

Research proposal

Title : Managing Patients Experience in Local Healthcare Institutions: A Study in Sivakasi Region

1. Introduction

Patient experience is an important element in today's competitive service industry. It determines the success of healthcare institutions. Managing patient experience plays a vital role in building trust, improving health outcomes and ensuring services quality in rural and semi urban areas. Even Though attention to patient centred care has increased, there is still limited focus on studies within local health care systems especially in rural India.

2. Problem statement

Local health care institutions continue to face serious Challenges in managing patient experience effectively. Lack of systems, resources and strategies focused on patient satisfaction leads to dissatisfaction. Therefore, this study helps to address the elements that shape patient experience and how they can be managed for better service delivery.

3.Objectives of the study

- To detect the core factors that impact patient experience in local health care institutions in Sivakasi.
- To audit the level of patient satisfaction with health care services.
- To review the practices currently utilised to manage patient experience.
- To form a structure for improving patient experience in rural health care settings.

4. Review and Literature

Existing literature indicates that service quality (SERVQUAL), patient trust and empathy of staff are crucial to patient satisfaction. SERVQUAL model and patient journey mapping has been often applied to understand and elevate patient experience.

5. Research methodology

5.1 Types of research

This research will be conducted by Mixed - Methods of both Quantitative and Qualitative data.

5.2 Sampling technique

Stratified Random sampling (patients from different hospitals / clinics.

5.3 Sample size and data collection

- 200 patients for survey (Quantitative)
- 3-4 health care staff/doctors for interview (Qualitative)

5.4 Data analysis

Quantitative data will be analysed by using statistical software, descriptive statistics, factor analysis, and regression.

6. Significance and outcomes

This study will help the local health care centers to identify the potential challenges faced by patients and to improve their services quality in rural areas.

7. Timeline

The proposed research will be analysed over a period of 12 months.

8. Budget

Budget for this research based on the process. A detailed budget will be submitted in the final research plan.

9. References

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality.

Donabedian, A. (1988). The quality of care: How can it be assessed?