This helped to induce a qualitative response from them that helped in analyzing the information and gaining an understanding.

b. Secondary information: Secondary information pertains to information that has already been collected by some previous researchers and has been applied. The researcher has collected the secondary information from the net, previous report. websites of diagnostic centers and varied publications.

C. Tools for information analysis:

The data that has been collected must be analyzed and understood to draw purposeful inferences there from. Analysis of knowledge involves summarizing the information and extracting which from them meaningful inferences. In order to satisfy the objectives of the current study, the information that has been collected is analyzed with e tools like proportion analysis methodology. This is often the most effective methodology to investigate a given information.

D. Universe:

The entire health diagnostic centers of Guwahati constitutes the universe of the study. There are several diagnostic centers in Guwahati.

E. Sample size: A sample could be a little proportion of a population elect for observation and analysis. It's the gathering consisting of a section or set of the objects or people of population that is chosen for expressing and representing the population. By perceptive the characteristics of the sample, one will create inferences concerning the characteristics of the population from that it's

drawn. The study has been conducted supported a hundred respondents that visited the chosen 5 diagnostic centers in Guwahati city.

Results and Analysis:

After completing the analysis and interpretation of the above data, the researcher found that:

- Home report delivery services are provided by almost 60% of the diagnostic centers under study. Today, consumers are ready to embrace a new era of care delivery.
- 60% of the diagnostic centers under study does not provide container in advance to its patients.
- Almost all the diagnostic centers in Guwahati provide the provision for home sample collection facility to its customers. It is a new service which attracts the customers towards a diagnostic center.
- Except one all other diagnostic centers send samples for certain tests to the metro cities. For better analysis of certain diseases, the samples must be sent to bigger cities which are having new ad advanced equipment and technology.
- 80% of the diagnostic centers under study have proper sanitation facilities for the attendants. Sanitation is important because it creates a healthy environment. Healthy environment means healthy people.
- All the diagnostic centers have the provision of clean drinking water in Guwahati city.
- Majority of the diagnostic centers segregate their bio-waste and dispose them. Rapid diagnostic converts the wastes as per relevant statutes and then dispose them.
- In Guwahati city the patients can avail the facility of the diagnostic centers only through walk-in mode. There is no provision to make online appointment to avail the services of diagnostic centers.
- The diagnostic centers keep a record of the patients visit.
- All the diagnostic centers under study uses disposable needle in the injections. Reusable, sterilized needles are not used by the diagnostic center
- Life care diagnostics, Ayursundra diagnostic center and Rapid diagnostic center provides master health check-up plans to its customers. And Rapicure center do not provide any such plans to the customers.
- 60% of the respondents said that they were suggested by the doctor to visit a diagnostic center. This means that there may be certain sort of linkage between the doctors and the diagnostics center for sending the patients specifically to a diagnostic center. However, 40% of the respondents said that they visited the diagnostic center by their own choice.

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- Majority of the respondents i.e., 59% said that they didn't receive prompt response and assistance from the lab staff. While 41% of the respondents received prompt response and assistance from the lab staff.
- 70% of the respondents agreed that the needles used for injections were comfortable and 30% of the customers didn't find the needle comfortable.
- For majority of the tests the reports are provided the same day, in some cases it takes 1 or 2 days and if the samples are sent to the metro cities for further analysis then it may take more than 3 days for the report to be delivered to the patients.
- 85% of the respondents agreed that the equipment used for diagnosis were in good condition and 15% of the respondents did not find the equipment to be in good condition.
- 54% of the respondents said that their telephonic queries were always given answer by the staff and 46% of the respondents agreed that they were given answer to their queries often. All diagnostic centers respond to the customer's queries over telephone may be always or often.
- 65% of the respondents found the health diagnostic center to be hygienic. It is found that Rapid diagnostic lag in terms of cleanliness and hygiene.
- 33% of the respondents were highly satisfied, 28% of the respondents were satisfied, and 28% of the respondents had a neutral approach towards their overall experience with the lab. And only 7% of the respondents were not satisfied with the lab experience.
- 73% of the respondents did not find any difference in their report and services and 27% of the respondents found that their reports vary when compared with other diagnostic centers.
- Majority of the respondents i.e., 70% finds that the prices are almost same. 21 respondents said they find the prices to be exactly same, and 9% of the respondents finds that the prices are when compared with other diagnostic centers.
- .87% of the respondents have a view point that more diagnostic centers should be opened in Guwahati city. 13% of the respondents share their view that already there is more than enough diagnostic center here in Guwahati city.

Conclusion:

Health care is gaining importance in the recent years. The practice of diagnosis in modern medicine has been radically altered by the advent of high technology. The modern physician relies heavily on technology and sophisticated machinery throughout the diagnostic process. Diagnosis is the heart of the medical art; it is what separates medicine as a definite, rational science from medical magic and supervision.

The study has provided us the opportunity to elicit certain information relating to customer satisfaction over the services provided by diagnostic centers with special reference to select organizations of Guwahati city. The present scenario of the diagnostic centers is not up to the mark. Though there are many diagnostic centers in Guwahati city, a great milestone is yet to be achieved.

A full-fledged diagnostic center should provide a comprehensive range of services like blood test, stool test, X-ray, MRI, ECG, EEG, LFT, Ultrasonography, special x-rays etc. From the study the researcher came to know about the accuracy of tests, satisfaction of the respondents, effect of price, location factor, hygiene factored which affects customers preference towards a center. The price charged for various tests should be reasonable and should not vary greatly when compared with other diagnostic centers. The study gave us a new and in depth understanding of the customer's satisfaction regarding the services availed by them in the select diagnostic centers and the type of services rendered by the diagnostic centers in Guwahati city.

Recommendations:

The following suggestions can be given after a thorough analysis of the customers satisfaction over the services provided by health diagnostic centers with special reference to Guwahati city: The health diagnostic centers should have good and laboratory staff for conducting various pathological tests. Every diagnostic center should make the use of advanced and new equipment's for better diagnosis of various diseases, so that it can be cured at the earliest. Every diagnostic center should provide various services like- home report delivery services, providing containers to the patients in advance for sample collection, home sample collection facility etc. If the diagnostic centers have better technology and experts, then they are not required to send their samples for certain tests to various metro cities. It also takes extra time for patients to get their disease diagnosed. Every diagnostic center should have the basic amenities like proper sanitation and clean drinking water. The diagnostic centers should treat their bio-medical wastes as per the relevant guidelines.

The diagnostic centers should work for overall health development of the society instead of looking it as a profitable business opportunity. The price charged by the diagnostic centers should be reasonable and affordable for every section of the society. The diagnostic centers should keep their respective premises clean and hygiene. Patients should be provided prompt responses in respect of the queries. The waiting time and the report turnaround time should also be quick. Lastly, more diagnostic centers should be opened in Guwahati city and nearby areas so that people don't have to travel long.

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