

Report On
Customer Satisfaction of Dr. Azmal Hospital Limited

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that,

1. The internship report submitted is my own original work while completing Graduation 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 have acknowledged all main sources of help.

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Letter of Transmittal

Mayesha Tasnim
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Subject: Submission of Internship Report on “Customer Satisfaction of Dr. Azmal Hospital Limited.”

Dear Madam,

With due respect, I would like to draw your kind attention that I am submitting my internship report on Customer Satisfaction of Dr. Azmal Hospital Limited and it is my pleasure to inform you that I have completed my internship report under your supervision. I will be grateful to you if you receive and accept my internship report. I have tried my best to prepare my report with my limited knowledge.

Your approval and acceptance about my report would inspire me. If you have any query, I would be pleased to clarify that.

Sincerely yours,

M. Ashrafuzzaman Yousuf

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6th January, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Dr. Azmal Hospital Limited and the undersigned student of BRAC University

Acknowledgement

At first, thanks to Almighty that I have been able to finish this report in time with my limited resources and knowledge. I would like to show my uttermost gratefulness to my honorable advisor Ms. Mayesha Tasnim, Lecturer of BRAC Business School, BRAC University, who helped me with her constant support and supervision to prepare this report. Without her guidance it was not possible to complete this report. Additionally, my cordial gratitude goes to my supervisor Mr. Abul Khayer, administrative manager of Dr. Azmal Hospital, who not only helped to work there but also, he helped me learning so many valuable lessons during three months of my internship.

Executive Summary

Medical and health services are required to fulfill one of the basic and fundamental needs of the people of a country. Hospitals are the most vital social infrastructure to provide those services. A proper and sound hospital system is not only necessary to secure health and safety, but also it is a must for the functioning of a population base. I have done my internship in Dr. Azmal Hospital Limited and this internship report is focused on the Customer Satisfaction of Dr. Azmal hospital with the goal of finding how satisfied the customers of the organization and what is responsible for the dissatisfaction and providing possible solutions to the problems. The report starts with an overview and background of Dr. Azmal Hospital. Then it discusses the overview of the report and my duties and learnings as an intern. Then it demonstrates the analysis of the data which was collected through a survey with the customers and interpretation. Finally, the report concludes with the findings and the recommendations.

Keywords: Customer, Patients, Service, Satisfaction, Evaluate, Hospital.

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List of Acronyms

IJSER	International Journal of Scientific & Engineering Research
DAH	Dr. Azmal Hospital
TB	Tuberculosis
AWT	Average Waiting Time
ENT	Ear, Nose, Throat
ICU	Intensive Care Unit
PE	Performance Evaluation

Chapter 1

Organizational Overview

1.1 Background of Dr. Azmal Hospital

Dr. Mir Azmal Ali is the founding father of Dr. Azmal Hospital. As Dr. Azmal is that the son of a farmer he qualified as a doctor in 1965 with the assistance of his pharmacist brother. when qualifying 1966, Dr. Azmal began to lay the inspiration of a faculty within the village he grew up in. the govt. approved the varsity in 1969 and it's developed over the years since then, with support and fundraising from the charity of Dr. Azmal. The friends of Bangladesh UK, a vocational training Centre with IT facilities, a sewing school and kindergarten have additionally been established. Dr. Azmal then turned his attentions to fitting a hospital when a visit to Asian nation within the late 70s. He saw his mother died while not treatment sparked him a brand-new drive to produce additional accessible care to the local people. He then worked to save lots of the cash required to make the hospital. He has opened the hospital in June 2005 and consistent with protocol accessible on fourteenth Feb 2006. Anwar Chowdhury and British diplomat were additionally majorly causative to open this hospital. From that point, they're composing higher services for the patients. The expression of "Patient First" services of the hospital are consisting of Emergency care, hemodialysis and medical aid (ICU) proficiency with high normal maintenance. Hospital has nine stores building and has an underbuilding automotive parking service. There are two high-toned generators for the electricity offer. Their areas of medicine, gynecology, General surgery, surgical process, orthopedic surgery, ENT, Skin and social disease, Urology, Nephrology,

marginal Access Surgery, and medical specialty are treated by the veteran doctors from public and personal medical schools' academician and experience. The hospital employs two hundred workers and has 2 operative theatres, radiography, and a pharmacy.

1.2 Vision and Mission

Vision Statement of Dr. Azmal Hospital Ltd

- ❖ Dr. Azmal Hospital is going to be the first selection of the patient, doctors and employees for the best spot to perform medication and can be the most effective work setting.
- ❖ To be the most call-in care for his or her pioneer in giving quality, merciful patient-focused medical service provider.

Mission Statement of Dr. Azmal Hospital Ltd

- ❖ The mission of Dr. Azmal Hospital is to keep up the simplest quality, value-priced, primary health care services
- ❖ Developing the health and welfare of patients, families and their community through ability and quest of nice quality.
- ❖ Fulfilling the aid desires of their region through quality, economical and patient-centered care.

1.3 Medical Equipment at Dr. Azmal Hospital Ltd

X-Ray Film processor tabletop
X-ray Film Viewer
X-Ray Unit Universal
X-Ray Mobile
Ultrasound (3 probes)
Gastroscope (With halogen light source)
Colonoscope (With halogen light source)
Electrocardiograph 3 channels
Operating theatre light (5 spotlights)
Operating Table (Trauma/Multifunction, electric/hydraulic driven)
Operating Table (Multifunction, electric/hydraulic driven)
Anesthesia trolley (anesthesia machine with ventilator and monitor)
Syringe pump
Electrosurgical Unit (Monopolar-bipolar)
Suction Pump
Operating instrument set
Defibrillator
Ventilator ICU
Pulsometer
Patient Monitor, ICU

Patient Monitor, anesthesia
Oxygen Concentrator
Couch, Gynecology
Delivery Bed
Examination Lamp
Uterine Aspiration Set
Fetal Monitor
Scale for newborn children
Microscope Binocular
Microscope Monocular
Analyzer Hematology
Urinalysis System
Chemistry Analyzer Semi- Automatic

1.4 SWOT Analysis of Dr. Azmal Hospital

SWOT analysis is a very effective strategic tool in order to measure an organization's advantages and shortcomings. Here with the SWOT analysis of Dr. Azmal Hospital a slight idea of an overall image of the organization's strengths, weaknesses, opportunities and threats can be demonstrated.

Strength

- ❖ To have loyal patients.
- ❖ To have a decent relationship between doctors and patients.
- ❖ Most workers each underclassman and senior ones have the chance of obtaining advanced coaching to use advanced styles of machinery of the hospital

Weaknesses

- ❖ Shortage of diversion curriculums for the workers.
- ❖ Issues with some backdated machines the treatment method.
- ❖ The workers facing additional employment that's quite tough for them.

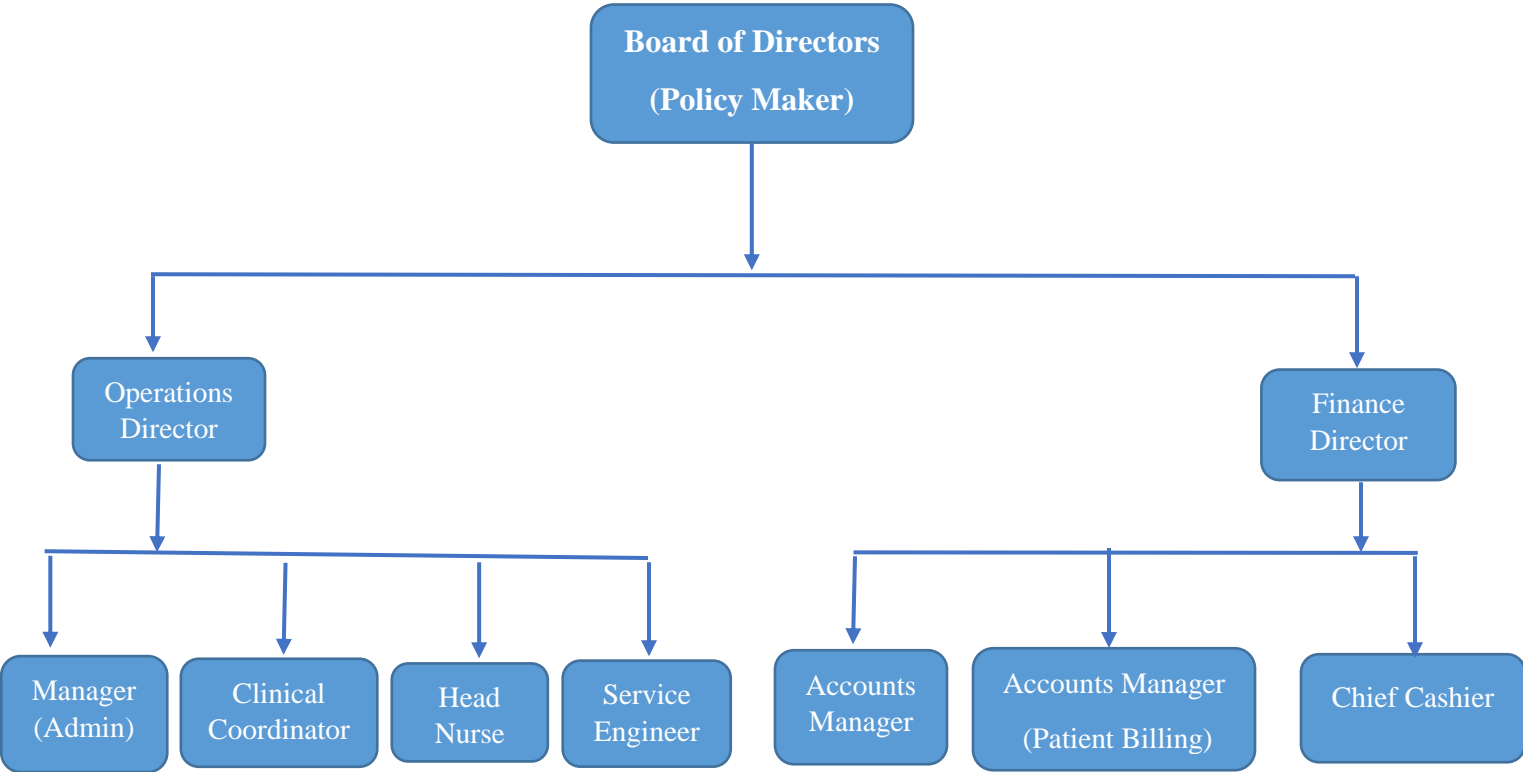
Opportunities

- ❖ Giving quick doctor appointment services to the patients via the web.
- ❖ Hiring potential workers and coaching them to be a productive in works and services.
- ❖ Reassuring potency with up-to-date coaching programs to regulate with advanced items of machinery.

Threats

- ❖ Threat relating to a lot of competitors among that region.
- ❖ Not having the ability to fulfill patient expectations with a stronger setting.
- ❖ There are several hospitals among the Mirpur space.

1.5 Organogram of Dr. Azmal Hospital



Chapter 2

Overview of the Report

2.1 Background of the Report

Hospital services are one of the inevitable needs for people and while in Bangladesh people are already suffering from various diseases like tuberculosis, malaria, diarrhea, heart and kidney diseases, the recent outspread of dengue made the necessity more acute. In order to get rid of this condition it is a must to fulfill the need of proper hospitalization and medication successfully. As a service provider in such areas Dr. Azmal Hospital must meet the need of the customers who are primarily the patients in order to uphold the position both to the customers and in the market. Without a satisfied customer base, it is impossible for a hospital to run and prosper as healthcare is one of the most sensitive areas to provide service.

2.2 Scope of the Study

The initial focus of this study and report is to find out the customer satisfaction derived at Dr. Azmal Hospital by the patients and others with a view to finding out the problems and estimate the areas to reconsider to reach the peak of the satisfaction level for their customers as well as increase the betterment of the overall performance.

2.3 Objectives

Emphasizing on the areas of client satisfaction and discontent at Dr. Azmal Hospital and suggesting measures accordingly. Finding some insights from the analysis conducted on the patients which can additionally facilitate to try and do higher add the hospital. Moreover, as optimizing the progress of Dr. Azmal hospital as an entire by specializing in these areas to enhance the method of the hospital higher and better.

- ❖ Creating stronger customer sustainability and motivation.
- ❖ Sorting out customers' needs and demands that require to be fulfilled their concerns for the general performance of the hospital.
- ❖ Building an improved relationship between the patients and the hospital and convey forth their words concerning the customer satisfaction and dissatisfaction.
- ❖ Turning out with solutions to resolve any lacking which will cause the customers to be discontented.

Research Questions

1. What is the current customers satisfaction level of Dr. Azmal Hospital?
2. What do different sections of customers feel about particular services provided at the hospital.
3. What are the areas deficiencies and how to improve them to retain a more satisfied and sustainable customer base at Dr. Azmal Hospital?

2.4 Methodology

Any study needs specific data in order to complete its objectives. As this is a study about customer satisfaction it is not possible to attain the initial goal of the report without a customer satisfaction survey and study related data that are required. For conducting the report both primary and secondary data collection methods were used in this report:

Primary Data Collection Method

The primary data collection is the vital element of this whole report that are the responses I collected of the survey for customer satisfaction at Dr. Azmal Hospital. I handed out questionnaires and to 50 individuals who are potential customers as patients and their supervisors or visitors. I collected the responses regarding their satisfaction they are getting from the hospital.

Secondary Data Collection Method

Through the secondary data collection method, I gathered information about the organization from its online website, database and my supervisor. I also derived help from various online portals and journals in order to find relevant data which are mentioned in the 'References' section of the report.

2.5 Limitations of the Study

While collecting responses and gathering information to conduct this study, I had to go through some limitations that could not have been prohibited. Among the limitations I faced the followings are the most significant:

- ❖ Although I tried to keep the sample patients for the survey as diverse and relevant as I can, there were there were some deficiencies because of the lack of sufficient time and resources.
- ❖ Responses from some individuals could be biased or inaccurate. In that case the inaccuracy is ignored on basis of an assumption that all of the responses found in the survey were totally honest opinions.
- ❖ I could not find any previous customer satisfaction study data of the organization which I can compare the current outcome that I found in my study. Without any comparison the recommendations will be based on a singular outcome.

Chapter 3

Job Responsibilities and Learnings

3.1 Duty as an Intern

I joined Dr. Azmal Hospital as an intern on October 20th, 2019. I was assigned there for around three months. During this period my supervisor at work was Mr. Abul Khayer, who acts as an administrative manager under the operations wing of the organization. My first and foremost task was to communicate the customers in order to estimate the satisfaction level of the customers organization. Besides I also had to make contacts with the employees and staff of the hospital to report overview of employee job satisfaction as additional assigned task. The job responsibilities I performed during my internship period are:

- ❖ Communicating with the patients and their supervisors regarding their impressions and opinions towards the hospital and evaluate how satisfied they are and their opinions and impressions for the services they get from the hospital.
- ❖ Conducting surveys and interviews with patients, visitors, staff and employees on various aspects of their providing and deriving services.
- ❖ Reporting on the progress of each session conducted of surveying or interview of the patients, visitors, staff and employees to my supervisor.

- ❖ Suggesting possible solutions based upon the feedback of the customers and my own observation during work.
- ❖ Co-operating with my supervisor to conduct performance evaluation of the doctors, employees and staff.

3.2 My Learnings

A hospital functions differently than manufacturing organizations and many other service providing companies. Most of the activities are executed under operations department of the organization in case of hospitals. Dr. Azmal Hospital is no different in that. Even though I enjoyed my internship period there a lot and learned many things that are necessary for real life job experience.

- ❖ Communicating and dealing with a diverse people with different needs and opinions and convince them with a goal to get my own job done.
- ❖ Plotting my plan for particular tasks and activities and executing the plan accordingly in order to complete the tasks and activities successfully.
- ❖ I learned to figure out my own deficiency effectively and come up with solution to get better.

Chapter 4

Analysis, Findings and Interpretation

4.1 Data Analysis on Customer Responses

The data analysis of the responses of the survey I got from the customers is the most crucial and important part of the report. This will not only estimate the current level of satisfaction for the customers but also help getting the findings and solutions for the shortcomings. The survey was conducted on 50 individuals. The sample size is not huge but it was made sure that the participants are from different age, gender, socio-economic condition and with different need of services with a notion to eliminate biasness towards the outcome.

Scale for Survey Responses

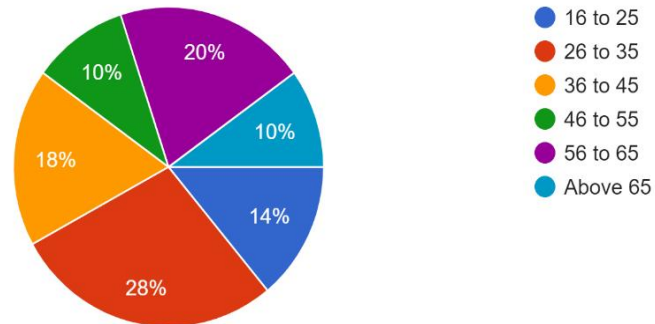
With a linear scale of 1 to 5, the ratings used in the survey as following:

Numbers	Rating
1	Poor
2	Fair
3	Good
4	Very good
5	Excellent

Age

Which age group are you from?

50 responses

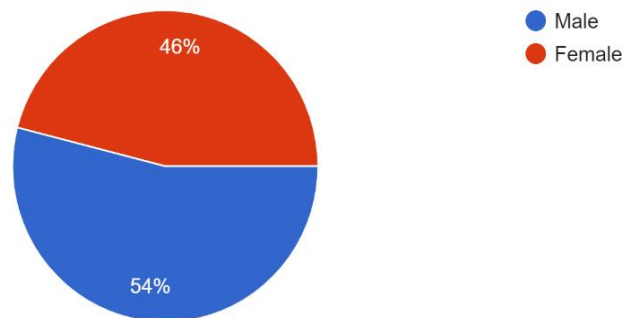


People from almost all age group were part of the sample size so that diverse and varied responses reflect rather than one dimensional outcome.

Gender

What describes your gender?

50 responses

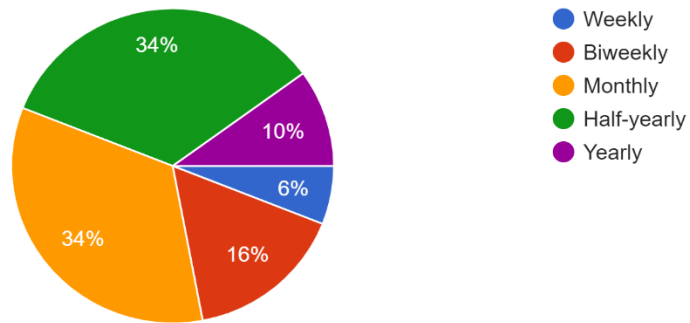


With the tendency to keep the male and female ratio of the sample size equal the survey ended up with a 54% male and 46% female participants.

Frequency (General)

How often do you pay a visit to any hospital for treatment or check-up?

50 responses

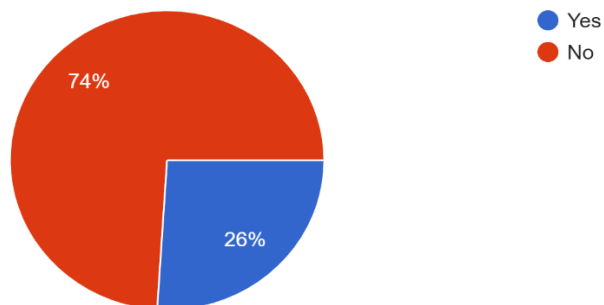


It is important to know the general frequency of patients' visiting frequency of any hospital for services to contrast with their visiting frequency at Dr. Azmal Hospital.

First Visit

Is it your first visit to Dr. Azmal Hospital?

50 responses

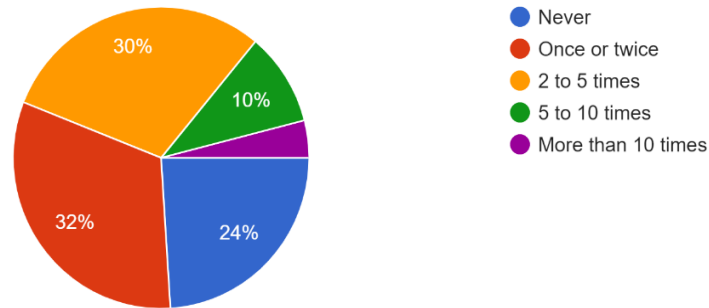


The impressions of the first-time visitors may vary from those that are old retained visitors but the majority were the ones who visited Dr. Azmal Hospital before.

Frequency (DAH)

How many times did you visit Dr. Azmal Hospital?

50 responses



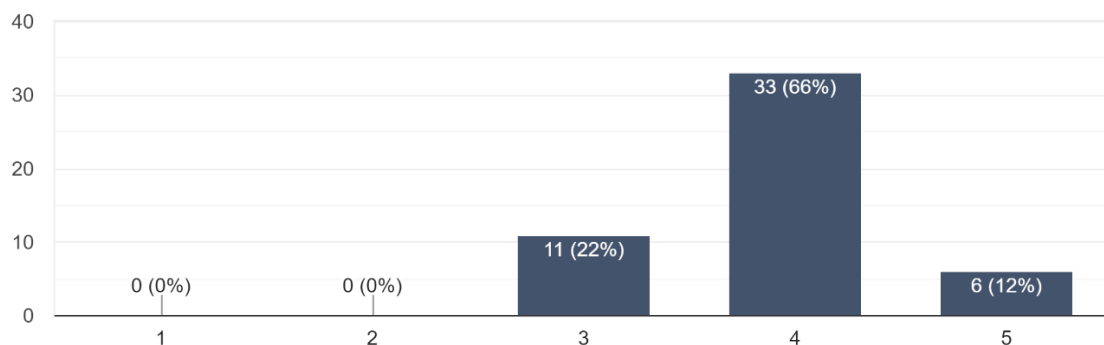
Frequency of visiting Dr. Azmal Hospital has deep relativity of their customers' satisfaction level.

Though most of the sample customers were revisiting, almost a quarter of the sample is first timers.

Satisfaction (Environment)

How satisfied are you with the overall 'environment' of the hospital?

50 responses

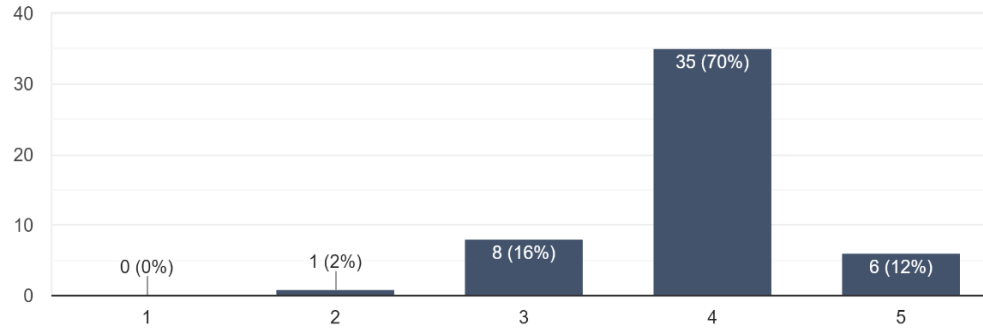


One of the most important factors of a health care service provider is to maintain a sound and healthy environment. 66% say that they are satisfied (4) with the environment of the hospital.

Satisfaction (Cleanliness)

What do you think about the hygiene and cleanliness of the hospital?

50 responses

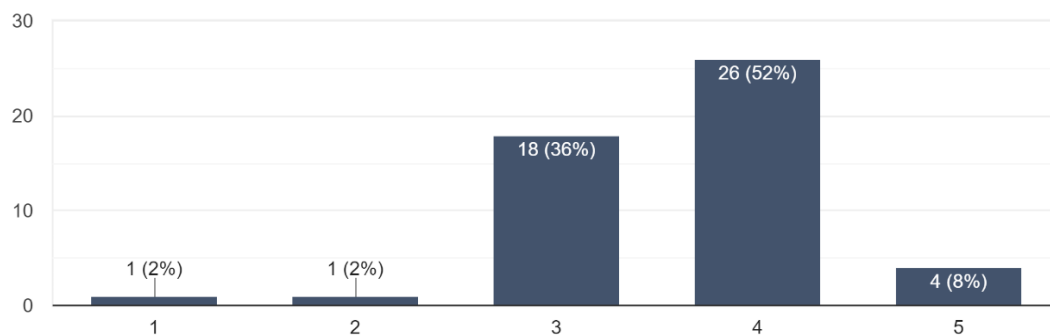


To maintain proper hygiene and cleanliness is a must in a hospital and 70% customers agrees (4) with that the hygiene and cleanliness is maintained properly here.

Satisfaction (Services)

What is your concern about the overall 'services' provided by the hospital?

50 responses

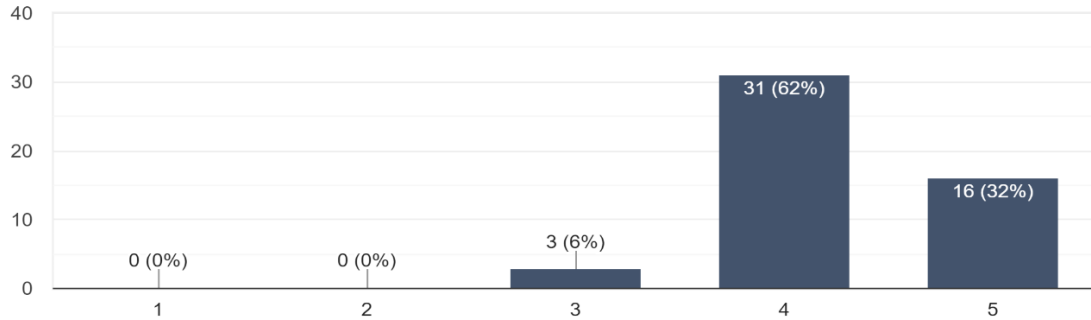


Though 52% said that the overall service they get is good (4), almost 40% people are not quite satisfied with the services they get at Dr. Azmal hospital.

Satisfaction (Doctors)

How satisfactory are the doctors you visit at the hospital?

50 responses

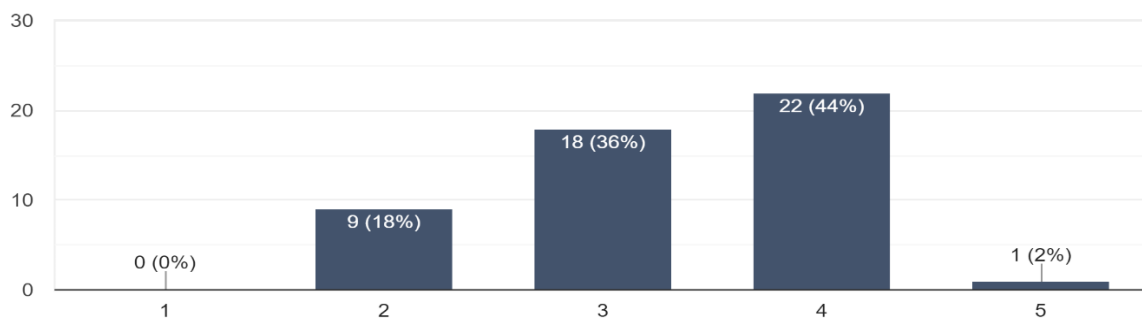


Doctors are the souls of a health care service. At Dr Azmal Hospital, customers seem very happy with the doctors with 62% saying good (4) and 32% said excellent (5).

Efficiency (Doctors' Fee)

What is your concern about the fee you pay for visiting the doctors?

50 responses

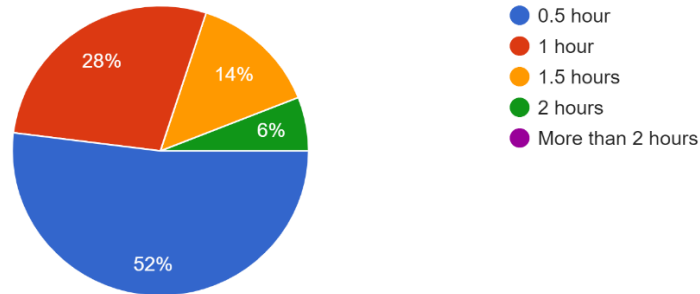


Despite the high satisfaction level of the customers for the doctors their concern about the doctors' fee they pay is alarming for the organization.

Waiting Time

What is the average waiting time for visiting the doctors?

50 responses

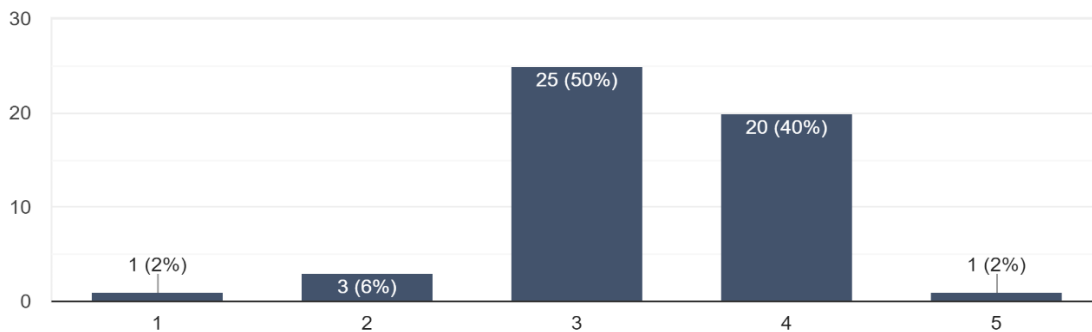


Waiting for visiting the doctors puts additional pain to the already suffering patients. Good for the hospital that more than half (52%) of the customers said the waiting time is below 30 minutes.

Efficiency (Services)

How is the cost efficiency for the services the hospital provides?

50 responses

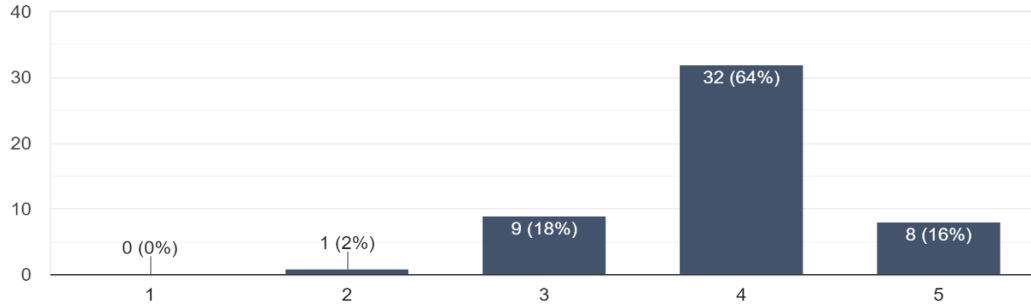


A staggering amount of dissatisfaction around (58%) reflected by the customers at poor efficiency for the services they get is way high as per their concern which is the biggest threat for the hospital.

Satisfaction (Nurses & Staff)

How are the services provided by the nurses and staff?

50 responses

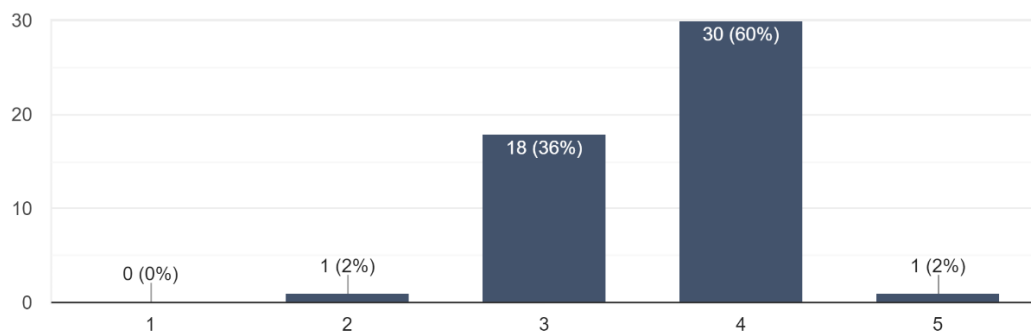


Nurses and staff are a majority of the services provided at Dr. Azmal Hospital. The customer response is very good for both the parties.

Satisfaction (Pharmacy)

What is your rating for the quality of the hospital's 'pharmacy'?

50 responses

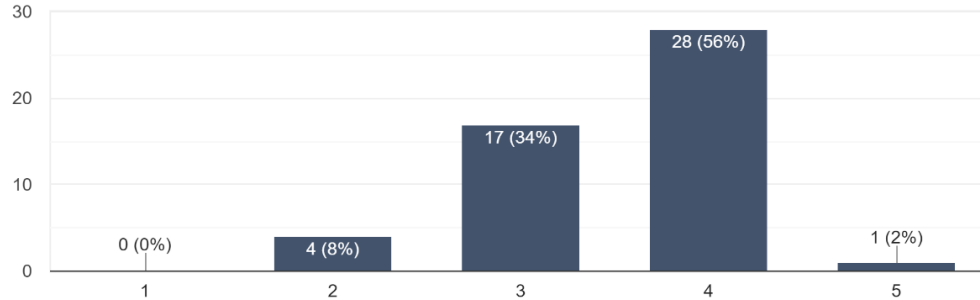


A huge pharmacy is attached with the hospital for the convenience of its patients and they provided very positive feedback about that.

Satisfaction (Ambulance Service)

How is the ambulance service provided by the hospital?

50 responses

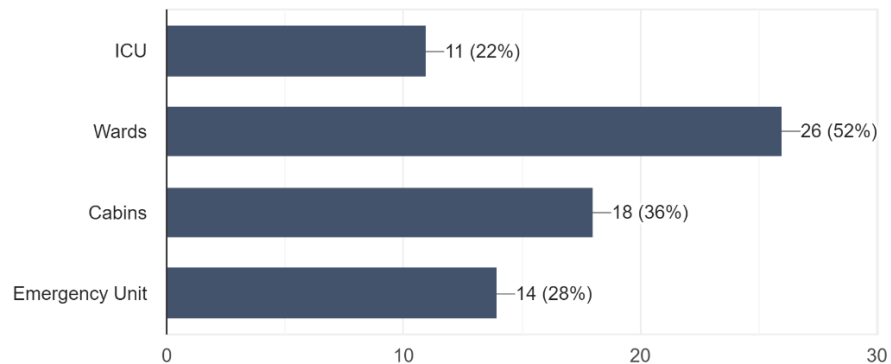


At Dr. Azmal Hospital there are two ambulances for emergencies of their patients but the patients have mixed satisfaction for the ambulance service with around 42% are not fully satisfied.

Concerns for Improvements

What are the areas that you think need improvements the most?

50 responses



Upon asking about the areas and functions deficiencies at Dr. Azmal Hospital the most ones pointed at wards (52%); after that, cabins (36%); then emergency unit (28%) and ICU (22%).

4.2 Findings

As the output of the analysis of the survey, we have a clear vision of few things that need to put under consideration in order to ensure total customer satisfaction. In the analysis two things appeared as the deficiency factor to ensure customer satisfaction and they are:

Price Inefficiency

The peak of customer dissatisfaction is regarding the pricing at Dr. Azmal Hospital. The survey analysis says majority of the sample size are unhappy with the price they pay at Dr. Azmal Hospital. Now this discontentment is across both cases that the visiting fee of the doctors and the fee for the other services that the hospital performs. During my internship period when I talked to the people at the hospital I myself witnessed the discontentment among the patients and visitors myself.

Areal Deficiency

Another deficiency found in the analysis is the areal deficiency that the shortcomings in the functional areas of the hospital. The last question of the survey asks the customers to suggest areas that need improvements first and the most. The majority of the customers suggested that the wards at the hospitals are serviced very poorly. As they lack proper accommodation, constant supervision and coordination, the wards are the functional area of the hospital that causes dissatisfaction to the customers the most.

Recommendations

After all the discussions, analysis and findings we are acknowledged with that what causes dissatisfaction and what satisfies the customers at Dr. Azmal Hospital. On basis of that and some of my personal observations during my internship period, these are recommendations as per my personal opinion and discussion with my supervisor at the hospital that can improve the quality and performance of Dr. Azmal Hospital:

- ❖ At first all the prices for each service performed by the hospital must be set reasonable and as per the quality, scale and performance of them.
- ❖ Each functional area of the hospital should be monitored, supervised and controlled equally so that quality is assured across the whole hospital.
- ❖ Arrange training sessions for nurses and staff if necessary, in order to keep up to the required productivity level.
- ❖ Ensure a sound, safe and clean environment for everyone present at the hospital so that flawless services can be provided and derived.
- ❖ It is absolutely necessary to ensure job satisfaction for every employee by securing their desired pay and work facilities because only satisfied employees will perform quality services.
- ❖ Patients waiting long time to get services remains unnoticed in most times but it subliminally puts an adverse effect on customers' mind. Maintaining proper schedule is a must to keep the waiting to a minimum.

Conclusion

Sustainability and prosperity of an organization depends on their customers. To keep happy customer base is the first and foremost duty of a business. A satisfied and loyal customer base is a great asset to a business. It adds enormous value to the good will of an organization. The same goes for Dr. Azmal Hospital. As an intern I had the opportunity to serve and observe a segment of customers from up close. From my personal experience and derived knowledge and information, I tried to figure out the impressions and expressions of the customers towards the hospital and how to retain that customers in this report and I believe that with the guidance and leadership it needs Dr. Azmal Hospital will expand and flourish as a business in the future.

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Appendix A.

Survey for Customer Satisfaction at Dr. Azmal Hospital

01. Which age group are you from?

- 16 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- Above 65

02. What describes your gender?

- Male
- Female

03. How often do you pay a visit to any hospital for treatment or check-up?

- Weekly
- Biweekly
- Monthly
- Half-yearly
- Yearly

04. Is it your first visit to Dr. Azmal Hospital?

- Yes
- No

05. How many times did you visit Dr. Azmal Hospital?

- Never
- Once or twice
- 2 to 5 times
- 5 to 10 times
- More than 10 times

06. How satisfied are you with the overall 'environment' of the hospital?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

07. What do you think about the 'hygiene and cleanliness' of the hospital?

- Very dissatisfactory
- Dissatisfactory
- Neutral
- Satisfactory
- Very satisfactory

08. What is your concern about the overall 'services' provided by the hospital?

- Poor
- Fair
- Good
- Very good
- Excellent

09. How satisfactory are the doctors you visit at the hospital?

- Poor
- Fair
- Good
- Very good
- Excellent

10. What is your concern about the fee you pay for visiting the doctors?

- Highly expensive
- Expensive
- Fair
- Efficient
- Highly efficient

11. What is the average waiting time for visiting the doctors?

- 0.5 hour
- 1 hour
- 1.5 hours
- 2 hours
- More than 2 hours

12. How is the cost efficiency for the services the hospital provides?

- Very Expensive
- Expensive
- Fair
- Cheap
- Very cheap

13. How are the services provided by the nurses and staff?

- Poor
- Fair
- Good
- Very Good
- Excellent

14. What is your rating for the quality of the hospital's 'pharmacy'?

- Poor
- Fair
- Good
- Very good
- Excellent

15. How is the ambulance service provided by the hospital?

- Very inconvenient
- Inconvenient
- Fair
- Convenient
- Very convenient

16. What are the areas that you think need improvements the most?

- ICU
- Cabins
- Wards
- Emergency unit
- Other _____