

PEOPLE PERCEPTION REGARDING HOSPITALS
(With Reference to Public and Private Hospitals in Ongole City)

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ABSTRACT:

Health is a state subject. Central government's intervention to assist the state government is needed in the areas of control and eradication of major communicable & non-communicable diseases, policy formulation, international health, medical & Para-medical education along with regulatory measures, drug control and prevention of food adulteration, besides activities concerning the containment of population growth including safe motherhood, child survival and immunization Program. The government also reduced the import duty on medical equipment's and technology, thus opening up the sector. The rise of literacy rate, higher levels of income and increasing awareness through deep penetration of media channels, contributed to greater attention being paid to health. Government Hospitals have low cost of treatment and Private Hospitals have high cost of treatment. Private Hospitals have healthier environment than Government Hospitals. Private Hospitals show more quality of service than Government Hospitals.

Key words: Hospitals, Media Channels, Cost of Treatment, Environment and Quality of Service.

INTRODUCTION:

In the Constitution of India, health is a state subject. Central government's intervention to assist the state government is needed in the areas of control and eradication of major communicable & non-communicable diseases, policy formulation, international health, medical & Para-medical education along with regulatory measures, drug control and prevention of food adulteration, besides activities concerning the containment of population growth including safe motherhood, child survival and immunization Program. The plan outlay for central sector health programme in the Annual Plans 1997-98 is Rs.920.20 crore including a foreign aid component of Rs.400 Crore. A major portion of outlay is for the control and eradication of diseases like malaria, blindness being implemented under Centrally sponsored schemes.

Another major component of the central sector health programme is purely Central schemes through which financial assistance is given to institutions engaged in various health related activities. These institutions are responsible for contribution in the field of control of communicable & non-communicable diseases, medical education, training, research and parent-care.

Corporate hospitals mushroomed in the late eighties. The boom remained short lived and out of the 22 listed hospitals scrip's, most are being trading below par. An increasingly fragmented market, lack of statistics, capital intensive operations and a long gestation period are all wise reasons to shy away from investing in the healthcare industry. Government and trust hospitals dominate the scene. Many of the trust hospitals suffer from poor management. Good corporate hospitals are still too few to amount to a critical mass.

Corporate hospitals failed a decade ago because they emerged in isolation and weren't part of a larger phenomenon. However, now, there are the insurance companies, the hospital hardware and the software companies that have come together to create the boom.

Factors Attracting Corporate in the Healthcare Sector

Recognition as an industry: In the mid 80's, the healthcare sector was recognized as an industry. Hence it became possible to get long term funding from the Financial Institutions. The government also reduced the import duty on medical equipment's and technology, thus opening up the sector.

Since the National Health Policy (the policy's main objective was 'Health For All' by the Year 2000) was approved in 1983, little has been done to update or amend the policy even as the country changes and the new health problems arise from ecological degradation. The focus has been on epidemiological profile of the medical care and not on comprehensive healthcare.

Socio-Economic Changes: The rise of literacy rate, higher levels of income and increasing awareness through deep penetration of media channels, contributed to greater attention being paid to health. With the rise in the system of nuclear families, it became necessary for regular health check-ups and increase in health expenses for the bread-earner of the family.

Brand Development: Many family run business houses have set-up charity hospitals. By lending their name to the hospital, they develop a good image in the markets which further improves the brand image of products from their other businesses.

Extension to Related Business: Some pharmaceutical companies like Wockhardt and Max India, have ventured into this sector as it is a direct extension to their line of business.

Opening of The Insurance Sector: In India, approx. 60% of the total health expenditure comes from self paid category as against government's contribution of 25-30 %. A majority of private hospitals are expensive for a normal middle class family. The opening up of the insurance sector to private players is expected to give a shot in the arms of the healthcare industry. Health Insurance will make healthcare affordable to a large number of people. Currently, in India only 2 million people (0.2 % of total population of 1 billion), are covered under Mediclaim, whereas in developed nations like USA about 75 % of the total population are covered under some insurance scheme. General Insurance

Company, has never aggressively marketed health insurance. Moreover, GIC takes upto 6 months to process a claim and reimburses customers after they have paid for treatment out of their own pockets. This will give a great advantage to private players like Cigna which is planning to launch Smart Cards that can be used in hospitals, patient guidance facilities, travel insurance, etc.

Objectives of the study:

1. To know responses of the people regarding private and public hospitals.
2. To measure quality of the hospitals
3. To analyze administration and Visiting hours in hospitals

Hypothesis of the study:

1. H0= There is a difference between Government hospital and Private hospital
2. H1= There is no difference between government hospital and private hospital

Methodology of the study:

The design that we choose for collecting primary data is very widely used and is considered to be very effective. We choose the design of Survey and Questionnaire as the method of data collection. Two questionnaires were made one for males and females. In this we tried to judge a number of demographic variables and variables of interest. Through this we tried to find out the percentage of people's opinion about certain issues concerning their choice of a hospital.

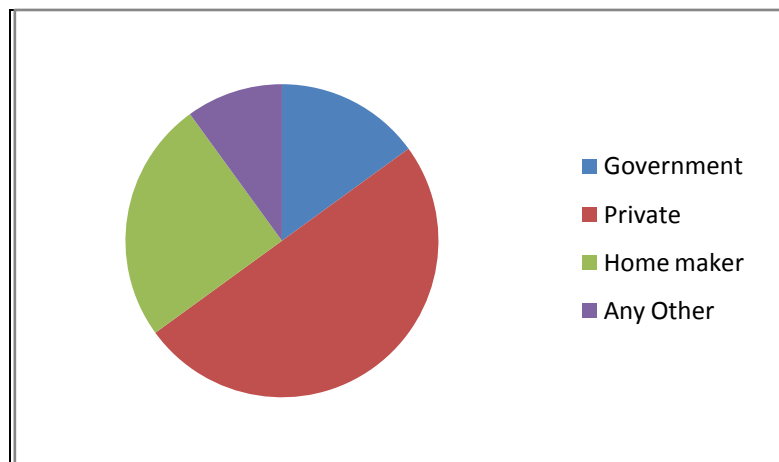
Variables of the study:

Appointment System
Noisy and Crowded
Visiting hours
Quality of Service

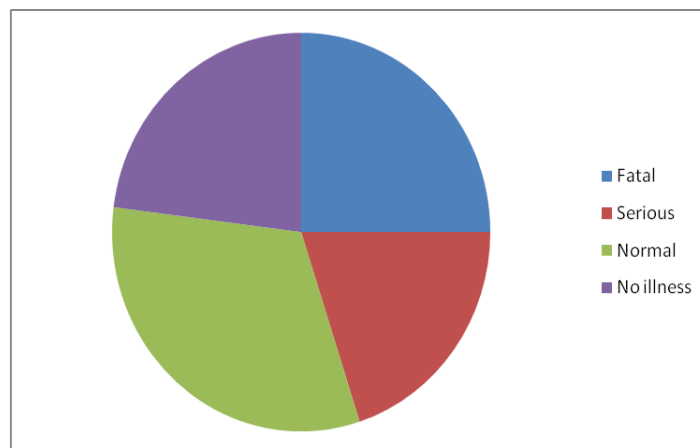
Administration
Care
Healthy Environment
Location

Data analysis and interpretation:

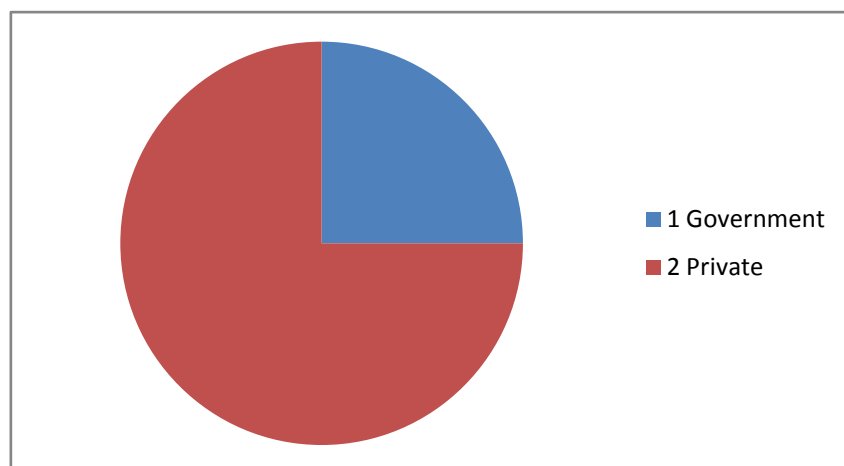
Government or private sector employee



The above graph shows that 15% of respondents are govt. employee, 50% are private employees, 25% belongs to homemaker and 10% other categories like, students, and unemployed persons.

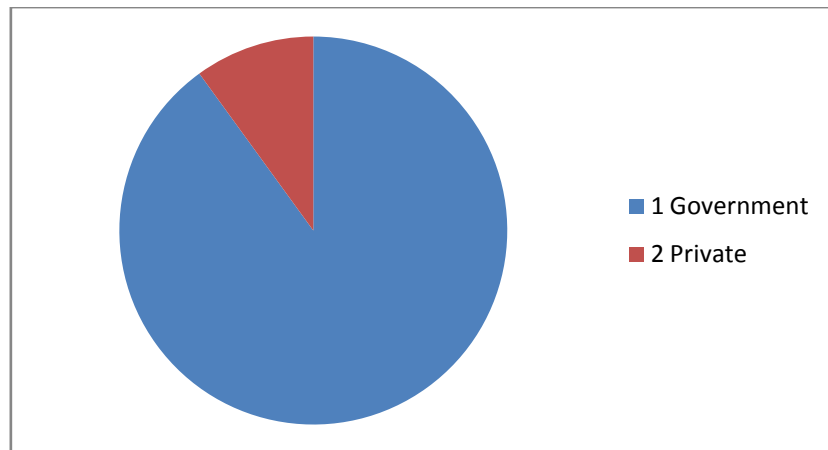
Illness of the respondents

The above graph shows that 25 % are in fatal condition, 20% are in serious condition, 32% are in normal condition, and 23% have no illness.

Preference of private or Government Hospital

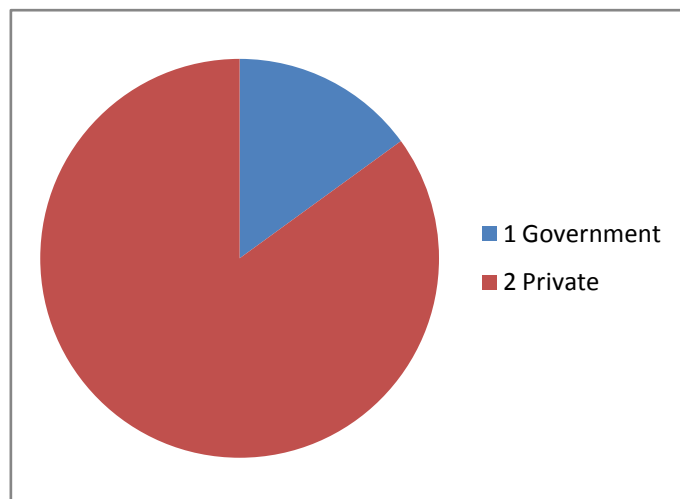
The above graph shows that 75 % respondents are in the favor of the Private Hospital and 25% are in the favor of Government Hospital.

Cost of treatment



The above graph shows that 90 % respondents are in the favor of the government Hospital and 10% are in the favor of private Hospital.

Healthy environment in hospitals



The above graph shows that 85% think that Private Hospitals have a more peaceful environment and only 15% think that Government has a peaceful environment.

Results of the study:**Cost of Treatment**

Majority of respondents consider it as an important factor. The results show that respondents says that the Government Hospitals have low cost of treatment and Private Hospitals have high cost of treatment

Appointment System

Majority says it is an important factor and they think that Private Hospitals have good Appointment System than Government Hospitals.

Noisy and Crowded

Majority says it is an important factor and they think that Private Hospitals are less crowdie and noisy than Government Hospitals.

Visiting hours

Majority says it is an important factor and they think that Private Hospitals have convenient visiting hours than Government Hospitals.

Quality of Service

Majority says it is an important factor and they think that Private Hospitals show more quality of service than Government Hospitals.

Administration

Majority says it is an important factor and they think that Private Hospitals have good administration than Government Hospitals.

Care Majority says that Private Hospitals show more care than Government Hospitals.

Healthy Environment

Majority says it is an important factor and they think that Private Hospitals have healthier environment than Government Hospitals.

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