

Precedence Analysis of the Dimensions of Patient Experience and their Usage in Quality Amendments

Shubham Senapati*

National Institute of Technology Rourkela, Udit Nagar, Rourkela, Odisha, 769008, India

Rajeev Kumar Panda

National Institute of Technology Rourkela, Udit Nagar, Rourkela, Odisha, 769008, India

Abstract

The relationships among quality assurance, consumer experiences, and quality of service delivery have remained intriguing yet emerging topics for practitioners throughout the past decade. This paper aims to identify, understand, and prioritise the influence of distinct patient experience (PX) antecedents that have substantial evidence in shaping consumer-perceived service quality. The study incorporated a cross-sectional survey to garner 220 patient data from 12 different corporate hospitals functioning across India. Further, a statistical hybrid prioritisation technique was executed by combining two distinct techniques: Relative to an identified distribution (RIDIT) analysis and Grey Relational Analysis (GRA). Items belonging to the antecedents, such as ‘doctor services’, ‘nurse services’, and ‘standard’ of the care periphery, received comparatively higher ratings from the customer, implicating a major impact of these items in influencing the perceived experiences of consumers. The results can help healthcare managers to make practical adjustments in a healthcare system by illustrating sensitive dimensions that significantly affect the experience quotients of the patients. Future studies can synthesise the perceptions of both care providers and receivers in an integrated analysis. Further, the respondents belong to a specific category of hospitals (corporate) operating across India, so any changes made to the analytical context may not reproduce the similar results or strengths of the predictive variables of PX.

Keywords: Healthcare settings, Service quality, Patient experience, RIDIT, GRA

Shubham Senapati (National Institute of Technology Rourkela, Udit Nagar, Rourkela, Odisha, 769008, India, mail: 519SM1008@nitrkl.ac.in)