

An Emperical Study to Measure Satisfaction Levels of International Patients across Superspeciality Hospitals of Andhra Pradesh, India.

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ABSTRACT : *This study was carried out on international patients who came to India for medical treatment, most of the patients came from United States of America, Nigeria, Saudi Arabia and United Kingdom. The basic purpose to visit India is because of medical treatment, social gatherings and tourism. Our study find that patients are coming to India mainly for cardiac diseases, orthopedic diseases and gastro intestinal diseases. Most of the patients select the Hospital or Doctors as a choice of receiving health care services which was on the basis of the advice of their family doctors, relatives or friends and from corporate blogs via social media .The potential attractive reasons for the patients to come to India for treatment were doctor's specialization and low treatment charges. Our study found that patients gave their first priority to treatment, followed by financial expenses, hospitality and accommodation. In our study we found that most of the patients were satisfied with the treatment and support facilities been rendered by the hospital. Majority of the patients have shown their eagerness to visit the same hospital again in the future even if any need arises.*

KEY WORDS: *medical treatment, hospitality, tourism.*

I. INTRODUCTION

Medical tourism in India has emerged as the fastest growing segment of tourism industry despite the global economic downturn. High cost of treatments in the developed countries, particularly the USA and UK, has been forcing patients from such regions to look for alternative and cost-effective destinations to get their treatments done. The Indian medical tourism industry is presently at a nascent stage, but has an enormous potential for future growth and development. It is one of the fastest growing segments in India. India has been able to leverage on certain advantages it has over other countries like highly skilled doctors, cost effective treatment, improved quality of private healthcare etc. Some of the common treatments for which overseas patients to come to India are heart surgery, knee transplant, cosmetic surgery and dental care. India's traditional rejuvenation therapy like yoga and ayurvedic therapy are also becoming popular.

Medical Tourism is a growing concept in India because of various reasons. Much of it depends upon factors those are:

- Low cost surgeries and medical treatments such as complex Bone Marrow transplant, liver transplant, kidney transplant, specialized cardiac/heart surgery, surgeries for hip joint replacement, knee joint replacement, dental surgery, and cosmetic surgeries, to mention a few. All these surgical procedures are carried out by expert doctors.
- India has various state-of-the-art medical institutes and hospitals of international standards.
- People all around the world are eager to see the diversity and unity of India. So, when they get the advantage of medical treatment along with a dual advantage of getting to travel India, they choose India over others.
- Comparatively the cost of surgery in India is estimated to be one-tenth of that in the United States or Western Europe, and sometimes even less. A heart-valve replacement that would cost \$200,000 or more in the US, for example, goes for \$10,000 in India--and that includes round-trip airfare and a brief vacation package. Similarly there are other such surgical procedures that cost less in India.
- Chennai (formerly known as Madras), the capital city of the Indian state of Tamil Nadu, has been declared India's Health Capital, as it nets in 48% of health tourists from abroad and 37-41% of domestic health tourists.

Market Penetration of Medical Tourism in Andhra Pradesh:

During the last decade, the State of Andhra Pradesh has witnessed enormous growth of high quality health care delivery facilities .Healthcare sector has made impressive strides in recent years and is surging ahead

with new facilities and technology. Andhra Pradesh has the State-of -the- art technology and the skilled super specialists. This, coupled with excellent infrastructure and professional management, nurses and paramedical staff, can take on international competition for providing a range of services and treatments at a fraction of prevailing costs in international markets with comparable success rates and services levels directly in proportion to the high value system and natural caring that comes with its unique cultural heritage. Exploiting the religious, cultural and wild life tourism potential of the State and collaboration with the tourism industry can complement the growth of medical tourism

II. RESEARCH METHODOLOGY

Objectives

- To quantify the satisfaction levels of International Patients receiving Healthcare services in super specialty hospitals of Andhra Pradesh.
- To analyze the reasons, of why Non Residential Indians are highly attracted towards receiving medical services specifically in India.
- To find out which type of medical service is mostly preferred by the Non Residential Indians to take in India.
- To create awareness for the administration department of the specific hospitals under study regarding acceptance and usage of facilities and services provided by them to International patients.

Research Design

- This Research is Descriptive and Exploratory in nature. Empirical Analysis was done to quantify the satisfaction level of the international patients and also by this way we can fill the gaps, so that better services can be developed and delivered in an effective way.
- **Sampling Frame:** International Patients who came to India to receive Medical and Allied services being rendered by Super speciality Hospitals of Andhra Pradesh .
- **Sample Size:** Sample size of 100 patients is considered appropriate for the study.
- **Sampling Technique :** Convenient sampling
- **Data Collection:** Data collection points will be from various major multispecialty hospitals, super specialty hospitals, medical centres and polyclinics in Andhra Pradesh.

Data Sources

Primary Data through the use of a structured Questionnaire

The data has been collected in the form of Primary data through a survey in Andhra Pradesh with the help of Personal Interviews and mails.

Field Work

Fieldwork would includes the following

- Taking the prior appointment from the respondents (The hospital Management team)
- Personnel interviews with Administration department of particular hospital/Medical Practitioner
- Personal interview/telephonic interview/email interview with the patients

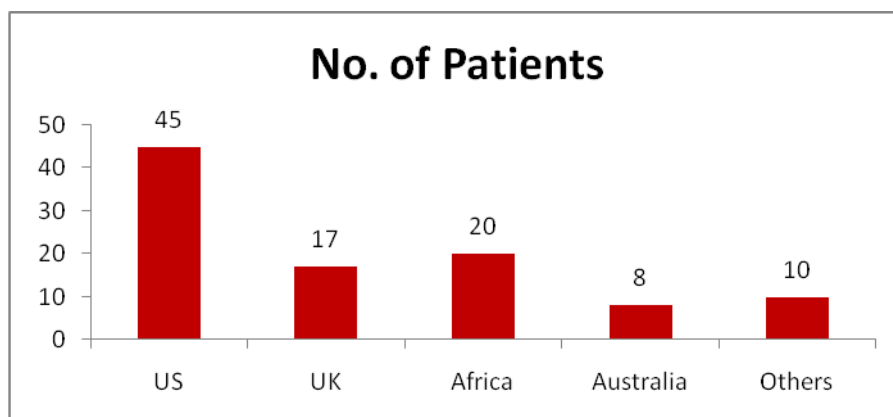
Secondary Data

Secondary Data is gathered by means of Marketing Research Text books, Internet and News papers.

III. DATA ANALYSIS

1. From which country you are coming from/ what is your Nationality?

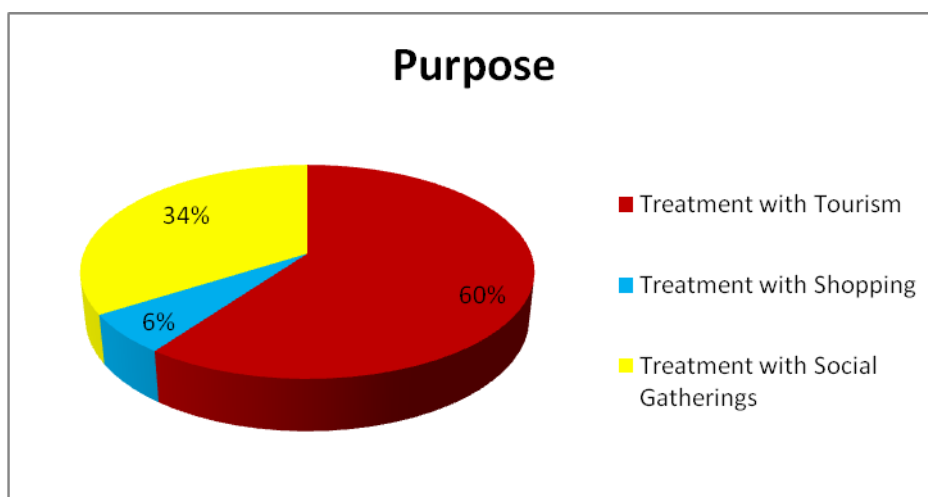
- **United States of America**
- **United Kingdom**
- **Africa**
- **Australia**
- **Others**



As mentioned in the Chart, 45 patients came from United States of America, 17 patients from United Kingdom, 20 patients from different parts of Africa, 8 from Australia and 10 patients from different countries like New-Zealand, Canada, Mauritius, Fiji Islands & the Middle East countries. By doing survey of 100 patients, we found that maximum number of patients came from United States of America. Another two leading countries are Africa and United Kingdom. Here, we found that Americans are more attracted towards India because they find their relatives and friends in India. We also found that number of Gujarati people who settled abroad is more to come in India for the medical treatment

2. For what purpose you are coming to India?

- Treatment with Tourism
- Treatment with Shopping
- Treatment with Social Gathering

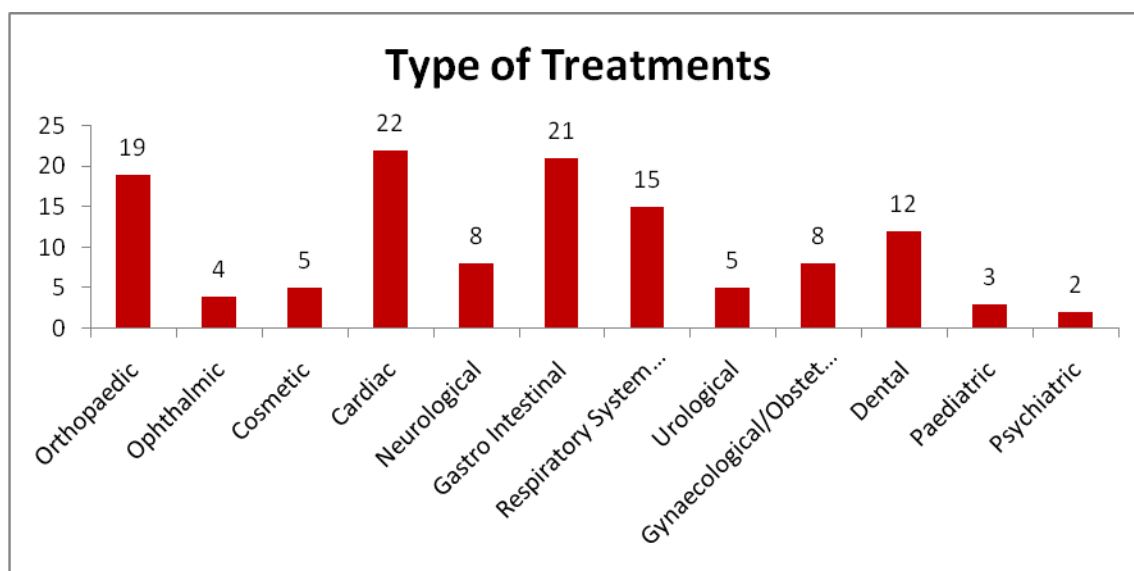


As mentioned in the above chart, the question is regarding purpose to come India, 60% of the patients mentioned that the purpose of treatment with tourism in India. By doing survey of 100 patients, 34% patients came for treatment along with social gatherings. There are only 6% of the patients who came for the purpose of treatment with shopping.

3. For which treatment you have come?

- Orthopaedic
- Ophthalmic
- Cosmetic
- Cardiac
- Neurological

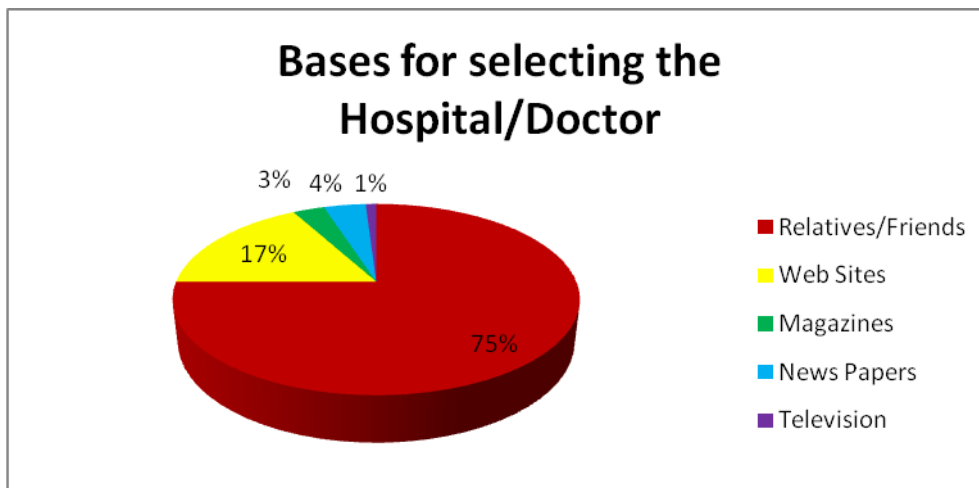
- Gastro intestinal
- Respiratory system related
- Urological
- Gynaecological/Obstetrical
- Dental
- Paediatric
- Psychiatric



As mentioned in the chart, most of the patients came to India for the treatment of Cardiac diseases. Another very common disease is of Gastro Intestinal and of Orthopedics. The diseases of Respiratory System and Dental diseases are also can be seen among the patients. There were many patients who took treatment for diseases of multiple systems. 19 patients were taking orthopedics treatments which include majorly knee and hip replacement surgery. There were 22 Cardiac patients majorly came for Bypass surgery and Angioplasty. Gastro intestinal diseases also can be seen in more number of patients. There were 21 patients who were suffering from Gastro Intestinal disorders which majorly include Laparoscopic Surgery. Respiratory diseases also can be seen in 15 patients. In India Dental surgery is also appreciated by the NRIs. Here we can see there are 12 patients who came for the Dental surgery. As mention above in the charts, we find very few patients of other system related treatment.

4. What are the bases for selecting this Hospital/Doctor?

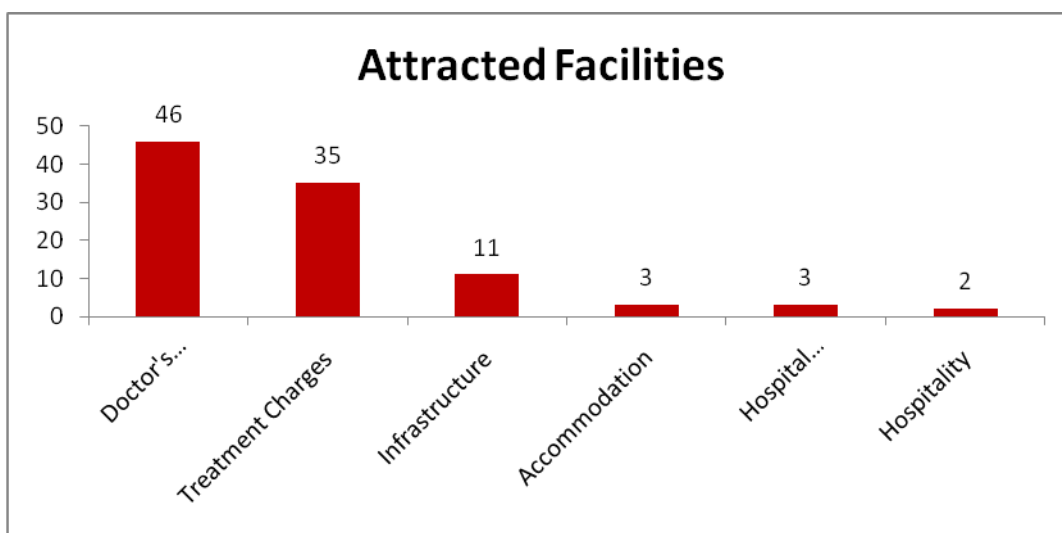
- Relatives/Friends
- Web sites
- Magazines
- News papers
- Television.



As mentioned in the above charts, there are many bases to get information regarding particular Hospital or Doctor. As mention in the charts 75% patients get information from their relatives or friends. Patients who don't have any relatives or friends in India could get information from web sites. There are 17% of the patients who get information from the web sites. There are very few patients got information from various magazines, News Papers and Television which are 3%, 4% and 2% respectively. Here we found that Positive Word of Mouth can grape more number of customers

5. Which facilities have attracted you to come here?

- Doctor's specialisation
- Treatment charges
- Infrastructures
- Accommodation
- Hospital administration
- Hospitality

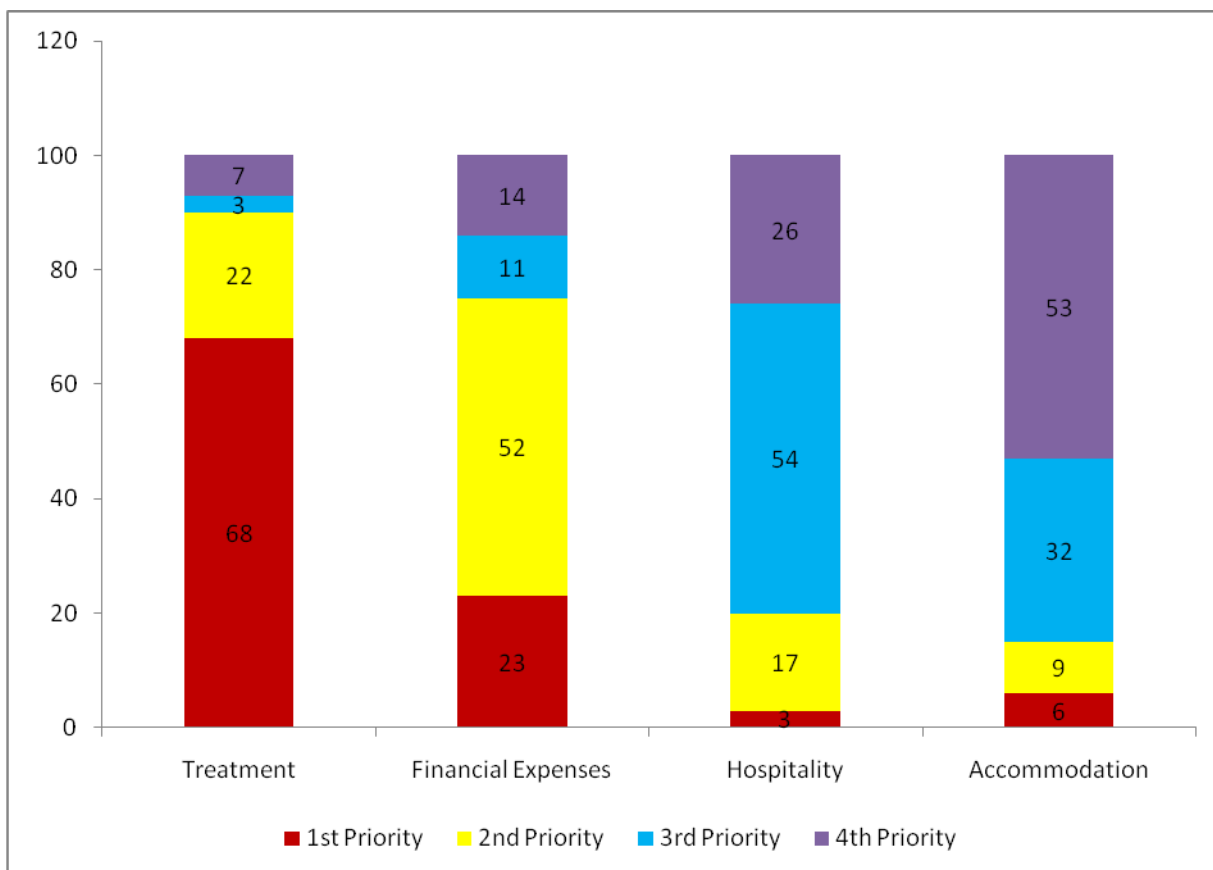


As mentioned in the chart, most of the patients attracted towards the Doctor's specialization and Treatment Charges. There are 46% of the patients who are attracted towards the specialization of the Doctors and 35% are attracted towards the low cost of treatment. 11% are attracted towards the Infrastructure of the hospital and 3% are happy with the Accommodation facilities of the hospital and 3% with Hospital Administration. There are only 2% of the patients who attracted towards the Hospitality of the Hospital.

6. Give the ranks to following matters. 1 leads to most important for you.

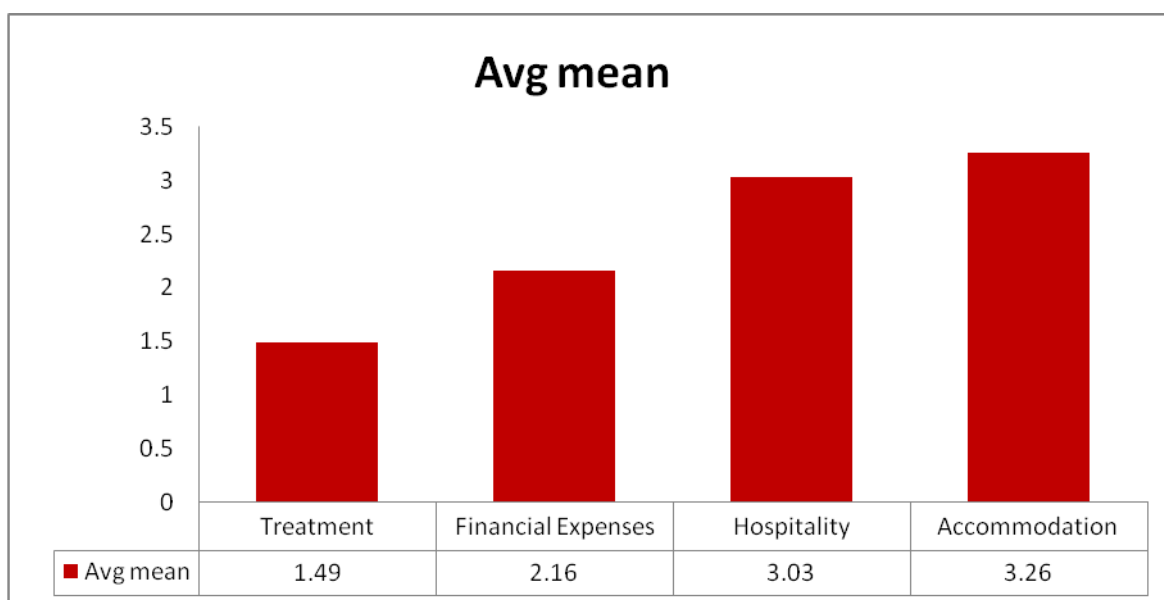
- Treatment
- Financial expenses

- Hospitality
- Accommodation



Here as mentioned in the chart, 68% of the patients gave their first priority to Treatment, 52% patients gave their second priority to Financial Expenses, 54% patients gave third priority to Hospitality and 53% patients gave their last priority to Accommodation

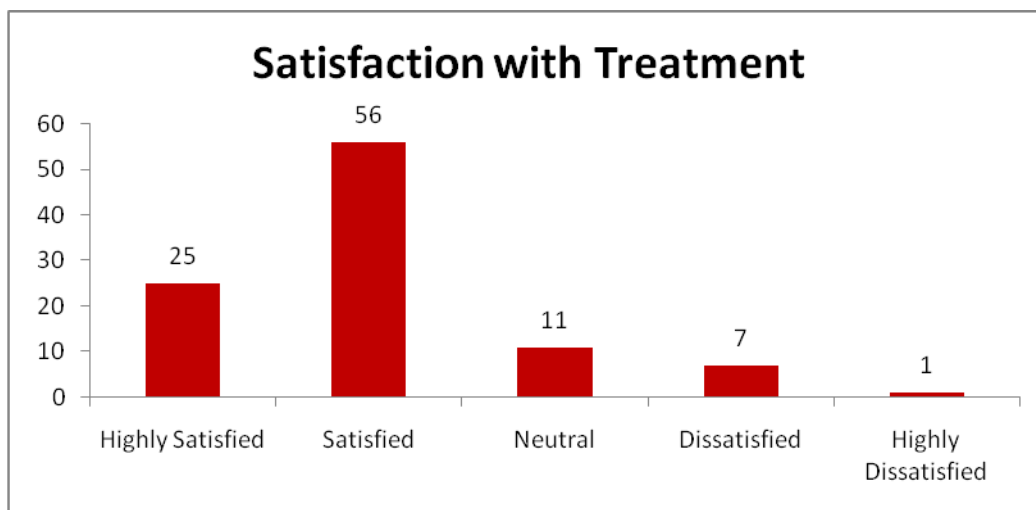
AVERAGE MEAN:



Here as mentioned in the above charts, we can see the majority of the patients gave first priority to Treatment followed by Financial Expenses, Hospitality and Accommodation.

7. Are you satisfied with the treatment given here?

- Highly Satisfied**
- Satisfied**
- Neither satisfied nor dissatisfied**
- Dissatisfied**
- Highly dissatisfied**



We have given numbers to find out Mean.

Highly Satisfied-1, Satisfied-2, Neutral-3, Dissatisfied-4, Highly Dissatisfied-5

Calculation:

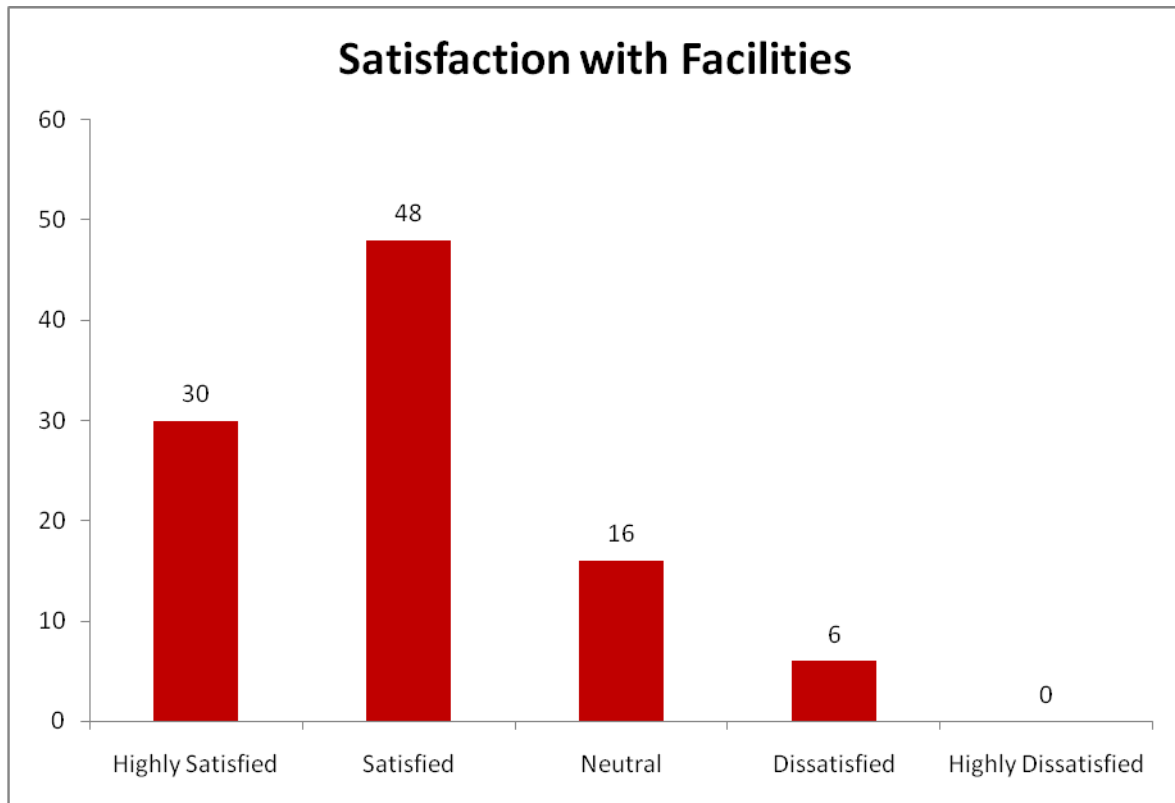
$$\begin{aligned} \text{Mean} &= [25(1) + 56(2) + 11(3) + 7(4) + 1(5)] / 100 \\ &= 203/100 \\ &= 2.03 \end{aligned}$$

Here, mean is 2.03, which indicates the most of the patients are satisfied. As mention in the chart, 56 out of 100 patients are satisfied with the treatment taken in India. 25 patients are Highly Satisfied, 11 patients are not in stage of deciding their satisfaction level. They are neither satisfied nor dissatisfied.

7 patients are not happy with the treatment given by the hospital. So they are dissatisfied and there is only one patient who is highly dissatisfied with the treatment.

8. How much you are satisfied with the facilities available in this hospital?

- Highly Satisfied**
- Satisfied**
- Neither satisfied nor dissatisfied**
- Dissatisfied**
- Highly dissatisfied**



We have given the numbers to find out the Mean.

Highly Satisfied-1, Satisfied-2, Neutral-3, Dissatisfied-4, Highly Dissatisfied-5

Calculation:

$$\begin{aligned} \text{Mean} &= [30(1) + 48(2) + 16(3) + 6(4) + 0(5)] / 100 \\ &= 198/100 \\ &= 1.98 \end{aligned}$$

Here, mean is 1.98 which is towards 2 which indicates most of the patients are satisfied with the Facilities given by the hospitals.

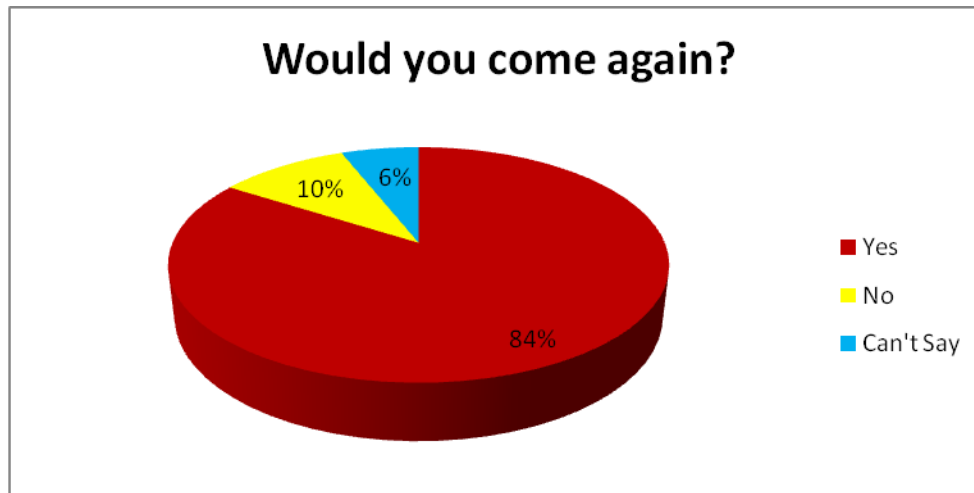
Here as mention in the above chart, 48 patients are satisfied with the facilities available in the hospital. 30 patients are Highly Satisfied.

There are 16 patients who are not in the stage to decide their satisfaction level regarding facilities available in the hospital. So they are neither satisfied nor dissatisfied.

There are 6 patients who are Dissatisfied with the facilities available in the hospital.

9. Would you come again here in future if you need any treatment?

- Yes
- No
- Can't say



Here as mentioned in the above chart, 84 patients show their eagerness to come again in the same hospital in future if any need arise.

10 patients replied negatively and 6 patients are in the dilemma whether they should visit again the same hospital or not if need arise in the future.

IV. FINDINGS

- The survey of the 100 patients who came from outside the India in different Multispecialty and super specialty hospitals of Ahmadabad and Vadodara are mostly from the United States of America, Africa and United Kingdom.
- The major purpose to come to India is Treatment, Tourism and Social Gathering.
- The findings suggest that patients are coming mainly for the cardiac diseases, orthopedic diseases and for gastro intestinal diseases.
- Patients are also attracted towards alternative therapies like Ayurvedic, Yunani and Yoga.
- Most of the patients select the Hospital or Doctors on the basis of the advice of their relatives or friends and from the web sites.
- The major attractions for the patients to come to India are Doctor's specialization and low treatment charges.
- Patients gave their first priority to the treatment, followed by financial expenses, hospitality and accommodation.
- Most of the patients are satisfied with the treatment and facilities being rendered by the hospital.
- Majority of the patients show their eagerness to visit the same hospital again in the future if any need arises.
- Following are been the suggestions which are being stated from patients perspective which includes focusing on Marketing through advertisements as well as establishment of Yoga and Rehabilitation centers along with the major clinical departments.

V. RECOMMENDATIONS

- [1] In our study we found that majority of the patients are from US, UK and Africa. So hospitals should promote their marketing programmes for attracting patients apart from these countries.
- [2] The majority of the patients are coming for the Cardiac, Orthopaedic and Gastro Entomological diseases, so the hospitals should develop super specialty wards and departments to capture more number of patients.

- [3] Our hospitals should develop Alternative Therapy wards or departments like Ayurvedic, Yunani, Spa and Yoga along with the rehabilitation centres.
- [4] To increase the Advertisement of the Hospitals by using different marketing media.
- [5] In our study we found that most of the patients are satisfied with the Treatment and Facilities provided by the hospitals, so hospitals should strive continuously for maintaining their standards for effective delivery of health care services.
- [6] For patients who are dissatisfied with the treatment and facilities, hospitals should try to know the reasons behind the dissatisfaction and should implement cause and effect analysis to rule out the reasons of dissatisfaction.
- [7] Hospital should minimize their Professional Attitude towards the NRIs patients.
- [8] Hospitals should focus on Increasing travel facility for the foreign tourists
- [9] Visa-on-arrival facility for tourists from selected countries.
- [10] Improve and modernize airport infrastructure and services.
- [11] Make more and more advertisement by using different Medias to capture more market shares.
- [12] Create public awareness about economic and social benefits of Medical tourism.

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