



**For the attention of all NABH Accredited Hospitals and those  
undergoing process**

Dear Sir / Madam

**Sub: Requirement of Patient Satisfaction Surveys for NABH Accredited  
Hospitals**

**The National Board for Quality Promotion (NBQP)**, a constituent body of QCI has as part of its initiative in promoting quality in Healthcare, been working closely with NABH on developing *Patient Satisfaction* as the yardstick to measure the success of implementing the NABH Standards. NBQP has felt that such Quality Standards would matter very little if patients are dissatisfied by the services they receive. While the most important requirement viz cure or relief from suffering is a direct consequence of proficiency of the clinicians and quality of facilities, Patient Satisfaction is not dependent only on clinical outcomes. Research has established a direct link between Service Quality and Patient Satisfaction, i.e., services the patient receives right from the initial telephone call to the Hospital, through the entire process of admission, examination, investigations, treatment, discharge and the follow up. The hospitality of the staff, accommodation, food, timely availability of the test results and even aspects such as parking facilities, security etc add up to the totality of satisfaction and whether the patient feels he has received adequate care and attention for the expenses incurred.

While the NABH Accreditation process in your hospital has clearly addressed all facets of patient care, it would be useful to gauge your patients' reaction to this. Towards this we recommend your Hospital carry out independent, professionally done Satisfaction Surveys of your patients (OP & IP) regularly, analyse results and carry out corrective actions. We have found that the hospital's own in-house feedback systems rarely give you an independent assessment of the true perception of your patients. This is due to reasons like inadequacy of the questionnaire to get the true picture, reluctance of patients to respond to a hospital staff, exaggeration or even fabrication of shortcomings, lack of objectivity and personal biases. Worldwide it has been proved more reliable and objective to rely on professional third parties to carry out such surveys.

Some important benefits of such independent, professionally carried out Satisfaction Surveys are:

- Improvement in the Quality of Services, based on specific feedback
- Improvement in clinical performance and profitability
- Hospital is seen as patient friendly, with improved doctor interaction, staff courtesy & compassion and an improved image in local community.
- Cleaner, more hygienic surroundings, better ambience

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- Better Risk Management through an 'early warning system'
- For Insurers, Employers and Government a means to empanel Hospitals based on Quality.

ACME Consulting is a registered consulting organisation for NABH has been selected by NBQP for carrying out these Patient Satisfaction Surveys on the basis of their model for such an independently conducted Patient Satisfaction Survey program which had been submitted to us. Details of validation done over a defined number of actual surveys, analysis tools, profiles of their personnel and other relevant organizational details have been reviewed in-depth over the last year and they have now been approved for carrying out the Patient Satisfaction Surveys.

We at NBQP urge your Hospital to embark on an independent Third Party conducted Patient Satisfaction Survey program. The number of patients to be surveyed every time and their periodicity should be based on your OP and IP crowd so as to ensure utmost confidence in the results. NBQP also plans to share the learning from well performing hospitals and provide benchmarks for achievements against the various quality parameters and best practices, for other hospitals to strive for, thereby improving quality across the entire Indian Healthcare Sector.

We look forward to your participation in this program.

With kind regards,

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Avik Mitra', with a horizontal line extending from the end of the signature.

**Avik Mitra**

Advisor- National Board for Quality Promotion