



## How to Improve Hospital Rating

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### Abstract:

Two and a half years of pandemic taught us many things in life including how utilize the world of internet. In this modern era, it is essential even for a hospital to keep up its standards on the online platform. Each day the competition is now spreading into the service as week speak. Now more than ever we need to ensure the quality and service the hospitals trying to give the public every day should reflect upon the world wide web.

The ratings provided by 'Google' is the most common and well-known. At the beginning it was used wildly for hotels, restaurants, shopping malls, sites to visit etc. But now a days story is different. Even well named hospitals are expected to keep up their ratings. The perks of internet give's the patient now to choose the best option based on the real-life experience and reviews by those patients already paid a visit. It helps others to decide whether a particular hospital is the right option or not. In other word's we can say that hospitals have entered into the world of competition.

Now how to improve hospital ratings, this is the question under consideration in this study. There are different criteria for that. We are going to look from the patient's perspective, to analyze what are the factors that influence their ratings. This Is the scope of this study.

### INTRODUCTION

The study we are focused here is, how to improve the hospital ratings given by its customers. There are certain factors that influence this rating procedure. The objective is to find those factors and use it to improve the quality and ratings of the hospital through this study. There must be certain facilities and services a patient expects from a hospital before he visits that

particular hospital. Hospitals rely on non-profit agencies to achieve it. It acts a peer in the minds of the customers when they see these certain accreditations from these agencies and they know that the particular hospital has to meet certain standards to get there.

Hospital rating can be determined by many factors and many agencies. 'NABH' (National Accreditation Board for Hospitals & Healthcare Providers) and 'JCI' (Joint Commission International) are the best examples for such agencies. To get accredited from such non-profit agencies the hospitals must ensure certain standards. It all start with how they implement the 'IPSG' (International Patient Safety Goals). The implementation and the procedures done to ensure these goals plays the major factor in getting these accreditations. These accreditations play an important role in hospital ratings, which ultimately concerns the goodwill and image of that particular hospital. This leaves the initial impression on a patient's mind.

Now with the help of primary and secondary data collected, we can find out what are the others factors come into play when it comes to customer ratings of a hospital. What are the things a hospital should make sure to gain its patients trust and loyalty? How will they give you a perfect rating? These are the question under consideration in this study.

### **Literature Review:**

All accreditation and reviews all are done to improve the rating of a hospital, and all these are done for a single reason. To show its customer the value and service they could offer. We can't deny the factor even though hospitals are non-profit enterprises, there are fierce competition between them. That is the main reason why each hospital is trying to get their ratings high. The ultimate goal is to gain patients loyalty and trust.

Now let us look into what a patient expects, what is their perspective. What are the services and methods a hospital should adopt. What are the things they should elude. When it comes to customer satisfaction, we cannot just give the things we have. The service provider should understand the needs and make sure those needs are satisfied. I believe that is most important concept that any service providing sector should follow and following.

As we know it's a tech era, and this pandemic we just went through underscore this statement. The ratings in the online medias like search engines like "Google", "BING" etc plays an important role in decision making. Same goes for hospitals. From the study I conducted among some random patients through some specifically designed questionnaire revealed some interesting facts.

The questionnaire was distributed among 60 random individuals from different age groups. A majority was aware of the term hospital ratings through the use of internet. And more than half of them have rated the hospitals they been to. It is clear that all these ratings are from

there experience while they been in that particular hospital. Almost every one of the respondents believe that hospital ratings important in finding the best options for them. The advancement of technology ensures that. They believe that these ratings play's an important role in the decision-making process of weather to visit that particular hospital or not.

Now let us talk about the factors that are going to influence the rating process. The availability of well experienced doctors, good quality of service, well equipped lab and medical equipment's, good track records are considered to be the top most priority of the patents to find in a hospital. This plays the major role in the rating process from a patient. Another factor that may influence the ratings is the accreditations from 'NABH' and 'JCI', the patients feels that if the hospital is accredited with 'NABH' or 'JCI' or both, the standards of that particular hospital would be high. This plays a positive impact on the rating process. If a patient is willing to give a 5-star rating for a hospital, he/she expects to find the availability of various consultants, facilities to conduct various test, waiting time, tie up with insurance companies, overall service provided to be there with a standard they expect.

If we look into the factors that affect the rating from the patients will, the long waiting times will be the first that will come up on that list. Time is everything for everyone and no one likes to wait long hours just see their doctors. The time management and time allocation will decide the fact that if the ratings go up or down. Another big reason to impact the rating in the negative way is the behaviour of the doctors, nurses and other staffs of the hospital. The staff should well be experienced to handle every type of patients. The quote "The customer is the king" goes for here to. The long hours of works and the unacceptable behaviour from customer may be a reason for long day, but the staff should be cautious in handling them. Because it is one of the negative things pointed out by the patents. Sometimes the mentality of the patients causes an effect on the rating process. It may be biased to favours which may cause misleading information to others who may come in future. When that happens, the expectations won't be met and patients may have a tendency to believe that these ratings maybe misleading.

From this study we found out these opinions and facts that plays an important role in the in how we can improve the hospital rating. After all, all these are done to gain patients trust and loyalty. It is better to know what they need rather than what we can give. The hospital should improve their own standards by knowing what its patients really need. By that way the ratings of the hospital can be improved in a raid growth.

## **Research Methodology:**

There are several research methodologies available to meet the research objectives of this paper and none is inherently superior or inferior to the other. Thus, there is no explicit law for one to follow in choosing one system over another and the choice may differ according to several factors such as the nature and any other constraints affecting the collection of facts and figures.

For the motive of the study, both primary and secondary figures were used. Questionnaires were used to gather responses from respondents.

The researcher employed questionnaire to collect the basic information. A questionnaire was developed to look for the respondent's understanding of telemedicine procedures.

The questionnaire had two sections:

Section A identifies the respondents, their gender and their age;

Section B concentrates on what are the expectations a patient hope to find from a hospital. Whether they heard of the term hospital rating and have they ever rated a hospital they have visited. What are the factors that will affect the rating in negatively?

The data was input into the software and it was also used to generate the pie chart which aided in the interpretation of the outcome obtained.

## **Research Findings:**

In this new era especially after going through this pandemic, the term hospital rating plays an important role. This is a generation defined by technology and the hospital also need to rethink their old conventional ways. The term hospital ratings play an important role in the decision makings weather to visit a particular hospital or not. By that we can confirm that the improvement of hospital ratings is also important. There are factors influencing the patients rating process both in negative ways and positive ways. It is entirely resting upon the hospitals as far as a patient's point of view.

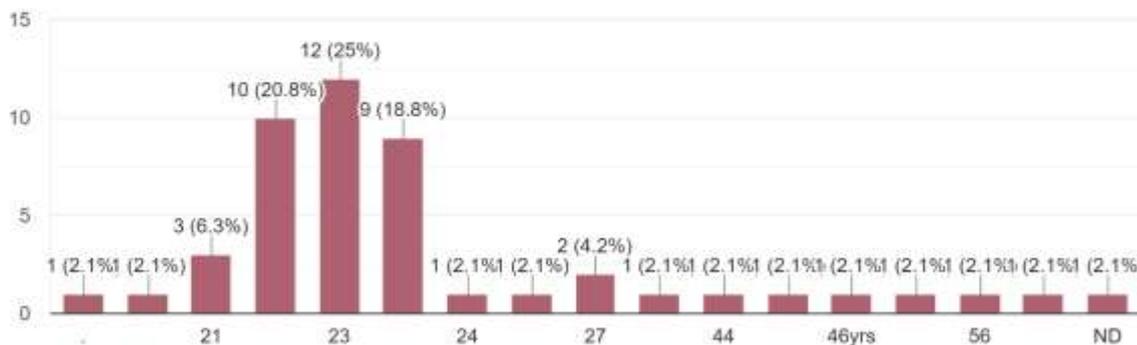
The factors like availability of well experienced and variety of consultants, good quality of service, well equipped labs and medical instruments, good track records play the major role in for positive ratings. While problems like waiting time, behaviour of doctors and other staffs including nurses, management team determine whether the ratings go down. The tie up with variety of insurance companies can also plays a hand in this matter.

Also, I believe that accreditations from 'NABH' AND 'JCI' leaves a good impression on patient's mind. As they believe that, to acquire such accreditation such institutions much meet certain standards. Which is true and plays a crucial role in hospital ratings. Taking in these facts and by trying to improve small issues like timing management and attitudes of some employees, a hospital can improve its ratings. Also, they could conduct some surveys and spread some awareness of hospital rating

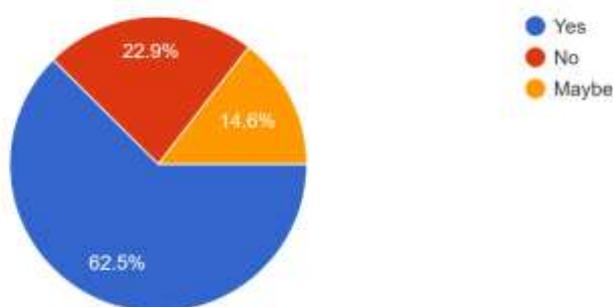
**DEMOGRAPHIC INFORMATION OF THE RESPONDENTS: -**

**Age Group;**

Age  
48 responses



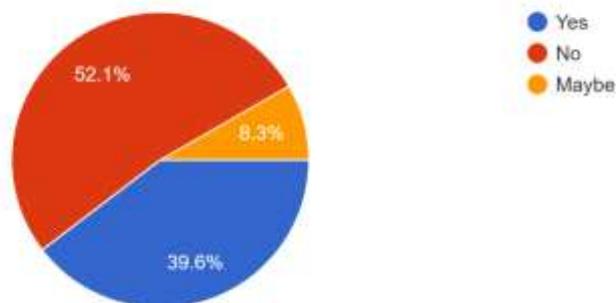
Have you ever heard of the term 'Hospital Rating'?  
48 responses



**INTERPRETATION:** Out of 48 respondents 62.5% have heard about telemedicine services, 22.9% were not aware of it and 14.6% may be aware of it.

Have you ever rated any hospital for their service?

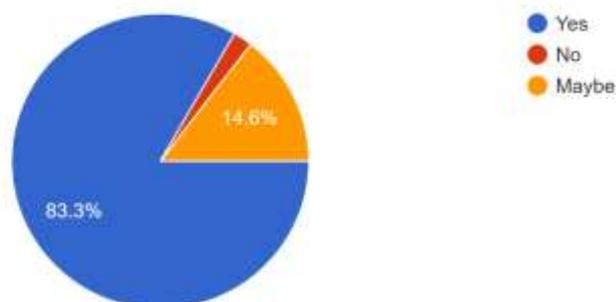
48 responses



**Interpretation:** From 48 respondents 52.1% have rated a hospital they have visited, 39.6% haven't and 8.3% were not sure.

Do you think hospital ratings are important in the present generation?

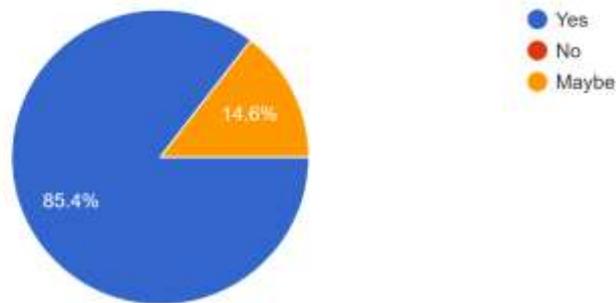
48 responses



**Interpretation:** 83.3% out of 48 respondents feels that hospital ratings are important, 14.6% thinks maybe.

Do you think hospital ratings help patients to choose better treatments?

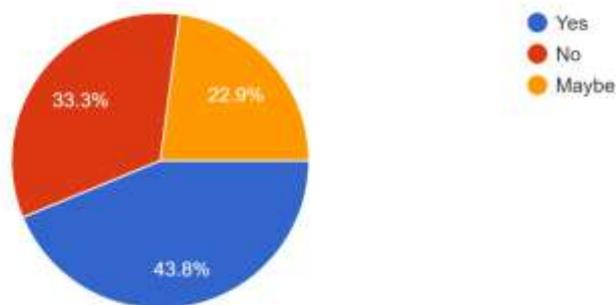
48 responses



**Interpretation:** 85.4% out of 48 respondents feels that hospital ratings help patients to choose better treatments, 14.6% thinks maybe.

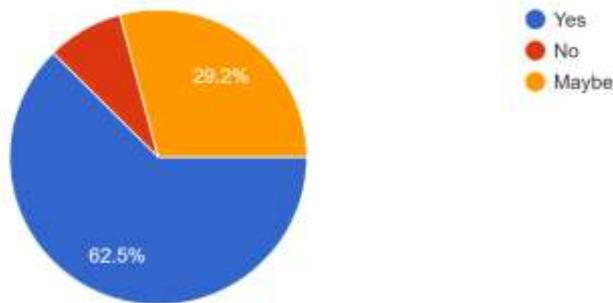
Before visiting a hospital, have you ever looked into the ratings of that hospital?

48 responses



**Interpretation:** 43.8% out of 48 respondents have looked into that particular hospital ratings, 22.9% thinks maybe and 33.3% disagree.

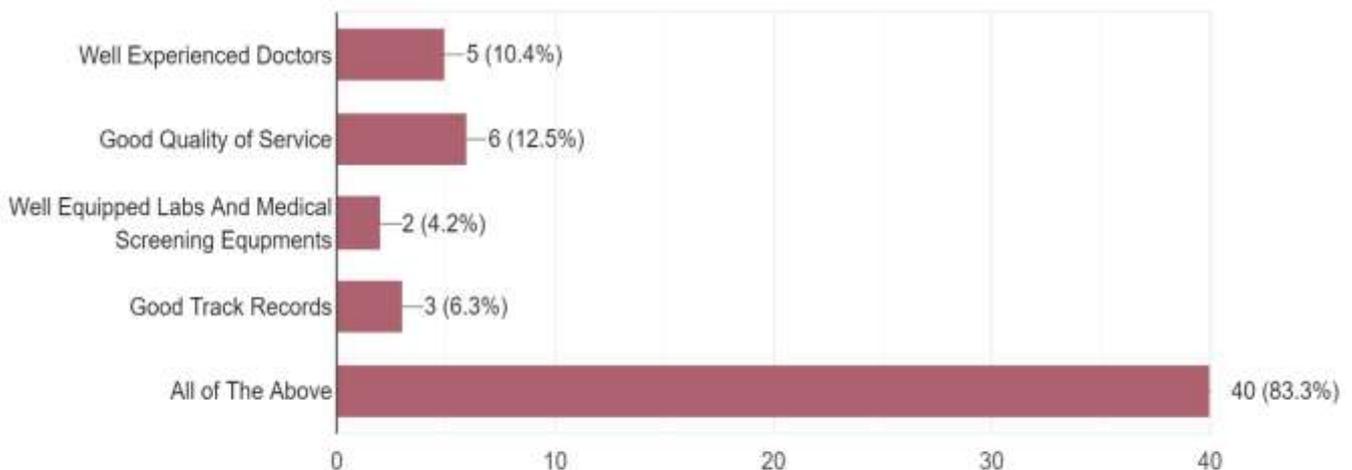
Does such ratings plays any role in your decision to visit that particular hospital?  
48 responses



**Interpretation:** 62.5% out of 48 respondents feels that hospital ratings plays a role in their decision to visit that particular hospital, 29.9% thinks maybe and 8.3% disagree.

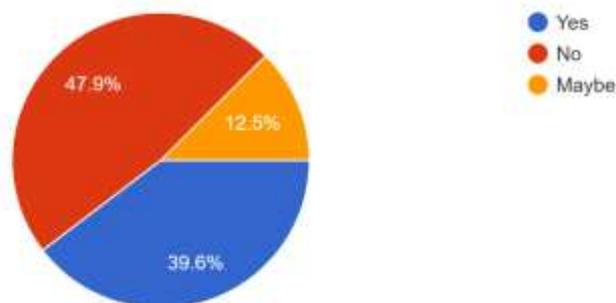
**Expectation Of Patients Chart:**

In a well rated hospital what do you expect more, is it  
48 responses



Are you aware of the accreditation by 'NABH' for hospitals?

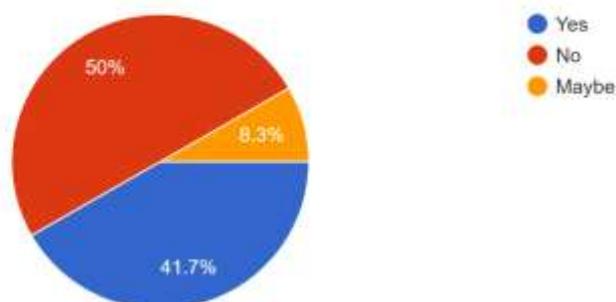
48 responses



**Interpretation:** 39.6% out of 48 respondents are aware of 'NABH' accreditation, 12.5% thinks maybe they have heard and 47.9% haven't.

Have you heard of accreditation by 'JCI' for hospitals?

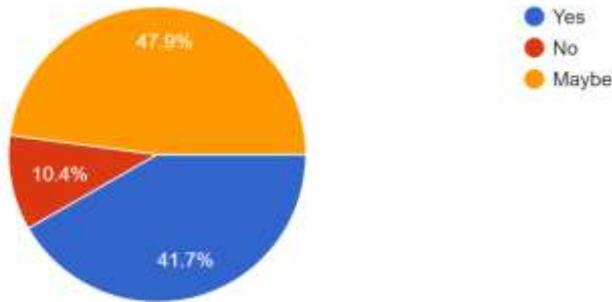
48 responses



**Interpretation:** 41.7% out of 48 respondents are aware of 'JCI' accreditation, 8.3% thinks maybe they have heard and 50% haven't.

If a hospital has both 'NABH' and 'JCI' accreditation, do you believe that particular hospital have high standards?

48 responses

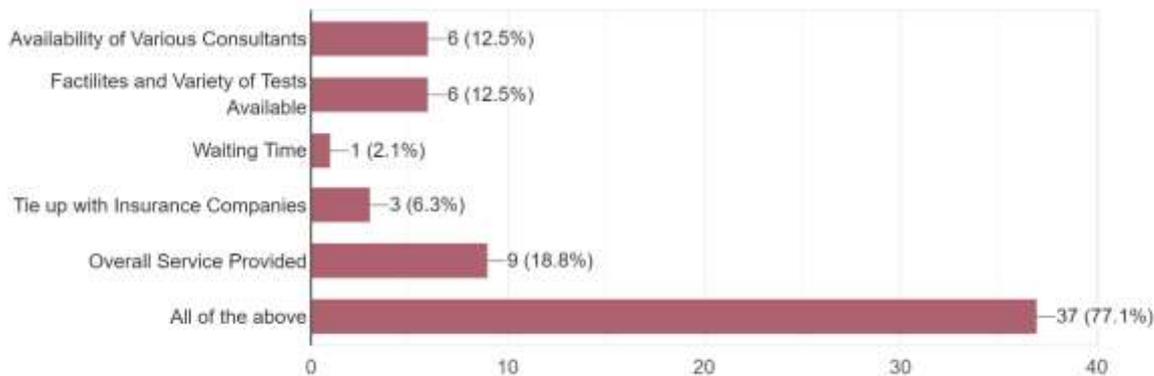


**Interpretation:** 41.7% out of 48 respondents think that hospitals having 'NABH' & 'JCI' accreditation have high standards, 47.9% thinks maybe they have heard and 10.4% disagree.

**If a Patient is Willing To Give 5-Star Rating, He/She Expects:**

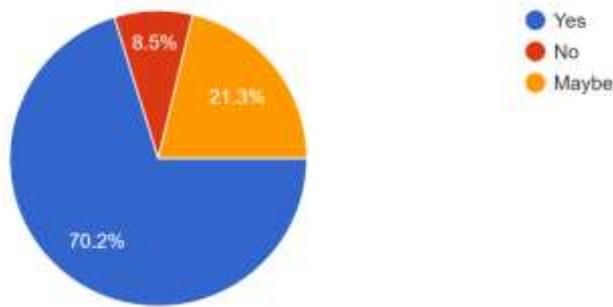
If you are willing to give a hospital 5 star rating for their service, what types of services would you expect? Is it

48 responses



While giving a rating, does the behaviour of the doctors or staff influence your decision?

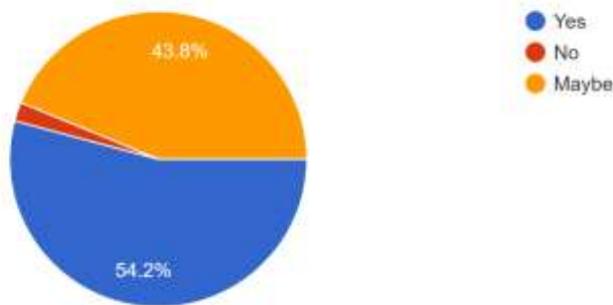
47 responses



**Interpretation:** From 48 respondents 70.2% believes that behaviour of the doctor or staff influence their decision, 21.3% thinks maybe and 8.5 % disagree.

Does long waiting hours creates a negative impact on your intended rating?

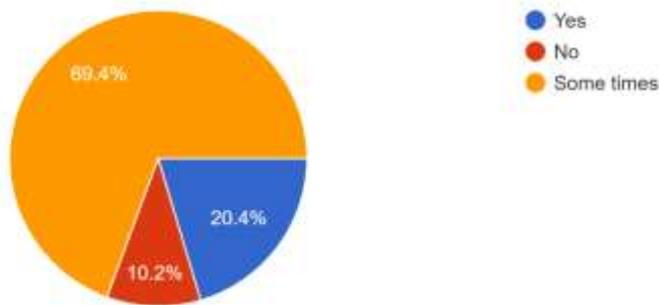
48 responses



**Interpretation:** From 48 respondents 54.2% believes that long waiting hours creates a negative impact on their intended rating, 43.3% thinks maybe and 2.1% disagree.

Have your ever found the ratings found on the internet may be misleading?

48 responses



**Interpretation:** From 48 resportents 20.4% think that the rating found on the internet maybe missleading , 69.4% thinks maybe and 10.2% disagree.

**After Giving a Rating, The Patient Hope to Achieve;**

After giving a rating, what do you hope to achive from that? Is to

48 responses

