

CHAPTER NUMBER SEVEN

CONCLUSIONS, SUGGESTIONS OF THE RESEARCH STUDY

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7.1 MAJOR FINDINGS OF THE RESEARCH STUDY:

The research study demonstrated that such efforts for conducting research could help the hospitals in identifying service characteristics that are considered important by patients. Such findings are more important for hospitals service providers as study showed that reliability, with mean Score 4.42, is the most important of other dimensions of service quality followed by assurance, with mean score of 4.26, is second important factor; tangible facilities, with mean score of 4.23, is third important factor; empathy, with mean score of 4.20, is the fourth factor; accessibility and affordability, with mean score of 4.17, is the fifth factor; responsiveness, with mean score 3.92, is sixth factor; and dignity, with mean score of 3.82, is seventh factor.

These results, when considered collectively implies an important message from patients to hospital managers, that is, be reliable by providing consistent services and provide assurance by showing knowledge and courtesy in developing trust and confidence in patients; be positive in providing good tangible facilities; express empathy by caring and giving individualized attention to patients; make the hospital services more accessible and affordable by charging reasonable rates; be responsive by providing prompt services; and treat patients with dignity and respect.

Further, the research study has also identified the important findings and important criteria which need improvement in different types of hospitals.

Summary of important findings are presented in below given tables numbered 7.1 to 7.6.

Table Number 7.1: Summary of Important Criteria for Government Hospitals

Sr No.	Selected Factors	Important Criteria
01	Affordability - Important Reasons for Selection of Hospital	Patients' Own Decision
		Hospital Located Nearby
		Hospital is economical
02	Accessibility / Affordability	Costs were Adequate or Affordable
		Drugs Easily Obtained in Hospital
		Distance to Healthcare is Adequate

The above table gives details about six important criteria which patients' have considered important for Government hospitals for expressing their satisfaction with hospital services availed by them.

Table Number 7.2: Summary of Criteria Needs Improvement for Government Hospitals

Sr. No.	Selected Factors	Important Criteria that Needs Improvement
01	Dignity	Doctors' ask for patients Permission for performing Test
		Patients' were Treated With Dignity and Privacy
		Administration Staff Welcome and Implement Suggestion
		Administration Staff Gives Personal Attention to Patient
02	Accessibility / Affordability	Doctors' Availability in Emergency
03	Responsiveness	Patients' Felt Comfortable asking Questions to Doctors
		Nurses' Provide Prompt Service
		Nurses' and Staff Remains Present in Emergency
		Nurses' Cooperation to Patients
		Prompt Service Provided by Sanitation Staff
		No Overcrowding in Hospital
		Good Grievance handling System
		Doctors' Cooperation to patients
04	Tangibles	Sufficient Doctors Remain Present
		Adequate parking Arrangements
		Good Food Served by Hospital
05	Assurance	Good Experience of Those who Perform Test on Patients
06	Empathy	Good Concern for Patients' Family and Visitor
		Simple Billing Procedures
07	Reliability	Doctors' Made Good Diagnosis
		Doctors' Prescribed Good Drugs

The above table gives details about 21 important criteria which patients' considered as important ones and further improvement in performance of the Government hospitals.

Table Number 7.3: Summary of Important Criteria for Trust Hospitals

Sr. No.	Selected Factors	Important Criteria
01	Reference /Suggestion - Important Reasons for Selection of Hospital	Suggested by Relatives
		Suggested by Friends
02	Sanitation - Important Reasons for Selection of Hospital	Sanitation of the Hospital
03	Empathy	Simple Checking Procedure
		Good Concern for Patient Family and Visitor
		Simple Billing Procedures
04	Dignity	Nurses' Gave Personal Attention to Patients
		Nurses' Explain Procedures and take Patient Permission before Test
		Patients' were Treated With Dignity and Privacy
05	Tangibles	Sufficient Doctors' Remained Present
		Comfort in Examination and waiting Room
		Natural Light or Illumination in Hospital
		Sufficient Number of Dust Bins and Spittoons
		Pleasing and Appealing Room of Hospital
		Good Food Served by Hospital
		Staff Neat in Appearance
		Well Equipped Units
		Proper Sitting & Bedding Arrangements
		Inside & Out side Noise kept Minimum
		Wards Well Decorated & Ventilated
		Music Facilities should be provided
		Adequate parking Arrangements
		Good Food Served by Hospital
06	Accessibility /Affordability	Quick Payment Arrangements
07	Assurance	Nurses' Handled Patients Query Properly
08	Responsiveness	Information Provided to patients for Managing Side Effects
		Less Waiting Time For Consultation and Treatment
		Less Waiting Time for Test
		Speed, Ease of Admission and Discharge form Hospital
		Convenient Office Hours
		Adm. Staff Gives Prompt Services

The above table gives details about 31 important criteria which patients' have considered important for trust hospitals to express their satisfaction with hospital services availed by them.

Table Number 7.4: Summary of Criteria Needs Improvement for Trust Hospitals

Sr. No.	Selected Factors	Important Criteria that Needs Improvement
01	Empathy	Doctors' Work According to Patients Expectations
		Doctors' Gave Individual Consideration & Confidentiality
02	Accessibility / Affordability	Doctors' Availability in Emergency
03	Dignity	Doctors' ask for patients Permission for performing Test
		Adm. Staff Welcome and Implement Suggestion
		Adm. Gives Personal Attention To Patient
04	Responsiveness	Nurses' Provided Prompt Service
		Nurses' and Staff Remains Present in Emergency
		Good Grievance handling System
05	Tangibles	No Flies & Mosquitoes in Hospital

The above table gives details about 10 important criteria which patients' have considered important ones and further improvement in performance of the trust hospitals.

Table Number 7.5: Summary of Important Criteria for Private Hospitals

Sr. No.	Selected Factors	Important Criteria
01	Performance - Important Reasons for Selection of Hospital	Past performance of Hospital / Doctor
		Overall Reputation of Hospital
		Only in this Hospital such kind of facility is available
02	Sanitation - Important Reasons for Selection of Hospital	Sanitation in the Hospital
03	Assurance	Doctors' Knowledge and Efficiency
		Thorough Checkup by Doctors
		Nurses' Experience in Curing Patients
04	Responsiveness	Doctors' Cooperation to patients
		Patients' Felt Comfortable asking Questions to Doctors
		Nurses' Cooperation to Patients
		Prompt Service Provided by Sanitation Staff
05	Empathy	Doctors' were polite with patients
		Nurses' Showed Politeness with Patients
06	Reliability	Doctors' Makes Good Diagnosis
		Doctors' Prescribed Good Drugs
		Impartial Attitude of Nurses
07	Dignity	Nurses' were Kind, Gentle and Sympathetic
08	Tangible	Adequate parking Arrangements
		Good Food Served by Hospital

The above table gives details about 19 important criteria which patients' have considered important for private hospitals to express their satisfaction with hospital services availed by them.

Table Number 7.6: Summary of Criteria Needs Improvement for Private Hospitals

Sr. No.	Selected Factors	Important Criteria that Needs Improvement
01	Affordability - Important Reasons for Selection of Hospital	Hospital Located Nearby
		Hospital is economical
02	Accessibility / Affordability	Costs were Adequate or Affordable
		Distance to Healthcare is Adequate
		Availability of doctors in emergency
		Speedy payment arrangement in the hospital
03	Reliability	Impartial Attitude of Doctors
04	Empathy	Patients' Felt Comfortable During Doctors Examination
		Simple Checking Procedure
		Simple Billing Procedures
05	Assurance	Doctors' Experience in Curing Patients
		Nurses' Knowledge & Efficiency
06	Responsiveness	Information Provided to patients for Managing Side Effects
		Speed, Ease of Admission & Discharge form Hospital
07	Tangibles	Proper Sitting and Bedding Arrangements
		Wards Well Decorated and Ventilated

The above table gives details about 16 important criteria which patients' have considered important ones and further improvement in performance of the private hospitals.

7.2 IMPLICATIONS OF THE RESEARCH STUDY:

The results of this research study indicated that a high degree of variance in selected patients' satisfaction with regard to hospital services that were delivered to them in terms of different characteristics of services. These characteristics were related with quality of care and needs due recognition by all involved in the process of providing healthcare services.

The overall implications of this research study for GHs, THs, and PHs are given as follows.

7.2.1 Implications of Research Study for GHs:

- The patients of GHs appeared to be more concerned with the accessibility and affordability of services which included three major criteria, namely, nearby location of hospital; economy, and easy availability of drugs. This provides an understanding to the GHs that nearby location, economy and easy availability of drugs are the criteria which have greater impact on attracting the patients in the hospitals. Hence, with due recognitions to these criteria, the GHs should be able to attract and maintain the regular flow of patients in the GHs.
- But, still variations in GHs patients' responses were observed and patients rated some characteristics of service delivery as poor, which needs improvement because GHs carries adverse implications on ability of GHs to provide satisfactory services to its patients.
- The first characteristic which needs improvement is related with dignity to be maintained by GHs while dealing with patients, which included two criteria, viz., patients should be treated by doctors with dignity by maintaining privacy and convincing patients before performing any kind of test on the patients. Less recognition to these two criteria have an adverse impact on impressions patients have developed in their minds about doctors of GHs. Hence, it gave an understanding that maintaining dignity with patients by ensuring privacy with patients and convincing patients before performing tests on them, would help in developing positive impression for GHs. Further, administrative staff of the GHs would be able to create positive impression in the minds of patients by giving personal attention and by welcoming them and through implementing their good suggestions.
- Other characteristics for which patients of GHs have reported unfavorably is accessibility / availability of doctors in emergency. The non-availability of doctors in emergency causes an adverse impact on level of satisfaction of patients. Hence, the due recognitions in making doctors' availability in emergency at the GHs would help it in improving the level of patients' satisfaction.

- Other characteristics for which patients' of GHs reported unfavorably was responsiveness criterion that affects the patients' positive word of mouth in favour of GHs. The selected criteria viz., the doctors' cooperation and making patients comfortable while asking questions; easy availability of nurses in emergency; prompt service by nursing and sanitation staff; no overcrowding and good grievance handling system reflects a proper responsiveness of hospital and would be able to create a positive word of mouth amongst the patients' GHs.
- For the tangible facilities, amongst the patients' of the GHs reported adversely in some of the criteria that had a direct impact on level of comfort felt by the patients. The good quality of food; parking arrangements, and regular availability of doctors should certainly increase the level of comfort of patients and would act as key inputs in improving the level of patients' satisfaction.
- The assurance on the experience of people performing tests on the patients causes an impact on trust and confidence of patients on hospital services, hence the due recognition on training of people who perform such tests on patients would help in not only winning their trust and confidence, but would affect the patients' post-behaviour.
- The empathy as experienced by patients of the GHs appeared to be capable of improving the patients' satisfaction by showing good concern for patients' family members and visitors; by developing simple billing procedures, and by removing the complexity in the hospital procedure.
- The responses of patients for reliability criterion of the GHs have an impact not only on patients' future visits in the GHs but also on the patients' intention to recommend GHs to others in future. So, due recognition by doctors in diagnosing the patients' diseases, and in prescribing good drugs would help in strengthening reliability criterion for the GHs amongst the patients.

7.2.2 Implications of Research Study for THs:

- The patients' of THs appeared to be more concerned with the references or recommendations made by their friends and relatives for availing hospital services from THs. So, this provides an understanding to the THs that by providing good overall services to patients, the hospital would be able to get more patients based on references provided by its satisfied patients.
- But, still variation in THs patients' responses was observed. Though, compared to GHs, the THs patients showed better responses for criteria viz., empathy, dignity, tangible facilities, accessibility and affordability, assurance and responsiveness of hospital services, but, still variation in trust hospital patients' responses were observed and patients' rated some characteristics of service delivery as poor which needed improvement as it causes an adverse impact on ability of THs to provide satisfactory hospital services to its patients.

- The patients' feedback on empathy criterion experienced by them in case of the THs calls for an improvement in the delivery of patients' satisfaction with regard to maintaining confidentiality, giving individual consideration to patients and putting efforts to meet patients' expectations.
- Due recognition in making doctors' availability in emergency would help the THs in improving patients' satisfaction.
- The research study provided an understanding, based on confirmatory evidence, that maintaining dignity with patients of trust hospitals, with regard to convincing the patients by doctors before applying tests on them; and also giving personal attention on them by welcoming and implementing patients' suggestions by administrative staff, would help in creating positive impression for THs.
- The responsiveness of paramedical service providers in terms of providing prompt services and remaining present in emergency can be helpful to THs in creating a positive word of mouth amongst the patients.
- For the tangible facilities in the trust hospitals, the patients reported unfavourably with regard to presence of flies and mosquitoes in the THs. So due care must be taken by the THs.

7.2.3 Implications of Research Study for PHs:

- The patients of PHs appeared to be more concerned with the past performance of hospitals and doctors; reputation of hospital; kind of specific medical treatment facilities available in hospitals and sanitation of hospital. It means that providing better treatment to patients and taking care of house keeping can create a positive opinion in the minds of patients and would gradually improve reputation of hospitals, which in turn will help the hospitals in attracting and maintaining regular flow of patients in PHs.
- Though, the patients of PHS expressed better responses for assurance, responsiveness, empathy, reliability, dignity and tangible facilities of the hospital services, but, still variation in patients' responses were observed that calls for an improvement as it adversely affects ability of PHs in providing satisfactory hospital services to its patients.
- The accessibility of services with regard to reasonable charges of private hospitals can be helpful in improving level of satisfaction of the patients. Due care in providing hospital services would help the private hospitals in improving patients' satisfaction.
- Due care by doctors in showing impartial attitude to its patients would help in developing feeling of reliability about hospital services amongst the patients and it would further lead to recommendation of PHs by patients to others.
- The empathy experienced by patients from the service provider in the PHs appeared to be capable to improve the level of patients' satisfaction with regard to making patients felt comfortable during doctors' examinations; simple checking and billing procedures.

- The assurance on the experience of doctors and paramedical staff and their knowledge and efficiency in performing their duty has positive impact on trust and confidence of patients on hospital services of PHs. Hence, the due recognition by doctors and nurses in utilizing their experience and in enhancing their knowledge and efficiency would be helpful not only in winning trust of patients but, it would also affect the patients' future intention in visiting hospital again for illness in future as the case may be.
- The responsiveness of paramedical staff in providing information to patients about side effects of treatment provided; and responsiveness of administrative staff in developing speedy, easy procedure for admission and discharge of patients from PHs, would help the PHs in creating the positive word of mouth in favour of PHs.

7.3 CONCLUSIONS OF THE RESEARCH STUDY:

The earlier concept of hospital was giving importance to traditional custodian functions but today the hospital is recognized as a social institution as the today's customers considered to be critical and enthusiastic towards high standard quality of services. The only reason for existence of hospital is patient who needs services which should be reasonably and readily available at all the times, and such patients' needs should become a focal point in the rapidly changing dynamic environment. In such a situation, hospitals should strive for providing maximum satisfaction to patients and show patient-orientation in providing services as it shall provides confidence to them in facing the diseases. To become successful the hospitals', healthcare organizations, should monitor patients' perceptions about the hospital services to improve hospital's performance.

The hospital management should use identified areas of concern and plan its action plan in a right direction. There would not be any scope to improve the hospital services unless such bold steps of measuring patients' satisfaction are perused. Repeating study related with measuring patients' satisfaction will always be useful guide for managerial intervention in the hospitals.

7.4 SUGGESTIONS OF THE RESEARCH STUDY:

An attempt has been made by the researcher to list out suggestions that have evolved for the GHs, THs, and PHs as follows.

7.4.1 Suggestions of the Research Study:

7.4.1.1 Suggestions for GHs:

- In terms of doctors' behaviour there is a need to make efforts to improve for availability of doctors in emergency and doctors should take patients in to confidence before applying any test in the GHs.
- In case of behaviour of paramedical staff, there exist a need that nurses in should provide prompt service and should remain present in emergency.
- There is a need for GHs to improve various services provided to patients viz., treating patients with dignity and maintaining privacy, showing good concern to wards patients' family and visitors' and simplification of billing settlement procedures.
- The doctors of GHs should improve its performance in making diagnosis of patients' illness and prescribe good drugs to patients.
- The GHs should improve its service in terms of ensuring that there should be no overcrowding in the hospital; the grievance and complaints of the patients should be handled properly; better cooperation and prompt services from nursing staff; cooperation from doctors to patients; and free environment in which patients feel comfortable to ask questions to doctors.
- The staff of the GHs' should improve its performance while performing tests on the patients.
- The GHs should improve its service in terms empathy criterion by focusing more on developing simple checking procedures, good concern for patient family and visitor and simple billing procedures.
- The GHs should improve its service in terms of maintaining dignity with patients while dealing with patients by focusing more on the paramedical staff should explain rules regulation in ward, they should be kind, gentle and sympathetic and should treat patient with dignity and privacy.

7.4.1.2 Suggestions for PHs:

- The PHs should try to reduce the charges/fees charged and should also be helpful to its patients by providing regular ambulance facilities or by selecting a location of hospital in the city where people can easily make the approach of PHs.
- There is a need for PHs to make proper sitting and bedding arrangements and make the wards more decorated with proper ventilation. This is because people consider PHs as less economical, compared to GHs and THs.
- The PHs should improve its service in terms of availability of doctors in emergency and speedy payment arrangement in the hospital.

- In terms of reliability of hospital services, the doctors of the PHs should have impartial attitude towards its patients.
- The PHs should show empathy while dealing with its patients by focusing on variables such as; doctors' makes their patients feel comfortable during doctors' examination. PHs should also develop simple checking procedure and simple billing procedures.
- The doctors of the PHs should project their experience in curing patients. There is also need for PHs to appoint knowledgeable and efficient nurses or provide training to nurses for increasing their knowledge and improve their efficiency.
- There is a need for PHs to provide information to patients for managing side effects, and also improve in terms of speed, ease of admission & discharge form PHs.
- The PHs should have proper sitting and bedding arrangements, and wards should be well decorated and ventilated.

7.4.1.3 Suggestions for THs:

- The THS should ensure that there should not be flies and mosquitoes in THs.
- There is a need for the THs to ensure that their nursing staff should provide prompt services, nurses and staff remains present in emergency, and should also have good grievance handling system.
- The dignity of the patients should be maintained and there is a need for THs to ensure that their doctors' ask their patient's permission for performing test on them. Further, administration staff of hospital should give personal attention to patients and welcome and implement the patients' suggestion for providing better administrative services to patients.
- The doctors of the THs should remain available during emergency.
- The doctors of the THs should work according to patients' expectations and as far as possible give individual consideration to patients and maintain confidentiality in dealing with patients.

7.4.2 PATIENTS' SUGGESTIONS FOR HOSPITAL SERVICES:

An attempt has been made by the researcher to list out suggestions given by the patients' of the GHs, THs, and PHs as follows.

7.4.2.1 Patients' Suggestions for PHs:

- Patients' suggested that the PHs should make provision for adequate lights and fans at waiting place in the hospitals.
- The PHs should prefer larger buildings where more assistant doctors can be accommodated in parity with rush of patients.
- It should charge reasonably with the in house facilities of tests and X-rays in the PHs.
- It should provide in house facilities of food to persons accompanying patients in the PHs.
- An improvement in overall medical treatment and services provided by the nurses is needed in the PHs.
- The PHs should provide information relating to estimated expenses of medical treatment and other charges like lodging/boarding etc before hand to patients.
- A courteous behaviour of staff of hospital with visitors; economic charges; facilities for night halts for persons accompanying the patients should be considered by the PHs.
- The patients' expected that the PHs should ascertain satisfactory services from doctor and its staff while providing treatment as well as such services should be provided at concessional rates with easy payment scheme for needy patients.
- The resident doctors need to overcome the inefficiency and ineffectiveness by following the instructions of the specialist doctors in case of PHs.
- The PHs should charge reasonably for its treatment provided to the patients not covered under medic-claim policy.
- The PHs should have clean and airy ambience with enough sunlight in the hospital.
- The patients need pollution free and noiseless environment of the hospital, so that patients will be free from disturbances in the PHs.
- The patients' of the PHs expect lesser congestion and provision for adequate sunlight and air circulation in the PHs.
- The PHs should ensure that its staff should be well informed through proper communication of instructions to the staff from doctors.
- The patients' found that the PHs should refrain from common pitfalls such as lack of facilities in spite higher charges; long waiting; unwanted treatment in view of ignorance of patients.
- The PHs should provide satisfactory treatment while sanitary conditions should be made satisfactory.

- The request made by patients of the PHs with regard to more persons should be allowed together to visit patients during visiting hours.
- No health related experiments should be made on patients by doctors of the PHs.
- The PHs should always bear in mind that, patients are God and they should be treated with enough care and due respect.
- The patients of the PHs wanted staff to be decent and soft spoken.
- The patients of the PHs expect hospitals to be green and carry pleasant premises.
- The hospital rooms of the PHs should ensure proper air ventilation.
- The patients of the PHs found two difficulties, that is disturbance of medical representative and lack of facilities for keeping luggage. So, PHs should predetermine visiting hours for medical representatives and provide adequate facilities for keeping luggage.

7.4.2.2 Patients Suggestions for THs:

- The THs should have liberal monetary terms for patients.
- There is a need for training of the hospital staff for better human relations with patients as well as with visitors in case of the THs.
- The THs should recruit/hire more qualified and efficient resident doctors apart from external doctors.
- The THs should ensure timely checkup and treatment of patients by doctors.
- The frequency of visit of specialist doctors in the THs should be increased,
- As some of the THs are located far from city, so the THs should make arrangement of transportation for its patients.
- Administration of the THs needs improvement.
- The THs should provide instructions to patients in Hindi or vernacular language, so that they can understand it easily.
- The facilities regarding breakfast, lunch and dinner to patient as well as for the relatives of the patients should be provided economically by the THs.
- The THs should provide permission to visit the patient till late in the night as relatives being businessmen, get time only at night.
- There exists need for good parking facility in case of THs.
- The THs should employ adequate number of doctors and other staff so that, the right time treatment will be made available to patient.
- The facilities viz., news papers; lift and liftmen; tea and lunch for the patients and visitors should be provided in the THs.

- The need for change of bed sheets of good quality twice a day for which hospital may charge fees from the patients, should be improved and introduced in case of the THs.
- Sufficient quantity of food should be provided to the patients of the THs.
- Urine pots should be provided separately to the needy patients in the THs.
- Patients suggested for single window concept for providing treatment for all diseases; and also requested for two to three attendants for patient by the THs.
- The THs should make provision for facility of music for relaxation and peace of mind.
- The THs should make provision for separate ways for entry and exit.
- The THs should provide clean bathroom with acid and phenol and keep phenol tablets in bathrooms.
- The water cooler of the hospitals should be cleaned frequently in case of the THs.
- Proper arrangement should be made for parking vehicles in the THs.

7.4.2.3 Patients' Suggestions for GHs:

- There exists a need for improvement in attitude of hospital staff of the GHs.
- Patients' and relatives face difficulties in view of negligent approach of nurses and sanitation staff which should be taken care of by the GHs to put the patients at ease.
- There exists excellent method of treatment and chief doctors should be aware about it but, cooperation from nurses, resident doctors and other staff members, in case of the GHs, should be streamlined.
- Patients' stressed on the need for more experienced and specialized doctors in case of the GHs for better treatment and diagnosis of illness of patients.
- An overcrowding in the GHs should be managed properly by administrative staff.
- The patients' of the GHs focused on the need for doing counseling about proper sanitation facilities and especially keeping in view bad habits of patients who make the hospital dirty.

7.4.3 OVERALL SUGGESTIONS OF THE RESEARCH STUDY:

Overall suggestions for improving the performance in marketing and delivering the hospital services, are given as below.

- The hospitals need to develop marketing orientation.
- Marketing departments with well defined goals need to be created in the hospitals' set up to design marketing planning and to succeed in the competitive markets.
- Marketing department should be headed by qualified experienced marketing professional and s/he should be given a fair chance to the head marketing department to interact closely with all divisions of the hospitals.
- Hospitals, to experience better occupancy rate and net revenues, need to understand patient population, availability of physicians and offerings of their competition.
- The hospitals need to realize that doing things differently is more powerful in the market place than doing things better.
- The hospitals should realize that finding patients, identifying what they want, before competitors do is imperative for hospitals and is crucial to their survival.
- Cost effective services need to be provided by developing control on inter-relationship among the factors of planning occupancy, medical decision and expenditures.
- Providing effective hospital services requires considerable human relations skills and the reduction of length of stay of inpatients in the hospitals.
- The hospitals need to develop a well-designed information system to obtain prompt feedback about the performance of facilities and people.
- A follow-up of patients' satisfaction need to be assessed by developing and administering a structured questionnaire at the exit point of service which helps hospitals to realize weakness and loop holes in the system leading to customer dissatisfaction.
- The hospitals need to make efforts to transfer the responsibility of paying the bill from the patient to some faceless entity. Indian insurance bill paved the way for entry of private players have already initiated their efforts to catch the market. Hospital tie-ups with insurance companies will lead the fate in the future. Hence, hospitals need to create integrated system combining services and financing mechanisms.
- The hospitals may promote their services for patients abroad. World-class treatment coupled with low cost compared to advanced countries would contribute to market growth.

- The hospitals should consider healthcare service delivery as an interactive process between hospitals personnel and customer. So, hospitals advertising in particular must concentrate not only on encouraging customer to buy or utilize service but, also on encouraging hospital personnel to interact in a friendly and reassuring manner.
- The health plan packages should be provided by hospitals to family by designing comprehensive health plan packages but not expensive. Health plan packages need to offer various services for the family and corporate employees which may increase the turnover of the hospitals.
- The hospitals should develop a brochure which provide information relating to history of the hospital, description of services, availability of equipment and facilities, doctors, visiting consultants, prices of the diagnostic procedures and surgeries, billing procedures etc. this can avoid misconceptions among the patients about the hospital and its functioning.