COMPETITIVE PRESSURE AND CUSTOMER SATISFACTION - A CASE STUDY OF PATIENT SATISFACTION LEVEL OF NABH ACCREDITED HOSPITALS IN JAIPUR

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ABSTRACT
Today, the challenging outcome of hospitals is “Patient satisfaction”. It is the degree to which expectations of patients are fulfilled by hospital services. Therefore, to face such challenges, accreditation plays a very important role. It helps in improving the capacity of hospitals to provide good quality care. In fact, it helps in both qualitative and quantitative improvement in hospitals services and facilities. In this paper an attempt has been made to understand the meaning, scope, role and significance of accreditation provided by National Accreditation Board for Hospitals & Healthcare Providers (NABH) to hospitals. NABH accreditation is based on optimum standards & professional accountability. Through accreditation, rights of patients are protected and restored. It encourages healthcare organization to pursue continual excellence. The hospitals accredited by NABH get international recognition. This study emphasizes on importance of quality care, rising competitive pressure on hospitals and patient satisfaction level in NABH accredited hospitals in Jaipur. For the present study, two null hypothesis were prepared that is (i) ‘Patient satisfaction level is at par in the NABH accredited hospitals in Jaipur’ & (ii) ‘There is no significant difference in diagnosis devices used by NABH accredited hospitals in Jaipur.’

The hypotheses were analyzed with the help of percentage, mean and standard deviation. The result of study specified that NABH accredited hospitals provide excellent line services, supportive services, auxiliary services, peripheral services and diagnosis facilities to the patients. But these services and facilities are not at par in the NABH accredited hospitals in Jaipur. As a result, difference is noticed in the patient satisfaction level and diagnosis devices used in the NABH accredited hospitals in Jaipur.

KEYWORDS: Accreditation, Hospital services, Patient satisfaction, Quality management mechanisms