

**Report On**  
**Customer Satisfaction of OPD Patients from Oncology Department**  
**of United Hospital**

By  
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An internship report submitted to the BRAC Business School (BBS) in partial fulfilment of the requirements for the degree of Bachelor of Business Administration

Bachelor of Business Administration  
BRAC University  
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# Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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**Shamim Ehsanul Haque**  
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# Letter of transmittal

Shamim Ehsanul Haque

Assistant Professor,

BRAC Business School

BRAC University

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Subject: Internship report on “Customer Satisfaction of OPD Patients from Oncology Department of United Hospital”

Dear Sir,

I am enchanted to present my internship report on Customer Satisfaction of OPD Patients from Oncology Department of United Hospital”.

I am glad to announce that I have put all my efforts in this paper and added all the information which is needed to complete this paper in a standard way.

I believe this report will meet all your expectations.

Sincerely yours,

---

Nafia Haque

Student ID: 17104067

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Date: October 17, 2021

# **Non-Disclosure Agreement**

This Agreement is made and entered into by and between United Hospital Limited and the undersigned student at BRAC University Nafia Haque, ID of 17104067

## **Acknowledgement**

At the very beginning, I would like to thank Almighty Allah For giving me the chance to have an experience in the corporate world and making me able to write the internship report on time. Secondly, I am really grateful to my academic supervisor Mr. Shamim Ehsanul Haque, as he has always been there for me. Without his proper guidance and time, it was not possible to write this report in a standard format. Lastly, I would really like to show my gratitude towards my organizational supervisor Mr. Mahmud H. Bhuiyan for his support throughout my journey at United Hospital Limited.

## **Executive Summary**

United Hospital Limited is one of the most popular and biggest hospitals in Bangladesh. It was established in 2006 and recently it has completed its 15 years. From the very beginning the hospital aims to serve world class treatment and the hospital is known for its amazing service in every department. In this report from management to operational system everything has been discussed to give a broader view of the hospital. However, the report mainly focuses on the oncology department. From the doctors to treatment to patients' satisfaction level of OPD everything of this oncology department has been mentioned in paper.

**Keywords: UHL, Patients, Treatment, Top, Oncology, Doctors, Satisfaction**

# Contents

<b>Chapter 1: Overview of Internship</b> .....	1
<b>1.1 Student Information:</b> .....	1
<b>1.2 Internship Information:</b> .....	1
1.2.1 Internship Period: .....	1
1.2.2 Internship Company Supervisor's Information: Name and Position: .....	1
1.2.3 Job Scope: .....	2
<b>1.3 Internship Outcomes:</b> .....	2
1.3.1 Student's contribution to the company: .....	2
1.3.2 Benefits to the Student: .....	3
1.3.3 Difficulties during the Internship Period: .....	3
1.3.4 Recommendation (for future internship):.....	4
<b>Chapter 2: Organisation Part - Overview, Operation and a Strategic Audit</b> .....	5
<b>2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)</b> .....	5
2.1.1 Objective: .....	5
2.1.2 Methodology: .....	5
2.1.3 Scope:.....	6
2.1.4 Limitation:.....	6
2.1.5 Significance: .....	6
<b>2.2 Overview of the Company:</b> .....	7
2.2.1 About UHL: .....	7
2.2.2 Mission:.....	8
2.2.3 Vision:.....	8

<b>2.3 Management Practices:</b> .....	8
2.3.1 Organizational Structure: .....	8
2.3.2 Reward Culture: .....	9
2.3.3 Clear Communication: .....	9
<b>2.4 Marketing Practices:</b> .....	10
2.4.1 5P/Marketing Mix .....	10
2.4.1.1 Services (Product):.....	10
2.4.1.2 Price and Target Customers: .....	11
2.4.1.3 Place:.....	11
2.4.1.4: Promotion: .....	12
<b>2.5 Operational Management and Information Systems:</b> .....	13
2.5.1 Operational Management:.....	13
2.5.2.1 Software for Hospital Management System: .....	14
<b>2.6 Industry and Competitive Analysis:</b> .....	14
2.6.1 Porter’s Five Forces Analysis: .....	14
2.6.2 SWOT Analysis: .....	16
<b>2.7 Summary and Conclusion:</b> .....	18
<b>2.8 Recommendation:</b> .....	19
<b>Chapter 3: Customer Satisfaction of OPD Patients from Oncology Department of United Hospital</b> .....	20
<b>3.1 Introduction</b> .....	20
3.1.1 Background:.....	20
3.1.2 Objective:.....	20



3.1.3 Significance: .....	21
<b>3.2 Methodology: .....</b>	<b>21</b>
<b>3.3 Findings and Analysis:.....</b>	<b>21</b>
3.3.1 Gender.....	21
3.3.2 Age.....	22
3.3.3 Occupation .....	23
3.3.4 Difficulty level to get an appointment .....	24
3.3.5 Approximate time for waiting for the doctor/test. ....	24
3.3.6 All the information needed about the test is given.....	25
3.3.7 Side effects of the treatment is informed .....	26
3.3.8 Patients Involvement regarding treatment .....	27
3.3.9 Confident and trustable doctors .....	27
3.3.10 Privacy regarding the treatment .....	28
3.3.11 Treating patients with respect, care and dignity.....	29
3.3.12 Empathy towards OPD patients .....	30
3.3.13 Understanding the info regarding chemotherapy/radiotherapy.....	31
3.3.14 Fees of the doctor and charges of the treatment.....	32
3.3.15 Rating of the treatment.....	33
<b>3.4 Summary and Conclusion:.....</b>	<b>33</b>
<b>3.5 Recommendation:.....</b>	<b>34</b>
<b>Bibliography.....</b>	<b>35</b>
<b>Appendix:.....</b>	<b>37</b>

## List Of Figures

Figure 1 Organogram of UHL .....	9
Figure 2 Porter's Five Forces Model.....	15
Figure 3 SWOT Analysis.....	17
Figure 4 Gender .....	21
Figure 5 Age .....	22
Figure 6 Occupation.....	23
Figure 7 Difficulty level to get an appointment.....	24
Figure 8 Approximate time for the treatment .....	24
Figure 9 Information about the given test.....	25
Figure 10 Informing the side effectss of the treatment.....	26
Figure 11 Patients involvement regarding the treatment .....	27
Figure 12 Confident & trustable doctors .....	27
Figure 13 Privacy regarding the treatment.....	28
Figure 14 Treating patients with respect, care and dignity .....	29
Figure 15 Empathy toward OPD patients .....	30
Figure 16 Information Regarding the chemotherapy/radiotherapy .....	31
Figure 17 charge of the doctors and treatments .....	32
Figure 18 Rating of the treatment .....	33

## **List of Acronyms**

UHL: United Hospital Limited

AGM: Assistant General Manager

WOM: Word of Mouth

iHiS: Integrated Health Information System

JCI: Joint Commission Information

# **Chapter 1: Overview of Internship**

## **1.1 Student Information:**

This is Nafia Haque from Brac Business School. My ID is 17104067 and I have done my major in Marketing and Human Resource Management.

## **1.2 Internship Information:**

### **1.2.1 Internship Period:**

I have started doing my internship at United Hospital Ltd. which is situated in Gulshan 2. I joined there on 1st September as a customer relation intern for 3 months which means I have to work there as an intern till December 1. Basically, I dropped my cv in July and got a call from them in August. As United Group is one of the largest groups in Bangladesh, so I have to go through a lot of paperwork and medical tests before joining the hospital.

### **1.2.2 Internship Company Supervisor's Information: Name and Position:**

The name of my supervisor is Mahmud H. Bhuiyan. He is the assistant general manager of customer relation department of United Hospital Ltd. He supervises all the interns and also employees under the customer relation department. He is one of the most humble and knowledgeable people I have ever seen. However, if any employee from customer relation department or customer faces any problem in the hospital, he is always there to sort out the problem.

### **1.2.3 Job Scope:**

United Hospital Ltd. is one of the largest and popular hospitals in Bangladesh. I consider myself lucky to be a part of United Hospital Ltd. and to work under the assistant general manager of my department. On the very first day, my supervisor Mr. Mahmud H. Bhuiyan told me to observe what everyone is doing and also, he wanted me to be familiar with the hospital. On the second day I started working. I was assigned with some tasks related to an app which they are going to launch soon. My task was to write a paper on the app and what features should be included in that app. However, I also gave a presentation on the features of the app in front of my supervisor. Besides, I worked in the blood bank. There I got a chance to interact with the patients and also, I learned to fold reports there. Also, I worked in the report collection counter. There I learned to enter the data of the patients report and also delivered the reports to the patients. Moreover, I also sat in the OPD-1, corporate desk and call centre. In OPD-1 I wrote some clinical notes of the patients and also made patients ID. On the other hand, working on the corporate desk helped me to learn how to deal with corporate/VIP patients. This also helped me to make a good connection with them as I was the one who was helping them. Working in the call centre helped me to interact with the customer over the phone and I also took their appointment for telemedicine there.

### **1.3 Internship Outcomes:**

#### **1.3.1 Student's contribution to the company:**

At United Hospital Ltd. I got the opportunity to show my creativity and writing skills by providing features of their upcoming app, as I wrote various documents and also made google sites to give them an idea how the app will actually work. On the other hand, I also helped my colleagues. I sat in the OPD, blood bank, report collection counter and corporate desk whenever

I was free, just to help them out. I made the patients ID, took their important information and called out their name to reduce the workload of my colleagues. In addition, I also arranged files and made bills to help my colleagues.

### **1.3.2 Benefits to the Student:**

I have been bestowed with various kinds of benefits by joining United Hospital Ltd. as an intern. The benefits an intern and a student can acquire from hospital is given below:

- **Understanding the service culture:** Hospitals are under the service industry. Here, I get to learn that no matter what happens we cannot say “No” to a customer. Every customer is equal here and it is very important to have patience and show empathy towards everyone. Basically, the service culture helps to sort out the problem of customers by listening to them and also by providing their desired service. However, it helps us to be a better version of ourselves too.
- **Communication:** As a customer relation intern, it is very important to communicate with the customers/patients and colleagues properly. Mainly, if I do not communicate with the customers, I can never solve their problems. So to solve their problems it is important to have communication skills. Also, we interns do not have any permanent desks. We just shift from one place to another. As a result, we got a chance to interact and work with almost everyone in the department. Basically, this internship program actually helped me to develop my communication skills.

### **1.3.3 Difficulties during the Internship Period:**

From the very beginning of my joining at UHL, I faced some difficulties as I didn't have any knowledge about the work of the hospital. I had some theoretical knowledge but that knowledge is actually not relatable with the work I do here. Basically, the work of hospitals is different from the other sectors. Here, I had to learn how the OPD works, how to create patient

ID by using their software. Then, sometimes the work pressure was too much and sometimes there was no work at all. As I worked under the A.G.M and he was really busy, so there were times when I couldn't meet him. For this reason, sometimes there was no work for me as no one was there to guide me what work I should do. As a result, I had to sit ideally. Even UHL does not provide any permanent desk for interns. For this reason, sometimes I was really clueless about where to sit. Then it was really difficult for me to stay 9hrs for 6 days at the hospital, as I live in Khilgaon and UHL is situated in Gulshan 2. Also, there is no chance to ask for leave as they will deduct your salary if you take a day off.

#### **1.3.4 Recommendation (for future internship):**

Although everyone is really nice and well behaved here, still I would like to suggest few things below for the betterment of the future internship.

- Senior workers should give interns a chance to learn things practically. Senior workers do not want interns to do software related work as it is very sensitive. So they do not want the interns to make any mistakes. They have to understand internships are a learning opportunity and interns are here to learn. So, they should give them a chance to work.
- Before completing the paperwork interns have to go through some medical procedures, as it is a policy of the company. Well, the policy is good but the problem is interns have to pay 2750tk for it. Since it is a hospital and it is their policy to go through the medical procedure, it would be better if they do not ask for payment as it is not so affordable.
- There should be a permanent desk for interns. So that they don't have to worry about where to sit.
- UHL should provide a co supervisor. As a result, if one supervisor is busy, the other one can guide the interns.

- In the interview session they should clearly mention the job description. Mainly, the work of the intern, what they are going to learn here and also about the policy of deducting salary if someone cannot come for a day.

## **Chapter 2: Organisation Part - Overview, Operation and a Strategic Audit**

### **2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)**

#### **2.1.1 Objective:**

The objective of this internship is to understand the corporate world and its culture. To experience and gather knowledge about the corporate world. The strength, opportunities and weakness of the organization. The satisfactory and dissatisfactory level of patients. To improve the hospital activities and service for patients.

#### **2.1.2 Methodology:**

The process or procedure by which the source/sources of data is collected is known as methodology. For this report I have collected both primary and secondary data. The description of these data is given below:

- **Primary Data:** For this report I have collected primary data from A.G.M. and executives of CRD, also from the patients of UHL. Basically, most of my data is primary data. In addition, we had an induction session of 9hrs where we got a chance to know how the hospital works, the policy of the hospital and the future planning of the hospital etc.



- **Secondary Source:** Some of the data are collected for this report from secondary sources. I have collected some data from the official website of UHL and some other online platforms and websites.

### **2.1.3 Scope:**

This study helps to get information from both patients and employees of UHL broadly. For this reason, one will get to know the information about the hospital and also about the patients.

### **2.1.4 Limitation:**

Like every other study this study has some limitations too. First of all, the financial statements of the hospital are not available online, because hospitals do not provide financial statements like other institutions. Since the intern is not considered an employee, they didn't want to share too much information with me. Also, they do not provide interns the opportunity to communicate with the customers directly. As a result, I could not gather the knowledge of handling customers in spite of working as a customer relation intern. Moreover, they do not allow interns to use the software of the hospital. For this reason, I couldn't learn many things like taking appointments online. The information regarding UHL is not that much available on the internet. As a result, it was really difficult for me to gather information from the employees as they like to keep their information confidential. Lastly, after the check up it was difficult to get feedback from patients as they were in a hurry to go home after waiting for a long time.

### **2.1.5 Significance:**

The significance of this study is enormous. As in this report one can get the broad overview of UHL so it will help the researchers to understand how the hospital industry works. As a student, I have learnt how the corporate industry works and what kind of problems we face and what type of skills we need to stay in this industry.

## **2.2 Overview of the Company:**

### **2.2.1 About UHL:**

Opening its gates in August 2006 and located beside the picturesque Gulshan Lake, this hospital is one in all the biggest personal region healthcare centers in Bangladesh. UHL has the ability to residence over 500 sufferers and has 12 nation of the artwork operation theatres to cater to the wishes of assorted affected person base. With greater than 30 medical subspecialties, our centres of Excellence like Cardiac, Renal, Surgical, Neuroscience, Mother & Child Health and Critical Care Centres are staffed with the aid of using the maximum esteemed medical doctors of their respective fields. Since inception until date (July 2021) we've got carried out 420,000 Cardiac Investigations, 55,000 Cardiac Procedures, 14,000 Heart Surgeries with 98% achievement rate, 39 Kidney Transplant, 295,000 Haemodialysis, 185,000 Radiation Therapy Sessions & 196,000 Health Checkups completed. United Hospital has pioneered in lots of endeavors and has performed many leap forward milestones. Transcatheter Aortic Valve Implant (TAVI) process for Aortic Stenosis sufferers, first of its type in Bangladesh turned into carried out in United Hospital Cardiac Centre, which additionally prides itself with the lone & pioneer iGS 520 Hybrid Cardio-Neuro Cathlab of the country. The clinic Pathology Laboratory obtained ISO 15189:2012 Accreditation, because it is the first clinic of the country. The complete Cancer Care Centre of the clinic has the country's simplest Medical Cyclotron to supply radioactive tracer isotope for all centres of the country; it additionally has the first & simplest TrueBeam Linear Accelerator imparting correct radiation to make certain much less timed unique remedy with minimum facet effect. United Hospital Renal Centre brought HemoDiafiltration & Bio impedance technology, first time withinside the country, for sufferers tormented by kidney diseases. The 3.0T Signa Pioneer Wide Bore MRI in its Radiology & Imaging Centre is likewise first of its type withinside the country. At United Hospital, imparting

our sufferers with a depended on and compassionate surroundings for healthcare is important to our mission. We draw energy from our purpose, that's exceptionally to assist and to heal. Our physicians, nurses and different caregivers & helping group of workers are obsessed with imparting the proper care on the proper time, bringing wish and recuperation to our sufferers and their families. Patients accept as true with us with their maximum precious possession – their lives - and all of our caregivers apprehend the big obligation that includes that accept as true with (United Hospital Bangladesh, 2017).

### **2.2.2 Mission:**

Providing quality healthcare to the community in a friendly and compassionate environment (United Hospital Bangladesh, 2017).

### **2.2.3 Vision:**

Providing one-stop comprehensive healthcare solution for people from Bangladesh and abroad (United Hospital Bangladesh, 2017).

## **2.3 Management Practices:**

### **2.3.1 Organizational Structure:**

In UHL there are a total 21 board members. Mr. Hasan Mahmood Raja is the Chairman, Mr. Ahmed Ismail Hossain is the Vice Chairman and Mohammad Faizur Rahman is the **MD & CEO** of **UHL**. However, the rest of the board members are directors of the hospital (United Hospital Bangladesh, 2017).

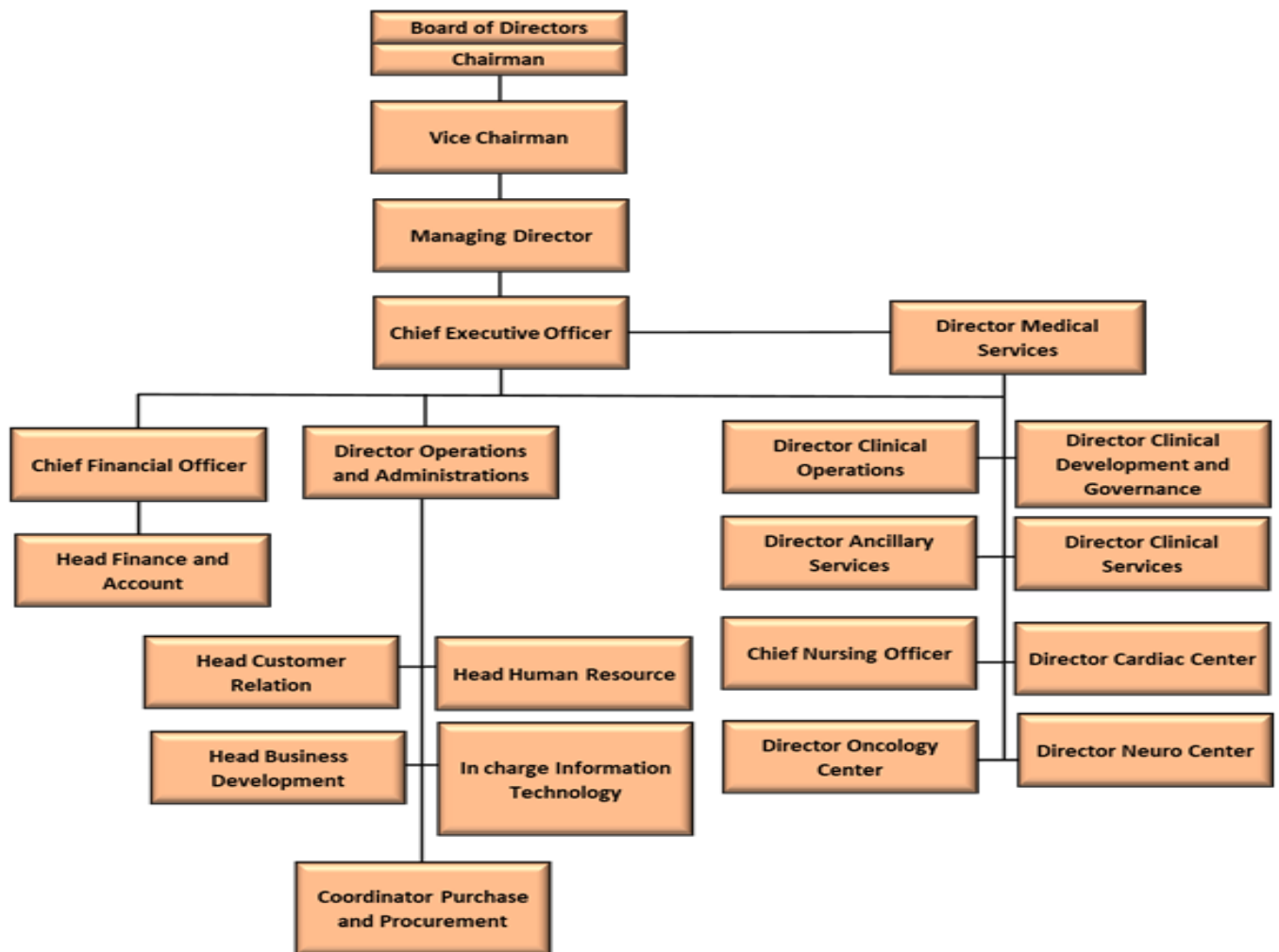


Figure 1 Organogram of UHL

### 2.3.2 Reward Culture:

Every year based on the performance an award is presented to the person who contributed the most in his/her department to encourage everyone to do better and to be motivated to their work.

### 2.3.3 Clear Communication:

For the betterment of patients and staff or in other words it can be said for the betterment of the hospital that every three months a meeting is arranged among all the departments head with the MD to understand the problem and also to reduce the problems currently they are facing.

## **2.4 Marketing Practices:**

### **2.4.1 5P/Marketing Mix**

#### **2.4.1.1 Services (Product):**

The services that UHL provides are given below:

- a) Flat Panel Digital Cath Lab
- b) Modular Operation Theatres
- c) Critical Care (ICU/CCU/HDU/CICU/KTICU/NICU/PICU) beds
- d) Fresenius 4008S Dialysis Units
- e) Multifiltrate CRRT for critically ill patients
- f) PET-CT Scan
- g) Medical Cyclotron
- h) Linear Accelerator
- i) Spect-CT
- j) 500 Slice CT Scanner
- k) High Definition MRI System 1.5 T
- l) 24 hour Emergency Service
- m) 4D Portable Ultrasound
- n) 24 hour ambulance Service
- o) 24 hour Angioplasty for Heart attack patients
- p) Cardiac Surgeries
- q) Total Knee and Hip Replacement and Arthroscopy Surgeries
- r) Kidney Transplant
- s) Critical Brain & Spinal Surgeries
- t) Endoscopy Facility

- u) Digital Mammography
- v) Mobile X-Rays
- w) EEG and EMG Machines
- x) Central Sterilization supply Facilities (CSSD)
- y) CCTV facility for the whole hospital
- z) Blood Bank

(United Hospital Bangladesh, 2017).

#### **2.4.1.2 Price and Target Customers:**

UHL is one of the biggest hospitals in Bangladesh and its target is to become one of the best hospitals in the world. Even based on the demand, UHL is going to open one branch in Dhanmondi and that will be a diagnostic centre. Besides, one branch of the hospital is going to open in Jamalpur this year. UHL wants to change the mindset of people that Bangladeshi Hospitals cannot provide better treatment. For this reason, UHL has decided to invest more in the treatment to improve it. All the doctors of each department are qualified here. As United is providing world class treatment so the charge of each treatment and doctors are a bit high. That's why it has targeted only upper-class people/patients. Basically, it is a private hospital and advanced treatment has been provided here so it targets the upper-class people or can be said patients. The treatment of the hospital is so good that not only Bangladeshis but also Indians, Sri Lankans pay a visit to this hospital.

#### **2.4.1.3 Place:**

United Hospital is situated in Gulshan 2. Basically, Gulshan is considered the area of upper-class people and they have the ability to bear the expense of the advanced treatment. Moreover, there is no other big hospital in Gulshan compared to UHL. So, this is an advantage of United Hospital. Furthermore, they have two info centres situated in Chittagong and Sylhet.

#### **2.4.1.4: Promotion:**

- **Newspaper:** Often in newspapers the news of United Hospital Limited is published. Recently, the news of the 15 years celebration of UHL was published. It is written in The Daily Star that for world heart day UHL is going to create an awareness campaign. Also, cardiologists will appear at seminars, a free heart check-up camp, and heart awareness activities at various clubs and corporate buildings, as well as on television discussion programs (Desk, 2021). Furthermore, a news article was published in Dhaka Tribune when urology surgeon Dr MA Zulkifl performed a rare surgery at UHL (Dhaka Tribune, 2021).
- **Telemarketing:** UHL has a telemarketing team. This team calls the current and previous patients to know their whereabouts and their health. They also suggest patients to do some tests based on their needs. That means through phone calls they advertise their tests and treatment. Moreover, patients feel overwhelmed when they want to know about their health status, satisfactory, dissatisfactory level while talking over the phone with them. It is known that when customers are happy, they spread positive WOM.
- **Corporate Marketing:** Corporate marketing is the process of attracting potential clients to a company or organization. A corporate marketing team is in charge of figuring out how to reach the company's target customers and what kind of advertising and messaging will appeal to them (Marketing Schools,2020). However, UHL provides packages for the employees of renowned organizations like- GrameenPhone, Standard Chartered Bank Limited, Singer, Banglalink, Nestle, Unilever, Bergens Engines, Metlife Insurance, Meghna Bank etc. at a lesser price compared to the patients who do not belong from these organizations. Basically, they have to take packages. There is no discount on a single test. However, for these corporate clients/patients UHL provides some other facilities like they do not have to go to the blood bank for the blood test,

phlebotomists come to the corporate clients' room to collect the blood sample. Also, they do not have to stand in a queue for other tests. Moreover, they can collect the report from the family medicine room. Lastly, they also get some snacks after completing all the tests.

- **People:** All the staff of the hospital is friendly and empathic. Mainly, the hospital is under the service industry and empathy, kindness is much needed here. All the doctors have taken degrees from abroad, nurses get training to provide the best service and also CRD is here to solve the problems of every customer.

## **2.5 Operational Management and Information Systems:**

### **2.5.1 Operational Management:**

Like every industry operation management is important in the healthcare industry. Effective operations management is not an option, but a must in the ever-changing healthcare business. Without it, a hospital will struggle to offer high-quality care that improves and saves lives. In healthcare, operations management refers to the day-to-day operations of a facility that have an impact on the client experience and organizational goals (Panigiris, 2020).

In United Hospital operational team focus on 3 parts-

1. **Admin:** Administrative tasks contain maintaining detailed office and medical supply records, scheduling staffing, answering questions from staff and customers, and updating patient records.
2. **Finance:** Financial responsibilities include claims management, medical billing and revenue cycle management of the hospital.
3. **Legal:** Legal practices turn around compliance and credentials.



## **2.5.2 Information Systems:**

### **2.5.2.1 Software for Hospital Management System:**

iHiS (Integrated Health Information System) is the software where from the patients to employees everyone's details are available there. This software helps the management and employees to get updated about the patients and staff. Patients and employee's entry, sickness, leave, appointment everything basically health record is found here. As staff can see all records here so if they face any problem even, they can discuss with the management. It basically saves time and is beneficial for the hospital to keep records.

## **2.6 Industry and Competitive Analysis:**

### **2.6.1 Porter's Five Forces Analysis:**

Through Porter's five forces it is easy to understand the condition and competitiveness of the industry and based on this a decision can be taken to enter into the industry.

- **Threat of New Entrants:** In Bangladesh both in rural and urban areas many hospitals and clinics are situated. However, there are only 5 top private hospitals in Bangladesh. All these hospitals invest a lot from its interior to medical treatment. United Hospital has recently completed its 15 years, Evercare has completed 13years, LabAid, Asgar Ali and Square have completed respectively 16,12 and 15years which means it takes at least 10 years for all the hospitals to be established and earn the trust of the patients and their family. On the other hand, due to covid situation every patient has become serious about their health so obviously they do not want to spend their money on new hospitals. Though it is easy to enter in the industry, it takes a lot to earn trust of patients to compete with the top-level hospitals. Moreover, the legal and paperwork also need to enter this industry and it takes a longer time. So, the threat of new entrants is low to moderate.

- **Bargaining Power of Suppliers:** Suppliers have the high bargaining power in this industry as medical equipment is needed to run a hospital. UHL has had the same supplier over all the years. Mostly, all hospitals want to stick with the same suppliers. They do not want to change the suppliers due to trust issues and cost. So, bargaining power of suppliers is high in this industry.



*Figure 2 Porter's Five Forces Model*

- **Bargaining Power of Buyers:** In Bangladesh only few hospitals provide high quality treatment that's why the bargaining power of buyers are low. For customers, value is more important than price when it comes to health care. No one wants to take risks.
- **Threat of Substitute Products:** Threat of substitute products are low in this industry. Due to coronavirus now only, few hospitals are providing telemedicine facilities but it is not possible to check the patients and do all their tests through telemedicine. On the

other hand, all the prescribed medicines are almost the same rate so that's why the threat of substitute products is low.

- **Rivalry Among Existing Competitors:** The rivalry among existing competitors is high. LabAid and Square Hospital provide less cost compared to UHL. On the other hand, Evercare Hospital is a bit more costly than UHL but they are the only JCI (Joint Commission International) permitted hospital in Bangladesh. On the other hand, United Hospital Limited provides better treatment compared to other competitors except Evercare. Moreover, UHL has also applied for the JCI and if their permission is granted then they will be ahead of Evercare in terms of pricing.

### **2.6.2 SWOT Analysis:**

SWOT analysis assists United Hospital to point out its strengths and weaknesses and permits it to see the greater risks and opportunities that healthcare has.

#### **Strengths:**

- United Group is a renowned group in Bangladesh. UHL is under this group and from the past 15years it is serving the world class treatment. For this reason, the reputation of this hospital is good.
- This is the only top-class private hospital which is situated in Gulshan. As a result, those who live in Gulshan and Baridhara also visit this hospital easily.
- The doctors of all the departments are quite renowned.
- UHL collects home samples for covid patients for 12 hours whereas other hospitals collect samples from 5-7hours.
- Only a few hospitals in Bangladesh are providing telemedicine facilities and UHL is one of them. In this hospital per day at least 12-13 patients take telemedicine appointments. In the last one-year, United Hospital has successfully conducted 26,000 telemedicine treatments.

### **Weakness:**

- The machine in the blood bank does not work. As a result, patients do not know their serial number and it creates a lot of trouble for both patients and CRD. Because the queue is too long and patients do not know when their number is coming.
- The number of phlebotomists and psychologists are short in this hospital and that's a weakness
- Currently, United has stopped taking bookings for cabins.
- Due to mismanagement sometimes patients get their reports not in time and it creates dissatisfaction.



*Figure 3 SWOT Analysis*

### **Opportunities:**

- United Hospital is going to launch its diagnostic centre in Dhanmondi this year. Also, in Jamalpur it is going to open one branch. So, this will help them to grab more customers.
- As the target is to become a renowned hospital in the world that's why UHL has applied for JCI and if their application is accepted then it will be an advantage for the hospital.

- United Hospital is providing telemedicine and they are working on the launch of their own telemedicine app. So that patients can take appointments easily.

**Threats:**

- As there is no rule of pre-booking cabins so when a serious patient comes to hospital there are chances that they cannot admit the patients at the correct time.
- In today's time so many people are suffering mentally. That's why the demand for psychologists is increasing. However, in UHL there is only one psychologist available and if they do not recruit more psychologists, it can be a threat to them as their competitor hospitals have a good number of psychologists. Also, the number of medical equipment and phlebotomists should be increased.

**2.7 Summary and Conclusion:**

UHL started its journey back in 2006 and now it has become one of the top hospitals of Bangladesh. From Cardiac to Neuro almost in all departments UHL provides excellent service. From doctors to staff everyone performs their duty with kindness and honesty. That's why not only Bangladeshi but also foreigners come here for treatment. There are a total of 21 board members in this hospital. For all department different directors are present. However, marketing practice is quite strong at this hospital. Moreover, Industry and competitive analysis has been done to check the position of UHL. The threat of new entrants, power of bar gainers and threat of substitute products are low whereas the power of suppliers and rivalry among the competitors are high. In conclusion, UHL is doing well in this Industry. Furthermore, to fulfil the goal of staying in the top of this healthcare industry and be recognized in the world UHL has to invest a lot in technology, doctors and patients' comforts.

## **2.8 Recommendation:**

Although UHL is prospering in the healthcare field still there are some things which they can be good at. The recommendation is given below:

- UHL should invest more in medical equipment. Day by day medical science is inventing something new and new treatments and equipment are coming. As the goal of the hospital is to become renowned in the world that's why they should invest more in equipment and treatments.
- UHL can provide medicine delivery service near Gulshan as their pharmacy is open 24hours. As a result, patients will be happy to buy medicine. Also, somehow it will create a buzz for UHL.
- Pre-booking of cabins should be considered. Sometimes patients can be sick suddenly and if they visit the hospital and find out there are no cabins available it will be a problem for both patients and the hospital. If something happens to patients then it will tarnish the image of the hospital. So that's why UHL should consider the pre-booking option at least for pregnant women.
- The number of psychologists should increase in the hospital. Nowadays the number of patients suffering from depression and anxiety is increasing day by day in the world. That's why it is important to have enough psychologists and psychiatrists in the hospital to serve the patients.
- The employees of call centres should be increased as now many are taking appointments for telemedicine service.

# **Chapter 3: Customer Satisfaction of OPD Patients from Oncology Department of United Hospital**

## **3.1 Introduction**

### **3.1.1 Background:**

United Hospital Limited. is a well-known hospital in Bangladesh. Currently, 2380 employees are working here. Almost every department of this hospital provides good quality treatment. It is known that cancer is one of the most common diseases in the world and there are various kinds of cancer. Around the world 18million people are suffering from cancer (World Cancer Research Fund, 2018).

In Bangladesh the number of cancer patients are between 13 to 15 million and each year 2 million patients are identified for having cancer (Hussain, 2013). To keep in this mind the oncology department which is the cancer care unit provides the best treatment to reduce the number of cancer patients. From brain to ovary for every kind of cancer UHL furnishes treatment. Not only for their advanced cancer treatment but also for their amazing customer service the hospital is getting famous day by day. Moreover, in the CRD there are a total of 78 employees. If the patients face any problem, they inform the CRD and they come up with a solution for the patients.

### **3.1.2 Objective:**

The objective of this report is to find out the satisfaction of the cancer patients in OPD of the hospital. Mainly, to find out the treatment provided to the patients, the cost, the mental support furnished to the patients and also to find out the reason behind choosing this hospital.

### **3.1.3 Significance:**

This study will assist to discover those factors which causes the cancer patients to be satisfied and dissatisfied. Based on those researchers will understand what makes patients happy and can take steps to provide better treatment to the cancer patients to make them happy.

### **3.2 Methodology:**

This is descriptive research. For this research I have collected the primary data. Basically, I asked 21 OPD cancer patients 15 questions and they answered them. It was a face-to-face interview.

### **3.3 Findings and Analysis:**

This study contains a good amount of primary information of the patients and their satisfaction towards the oncology department in OPD of United Hospital Limited, Dhaka. I have asked them a total of 15 questions. The findings and analysis of this study is given below:

#### **3.3.1 Gender**

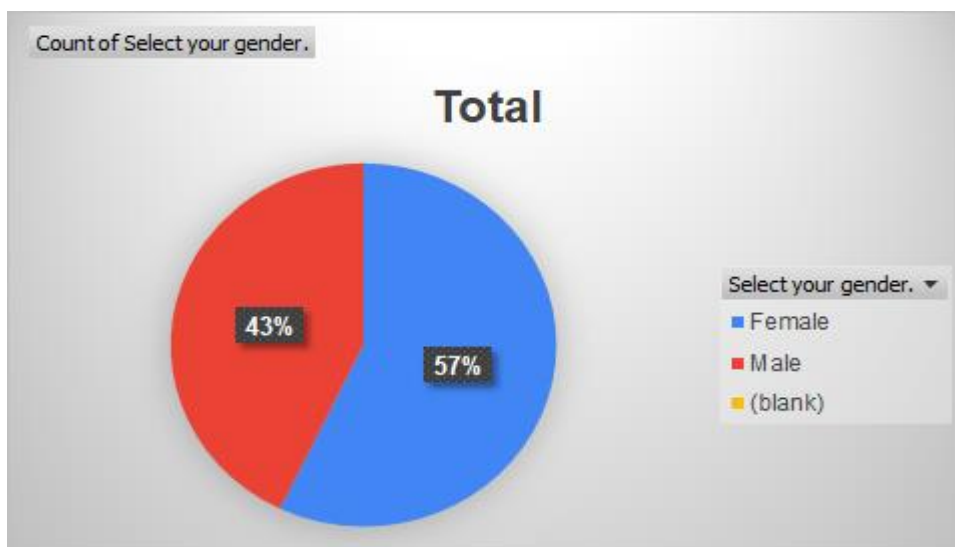


Figure 4 Gender



The chart illustrates that the number of female patients in the oncology department is greater than male patients. Nowadays the number of breast cancer patients are increasing all over the world and also women have become more cautious about their health. That's the reason, more female patients come here to have treatment to live a healthy life.

### 3.3.2 Age

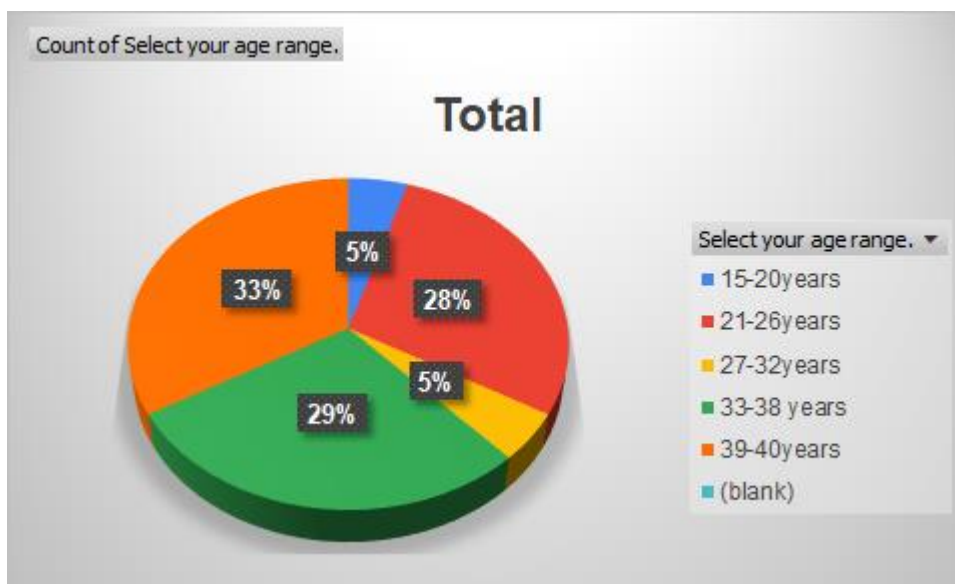


Figure 5 Age

From the pie chart it is visible that most of the patients are 39 to 40 years old. Also, people in 20 to 26 years and 33-38 years are also sufferers of the cancer.

### 3.3.3 Occupation

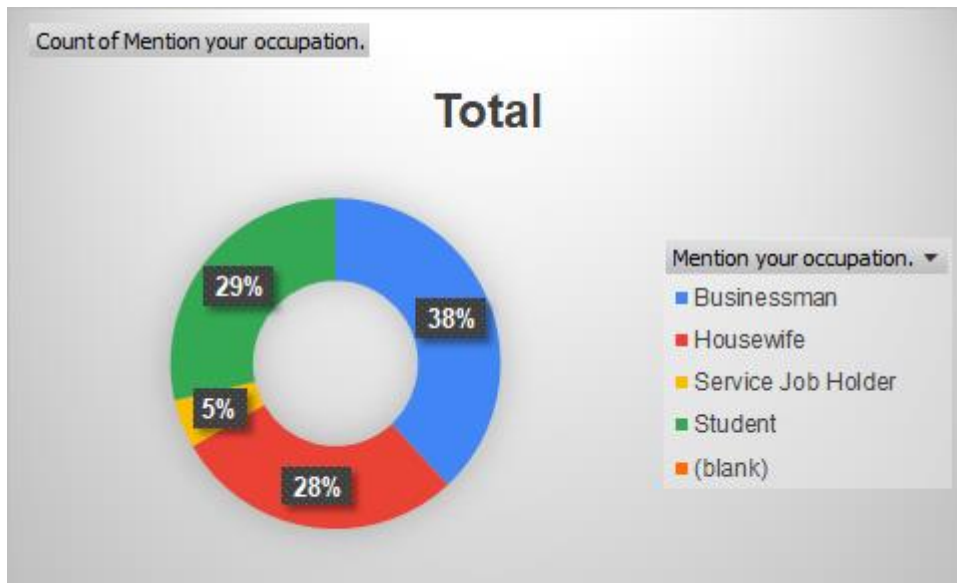


Figure 6 Occupation

From the age we can understand the occupation of the most patients are businessmen, housewives and students. Even in this pie chart it is shown that 38% of the patients are involved in business. As it is among one of the top-rated popular hospitals in Bangladesh that's why the number of businessmen is high in the chart as they do earn more.

### 3.3.4 Difficulty level to get an appointment



Figure 7 Difficulty level to get an appointment

In United Hospital patients can make appointments over the phone and that's the reason that 81% patients find it easy to make an appointment.

### 3.3.5 Approximate time for waiting for the doctor/test.

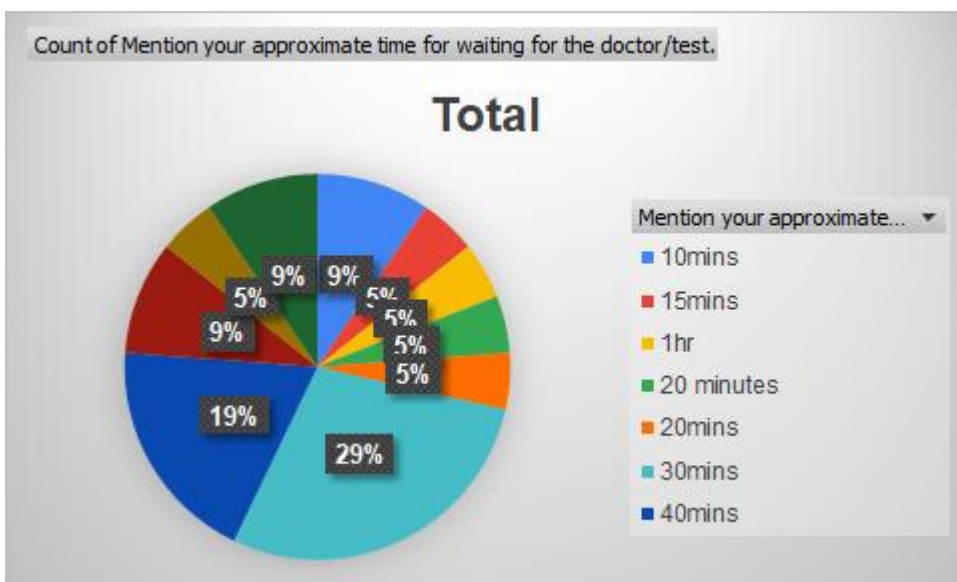


Figure 8 Approximate time for the treatment

It is known that in all hospital patients have to wait a long time to get their treatment or to meet a doctor. However, in the chart it is demonstrated that 29% patients do not have to wait more than 30mins whereas 19% patients have agreed to wait for 40 mins. The maximum waiting time for patients is 1hr. Moreover, the rest of the patients agreed that it takes less than 30 mins to meet a doctor and to get the treatment. This proves that in most cases the oncology department maintains proper time but as it is a hospital, it is quite normal that some patients will need more time and that's why others have to wait a bit longer.

### 3.3.6 All the information needed about the test is given



Figure 9 Information about the given test

100% of the patients have agreed that the doctors provide them full information regarding their test. So that patients do not get scared and have confidence in the doctors.

### 3.3.7 Side effects of the treatment is informed

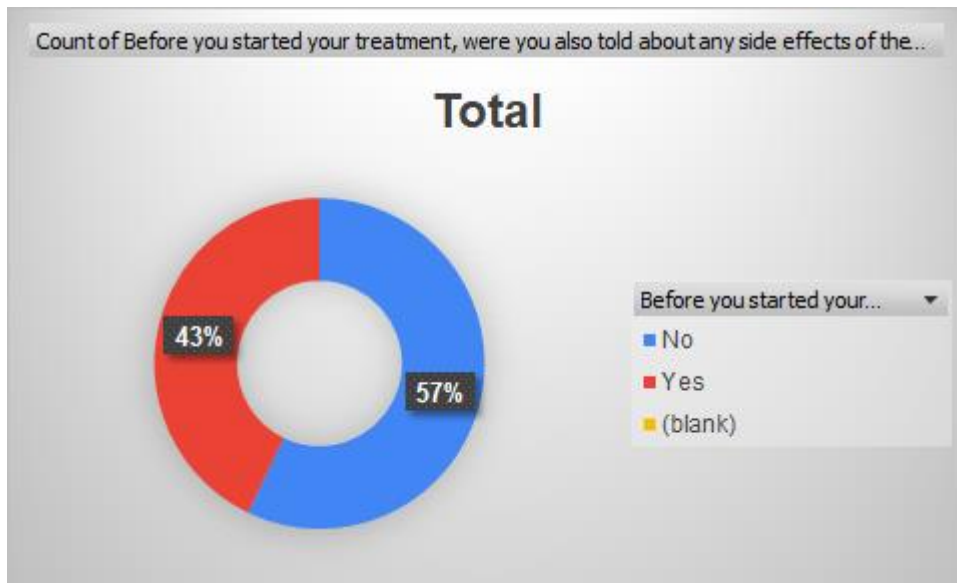


Figure 10 Informing the side effects of the treatment

The chart shows that 57% of the patients have agreed that their doctors inform them regarding the side effects of the treatment in future whereas 43% disagreed. It proves most of the doctors are honest with their patients. On the other hand, the rest of the doctors do not want their patients to lose hope and they want them to be motivated and also if someone is in the first stage it is possible that there is no side effect in their treatment. For this reason, the doctors do not share these things with patients.

### 3.3.8 Patients Involvement regarding treatment



Figure 11 Patient's involvement regarding the treatment

It is important to know the decision and feelings of the patients regarding treatment and not to force them to get treated. However, UHL prioritizes this a lot. That's why, 95% of the patients agreed that their decision was involved in their treatment.

### 3.3.9 Confident and trustable doctors

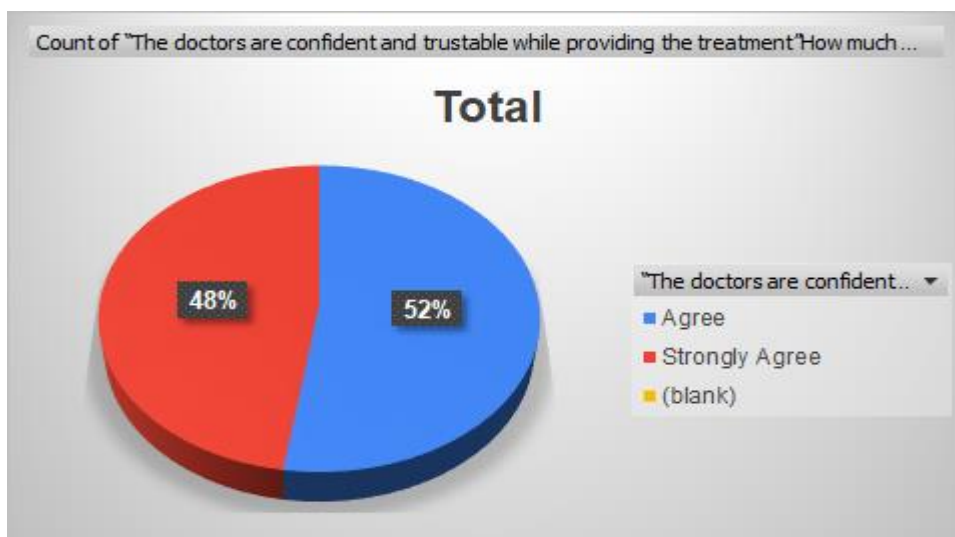


Figure 12 Confident & trustable doctors

From the chart it is shown that 52% strongly agreed that doctors are trustable and confident while providing the treatment whereas 48% agreed with this statement. However, no one disagreed with this statement. Basically, all the doctors from this department are qualified and they know how to provide treatment to the patients. For this reason, patients are satisfied with the doctors.

### 3.3.10 Privacy regarding the treatment

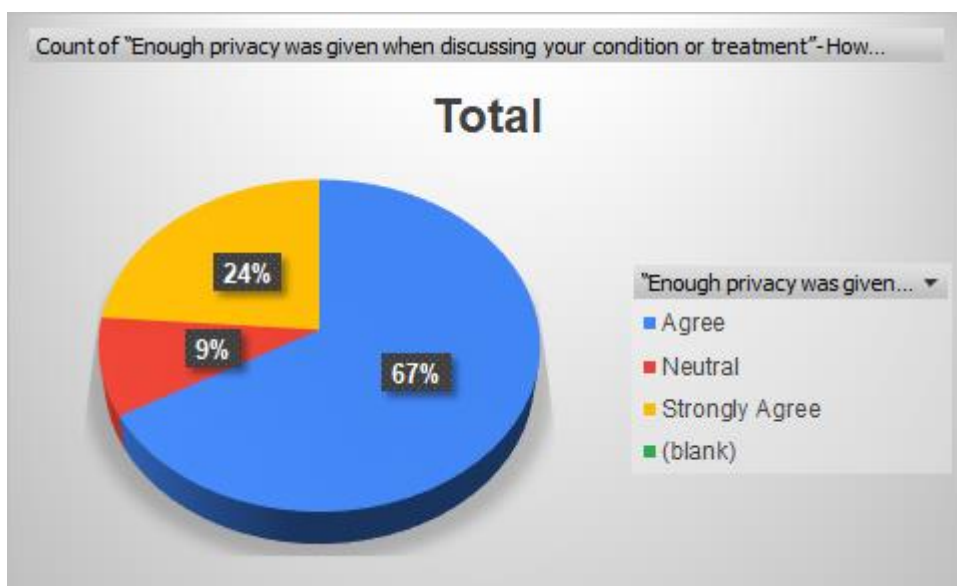


Figure 13 Privacy regarding the treatment

67% patients have agreed and 24% patients strongly agreed that they get privacy in their treatment. Patients do not want to disclose their information to everyone and doctors of these hospitals have ethics to not disclose this information. They also provide enough time to patients to make them comfortable.

### 3.3.11 Treating patients with respect, care and dignity

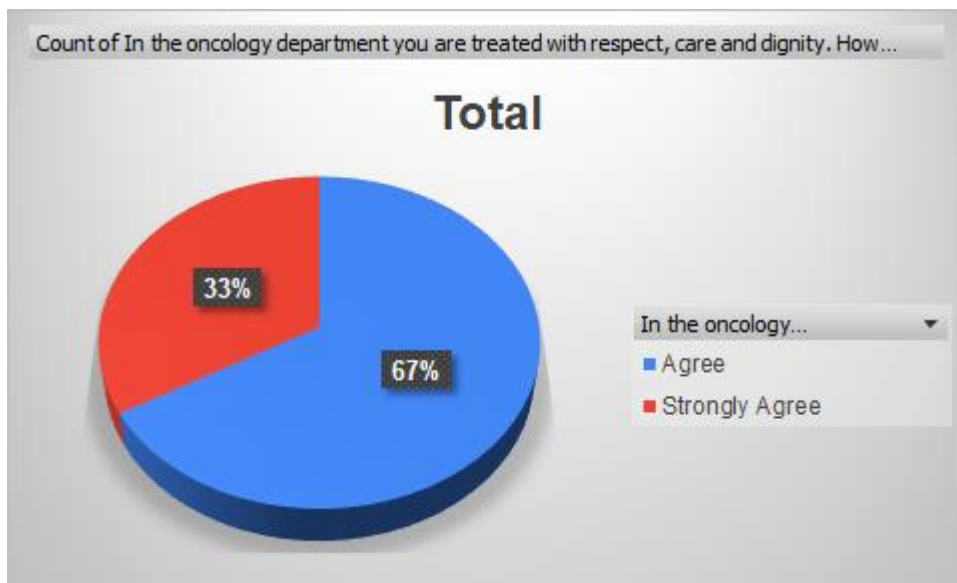


Figure 14 Treating patients with respect, care and dignity

67% of patients agreed that UHL has provided them respect, care and dignity while they were getting treated in this hospital for cancer. Furthermore, 33% of patients strongly agreed. Hospital is a place where no one comes with happiness and excitement. That's why it is important to show care and respect to the patients and UHL is actually doing it.



### 3.3.12 Empathy towards OPD patients

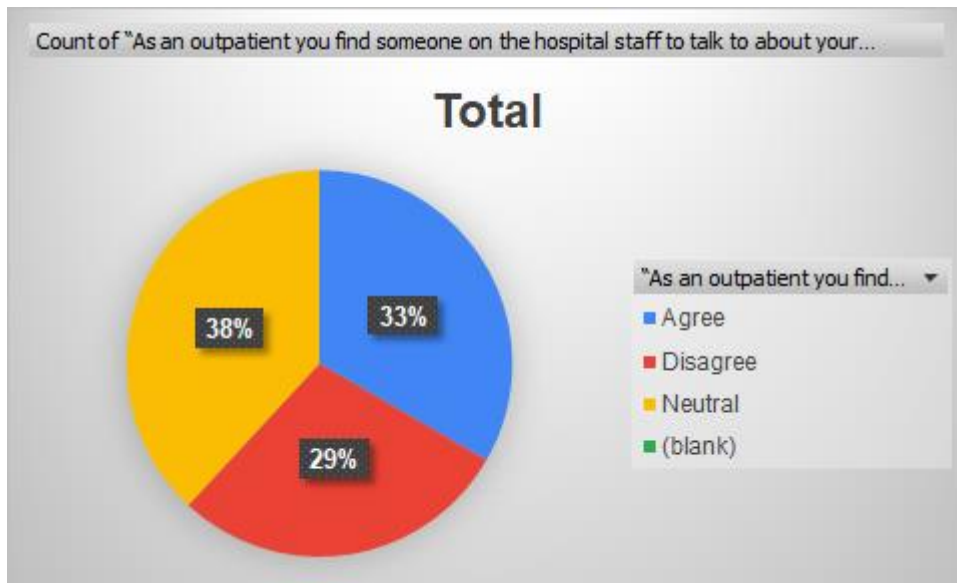


Figure 15 Empathy toward OPD patients

It is known that IPD patients most of the time get mentally support from the hospital staff as they stay in the hospital. On the other hand, when it comes to OPD patients except doctors no one interacts much with the patients. Moreover, the customer relation staff most of the time remain busy maintaining the serial and resolving the problems whereas in OPD nurses assist doctors. For this reason, 38% patients are neutral and 33% patients admit to having a friendly bond with the staff.

### 3.3.13 Understanding the info regarding chemotherapy/radiotherapy

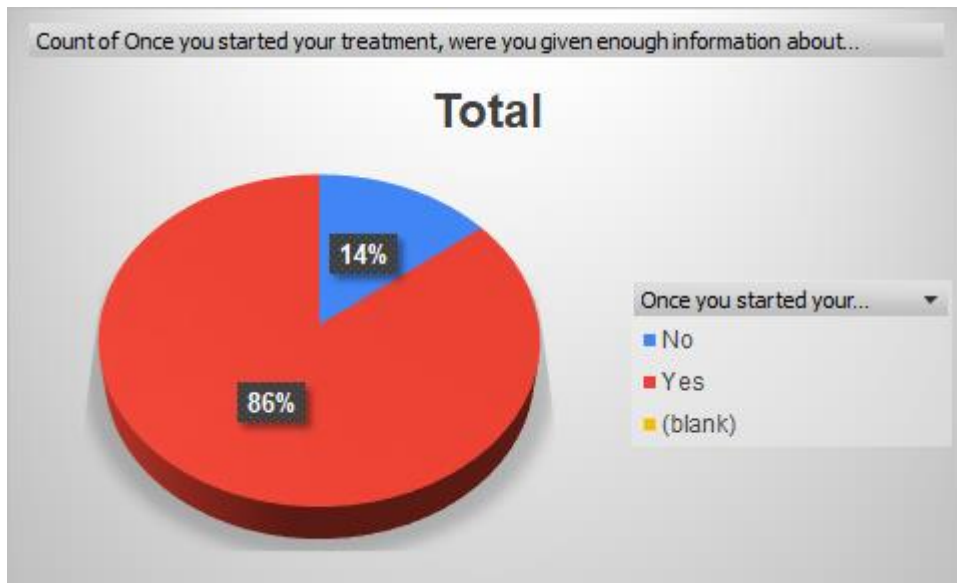


Figure 16 Information Regarding the chemotherapy/radiotherapy

86% of patients accepted that doctors help them to understand how their chemotherapy/radiotherapy is working. It is the right of the patients to know about their condition and as they are spending a lot to be cured so it is the duty of the doctors to make them understand their progress. The doctors of UHL actually help the patient in this matter.

### 3.3.14 Fees of the doctor and charges of the treatment

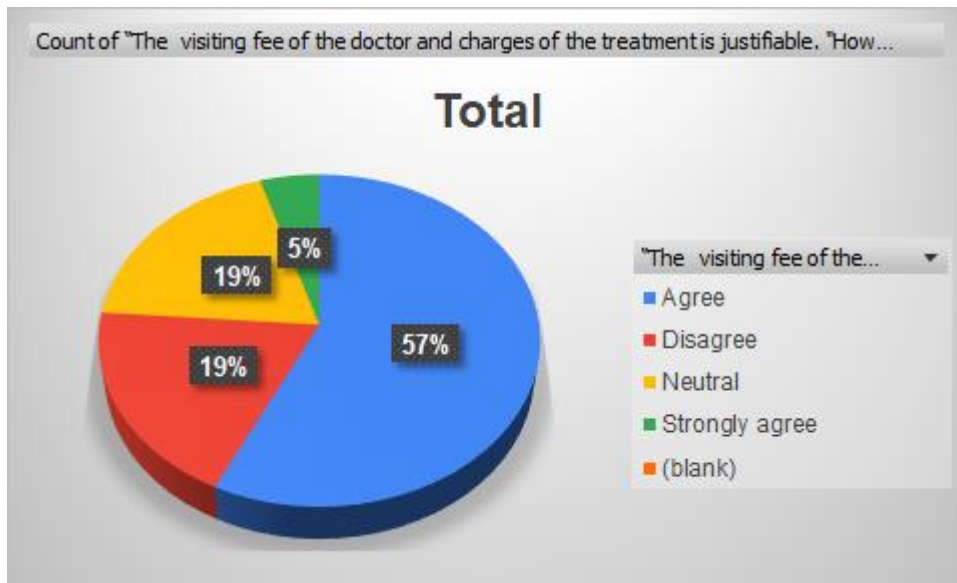


Figure 17 charge of the doctors and treatments

The chart above shows that 57% of the patients have agreed the charges of doctors and treatments of the hospital is appropriate. UHL mainly targets upper class people and also they provide the advanced level treatment and that's why, most of the patients do not have any problem regarding the cost.

### 3.3.15 Rating of the treatment

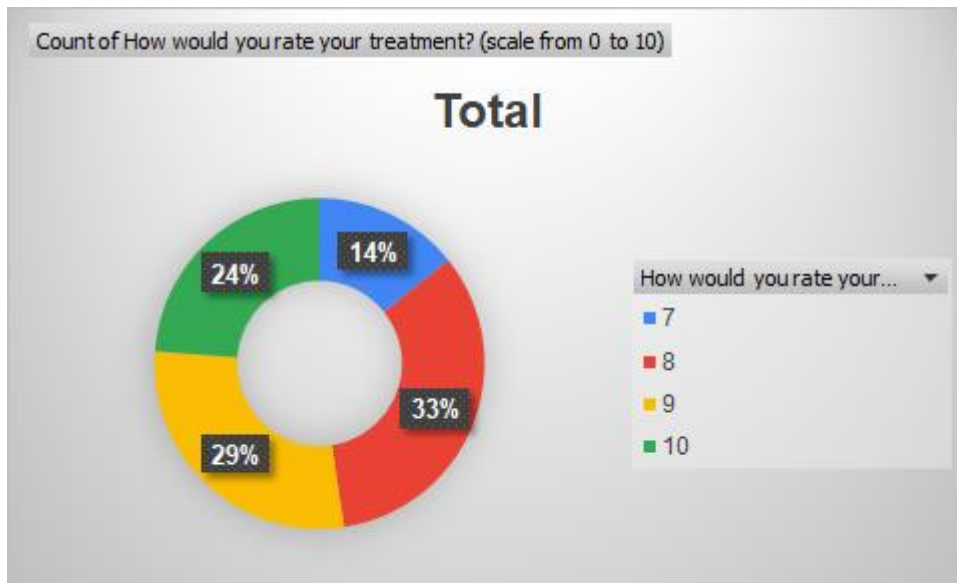


Figure 18 Rating of the treatment

The figure shows that 33% of the patients have given 8 marks to the treatment of the hospital. 29% have given 9 and 24% have given 10 on 10. Rest has given 7 marks. This shows no one has given below 7 marks to the hospital and most of the patients are happy with the treatment they get. That's the reason, now UHL has become one of the top hospitals in Bangladesh.

### **3.4 Summary and Conclusion:**

The patients of UHL are quite satisfied when it comes to the oncology department. Basically, all the doctors of this department are highly qualified. Medical equipment for treatment is also advanced there. However, there are many hospitals in Bangladesh and there are some hospitals which are only for cancer patients, still United Hospital has been recognized for its amazing treatment to the cancer patients. Moreover, it's easy to get appointments in the hospital that's why patients don't have to worry about it. Furthermore, the behaviour of the doctors and staff is also good. They keep the information of the patients confidential and give them enough time and support. They give enough information to them for their treatment. For all these reasons,

patients have no problem with the high costs of doctors and the treatment of them in hospitals. As it is known the first priority of the patients is to get well and the oncology department of UHL tries its best to provide the best service to the patients. That's why UHL has become one of the renowned hospitals when it comes to treatment of cancer patients. In conclusion, patients have enough trust and gratifications to the oncology department of the hospital.

### **3.5 Recommendation:**

The patients are satisfied with the service of the oncology department but to make them highly satisfied the oncology department of the UHL should take some steps.

- Doctors should maintain the appointment time of the patients for their treatment. Sometimes it can really be exhausting to wait for a longer time, especially for those who live far away from the hospital. So, if they fixed a time for each patient that would be nice.
- On Friday OPD-4 which is the oncology departments' OPD should be opened. Friday is a holiday. So, some patients can only make time on Friday to visit the doctors. So, if the doctors are available every day that will be good for patients.
- The report should be checked free of cost for 10days. Patients are spending a lot of money here for the treatment. If the doctors check them without any cost for 10 days it will create a good impression on the patients.

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## Appendix:

1. Select your gender.

- Male
- Female
- Others

2. Select your age range.

- 15-20years
- 21-26years
- 27-32years
- 33-38 years
- 39-40years

3. Mention your occupation.

- Businessman
- Service Job Holder
- Housewife
- Student
- Others

4. Was it difficult for you to get an appointment?

- Yes
- No

5. Mention your approximate time for waiting for the doctor/test.

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6. Beforehand, did you have all the information you needed about your test?

- Yes
- No



7. Before you started your treatment, were you also told about any side effects of the treatment that could affect you in the future rather than straight away?
- Yes
  - No
8. Were you involved as much as you wanted to be in decisions about your care and treatment?
- Yes
  - No
9. “The doctors are confident and trustable while providing the treatment “How much do you agree with this statement?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
10. “Enough privacy was given when discussing your condition or treatment”- How much do you agree with this statement?
- Strongly Agree
  - Agree
  - Neutral
  - Disagree
  - Strongly Disagree
11. In the oncology department you are treated with respect, care and dignity. How much do you agree with the statement?
- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

12. “As an outpatient you find someone on the hospital staff to talk to about your worries and fears”- How much do you agree with this statement?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Once you started your treatment, were you given enough information about whether your chemotherapy/radiotherapy was working in a way you could understand?

- Yes
- No

14. “The visiting fee of the doctor and charges of the treatment is justifiable. “How much do you agree with this statement?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15. How would you rate your treatment? (scale from 0 to 10)

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