



**TO EVALUATE SATISFACTION OF PATIENT TOWARDS THE STANDARD OF
SERVICE DELIVERY IN PANCHKARMA THERAPY UNIT IN AYURVEDIC
HOSPITAL**

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ABSTRACT

Pancha karma is a modality of treatments commonly used in Ayurvedic hospitals. It has elaborate textual reference of its usage in various clinical conditions forming the basis of its extensive use in Ayurvedic clinical practice. Panchkarma is composed of five interventions (*pancha* meaning five and *karma* meaning procedure) aiming at cleaning the body. Considering the patient's opinion as an important determinant in this perspective, this study aims at identifying the patient's (actual recipients of pancha karma therapy) perception toward the standard of service delivery concerning panchakarma through a structured survey at a pre-identified Pancha karma therapy unit in a Ayurvedic hospital. Patient satisfaction surveys are useful in gaining and understanding of the user needs and their perception of the service received.

KEYWORDS: Panchkarma, Patient Satisfaction.

INTRODUCTION

Panchakarma is one of the most trusted and utilized package of therapies seen in practice at Ayurvedic hospitals in India. *Panchakarma* is composed of five interventions (*pancha* meaning five and *karma* meaning procedure) aiming at cleaning the body of the disease causing milieu and hence rendering it instantly disease free or more cleaned and apt to further medications offered to cure such an illness.

Satisfaction is the psychological state that results from confirmation or disconfirmation of expectations with reality. Satisfaction of patient and caregivers is an important indicator of quality of care. Organization must consistently include the latest guidelines and standards in their rules, procedures and instructions to meet the demands of globalization and evolution in service care.

The concept of quality is always expressed subjectively. We must accept the fact that someone is very satisfied with an individual product or service performed, while at the same time someone else may be very dissatisfied. Judging quality depends on an individual's knowledge and awareness, experiences, expectations and recognizable standards of quality. The patient evaluates quality primarily according to how the service providers treat him, what attitude they had to him, how much they fulfilled his expectations, or whether the service

providers are worthy of trust or he could receive the care he required.

Panchkarma is one of the major health care services in Ayurvedic field. It contributes a lot to the patient healing process. To improve the quality nursing care in Panchkarma unit, to know what factors influence patient satisfaction. Even though there are competent Ayurvedic physicians present in a given health institution, it would not be adequate without appropriate nursing care. If the patient is denied appropriate care the healing process is obviously compromised. Patient can expect and demand satisfaction from service and be allowed take an active part in decision-making regarding their care. Poor patient satisfaction can lead to poor adherence to treatment with consequently poor health outcomes. So satisfaction of patient has an impact on outcome of treatment and to maintaining good interpersonal relationship. On this line, assessing the satisfaction of patients with service provided in Panchkarma unit is crucial in order to identify the area of dissatisfaction and at the same time improve the services.

Statement of problem

A study to assess satisfaction of patients towards the standard of service delivery in Panchkarma Therapy Unit.

Objectives of the study

1. To evaluate satisfaction of patient towards the standard of service delivery in Panchkarma therapy unit.
2. To suggest for improvement in satisfaction level.

Operational definitions

Patient satisfaction - It is defined as an expression of patients judgment on quality of care in all aspects but particularly as concern the inter-personal process.

Quality Service - It is defined the complete satisfaction of the needs of those who are in most need of nursing care. Quality may be measured in terms of outcomes; the end results of care and treatment, or it may be evaluated in terms of process, the way in which the care is delivered.

METHODOLOGY

This study was conducted in Utranchal Ayurvedic Hospital Dehradun (100 Bedded). This cross-sectional evaluation of patient satisfaction towards Panchkarma was conducted on 100 Patients. Random sampling technique was used for patient selection. A modified satisfaction questionnaire was used for collecting data which contains questions. Regarding quality of service care and patient's demographic data's were also collected. The data collection done in the month of 28 March 2017 to 28 April 2017 and interpreted by using descriptive statistics. Percentages has been used for describing the sample.

Inclusion and Exclusion Criteria

(a) Inclusion Criteria: (i) Patients who are available at the time of data collection. (ii) Who are willing to participate in the study.

(b) Exclusion Criteria: (i) Refuse to take part in the study.

Table No.3

Remarks About Hygiene Maintenance	Frequency	Percentage
Adequate	48	48%
Moderately Adequate	46	46%
Unclean	06	06%

Pretreatment Explanation to the patients about Type of Therapy, benefits, Cost, Time requirement in a Day

An enquiry was made against the preprocedural explanations given to patients A total of 80% participants have reported to be explained about the type of therapy, 90% about expected benefits of the therapy, 82% about the expected cost of the therapy, 80% about the time required in 1-day therapy, and 70% have reported to be explained about the total duration of therapy.

RESULTS

A total of 100 patients were recruited for the survey.

Among the total registered patients 68% were females. Patient's age between 15 and 75 years. Most of the patients 40% were from 61 to 70 years.

Satisfaction of patient with Staff behaviour

Out of Satisfaction of 100 patients with Staff behaviour 44% patients were satisfied and 40% were extremely satisfied. But 16% patients were unsatisfied. So on a whole 84% Patients were satisfied.

Table No. 1

Satisfaction Rating	Frequency	Percentage
Extremely Satisfactory	40	40%
Satisfactory	44	44%
Unsatisfactory	16	16%

Satisfaction of patient with Cleanliness of Unit

According to 28% Patients told that Panchkarma unit was Moderately clean and 48% Patients it was adequate. About 24% of them said it to be poor. On a whole 76% people were satisfied with the cleanliness of the Unit.

Table No.2

Remarks About Cleanness	Frequency	Percentage
Adequate	28	28 %
Moderately Adequate	48	48 %
Unclean	24	24 %

Satisfaction of patient with Hygiene Maintenance of Paramedics in The Unit

About 48% patients felt that Paramedics were maintained proper Hygiene during Procedure and 46% patient felt that it was moderate. Rest 6% patients felt it was not proper.

Table No.4

Type of Explanation	Percentage
About the Therapy	80%
About the Benefits of Therapy	90%
About the cost of Therapy	82%
About the time required in a day in therapy	80%
About the Total duration of Therapy	70%

A brief account of study is given in this chapter, which covers objectives, findings of the study and possible application of the result. Recommendation for future research and suggestions for improving the study are also presented.

RECOMMENDATION, DISCUSSION AND CONCLUSION

Human satisfaction is a very complex concept that is affected by a number of factors like lifestyle, past experience, future expectation and the values of individual and society in terms of ethical and economical standings.

Satisfaction studies can function to give care providers some idea of how they would have to modify their provision of services in order to make their patients more satisfied. Satisfied patients usually trust their health care providers, and as a return they comply with medical and nursing orders.

Healthcare is a high involvement service as it concerns the person's health and well-being. Healthcare providers should manage quality through continuously redesigning process and understanding the factors that are highly associated with patient satisfaction. Staff behavior has the largest effect on inpatients satisfaction in hospitals. Because, inpatients associated with the hospital staff, they are provide not only a treatment but also mercy and concerned. Due to high demand, low supply and poor salary, there is always shortage of Staff. Hence, the working number of staff has decreased. This has started showing in their efficiency and behavior. More number of staff should be posted for patient care. Management should devise methods and increase salary to attract and retain good staff.

The cleanliness of unit should be improved. It may be done twice a day. Frequent and surprise checks by sanitary inspectors and administrators will instil a sense of responsibility and alertness in sanitary attendants.

It was observed that the briefing about the cost was not given to 18% of the patients at the time of registration, which caused frequent delay in treatment and procedures and delay in payment. The patients and their relatives should be clearly informed in writing about the probable cost of the treatment.

It was observed that 20% patients were not explained about therapy. It was one of the biggest dissatisfier. Patients require more information about their disease and therapy. Patient should be explained in detail about the procedures and it's duration to be carried out and these should be pre planned and if possible may be done from the OPD itself. There were inadequate guidance for attendants about care of postoperative patients.

There is less sensitivity about avoiding cross infection in staff like washing of hands. There were also to complaints of theft (Mobile) by the attendants. They should be trained about the importance of hand washing and other universal precautions, before and after touching any patient. They should be regularly trained and sensitized about how to improve their image and behaviour.

There should be package charges for some procedures to avoid running around by patient's attendant for minor requirements.

National Accreditation Board for Hospitals and Healthcare Providers (NABH) has recently brought Ayush hospitals and wellness centers also under its ambit. It has issued a detailed guideline in reference to various aspects of services offered in an Ayush hospital in order to acquire a NABH certification.[15] The present study, by providing a patient's perception and expectation in reference to *panch karma* services in an Ayush hospital, may help making these guidelines more pragmatic and closer to the real-life situation. This study would further help us identify the gaps between the "perceived" and the "practiced" standard of *pancha karma* procedures when the same evaluated in light of set procedural standards as are elaborated in classical texts of Ayurveda.

It was found in the present study that most of the patients are satisfied with most of the services in Panchkarma Therapy Unit.

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