



WHY IS PATIENT SATISFACTION DECLINING IN PRIVATE HOSPITALS?

A Consulting Approach to Problem Solving



[Connect with me on Linkedin](#)



[Yuvraj Singh](#)
[Connect on Github](#)

CONTENT

- 1** Introduction
- 2** Issue Tree
- 3** Problem Definition
- 4** Root Cause Analysis
- 5** Hypothesis Testing
- 6** Strategic Recommendations
- 7** Implementation Plan
- 8** Conclusion & Next Steps

INTRODUCTION

- India's private healthcare sector is rapidly expanding, yet many hospitals are facing a critical challenge – declining patient satisfaction scores.
- Despite increased investments in medical technology and infrastructure, patients report dissatisfaction in areas like wait times, communication, and staff empathy.
- This engagement applies a structured, hypothesis-driven consulting approach to uncover the root causes and recommend actionable, high-impact solutions.

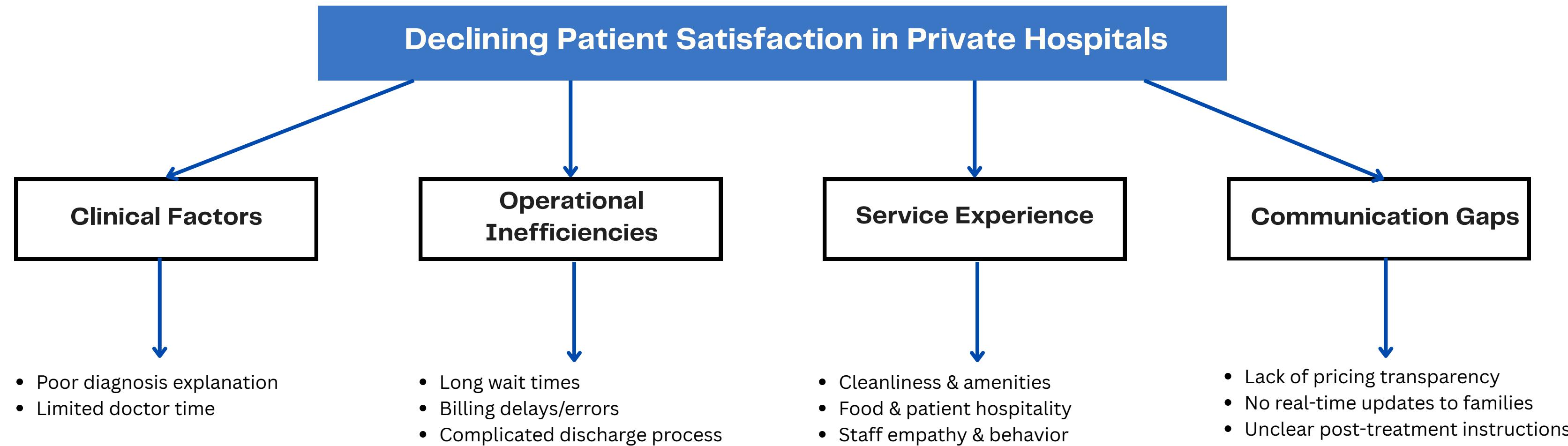


💡 Industry Snapshot – India

- ₹4.2 lakh crore: Size of India's private healthcare market (2023)
- 69%: Share of patients visiting private hospitals over public ones
- 45%: Average patient dissatisfaction due to non-clinical factors

WHAT'S CAUSING PATIENT SATISFACTION TO DECLINE?

ISSUE TREE



STRUCTURED USING THE MECE FRAMEWORK FOR CLARITY AND COMPLETENESS

⚠ PROBLEM STATEMENT

Despite strong clinical capabilities, private hospitals in India are experiencing a noticeable decline in patient satisfaction, driven primarily by non-clinical issues like operational inefficiencies, communication gaps, and poor service experience.

Business Impact

⌚ Losing Loyal Patients

- Many patients aren't coming back for follow-ups – and in private healthcare, repeat patients often drive 60–70% of revenue.

💬 Reputation Takes a Hit

- Negative reviews and word-of-mouth on platforms like Google and Practo are eroding trust – making it harder to attract new patients.

ℳ Margins Under Pressure

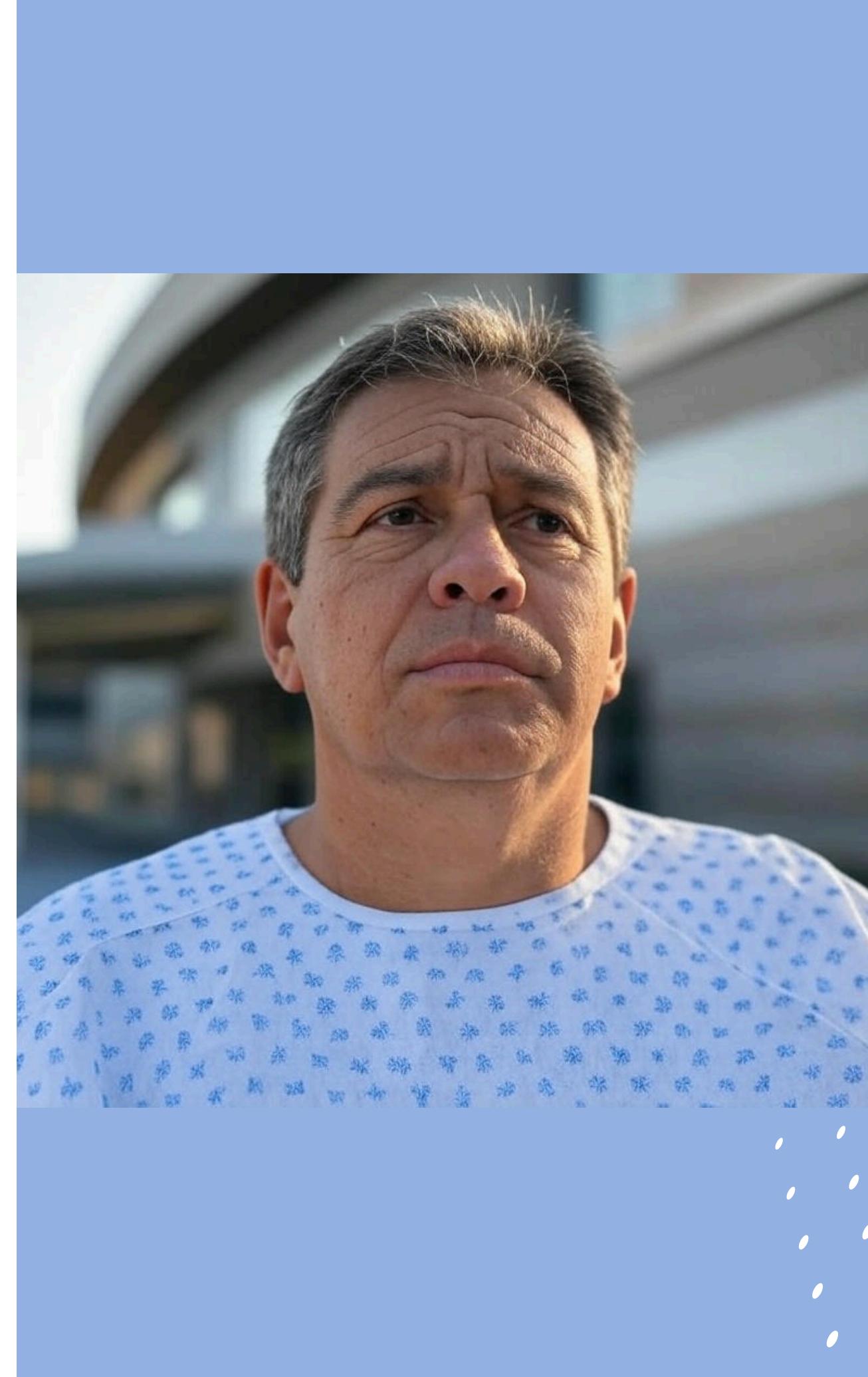
- Hospitals are offering more discounts to stay competitive, but that's hurting profits. Plus, complaints drive up the cost of operations.

⚠ Legal & Compliance Risk

- More dissatisfaction means higher chances of formal complaints, legal action, or regulatory scrutiny – all of which are costly and reputation-damaging.

Key Questions

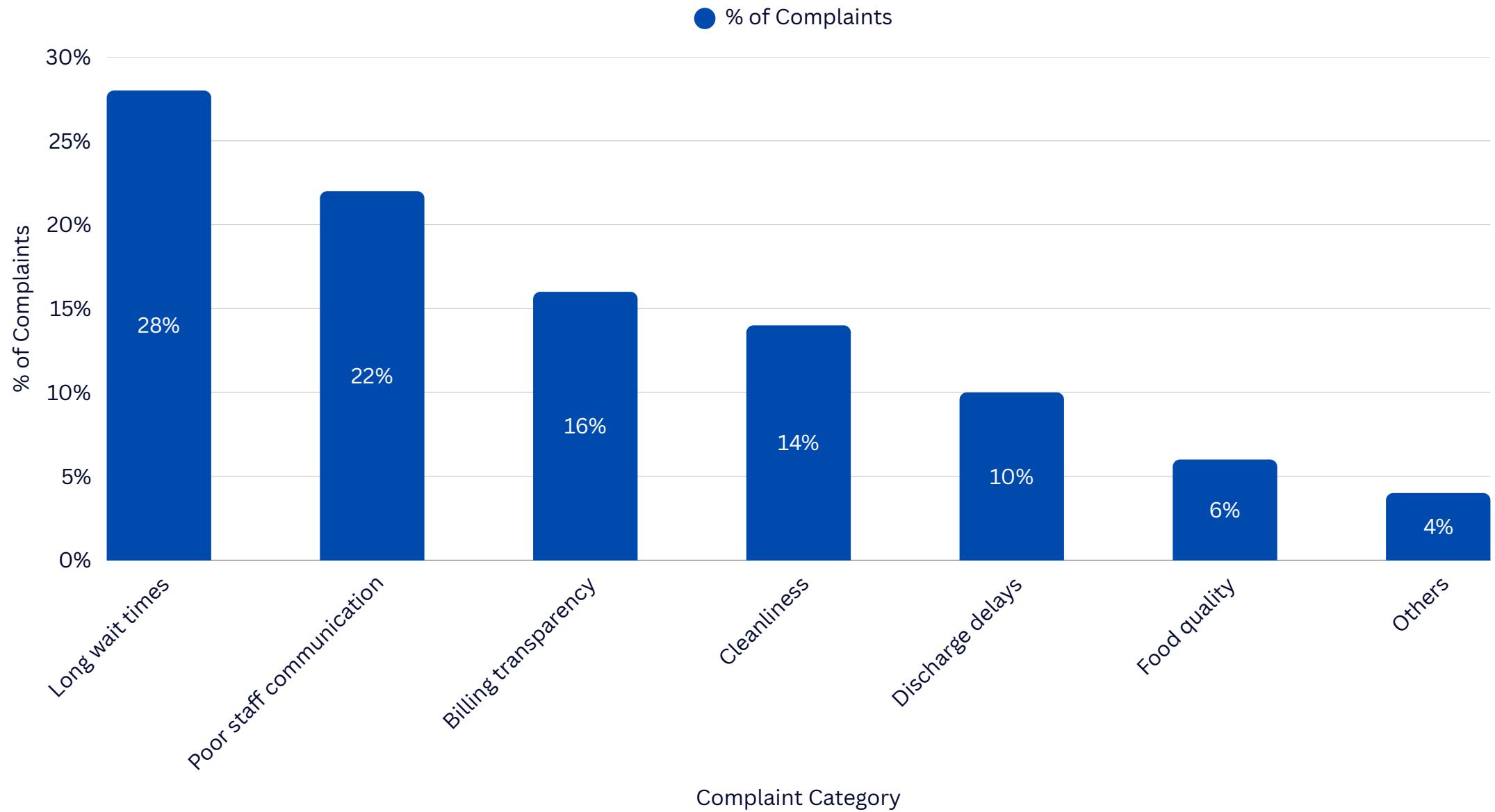
1. What are the root causes behind declining patient satisfaction?
2. Which factors have the highest impact on the patient experience?
3. What strategic and operational interventions will improve satisfaction and retention?



FRAMED USING SCQ METHOD – SITUATION, COMPLICATION, KEY QUESTION

🔍 ROOT CAUSE ANALYSIS

WHAT'S DRIVING PATIENT DISSATISFACTION?



FRAMED USING SCQ METHOD – SITUATION, COMPLICATION, KEY QUESTION



**Just 4 issues account for over 80% of patient dissatisfaction .
A clear priority focus for turnaround.**

Root cause analysis reveals that dissatisfaction is heavily concentrated in a few key areas:
Wait Times, Staff Communication, and Billing.

Operational improvements in just these zones could uplift overall satisfaction significantly.

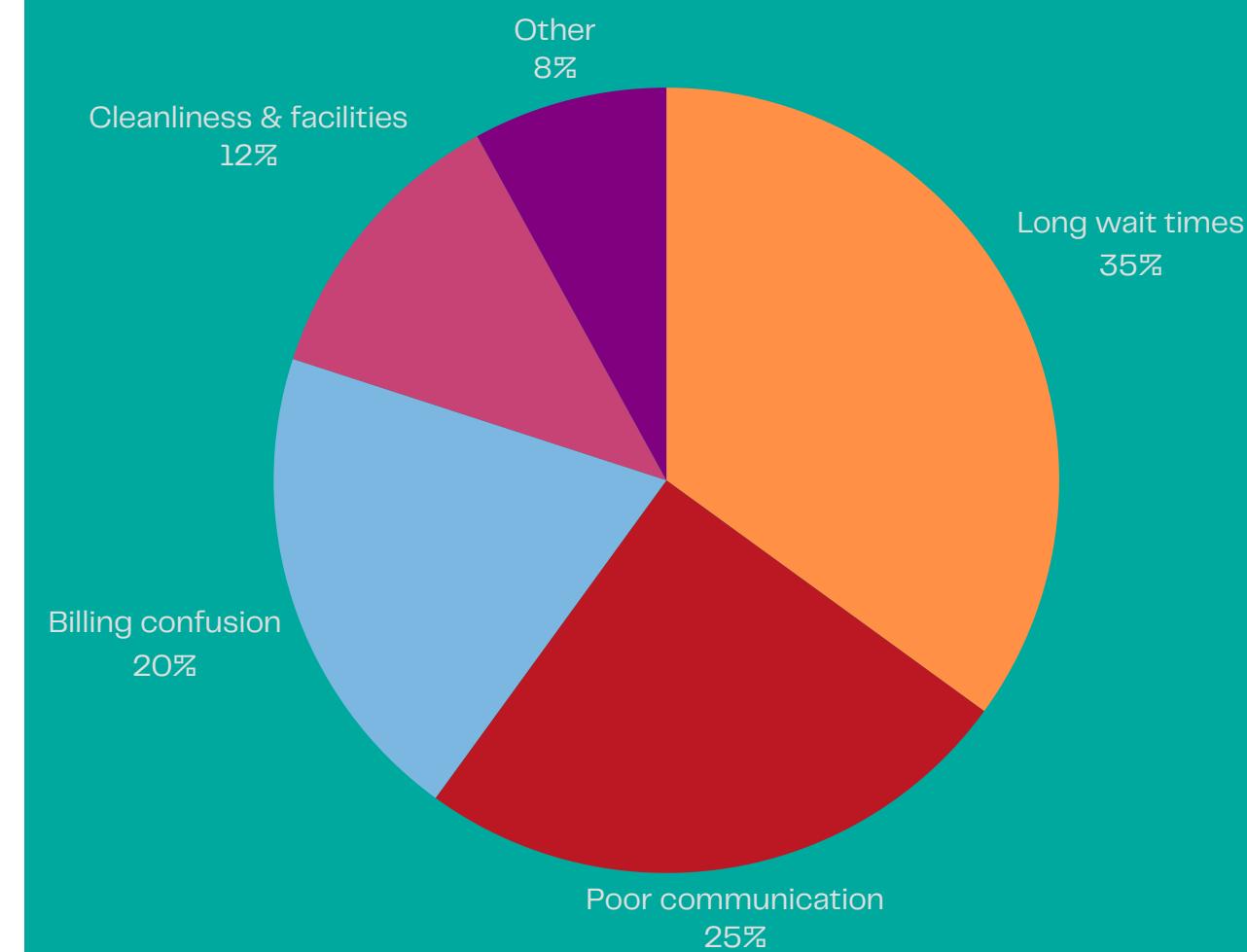


HYPOTHESIS TESTING: VALIDATING KEY ASSUMPTIONS

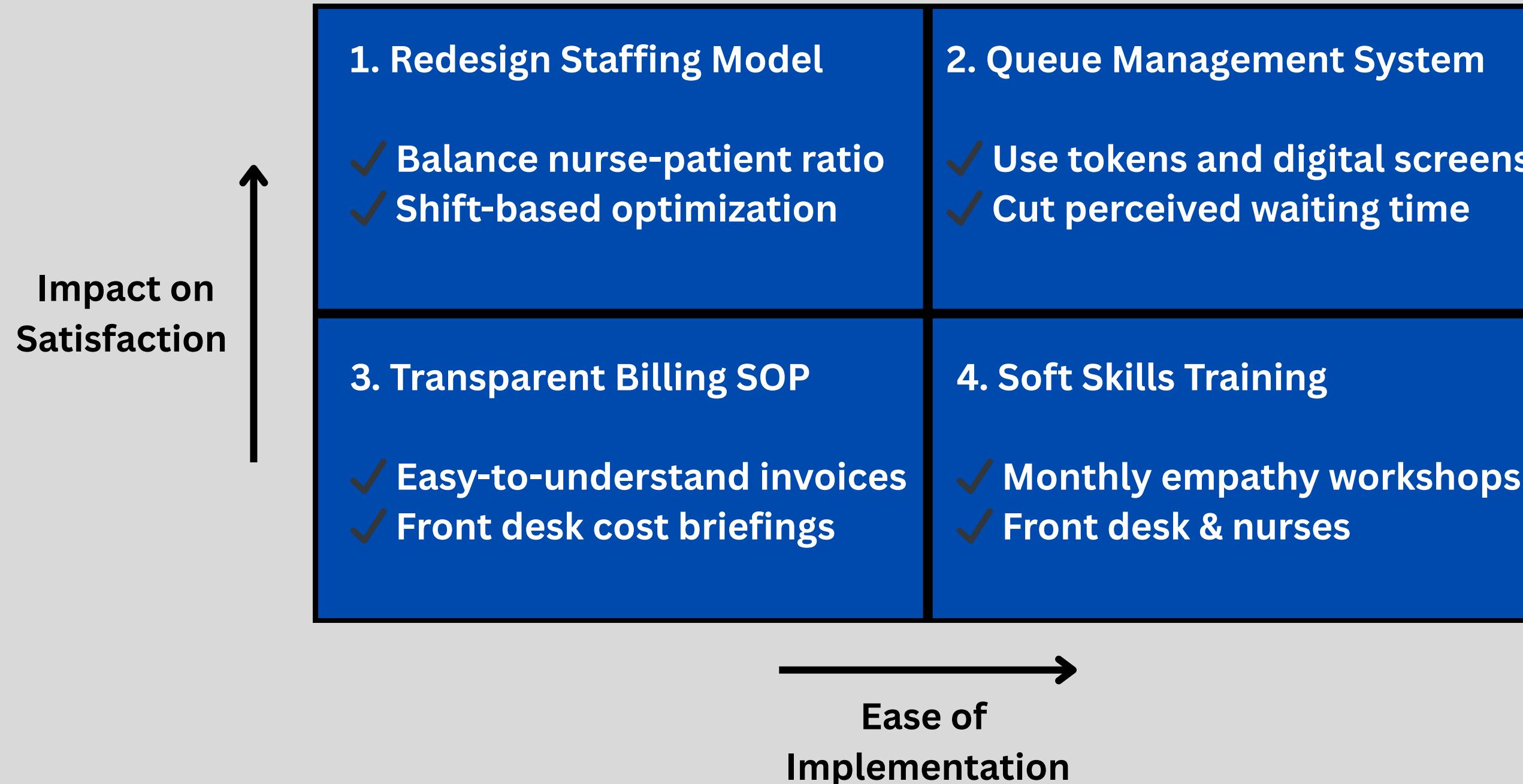
FORMED DATA-BACKED HYPOTHESES TO EXPLAIN THE ROOT CAUSES AND TESTED THEM THROUGH RESEARCH, MOCK INTERVIEWS, OR ASSUMPTIONS.

Hypothesis	What We Tested	Result
Long wait times are due to understaffing at reception	Checked staffing data and compared footfall with staff count	✓ Confirmed
Poor communication stems from lack of training	Interviewed nursing staff; reviewed training frequency	✓ Confirmed
Billing issues are due to software glitches	Reviewed recent patient feedback & IT logs	✗ Partially true

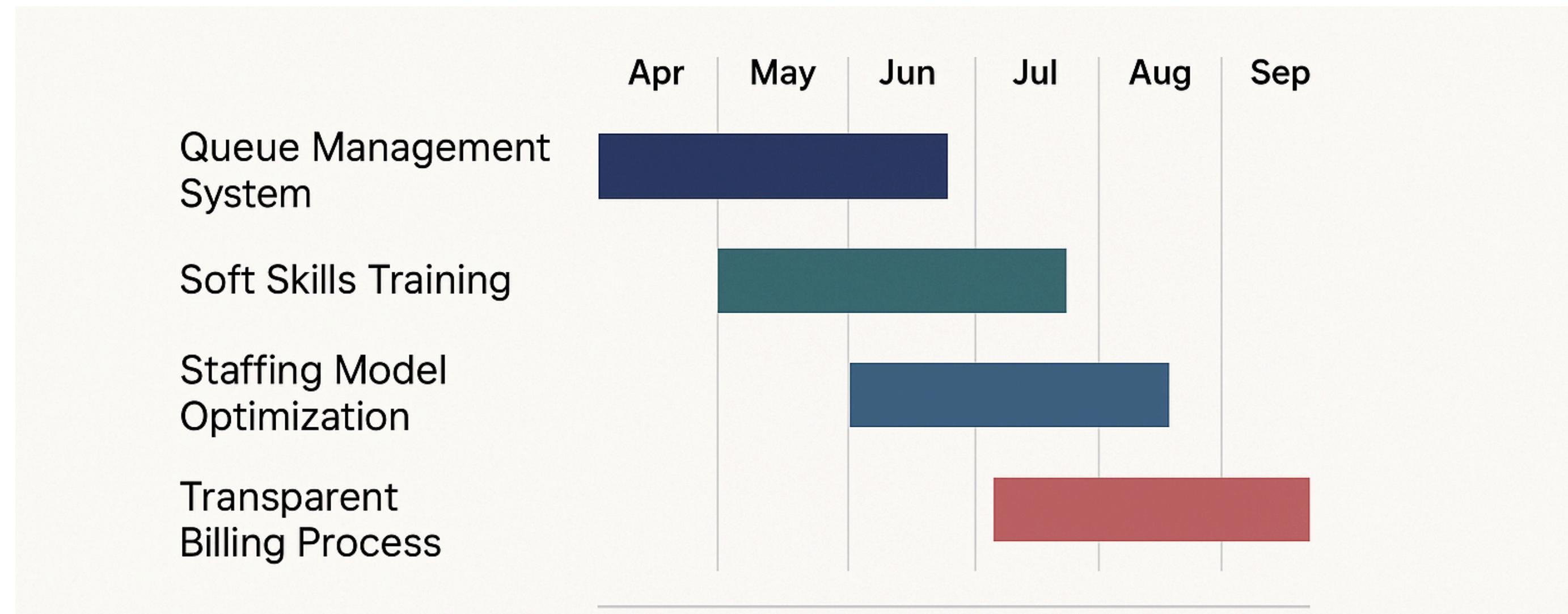
"TWO OF THREE TESTED HYPOTHESES WERE CONFIRMED, GUIDING OUR SOLUTION FOCUS."



✓ STRATEGIC RECOMMENDATIONS TO IMPROVE PATIENT SATISFACTION



IMPLEMENTATION TIMELINE: APRIL – SEPTEMBER 2025



Each strategic initiative is phased to maximize impact, minimize disruption, and allow for quick course correction.



CONCLUSION & NEXT STEPS

Key Takeaways

- Patient satisfaction decline stems from process inefficiencies & communication gaps.
- Root causes include long wait times, unclear billing, and lack of staff training.
- Strategic solutions are data-backed and aligned with hospital goals.
- Phased implementation ensures minimal disruption with maximum impact.

Immediate Next Steps

- Present findings to hospital leadership
- Form cross-functional implementation team
- Pilot Queue Management System in 1-2 hospitals
- Launch staff training program
- Review KPIs after 2 months

This structured, phased roadmap reflects a data-driven and patient-first consulting approach tailored for India's private healthcare system.