

A STUDY ON YASHODA HOSPITAL WITH REFERENCE TO EMPLOYEES SATISFACTION

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INTRODUCTION

The demand for healthcare services in India has grown from \$ 4.8 billion in 1991 to \$ 22.8 billion in 2001-02, indicating a compounded annual growth rate of 16 per cent. The health care industry accounted for 5.2 per cent of India's GDP in 2002, and this figure could reach \$ 47 billion or 6.2 - 7.5 per cent of GDP by 2012. The Indian middle class, with its increasing purchasing power, is more willing than ever before to pay more for quality healthcare. The supply of healthcare services has grown steadily, as the private sector becomes more involved in owning and running hospitals.

Healthcare industry in developing world is all set to grow exponentially and India with its inherent qualities can become the global hub for healthcare services. It is being touted as the next big boom and the sector is expected to grow rapidly over the next decade, to reach a level of Rs.3200 billion by 2012, largely spurred by an increased corporate presence in the sector.

The need of the hour is to equip us in terms of "Manpower supply" and "Retention of existing Manpower" and this demands the Hospital management to make their employees comfort and to keep them satisfied. This study is an attempt to measure the employees satisfaction level of Yashoda Hospital, Secunderabad.

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PROFILE

Yashoda Super Specialty Hospital, situated in Secunderabad, Malakpet and SomajiGuda, are one of the pioneer corporate health care hospitals in the state of Andhra Pradesh. Since its inception, Yashoda hospital has been in the forefront in offering International standard corporate health care facilities. As leaders in super specialty healthcare in the state of Andhra Pradesh, Yashoda group is the only corporate hospital to have over 1000 beds capacity. The hospital being located is in short distances away from Airport and Railway stations making accessibility very easy and convenient.

The hospital has expert and renowned doctors, state of the art medical infrastructure which includes the advanced Linear Accelerator, IMRT, Cath Lab, MRI, CT Scan, Color Doppler, Ultrasound and other diagnostic services with fully equipped labs. All these combine to provide round the clock prompt and accurate treatment.

As a leading healthcare provider, the hospital provides patients with the latest technological innovations for diagnosis and treatment of the most acute clinical conditions. The hospital admits and provides healthcare services to over 5 lakhs patients each year. This is made possible by the compassionate care and expertise of doctors providing the "Healing Touch" to the patient.

The Hospital has 3000 trained staff including nurses; full time doctors and support staff to provide round the clock personalized attention and care leading to faster recovery of patient. The hospital has been recognized as one of the premier healthcare institution in India and abroad.

SPECIALITIES & SERVICES

Neonatology

Pediatric surgery

Pulmonology

Dermatology

Cosmetic & plastic surgery

Radiology & imaging sciences
Anesthesiology
Operation theatres
Cardiology and cardio-thoracic surgery
Cath lab
Pediatric cardiology
Cardiothoracic surgery
Neurology & Neurosurgery
Nephrology and urology
Center for organ transplant
Dialysis unit
General medicine
General surgery
Orthopaedics
Ear, nose and throat
Gastroenterology
Pediatrics

AIM

The study aims to identify the level of 'Satisfaction of employees of Yashoda Hospital, Secunderabad'. It also attempts to know whether the satisfaction level of Clinical and Non-clinical group is same or not.

OBJECTIVES

- 1) To identify the level of 'Employees Satisfaction of Yashoda Hospital, Secunderabad',
- 2) To develop a comprehensive scale measuring various level of Employees satisfaction in each criteria as well as overall satisfaction
- 3) To find out the influence of the nature of job i.e Clinical and Non-clinical on satisfaction level of employees

HYPOTHESIS

- a) There is no difference in the level of employees satisfaction between Clinical and Non-clinical staffs.
- b) The Employees satisfaction level is high (The score is more than 200)

SAMPLING

The number of laboratory Employees working in different department of Yashoda Hospital is around 700. The population or universe of the study is Seven hundred. Sample consists of Fifty samples from both Clinical and Non-clinical staffs respectively were randomly selected.

The Clinical Staff includes Doctors, Duty Medical Officers, Casualty Medical Officers, Consultants, Specialists, Nurses, Laboratory technicians, Operation Theatre staffs and Radiology department staffs. The Non-clinical staff includes Senior Management staffs, General Managers, Managers, Supervisors, Incharges, Patient Relation Executives, Billing staffs, Front office Executives, Typist and Office Assistants

RESEARCH DESIGN

The researcher has selected the "Ex post - facto" research design which is considered suitable *for* the present study. The main characteristics of the "Ex post-facto" method is that the researcher has no control over the variable and can only report what has happened or what is happening? The "Ex post - facto" method is used *for* descriptive studies by means of which the researcher seeks to measure the variables.

TOOL USED

The researcher has developed a Questionnaire, which consists of fifteen parts. Each part is constructed aiming to find the level of satisfaction of employee based on different criteria, which contribute to employees satisfaction. The items in the tool were selected after a brief discussion with the laboratory technicians. This has greatly helped the investigator to identify various factors leading to laboratory hazards. The scale consists of 15 dimensions.

Commitment
Communication
Customer service
Decision-making



Employee development
Job content & Design
Leadership
Pay
Performance
Performance Appraisal
Safety at Workplace
Team work
Training
Benefits
Other open questions

The scale having the "Response" category as follows

SA- Strongly Agree-5

A - Agree-4

UD - Undecided -3

DA - Disagree- 2

SDA- Strongly Disagree – 1

SCORING METHOD

The score of each criteria / dimension is the summation of the score for all items in that particular criteria / dimension. A total score in the scale indicates the level of Employees satisfaction perceived by the employees of Yashoda Hospital, Secunderabad. The scale is given with direction, which helps respondents to give their responses accordingly. The respondents have given direction to tick the appropriate column. This tool consists of fifteen parts with closed type questions. The researcher has administered the questionnaire to the employees including both Clinical and Non-clinical staff and clarification is given to the respondents whenever required. The collected data from the 100 samples were subjected to statistical analysis - Percentage Analysis, Mean, Standard Deviation, Correlation co-efficient, Factor Analysis.

CONCLUSIONS

As the healthcare industry is expanding at tremendous pace, it is the need of the hour is to equip us to cater to the enhancing demand of healthcare workers in near future. It is easy to retain and strengthen the existing Manpower rather to create or search for new people. In order to retain the existing Manpower it is essential to keep their Morale high and keep them satisfied. Hyderabad is in the process of becoming the second big city of India next to New Delhi and many new hospitals are cropping in and around of hospital leading to high demand of Manpower of healthcare workers. Being a leader of Hyderabad private hospital market, Yashoda Hospital will face acute shortage of manpower. The researcher has to measure the level of satisfaction of their employees and to retain them to keep encouraging.

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