

“Customer Satisfaction At Mo Hospital – A Case Study”

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Abstract

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Customer satisfaction is gaining a lot of importance in the health care sector. This is primarily because people are more aware and becoming more health conscious. So, hospitals are trying to ensure that their patients get the best possible service and their experience in the hospital is pleasant.

In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Understanding Customer Satisfaction helps in understanding the customers better and improving the services provided. This study was conducted at a government hospital in Bangalore. The customers' survey was conducted using a questionnaire with randomly selected sample size of 100. It also involved observations and interactions with the staff and students of the hospital. The objective of the study is to understand the level of customer satisfaction and to know the problems faced by the customers. Customer satisfaction is the key to any business organization's success. Understanding customers' satisfaction helps in understanding the hospitals support and service and to improve the service quality.

Key words: Customer satisfaction, Healthcare services,

INTRODUCTION

Industry Profile: Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Indian healthcare delivery system is categorised into two major components - public and private. The Government, i.e. public healthcare system comprises limited secondary and tertiary care institutions in key cities and focuses on providing basic healthcare facilities in the form of primary healthcare centers (PHCs) in rural areas. The private sector provides majority of secondary, tertiary and quaternary care institutions with a major concentration in metros, tier-I and tier-II cities. India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries.

Market Size: The overall Indian healthcare market today is worth US\$ 100 billion and is expected to grow to US\$ 280 billion by 2020. Healthcare delivery, which includes hospitals, nursing homes and diagnostics centers, and pharmaceuticals, constitutes 65% of the overall market. There is a significant scope for enhancing healthcare services considering that healthcare spending as a percentage of Gross Domestic Product (GDP) is rising. Rural India, which accounts for over 70% of the population, is set to emerge as a potential demand source. India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US\$ 25-30 billion. Given this demand for capital, the number of transactions in the healthcare space is expected to witness an increase in near future. The average investment size by private equity funds in healthcare chains has already increased to US\$ 20-30 million from US\$ 5-15 million, as per Price Water House Coopers. The Indian medical tourism industry is pegged at US\$ 3 billion per annum, with tourist arrivals estimated at 230,000. The

Indian medical tourism industry is expected to reach US\$ 6 billion by 2018, with the number of people arriving in the country for medical treatment set to double over the next four years. With greater number of hospitals getting accredited and receiving recognition, and greater awareness on the need to develop their quality to meet international standards, Kerala aims to become India's healthcare hub in five years.

MO HOSPITAL

Minto Ophthalmic Hospital, located in Bangalore, caters to the need of Karnataka and also the neighboring areas of other states. It is attached to the Bangalore Medical College and Research Institute an autonomous institute of the Government of Karnataka.

MISSION: Eradicate Blindness, Empower young Ophthalmologists with latest knowledge and skill, Excel in patient care and resource management.

SWOT ANALYSIS

<p>STRENGTH</p> <ul style="list-style-type: none"> • It's a government hospital. • It's a regional center. • Its location – Bangalore. • Competent clinical staff. • Its layout and ambience. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> • It's a government hospital. • Dependence on government funds. • No extensive usage of technology. • Decrease in budget allocation on public health
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Can acquire a higher market with new and renovated infrastructure. • Opening of satellite clinics in strategic locations. • Adding more services to the current list of services. 	<p>THREATS</p> <ul style="list-style-type: none"> • Emergence of new private hospitals. • Increased competition. • Privatization of public health • Private and clinics and hospitals • Corporate healthcare chains

DEPARTMENTS (UNITS)

Unit 1: Squint and Oculoplasty: This unit has the following functions: Perform a proper check-up of the patient. Perform operations on patients, **oculoplastic surgery**. Provide comprehensive ophthalmic treatment.

Unit 2: Camp: MO Hospital conducts camps twice every week in the nearby villages. The major functions of this unit are: To provide treatment/medications to the rural areas: To provide free medicines to the people. If need be, perform operations on the patients at the hospital, to ensure complete ophthalmic care to the villagers.

Unit 3: OPD: OPD or Out Door Patient unit is the first place that every patient needs to go to. It is here that the patients are informed about their problems and the treatment required. The major functions of this unit are: To initiate the treatment process, to provide medications, to direct the patients to different units if necessary.

Unit 4: Retina: This unit deals with the treatment of the retina. All kinds of retinal surgeries are performed by this unit only. The functions of this unit are: Perform a thorough check up, to perform all operations related to retina, to admit patients in its block and provide comprehensive care.

Unit 5: Cornea: This unit is responsible are cornea related treatments. All the operations are performed here and this unit also houses the eye bank. The major functions are: To perform corneal operations, to provide complete ophthalmic care. The major functions of the eye bank are: To collect the donated eyes, to distribution of the corneas to the surgeons, to perform research activities for better utilization of components of the eye.

Unit 6: Glaucoma: This is the sixth unit of the hospital. It is responsible for treating all the patients with glaucoma. The major functions of this unit are: To perform comprehensive check up, to perform operations.

Unit 7: Bowring Hospital: This is a separate hospital where MO hospital has its unit. This is a permanent unit of that hospital and is responsible for treating ophthalmic patients. The functions of this unit are: To provide complete ophthalmic treatment in the host hospital, to send major cases to MO hospital.

CUSTOMER SATISFACTION

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction. In researching satisfaction, firms generally ask customers whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty." Customer satisfaction data are among the most frequently collected indicators of market perceptions.

Their principal use is twofold: "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services." And "Although sales or market share can indicate how well a firm is performing *currently*, satisfaction is perhaps the best indicator of how likely it is that the firm's customers will make further purchases *in the future*. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes." On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage. Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Prominent reasons for losing customers: Price related reasons, Product/Service related reasons, and Benefit related reasons, Personal reasons.

Here are the top five reasons why customer satisfaction is so important:

1. It's a leading indicator of consumer repurchase intentions and loyalty: Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates. Any customer who gives a rating of 7 and above, can be considered satisfied, and can safely expect them to come back and make repeat purchases. Customers who give a rating of 9 or 10 are those potential customer advocates who can be leveraged to become evangelists for the company. Scores of 6 and below are warning signs that a customer is unhappy and at risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low. That's why it's one of the leading metrics businesses use to measure consumer repurchase and customer loyalty.

2. It reduces customer churn: An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service. Customer satisfaction is the metric that any company can use to reduce customer churn. By measuring and tracking customer satisfaction the company can put new processes in place to increase the overall quality of their customer service.

3. It increases customer lifetime value: Satisfaction plays a significant role in how much revenue a customer generates for the company. Successful businesses understand the importance of customer lifetime value (CLV). If you increase CLV, you increase the returns on your marketing rupee. Customer lifetime value is a beneficiary of high customer satisfaction and good customer retention.

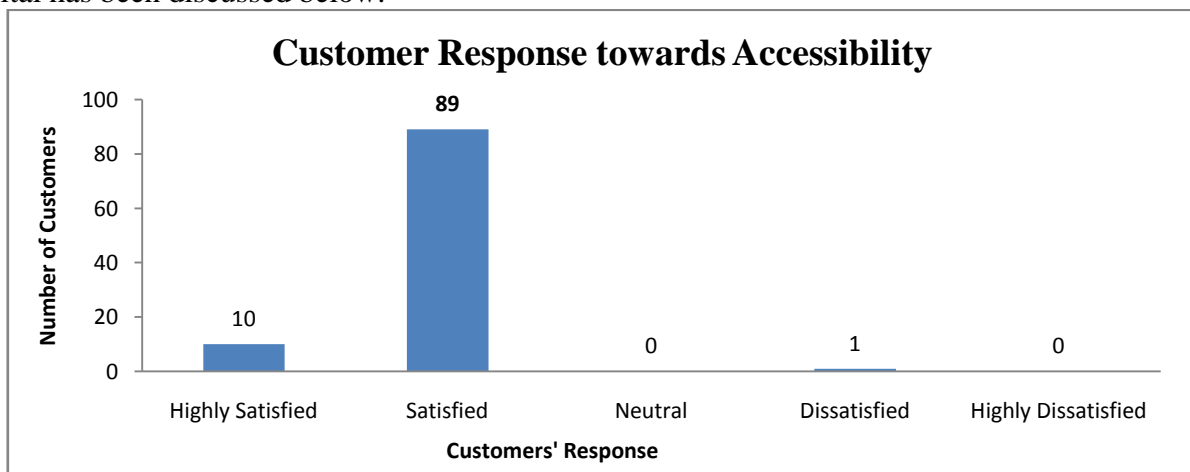
4. It reduces negative word of mouth: Customer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how customer satisfaction negatively impacts your business. It's one thing to lose a customer because they were unhappy. It's another thing completely to lose 20 customers because of some bad word of mouth. To eliminate bad word of mouth the company needs to measure customer satisfaction on an ongoing basis. Tracking changes in satisfaction will help the company identify if customers are actually happy with your product or service.

5. It's cheaper to retain customers than acquire new ones: This is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers. Customers cost a lot of money to acquire. Companies' marketing team spends crores of rupees getting the attention of prospects, nurturing them into leads and closing them into sales. If all this should help the company then customer retention is the most important way of doing it.

Customer Satisfaction in Hospitals: Customer satisfaction is gaining a lot of importance in the health care sector. This is primarily because people are more aware and becoming more health conscious. So, hospitals are trying to ensure that their patients get the best possible service and their experience in the hospital is pleasant. As mentioned above there are a good number of reasons why satisfaction is necessary. One the most important reasons is to avoid a negative word of mouth. This affects the hospital adversely and so to avoid this hospitals are giving special attention to customer satisfaction.

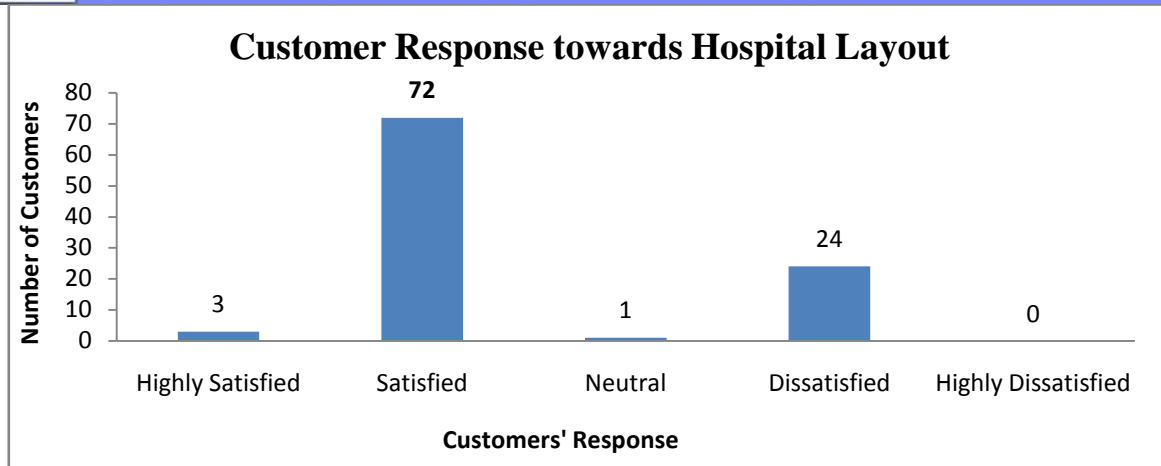
ANALYSIS AND INTERPRETATION

Customer satisfaction towards the different aspects such as accessibility, layout, ambience etc of the hospital has been discussed below.



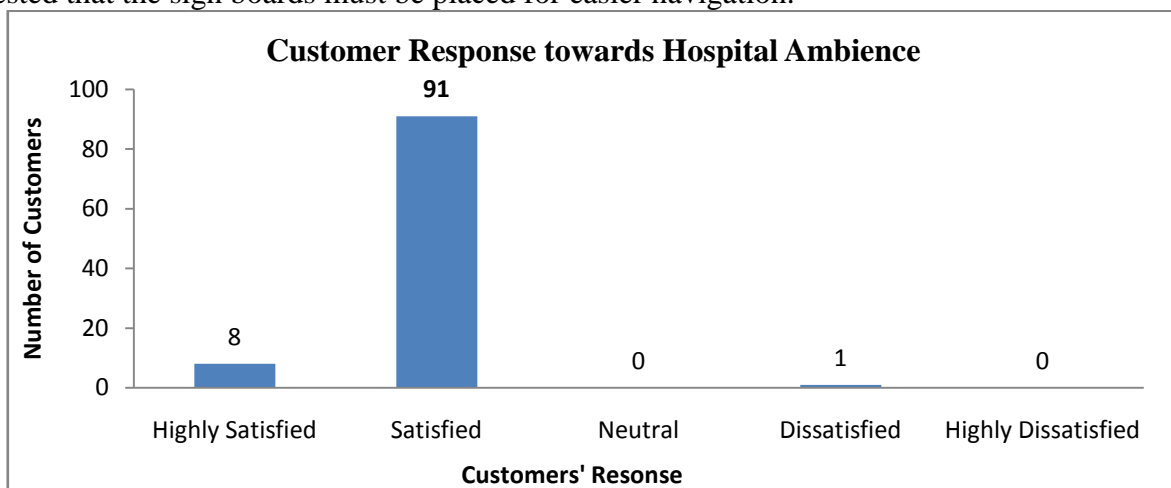
Graph 1: Source: Survey

The graph indicates that the patients, customers, are satisfied with the accessibility of the reception area of the hospital. The reception area lies right in front of the main building and patients don't find it difficult to access the reception. 99% of the customers are highly satisfied which means that the hospital reception is doing fine and the need for changes or improvement is minimal.



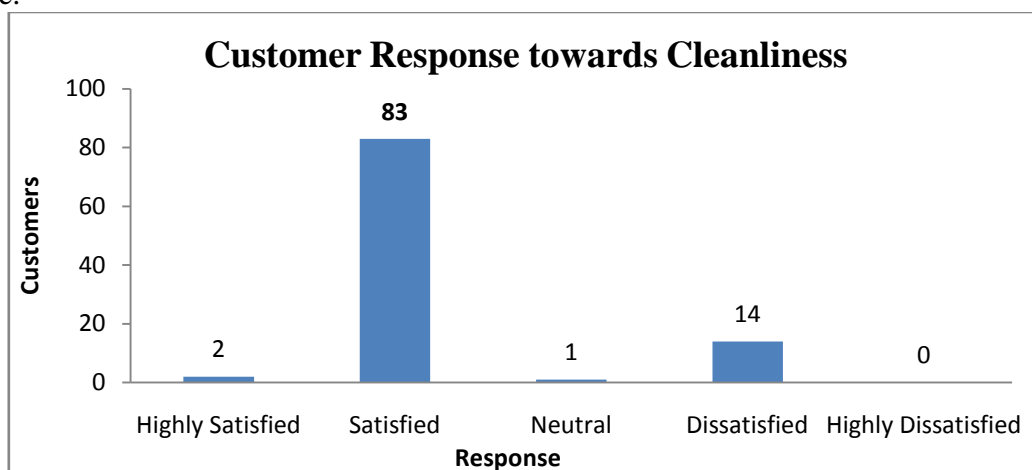
Graph 2: Source: Survey

The graph shows that the majority (75%) customers are satisfied with the layout of the hospital. But the graph also indicates that 24% of the customers are dissatisfied with the layout. This is mainly because the customers were not guided properly by the staff and also the display/directions boards are not in place. The patients had to ask for help/directions from fellow patients. Some patients had to switch between different buildings to find the doctor. It was these customers who were dissatisfied and suggested that the sign boards must be placed for easier navigation.



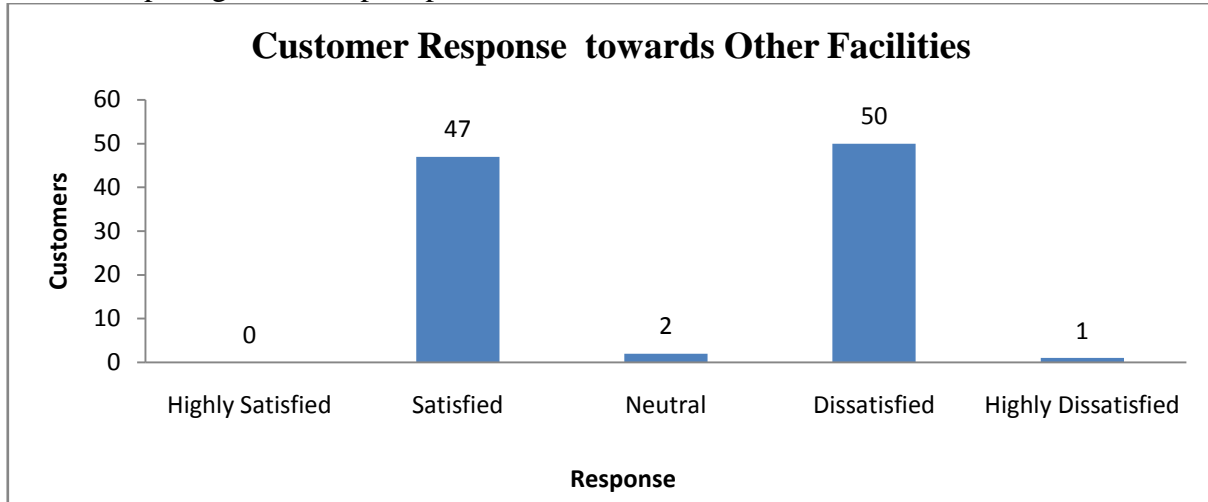
Graph 3: Source: Survey

The atmosphere and surroundings of the hospital are appealing as is evident from the graph. Most of the customers (99%) are satisfied-highly satisfied with the ambience at the hospital. There's not much disturbance with all activities happening peacefully thus making it a hospital with a pleasing atmosphere.



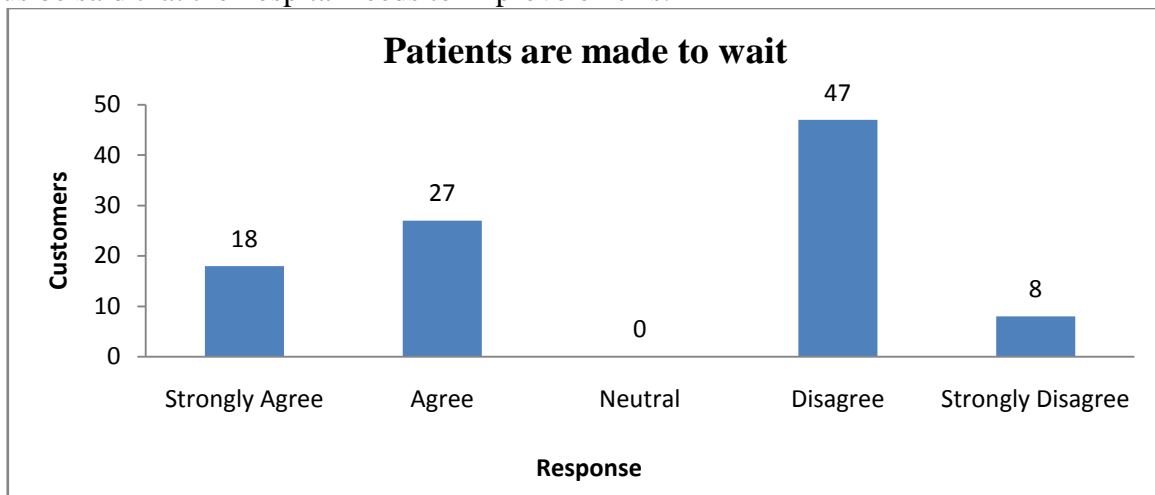
Graph 4: Source: Survey

This graph above might be a little surprising. This is because; going by the responses of a few people and personal observation, a government hospital is usually unclean and atmosphere is very disturbing. But in MO Hospital most (85%) of them are satisfied-highly satisfied with the cleanliness maintained at the hospital. Some (14%) of the customers were dissatisfied. The reason for this they gave was the toilets were not cleaned properly and the benches laid in the hospital area were not maintained properly. My observation also says that the surroundings have to be cleaned more frequently as people could be seen spitting in the hospital premises.



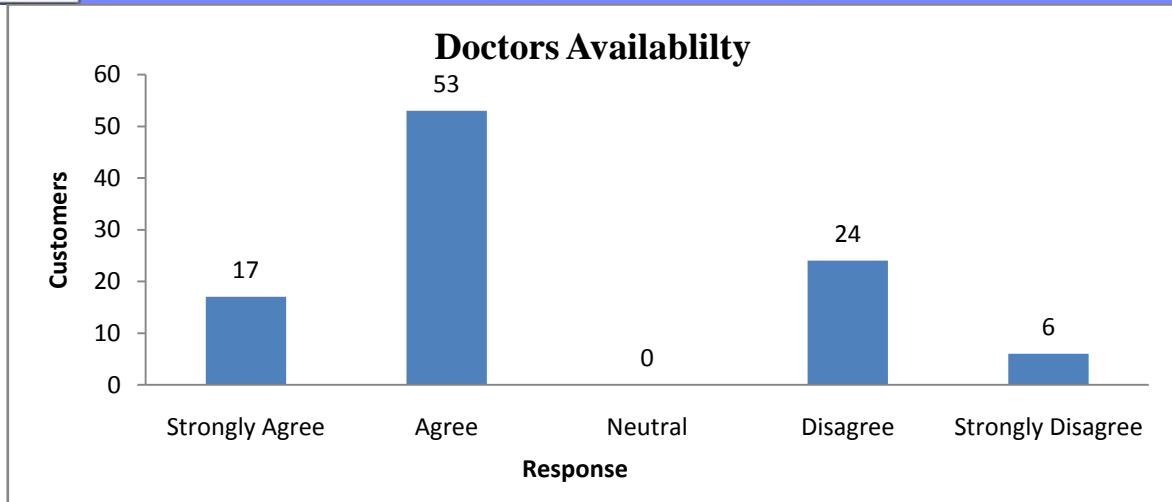
Graph 5: Source: Survey

This is one graph which should be very concerning. The graph shows that 51% of the people are dissatisfied-highly dissatisfied with the facilities provided at the hospital. the 'other facilities' includes facilities for the convenience of the customers such as drinking water, canteen, availability of medicines, 24*7 power supply etc. Patients cited examples of how they were finding it difficult to get drinking water and food for the patients. Also the power supply was an issue as patients suffered. It can thus be said that the hospital needs to improve on this.



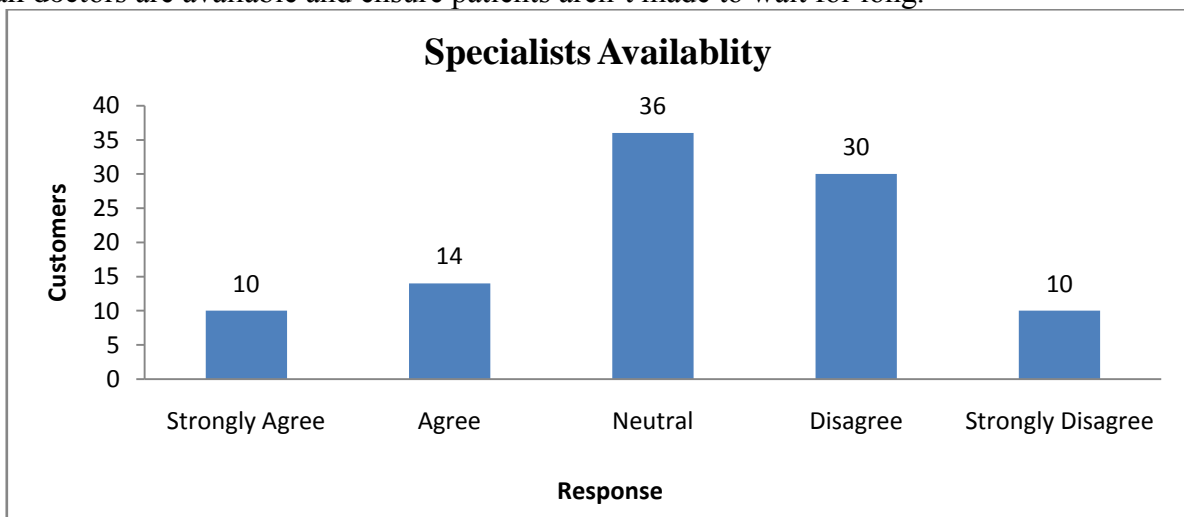
Graph 6: Source: Survey

This graph shows that majority (55%) of the customers aren't made to wait before consultation/surgery. These set of customers consult the doctors without having to wait. The important part here is 45% of the customers say that they are made to wait before consultation. The customers had various experiences of waiting for a couple of hours to over six months. Some of them complained about the delay in getting the appointment of the doctors even though the doctors were available. This can adversely affect the hospital as a bad experience can lead to a negative word of mouth.



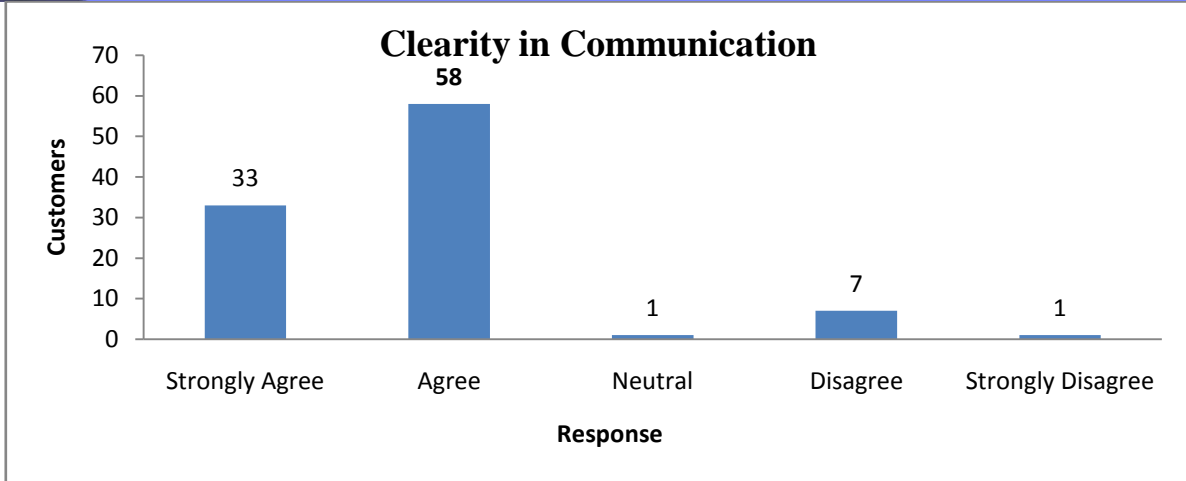
Graph 7: Source: Survey

A majority of the customers say that doctors are usually available when needed. This should be a healthy sign for the hospital as the doctors are available to serve their patients. But it should also be noted that 30% of the customers say that doctors aren't available when needed. There were customers who had been waiting for hours for the doctors. The hospital needs to take necessary steps to ensure that all doctors are available and ensure patients aren't made to wait for long.



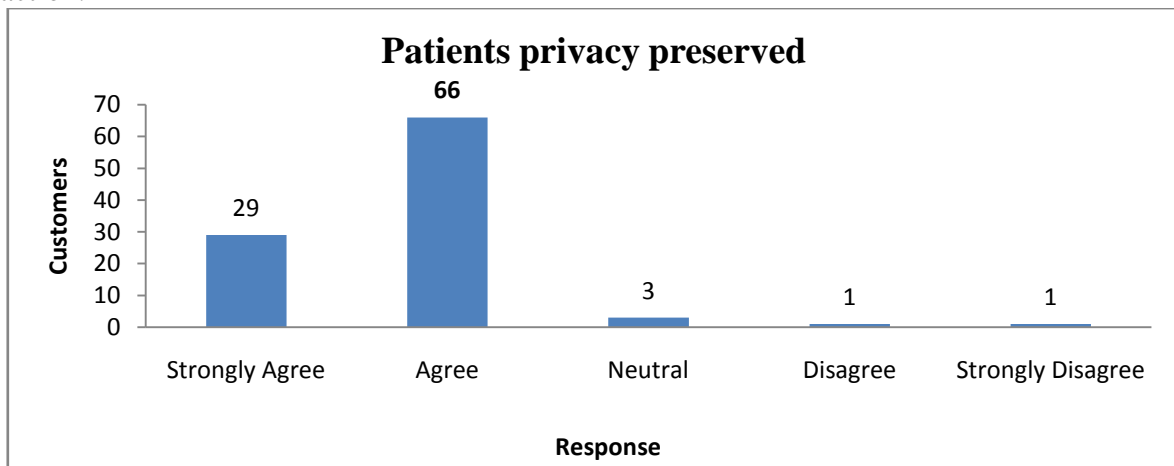
Graph 8: Source: Survey

Here the picture is a little different. 36% of the customers are neutral on the availability of specialists. The patients said that there was no need for them to consult a specialist. There are only 24% of them who say specialists are available at their convenience and 40% of them say the opposite. This can be termed as an unhealthy trend. If the patients intend to consult a specialist he/she must be allowed to do so. On some occasions the specialist doctors were not available. This can lead to a lot of dissatisfaction among the customers (patients).



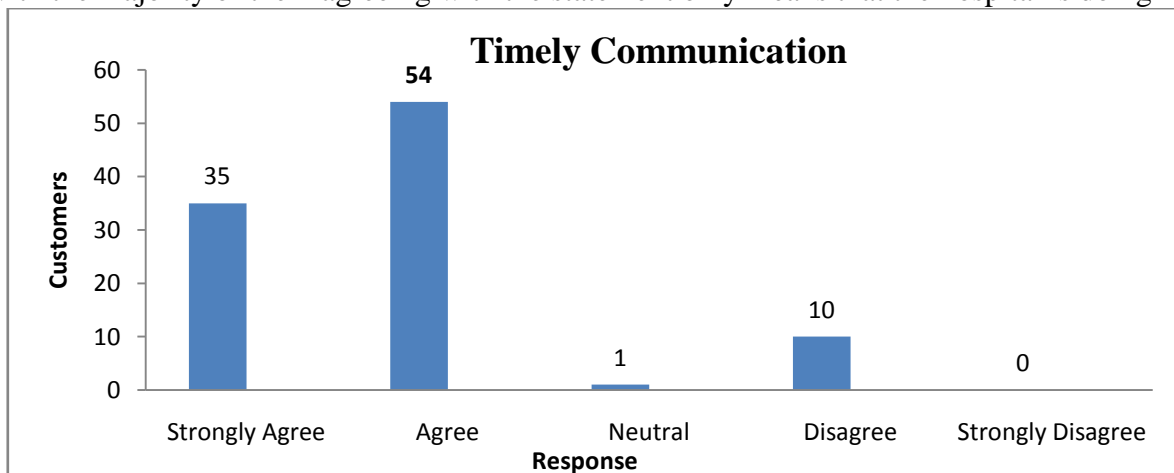
Graph 9: Source: Survey

A majority (91%) of the customers are satisfied with the explanations, about the medications, given by the doctors. It can be seen that 8% of the customers say that the doctors don't give clear explanations to their patients about their problems/medications. On enquiring the customers said that the doctor was in a hurry. A few of them said that to attend to other patients the doctors did not give proper explanations about their problems. Avoiding such things can help the hospital improve their customer satisfaction.



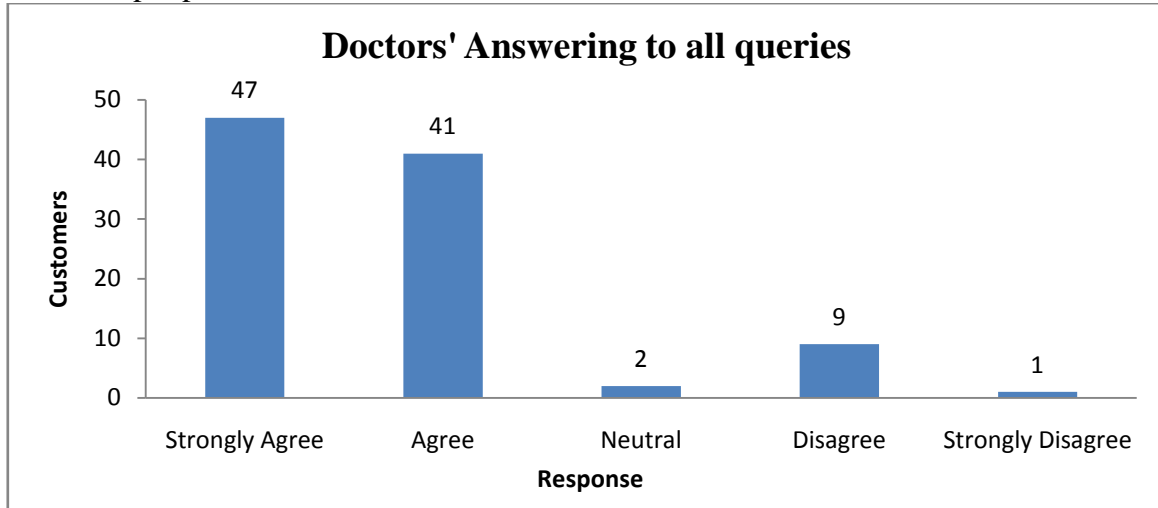
Graph 10: Source: Survey

This question was about maintaining the patients' privacy. Most of the patients (95%) said that they were satisfied with the hospitals way of preserving their privacy. It is always good to maintain the patient's privacy rather than talking about their problems in the presence of other patients. Here 2% of the total customers disagreed with the above statement complaining that privacy is never maintained. But with the majority of them agreeing with the statement only means that the hospital is doing fine.



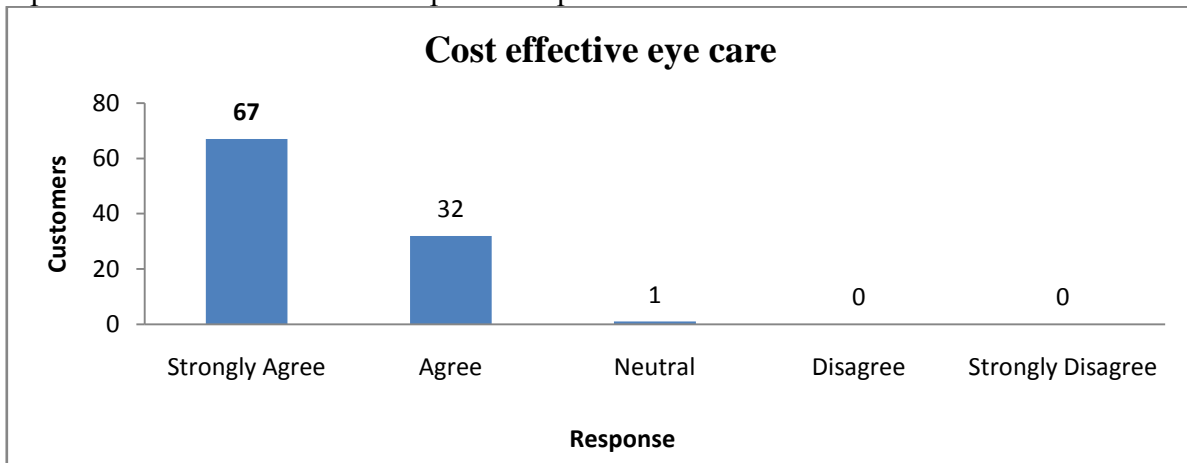
Graph 11: Source: Survey

89% of the customers agree-strongly agree with the statement ‘timely communication is provided to the patient/patients’ family’. This is a good approach adopted by the hospital in dealing with its patients. But there are 10% of the customers who disagree with the statement. They complained that there was no proper communication. Some of the customers had consulted multiple doctors but was of no use. This must be avoided by the hospital as the family of the patients needs to be properly informed and kept updated.



Graph 12: Source: Survey

88% of the customers agree-strongly agree with the above mentioned statement. It means that the hospital is responding properly to its patients’ queries. This is a positive sign as it would leave the customer completely satisfied/convinced. But there are still 10% of the customers who are not satisfied. They complain that the doctors don’t respond to all their queries. Though a small proportion, the hospital should make sure that the patients’ queries are answered.



Graph 13: Source: Survey

The responses for this statement are quite obvious. This is because government hospitals are always cost effective when compared with the privately owned hospitals. It can be thus said that the hospital must continue with the same pricing without burdening the patients.



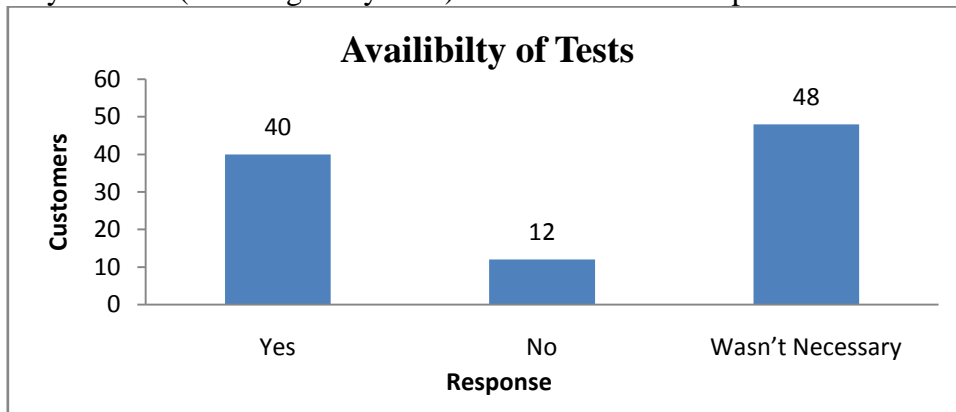
Graph 14: Source: Survey

This question was relating the courtesy of the staff other than doctors. As it can be seen from the graph 74% of the customers feel the staffs courtesy is excellent-very good. 21% of them rate it as average. This must be seen as a positive trend in the hospital as it would help increase a positive word of mouth among the customers. Five percent of them feel the staffs courtesy is bad. Though not a big number the hospital must take measures to ensure all the patients are properly helped and attended to.

Do your doctors explain your treatment with the help of devices (mobile phones/computer/tabs etc.)?

This is one question to which the response is 100% negative. When asked if the doctors used any devices to explain the patients' problems the answer was in the negative. It should be noted that, unlike a few other private hospitals, MO Hospital does not make use of any devices for this purpose. It usually helps in convincing the patients. With the devices the communication process becomes simpler and easier. If feasible the hospital can start making use of the devices to explain the problems more effectively.

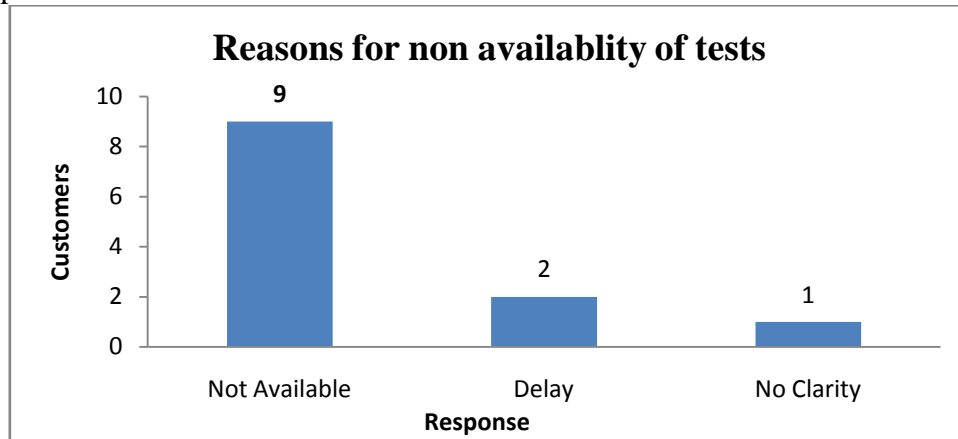
a. Do you get all your tests (scanning/x-rays etc.) done in the same hospital?



Graph 15: Source: Survey

It must be noted that not all patients visiting the hospital would be required to get the tests (scanning/x-rays etc) done. It is for this reason that 48% of them said it wasn't necessary for them, it means this question not applicable for them. 40% of them got their tests done in the hospital whereas 12% of them had to go to other centers. The patients said that there were reasons such as non availability of the service, delay in issuing the reports and unclear reports. Thus going by this it can be said that the hospital can make the necessary changes which would help the patients.

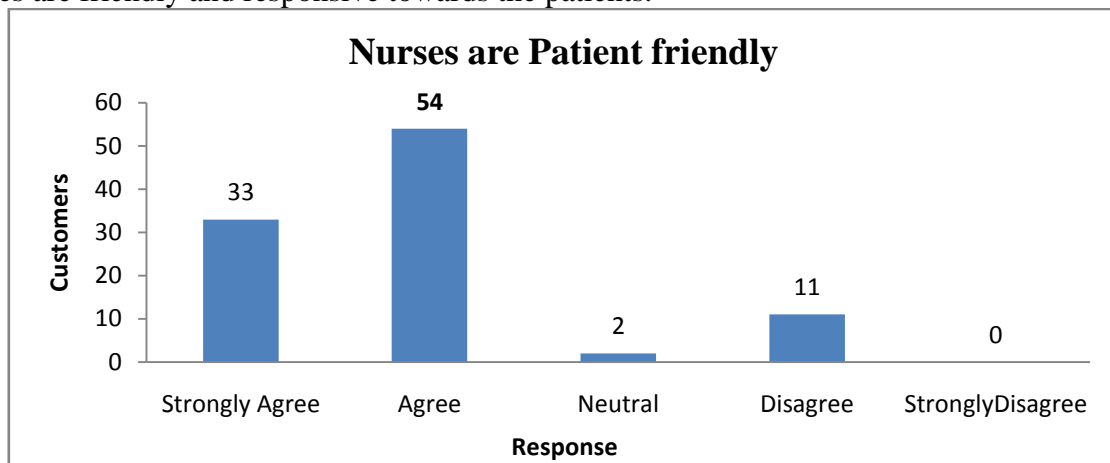
b. If no, then please mention the reason.



Graph 16: Source: Survey

As mentioned above, these are the reasons cited by the customers. Of the 12 patients who complained 9 of them said that the tests were not available, 2 of them said that there was delay in issuing the reports and 1 of them said that there was no clarity/unclear reports. Looking at this it can be said that the hospital needs to get proper working equipments to get the entire necessary tests one. A regional center like MOH needs to have the basic equipments in place and in proper working condition. This will ensure that the patients get all the necessary treatment in one place without having to go to different places for different things.

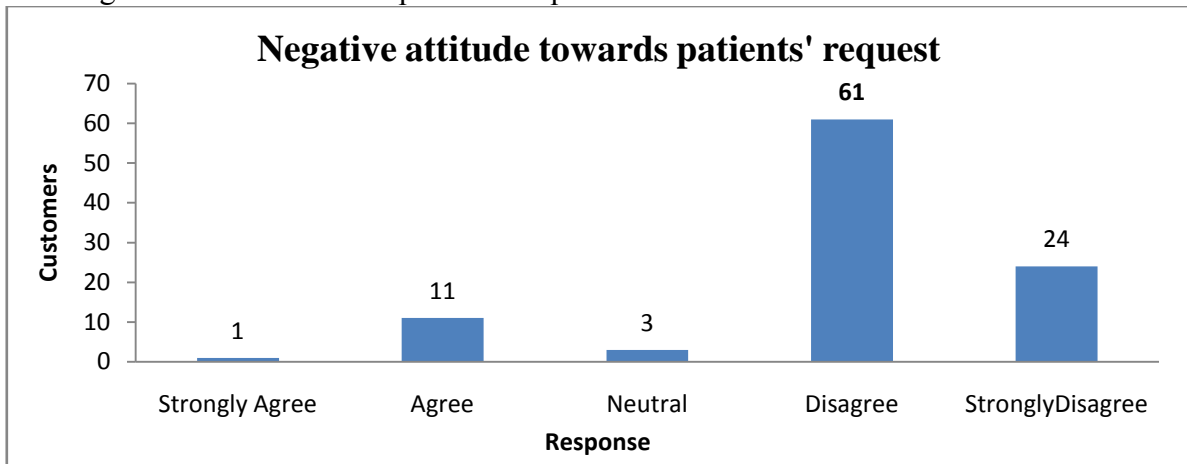
c) Nurses are friendly and responsive towards the patients.



Graph 17: Source: Survey

This might be a little surprising as the percentage of patients (87%) are satisfied with the services of the nurses. i.e., majority of the patients agree-strongly agree that the nurses are friendly and responsive towards the patients. The usual perception is that the staff and nurses in government hospitals are rude. But this kind of response will definitely be helpful to both the patients and the hospital. Here 11% of them disagree with the above mentioned statement. This is mainly pertaining to the patients who were not properly responded to. This shows there is room for improvement of the nurses' approach.

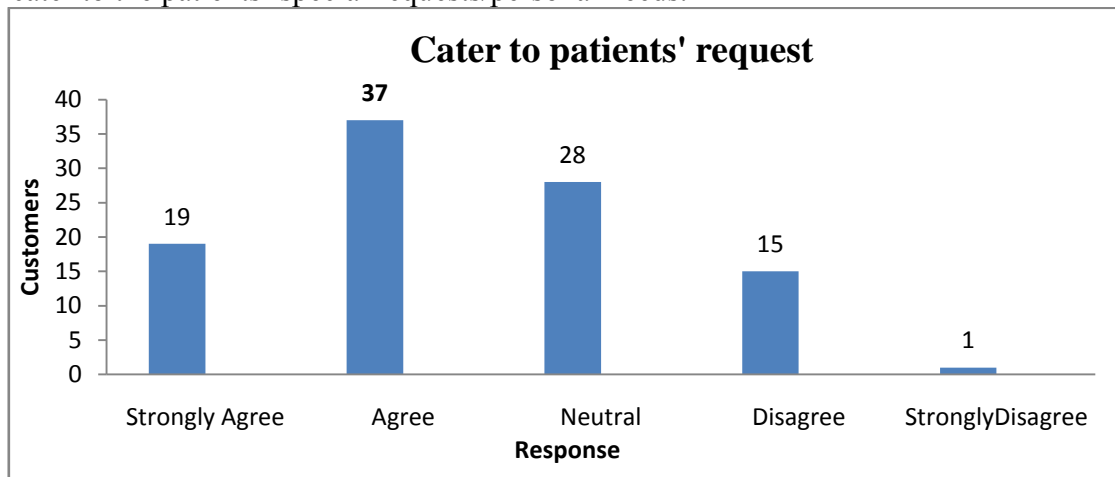
d) Have a negative attitude towards patients' request.



Graph 18: Source: Survey

This graph shows that 85% of them disagree that the nurses have a negative attitude towards the patients' requests. When asked, the patients said that all their requests were met with and that they had no complaints about the nurses. This graph also shows that 12% of them agree that the nurses carry a negative attitude. They narrated instances of how they didnt make arrangements for proper drinking water. Though not a big number, the hospital needs to take care of all its patients and ensure that its patients leave satisfied.

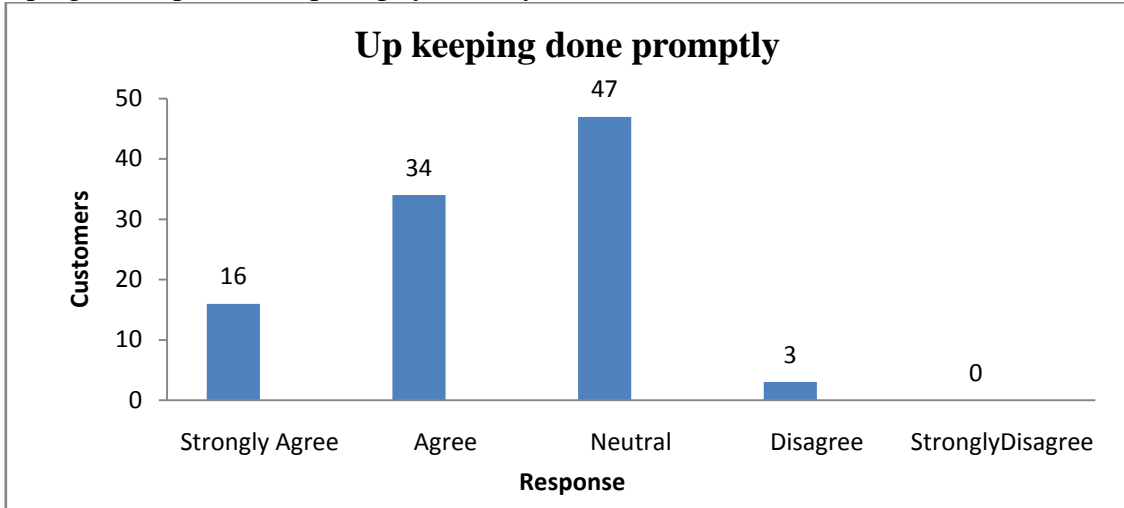
e) They cater to the patients' special requests/personal needs.



Graph 19: Source: Survey

56% of the customers agree that the nurses cater to their special requests. This is a healthy sign that the staff is catering to the needs and requests of its patients. 28% of the patients are neutral over this statement as they did not make any special requests to the nurses. And 16% of the patients say that their requests were ignored. When asked few of them said that their requests to meet a specialist doctor was ignored. So it can be said that the hospital make necessary arrangements to ensure the patients' requests are met.

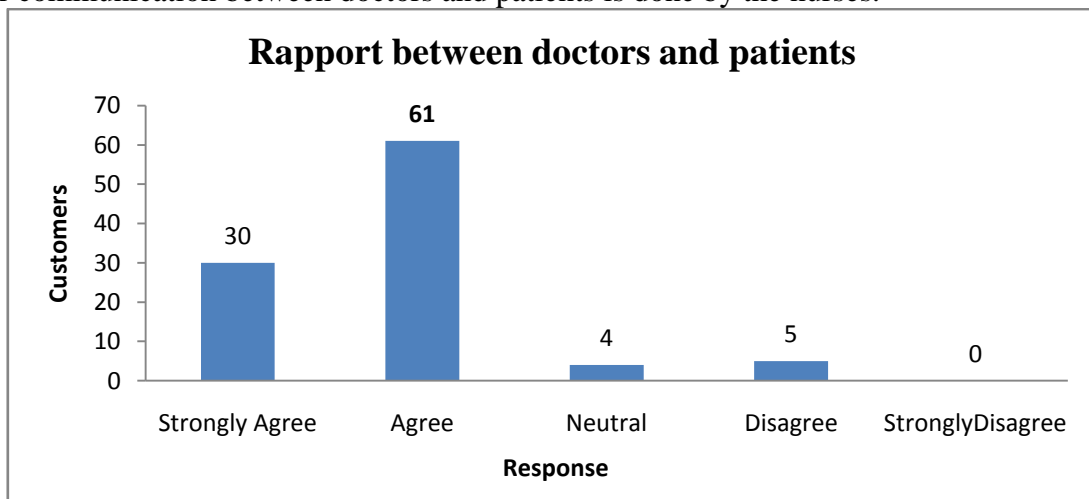
f) Up keeping of the patients is promptly done by the nurses.



Graph 20: Source: Survey

It should be again noted that not all the patients visiting would require up keeping. It is for this reason that 47% of the respondents were neutral on this question. With the remaining 53% of the customers 50% agreed that the up keeping was done properly. Only 3% had some issues. And that was delay in doing their work. This can be easily improved upon without any issues. Thus it can be said that the services of the nurses are being appreciated by the patients.

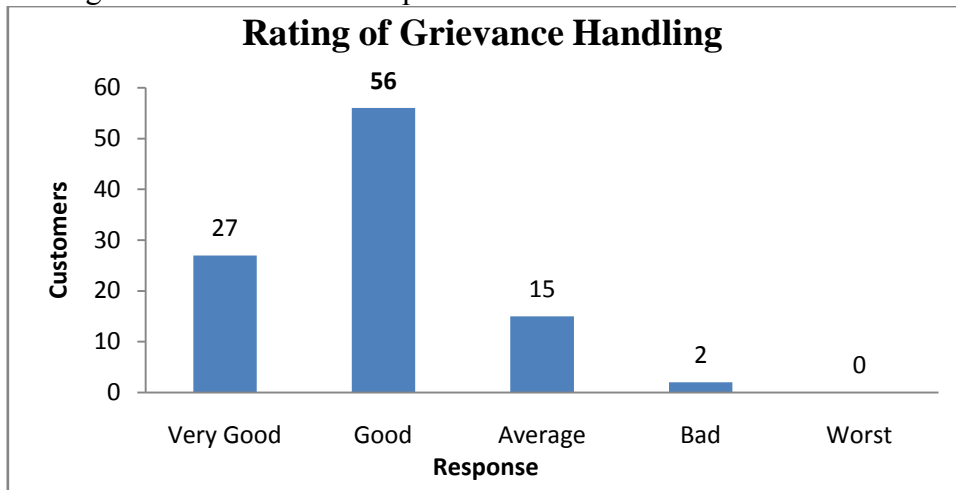
g) Proper communication between doctors and patients is done by the nurses.



Graph 21: Source: Survey

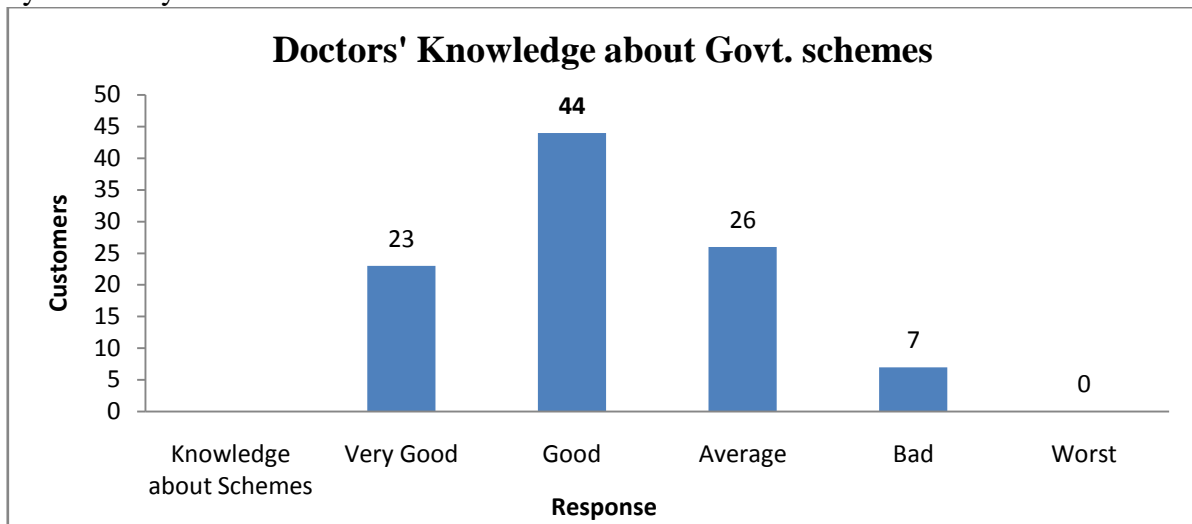
Again a majority of the patients agreed that the communication between the doctors and patients is done properly by the nurses. Only 5% of them disagreed with this saying that the nurses had not completely informed them about the medications. This mustn't be an issue as it can be improved upon easily and ensure that the patients leave without complaints. Overall the support of the nurses in the hospital is good and the responses are positive.

h) Customers' Rating of Services at MO Hospital



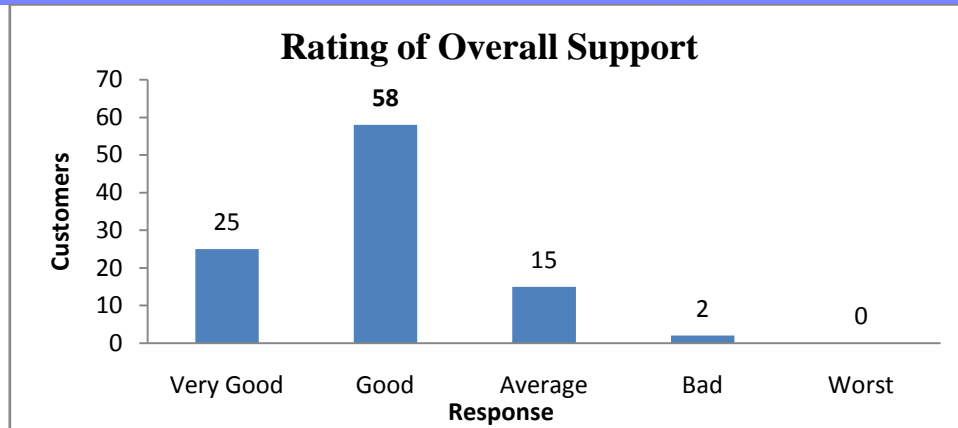
Graph 22: Source: Survey

83% of them rate the hospital as good-very good in grievance handling. 15% of them rate it as average. And 2% of them rate it as bad. This shows that the hospital responds to the issues/complaints quickly and hence leaves the customers satisfied. The remaining 17% of them did not give a positive rating for its grievance handling. This must be worked upon and any issues raised by the patients must be quickly fixed only to ensure customers satisfaction.



Graph 23: Source: Survey

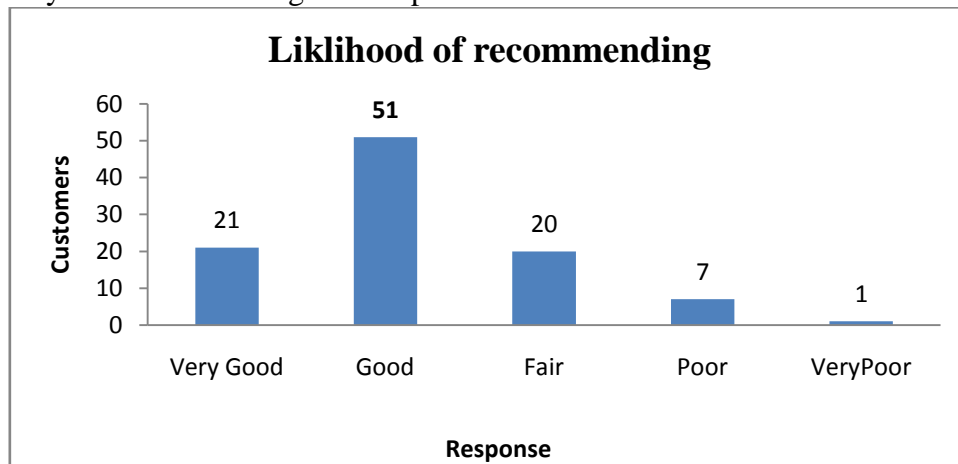
This question was about the knowledge of the doctors about various government health schemes. This was asked to ensure that the doctors tell the patients to make use of all these schemes. Now looking at the graph 67% of them rate it as good-very good. 26% of them rate it as average as the concerned staff did not share this information. 7% of the respondents rated it as bad. This means that the hospital needs to educate its staff about all the government facilities available. Only then can they inform their patients and ensure a proper treatment.



Graph 24: Source: Survey

The overall support at the hospital has been rated as good. 83% of the respondents said that the support extended by the hospital is good-very good. This means that the hospital is doing well and must try and improvise on the shortcomings. Fifteen percent of them rated it as average and 2% rated it as bad. This means that there is some kind of dissatisfaction among the customers and that must be works upon to ensure completely satisfied customers.

g) Likelihood of your recommending this hospital to others.



Graph 25: Source: Survey

A good percent (72%) of the customers rate their likelihood of recommending as good-very good. This should be considered as a good achievement as a majority of them would recommend this hospital to others. 20% of them rate it as fair and 8% as poor-very poor. This should be taken seriously as a negative word of mouth adversely affects the hospitals reputation. Thus the hospital can make improvements in its overall functioning and ensure a better customer satisfaction.

FINDINGS

In the physical aspects of the hospital, it was found that customers were satisfied with all the aspects except for the ‘other facilities’ provided at the hospital. A good number of customers said that they are made to wait before consultation and the doctors are not available and also the specialist doctors are not always available. The survey showed that the hospital does not make use any devices to explain the patients about their problems/medications. It was found that the hospital does not have all the necessary equipments required for scanning and x-rays in proper working condition. Some of the customers were asked to get the reports from other centers/labs. It was also found that majority of the customers were satisfied with the pricing and interactions with the doctors. The survey also showed that most of the customers were satisfied with courtesy of the staff. It was also found that the nurses’ attitude and approach towards the patients was satisfactory. Most of the customers were satisfied with the services of the nurses. Nurses did a good job of up keeping and catering to the requests of the patients. The study found that the grievance handling at the hospital is good i.e., majority of the customers were satisfied with the grievance handling at the hospital. The survey also found that

majority of the customers rated the doctors' knowledge about schemes as good-very good and over 30% rated it as average and bad. Majority of the customers rated the overall support as very good and would like to recommend the hospital. The major issues were regarding the on-time availability of the doctors, facilities at the hospital and availability of proper machines (x-ray etc.) at the hospital.

SUGGESTIONS

The hospital needs to ensure that all its patients get timely treatment. This can possibly be done by ensuring that more number of doctors and PG students are put on duty. The hospital needs to provide more facilities to customers for their convenience. Facilities like providing drinking water in every building and on every floor, putting more CCTVs in place, a government run drug store etc. Ensure that all the equipments required to get scanning, x-rays etc. done are in proper working condition. Replacing the old ones and employing a separate skilled staff to operate it would be sensible. Adding more services (like LASIK) would be helpful to a good number of patients. Patients can be informed about schemes and facilities by educating the staff about the latest government schemes. The overall support of the hospital is rated as good but still there is scope for improvement.

CONCLUSION

This survey found that majority of the patients at the hospital is satisfied with the services at the hospital. Except for a few complaints most of it is satisfactory at the hospital. It can still be said that the hospital has scope for improvement and can ensure a better customer service. As already mentioned in the report this customer satisfaction can help reduce customer defections, increase lifetime value, reduce negative word of mouth etc. It can be said that the hospital should not find it difficult to improvise their service. As it is a regional center it can definitely ensure a pleasant experience to all its patients coming from various places. Thus it can be said that ensuring customer satisfaction has a lot of advantages and would definitely be helpful to the hospital.

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