

DOCTORS' PREFERENCES ON HEALTH SERVICES PROVIDED BY HOSPITALS OF NAVI MUMBAI

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ABSTRACT

This research paper is about the practicing market strategies of four hospitals in Navi Mumbai. Two amongst four hospital are well known as best hospital of Navi Mumbai, located in prime location as compare to other two hospitals establish in same area, but not in prime area. The objective of the study was to study the quality of health services with special reference to selected hospitals of Navi Mumbai and to study the perception and preferences of doctors for the services provided by the selected hospitals of Navi Mumbai. A sample of 200 doctors practicing in Navi Mumbai gave detailed information through questionnaires and discussions about their preferences for referring patients to these hospitals. The results of the study shows that the established hospital on one hand striving hard to maintain its reputation in the market, whereas other hospitals are focusing on their services to build their brand.

KEYWORDS: Services Provided, Hospitals

INTRODUCTION

The health care quality of hospitals is the burning issue for any hospital to stand competitive in the market. With the increase in per capita income of residents of Navi Mumbai, the purchasing power has a shown growing trend, so the expectation of consumer for the different services is also high. Now a days, patient other than doctors treatment also expects a good facilities in terms of infrastructure, supporting staff, good hygienic conditions etc. A patient does not mind paying extra charges for special services.

A patient generally does not go directly to the hospitals, a doctor's reference is required. This study is focusing attention on the perception of doctors of Navi Mumbai on the basis of their reference also how they rate different hospitals of Navi Mumbai.

The Hospitals under the Study Were

Terna Sahyadri Speciality Hospital & Research Centre

Started in the year 2009, Terna Sahyadri Speciality Hospital brings quality healthcare closer to home. Sahyadri Group of Hospitals has widened its horizons with a multi-speciality hospital at Navi Mumbai. Terna Sahyadri Speciality Hospital, at Nerul offers latest tertiary health care solutions under one roof. It is a joint venture between Terna Public Charitable Trust (TPCT) and Sahyadri Hospitals Ltd. Strategically located just opposite Nerul Railway Station, Terna Sahyadri Speciality Hospital, makes quality healthcare, easily accessible to the residents of Navi Mumbai.

Dr. D.Y. Patil Hospital & Research Centre

Dr. D. Y Patil Hospital and Research Centre was launched with a vision to provide excellent health care at an affordable cost within the city limits of Navi Mumbai. The dream to see an affordable hospital that would benefit the economically bestowered, as well as the deprived, has finally become a reality. Extremely accessible from the airport, the Nerul railway station and the Mumbai Pune Expressway, this Hospital comes as a boon to the people of Navi Mumbai, Mumbai and Pune, for whom affordable and world class health care is now within reach. The hospital is a multi-speciality tertiary care facility, which has acquired a reputation of a reference centre by virtue of the wide variety of diagnostic and treatment services that it offers. Almost every conceivable healthcare service is available in the hospital.

MGM, New Bombay Hospital

M.G.M New Bombay Hospital is Serving since 32 years has grown up to become one of the efficient achievers in Navi Mumbai's health sector. The Hospital has been certified ISO 9001: 2000 by NQASR Certification. The Hospital hold the interest of the patient to the paramount and are committed to cost-effective care of high quality. It is designed to offer each patient the highest standard of medical care through a coordinated and integrated group practice of medicine. M.G.M.'s Out Patient Department has consultants from all specialties and super-specialties like Cardiology, Neurology, Gastroenterology, Endocrinology, and Joint Replacement Unit including MGM Center for Genetic Research and Diagnosis.

Hiranandani Fortis Hospital, Navi Mumbai

Fortis Hiranandani Hospital, Vashi is a Tertiary care Multi specialty hospital. Their key specialties include cardiac sciences, cancer, minimally invasive surgeries, renal sciences, neuro sciences, Obstetrics and gynecology, orthopedics and joint replacements, gastroenterology (medical and surgical). They have the best pool of Navi Mumbai and Mumbai doctors. With a high focus on patient centricity, we provide quality medical care at affordable price. At Hiranandani hospital, the medical team comprises of highly experienced consultants in all major specialities.

RESEARCH METHODOLOGY

The study is an exploratory research. The secondary data about the hospitals was collected through internet search. Research was conducted through Random cluster sampling technique. The research was conducted on the doctors of Navi Mumbai comprises of four different geographical clusters Airoli to Koperkhairne, Vashi to Seawoods, Belapur to Panvel and Belapur to Uran respectively. Sample size was total of 200 doctors from four clusters. Instrument used was a well design questionnaire comprised of twelve questions on patient referral, (CME), Hospital contact numbers and doctor's preference on various aspects.

Objective and hypothesis of study: Following were the objectives and hypothesis of the research study

OBJECTIVES

- To study the quality of health services in Navi Mumbai.
- To study the perception and preference of Doctors for service provided in Navi Mumbai.

Hypothesis

- **H₀:** Perception of doctors were same for all hospitals of Navi Mumbai.
Ha: Perception of doctors were different for all hospitals of Navi Mumbai.
- **H₀:** Quality of health services is same in all the four hospitals.
Ha: Quality of health services were different in all the four hospitals.

With the above objectives and hypothesis a questionnaire was prepared and survey was conducted in predefined sample size. The results of questionnaire are analyzed using SPSS package. The results of the same are summarized in next section of research paper.

Data Analysis and Interpretation

In response to questions about doctors preference of hospitals and different services in Navi Mumbai for patient referrals ,on an average 34.125 percent of doctors preferred MGM Vashi for patient referral for all medical services. 15.375 percent of doctors found Fortis hospital good for patient referral, 15.875 percent for Dr. D.Y. Patil Hospital, 7.375 percent of doctors referred Terna hospital and remaining 29.75 percent for other local hospitals which are emerging in different node like Lakshdeep hospital Om Nav jeevan to name some few. From the above data we can say MGM is well established hospital in Navi Mumbai. Reasons could be its location of Vashi which is almost in the middle of Navi Mumbai , year of establishment and the services which they provide to patients.

On analyzing the data as per percent analysis for various individual services like medical services, OBS and GYN services etc., In case of these services, 33% of respondent rated Cardiac Service of MGM is best in Navi Mumbai followed by Fortis as per preference of Doctors. In response to above same questions OBS & GYN services of MGM is most preferred by the doctors of Navi Mumbai.

Table 1: Doctors' Preference of Hospitals of Navi Mumbai for Patient Referrals

Services Provided in Hospitals	MGM Vashi	Hiranandani Fortis, Vashi	Dr. D.Y. Patil Hospital, Nerul	Terna Shayadri, Nerul	Others
Cardiac services	33	21	12	7	37
OBS & GYN	34	13	18	12	23
Dermatological	34	12	17	10	37
Urological	38	13	16	8	25
Neurological	35	17	20	8	30
Medicinal	33	16	9	9	33
Ophthalmological	35	15	20	6	24
Orthopaedic	31	16	15	9	29

Dermatologist Services of MGM was rated on top by 34 percent followed by Dr. D. Y. Patil (17%) are preferred by doctors of Navi Mumbai. Urological Services of MGM hospital preferred most (38%) followed by Dr. D. Y. Patil (16%), Fortis(13%) and Terna(8%) were preferred by doctors of Navi Mumbai. When Doctors were asked to rate the Neurological services preferred by them they rated as MGM Vashi (35%), Dr. D. Y.Patil hospital (20%), Fortis (17%) and Terna Hospital (8%).

Doctors prefer MGM hospital Followed by Fortis , Terna And Dr. D.Y. Patil hospital for Medicinal Services. Table 1 reflects the orthopaedic services of MGM are most preferred by the doctors in Navi Mumbai followed by Fortis, Dr. D.Y. Patil and Terna Hospital.

Overall the Doctors prefers referring their patients to MGM Vashi mostly for Urological services, Neurological services and Ophthalmological Services. Hiranandani Fortis for Cardiac services, Neurological services, medicinal services and orthopaedic services, DY Patil hospital for Neurological services, ophthalmologist services, OBS & GYN, and Dermatologist services. Doctors refers patients to Terna Shayadri hospital for OBS& GYN services and dermatologist services.

It can be observed from the data that hospitals under the other category are emerging out to be tough competitors at the local level in Cardiac services, Dermatological services, Medicinal services.

Figure 1 shows the responses of doctors when they were asked about their preference about accredited healthcare centres over non- accredited health care centres. The response shows that 86percent of doctors prefers accredited healthcare centres whereas 14% still prefers non-accredited healthcare centres.

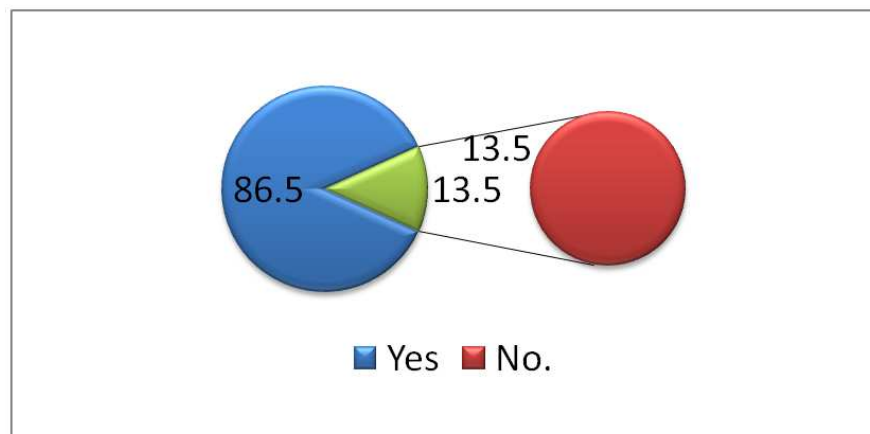


Figure 1: Preference about Accredited Healthcare Centres

A question on doctors perception and preference about Continuous Medical Education (CME), As per Figure 2 doctors rated Fortis CME programmes best in Navi Mumbai followed by MGM, Dr. D.Y. Patil and Terna hospital.

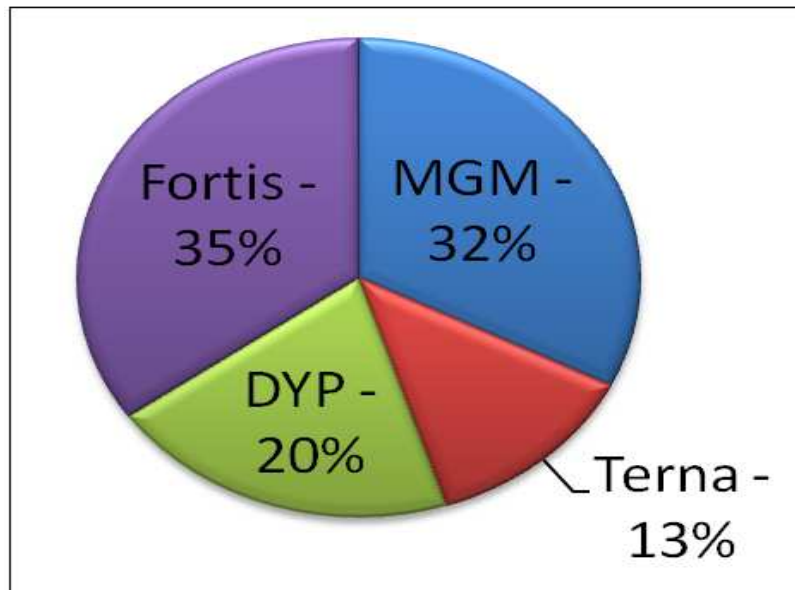


Figure 2: Preferred Casualty Numbers

It was observed that hospitals have casualty number, in response to the preferred casualty numbers 73% of respondent preferred hotline number over the 27% doctors who responded for direct number for casualty (please refer to Figure 2).

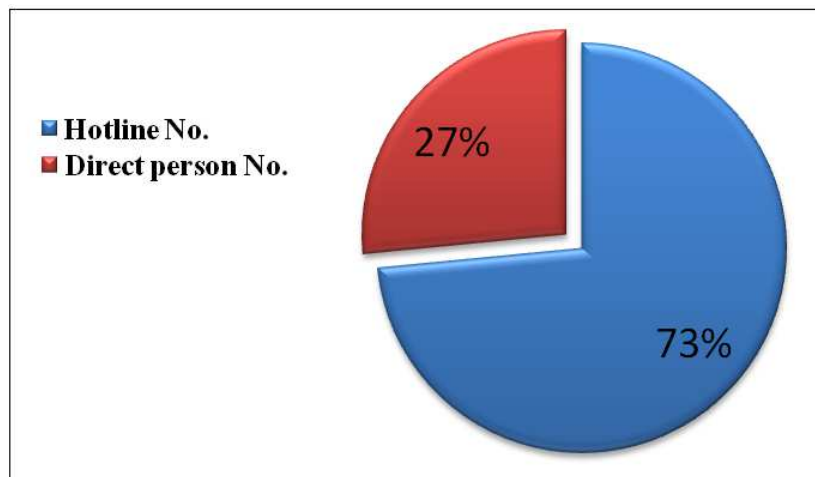


Figure 3: Preferred Casualty Numbers

Next section of questionnaire focus on the rating of various hospitals of Navi Mumbai, specifically MGM Vashi, Fortis, Dr. D.Y. Patil and Terna hospital. The doctors were requested to rate the different aspects of quality like patient satisfaction, quality services, ambiance, timeliness and services on the scale of 1 to 5. The average scores are calculated to rate the different hospitals scores from 4 to 5 represent excellent services, 3 to 4 good services, 2 to 3 are average, average score less than 2 is poor and very poor below 1.

The statistical analysis reflected that MGM Vashi was rated average followed by Fortis, Dr. D.Y. Patil and Terna hospital were rated poor in quality services. Figure 3 represents the quality rating of these hospitals. Major deficiency was observed in the registration process and reception offices, which has created a bad impression about the hospitals.

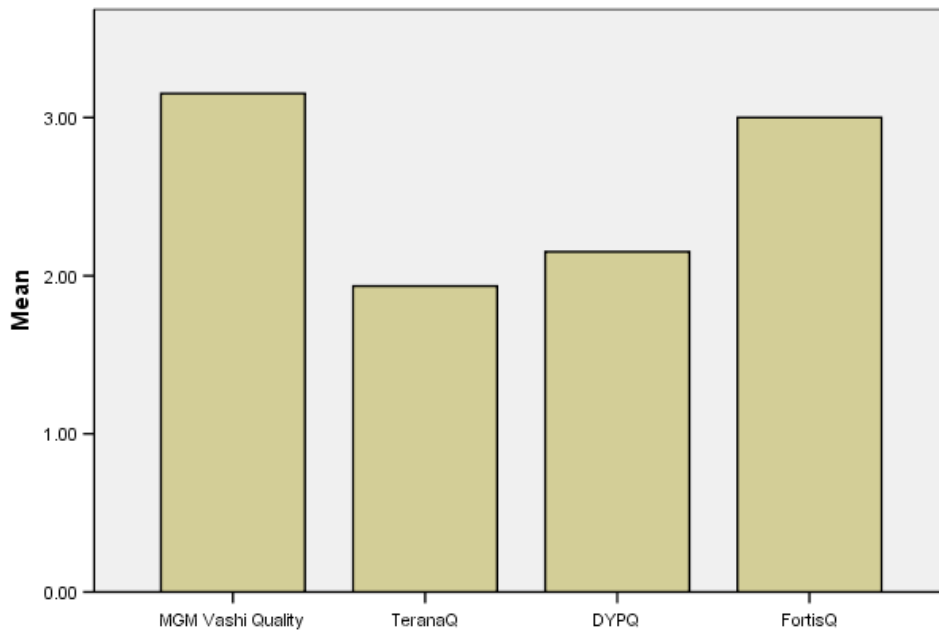


Figure 4: Quality Rating of Navi Mumbai Hospitals

Patients satisfaction and service rating from doctors point of view is good for MGM and Fortis, Poor in Dr. D.Y. Patil hospital and very poor in Terna hospital. Please refer to figure 4 and figure 5.

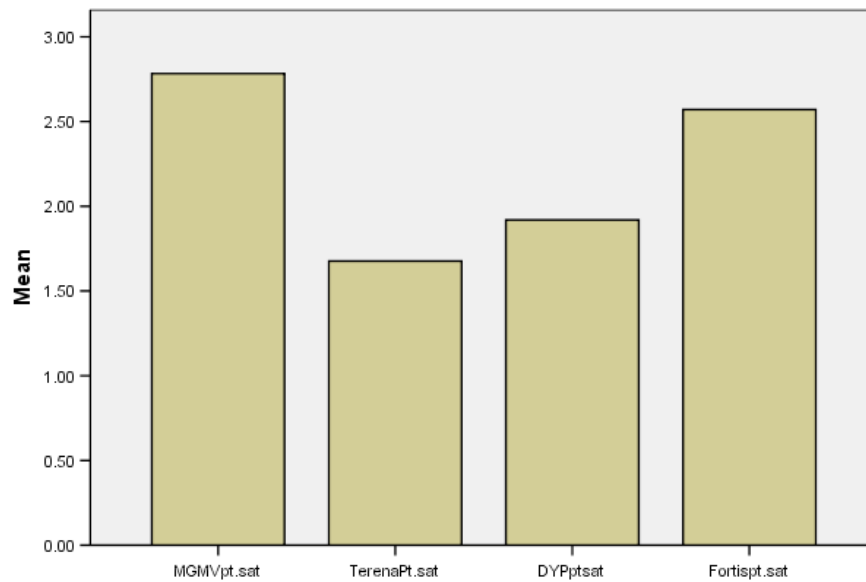


Figure 5: Patient Satisfaction Rating of Navi Mumbai Hospitals

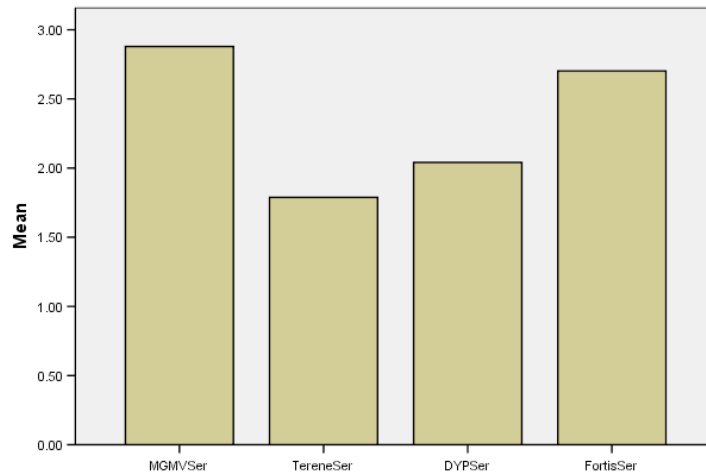


Figure 6: Service Rating of Navi Mumbai Hospitals

Doctors rated ambiance of MGM and Fortis towards good as compare to Dr. D. Y. Patil and Terna's ambiance.

Ambiance of Navi Mumbai Hospitals

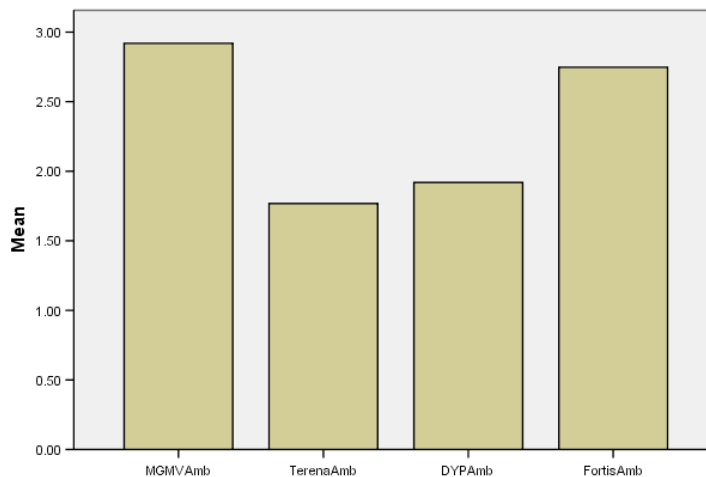


Figure 7: Ambiance of Navi Mumbai Hospitals

Timeliness means the paper work, administrative job and treatment time taken together . As per the figure 7, doctors appreciated the timeliness of MGM; they rate them good as compare to other hospitals.

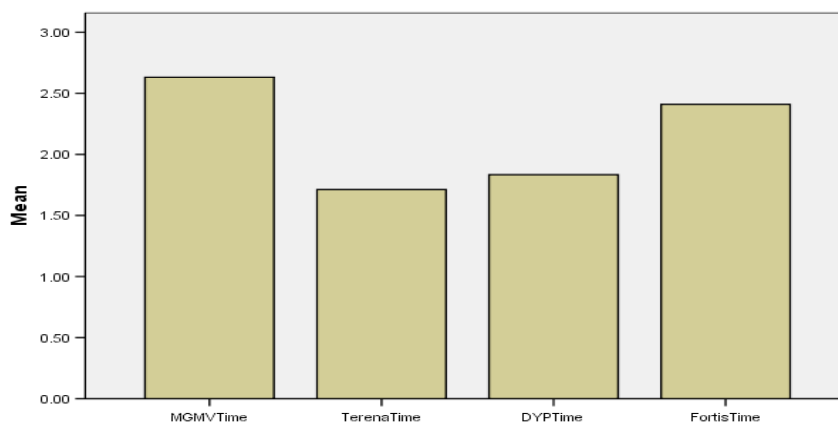


Figure 8: Timeliness of Navi Mumbai Hospitals

CONCLUSIONS AND RECOMMENDATIONS

It was observed from the data analysis that the doctors opine their preferences for medical services is MGM Vashi, while the preferred hospital with reference to infrastructure, hygiene, awareness, location etc. is Fortis Vashi. Hotline number for casualty services is more preferred by the Doctors.

It is recommended that doctors in entire Navi Mumbai should be made aware of CME's by using various media modes.

Brand Building Exercise considered as must for all hospitals to sustain and compete in market, they should emphasis on the cost effective treatment i.e. Low cost to patients. At the same time, equipments and manpower should meet the demands.

It is also recommended that for regular referral doctor's patient should get ease and/or discounts in admission or registration or prescription and/or special recognition in various segments.

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