

A STUDY ON THE PATIENT SATISFACTION AND LOYALTY LEVEL WITH SPECIAL REFERENCE TO FRAMING THE MARKETING STRATEGIES FOR ANAND HOSPITAL

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ABSTRACT: The research paper titled "A Study on the Patient Satisfaction and Loyalty Level with Special Reference to Framing the Marketing Strategies for Anand Hospital" focuses on understanding patient satisfaction and loyalty at Anand Hospital. The study is divided into two sections: an overview of the healthcare sector, particularly at Anand Hospital, and primary research based on data collection through surveys. Key factors influencing patient satisfaction include the quality of medical care, staff behaviour, and cleanliness, while loyalty is tied to the patient experience and communication. The study also examines the hospital's marketing strategies and suggests improvements to enhance patient engagement and brand loyalty.

KEYWORDS: Patient Satisfaction, Patient Loyalty, Healthcare Marketing, Anand Hospital, Customer Experience, Healthcare Services.

INTRODUCTION

The hospital features 25 inpatient beds inside of well-equipped rooms with the newest technology. In addition, the hospital provides enough auxiliary nursing staff and adequate accommodations for doctors, surgeons, gynaecologists, dentists, and other medical professionals. Other amenities include a dispensary, a medical store, a linen store, examination rooms, operation rooms, dressing rooms, and sterilisation rooms, all equipped with the necessary equipment. Anand Hospital, which are affiliated with Anand Homoeopathic Medical College and Research Institute, offer educational resources to third-, fourth-, and third-year B.H.M.S. students. Upon graduation, students are required to complete a one-year internship programme at the hospital in accordance with recommendations from CCH, New Delhi. Approximately 15000–2000 patients in various departments received pure homoeopathic treatment, Hospital treatment includes homoeopathic medicine, surgery, gynaecology, ophthalmology, ENT, dermatology, psychology, and paediatrics.

There is a fully functional laboratory unit at the hospital. The hospital also arranges mobile clinics, van camps, rural health check-up programmes, and free immunisations for the underprivileged. It also maintains a peripheral clinic in the nearby villages. The vision of Anand Hospital is to cater to the health needs of all and provide the best of medical services. The objective of Anand Hospital is to provide a safe and therapeutic environment for all patient, staff and visitor.

LITERATURE REVIEW

The study examines the relationship between behaviour and long-term hospital care quality for dementia residents. It uses rating scales to evaluate environmental quality and observes patient behaviour in seven wards. Results show a link between improper behaviour, aberrant motor activity, and institutional ward practices. **Peter Bowie(1998)** Social and recreational activities are linked to decreased idle time and increased social behaviour, but excessive availability is linked to improper behaviour and abnormal motor activity. Better ward conditions and a lack of reality-orienting cues are associated with inappropriate behaviour. Space availability is unrelated to behaviour patterns. Further research is needed in this context and non-hospital settings.

This work analyses the ideological differences between lay and professional perspectives on sickness models and treatments at the Ile-Ife Teaching Hospitals Complex in Nigeria. The contradictory experiences can be categorized into two groups: opposition from religious ideology, particularly the Jehovah's Witnesses Sect, and opposition from childrearing practices that patient mothers strictly upheld. **Odebiyi(1984)** some patients had a deep commitment to a particular religious doctrine, and were prepared to stop receiving hospital care if it went against their precepts. The religious leader consented to a transfusion after being guaranteed confidentiality, fearing "losing face" in the eyes of his supporters. The study

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suggests a Tran's cultural perspective based on behavioural sciences, as a more flexible relationship between doctors and patients would lessen stress.

Hospitals' effectiveness relies heavily on patient relationship management, which is crucial for maintaining client loyalty and retention. A study aimed to identify the variables influencing patient relationship management in corporate hospitals and investigate the factors affecting patient satisfaction. Six key elements were identified: cost factor, basic facilities, healthcare services quality, communication factor, human resource factor, and admission process. Out of 400 participants, 46.8% visited frequently, 39.5% for specific medical procedures, and 9.5% for emergency visits. **Sharma (2023)** the study evaluated the impact of patient relationship management practices on patient satisfaction using multiple regression analysis, with Patient Doctor Relationship Management as the dependent variable

This study aimed to understand the perceptions of patients about hospital services in a tertiary care hospital. Data was collected from 425 questionnaires distributed to 135 patients from various wards. **N Shalini(2020)** the study identified six factors affecting the hospital's service quality and their correlation. Male patients had higher perceptions of services than female patients. The overall measure of service quality was 83.2%. The study found a strong correlation between patient satisfaction, hospital environment, and service quality, highlighting the importance of understanding patient perceptions in improving healthcare standards.

The decision-making process in hospitals heavily relies on patient satisfaction, which is essential for evaluating the quality of care. A study involving 30 patients used a pre-test of a questionnaire, which underwent changes to align with the study's objectives. Primary and secondary data were gathered using field surveys and questionnaires. **T Naveenkumar(2018)** The study found that patient satisfaction is the most crucial factor for private healthcare providers, as patients have other options if dissatisfied. The majority of participants expressed high levels of satisfaction with private hospital services, with rural residents having the highest satisfaction. The analysis also found a strong correlation between satisfaction with private hospital services and location.

Analysing the causes of patient loyalty is necessary to understand how patient loyalty is created. Perceived service quality, hospital image, and satisfaction with the medical service provider are three important antecedents that characterise the process patients go through to become loyal to a hospital (**Shilpa Bhakar**) hospitals have to recognise the importance of researching and comprehending the various antecedents of customer loyalty in order to potentially build a base of devoted patrons. For the sake of discussion and generalisation, the results have been divided into six categories. These comprise the following categories: the relationship between all structural model constructs and perceived service quality; perceived service quality and corporate image; perceived service quality and patient loyalty; and perceived service quality and patient satisfaction.

The healthcare sector has experienced significant growth due to the emergence of corporate hospitals. This sector focuses on the production and marketing of products and services aimed at preserving and regaining health. The healthcare sector is multifaceted and relies on interdisciplinary teams of professionals and paraprofessionals. **Priyanka Yadav(2020)** this thesis compares the effects of service quality on patient satisfaction and loyalty between public and private sector hospitals. Common service quality dimensions impact patient satisfaction and loyalty, but some unusual dimensions impact both types. Private hospitals offer higher-quality services due to higher patient satisfaction levels. Cleanliness and environment are the main factors affecting patient satisfaction with post-treatment care in public hospitals, while pre-treatment care, auxiliary services, and supportive services are more important in private hospitals. Service quality also influences patient satisfaction and loyalty.

Corporate hospitals in India play a crucial role in healthcare delivery systems due to the growing population, diseases, and globalization. The trend is to use specialization and technology to improve healthcare services, focusing on patient satisfaction, quality, innovation, and expertise. Healthcare marketing is evolving with technological advancements, leading to a new landscape (**I. Nageswara Rao**). A methodical approach is needed to effectively market hospital services, focusing on a services mix and a people mix. Prioritizing innovation, quality, and technology in services, as well as teamwork and character in the people mix, is crucial. Pricing is competitive, and insurance or reimbursement facilities provide better coverage for costs. Promotions are diverse, and the success of the campaign can be assessed by the variety of sources patients learn about hospitals from. The process mix ensures patients are satisfied with the care and services provided from admission to release.

Digital marketing is a valuable tool for hospitals to understand and cater to the needs and desires of their patients, enabling them to provide better care. It is cost-effective and can be used to reach distant clients through the internet, email, and social media. This paper aims to determine the impact of digital marketing in hospitals through a systematic review of relevant studies from Google Scholar and Open Knowledge. **Alexandra Francesca Chandra (2023)** the findings suggest that creative thinking is necessary when implementing digital marketing. Hospital applications can also be used for media marketing and online registration. During the pandemic, creative marketing plans are essential for hospitals to grow their patient base, boost revenue, build client confidence, and foster loyalty. Digital marketing media significantly impacts service quality, business expansion, and sales promotion.

A study comparing nursing care experiences between young female and male patients in Norway found that female patients were more satisfied with all aspects of care. However, they felt that nursing staff lacked commitment, care, time, and ability. **Christina Foss RN (2002)** they also felt less satisfied with the lack of opportunities to provide relevant information. Female patients also gave treatment areas a higher subjective priority score than their male counterparts. The study suggests that the power dynamic between patients and staff may be the cause of decreased satisfaction among younger female patients. However, there are several explanations for female patients' less satisfaction with nursing treatment than their male counterparts. More research using other methodologies is needed to understand the factors contributing to this gender disparity.

The study aimed to investigate patient expectations of psychiatrists regarding mental health care needs and the impact of gender differences on patient satisfaction with psychiatrists. The study involved 1054 patients aged 18-65 from Qatar, who were contacted through a face-to-face interview using a Patient Doctor Relationship Questionnaire (PDRQ. **A Bener(2013)** the primary end measures were the 13-item PDRQ score and 11 questions evaluating patients' needs from psychiatrists. The study found that male patients (55.5%) were more satisfied with psychiatrists' care than female patients (44.5%). Factors such as the number of children, education level, marital status, and monthly household income impacted satisfaction levels. Both groups' satisfaction levels increased dramatically with more education. Male patients had higher expectations of psychiatrists and approached their assessment of their mental health requirements differently

Objectives of the Study:

- 1) To find the patient satisfaction and loyalty level at Anand Hospital.
- 2) To frame the marketing strategies for Anand Hospital.

Research Methodology

The Descriptive research Design was used for this study. The data was collected from the primary & secondary sources. The survey method was used to collect the data. The structured questionnaire was designed to collect the data. On-probability convenience sampling method was used for the study. The sample unit for the research was patients of Anand hospital. Total 121 respondents were collected for the research. The sampling area was Anand and nearby villages for the research.

Data Analysis& Interpretation

Table 1: Demographic Information

Demographics		No.	%
Gender	Male	51	57.90%
	Female	70	42.10%
Age Group	Below 18 years	4	3.3%
	18-30 years	62	51.2%
	31-45 years	35	28.9%
	46-60years	10	8.3%
	Above 60 years	10	8.3%

Designation	Minor & uneducated	3	2.5%
	Student	46	38%
	Employed	16	13.2%
	Selfemployed	15	12.4%
	Business owner	7	5.8%
	Unemployed	22	18.2%
	Retired	10	8.3%
	Others	2	1.60%
Family Annual Income	Rs.1,00,000 - Rs.3,00,000	25	20.7%
	Rs.3,00,000 - Rs.5,00,000	56	46.3%
	Rs.5,00,000 - Rs.10,00,000	34	28.1%
	More than Rs. 10,00,000	6	5%

(source:primary data)

Table 2: Visit of Anand Hospital by patients previously

Particular	Percentage	Frequency
Yes	78.5%	95
No	21.5%	26
Total	100%	121

(source:primary data)

Table 2 shows that 78.50% patients (95 people) said that they have visited the Anand Hospital before. The least 21.50% patients (26 people) said that they are visiting the Anand Hospital for the first time. This shows that most of the patients of Anand hospital are loyal to the hospital and prefer to visit the Anand Hospital for the treatment and medicine.

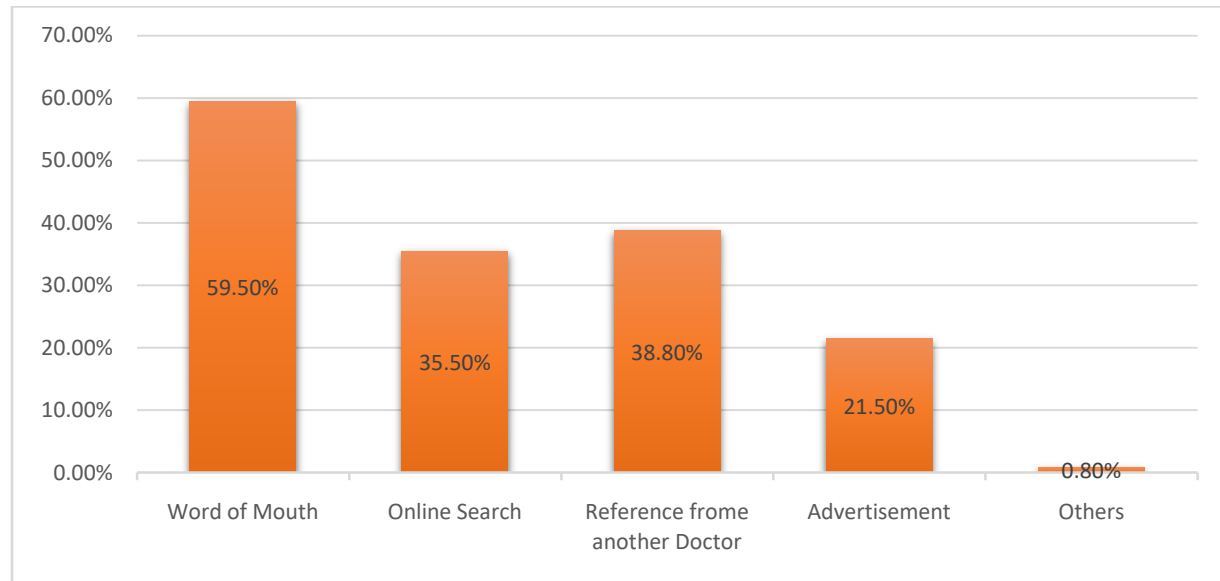


Figure 1: Source of Information about Anand Hospital

(source:primary data)

Figure 1 indicates that 59.50% patients (72 people) firstly and mostly hear about the Anand Hospital from the word of mouth. Patients also hear about the hospital from the references by other doctors and online search. 35.50% patients (43 people) searched online about the Anand Hospital and got information and 38.8% patients (47 people) got references from another doctor they have visited. 21.50% patients (26 people) heard about the Anand Hospital from the advertisement. This shows that Anand Hospital has a good reach in Anand and nearer areas.

It was also surveyed that most of the patients i.e. 28% were visiting Homeopathic department at Anand Hospital. Second preferred department was Gynac department i.e 21%. Patients also visit Orthopaedic department.

Factors behind visiting other hospital than Anand Hospital

A number of factors, such as location, superior services, highly skilled physicians, and specialised treatments like knee or backbone problems and eye surgery, caused patients to choose other facilities over Anand Hospital. Some people didn't know about Anand Hospital or had heard great things about other hospitals. Convenience and reduced travel hours were important factors in emergencies, but others pointed to lengthy wait times or the lack of doctors at Anand Hospital. These elements affected their decision to seek treatment, surgery, or check-ups at other hospitals.

Table 3: Mode of Communication preferred by Patient at Aanad Hospital

Type of information	Percentage	Numbers
Health tips	38.8%	47
Information about new services	33.1%	40
Patient's experience	38.8%	47
Hospital events	33.1%	40
Special offers and discounts	56.2%	68
Information about upcoming medical camps	38.8%	47

(source:primary data)

Table 3 shows that what type of information the patients want to receive and they are interested in. 56.2% patients (68 people) are interested in the information about special offers and discounts. 33.1% patients (40 people) wants to receive the information about hospital events and information about the new services. 38.8% patients (47 people) wants to receive the information about the upcoming medical camps and also they want the health tips from the hospital on regular basis.

The normality test was conducted to check whether the data are normally distributed. By the results of Normality test, the researchers can say that the data is normally distributed. Here in normality test, the significant value is > 0.05 in each &

every variables so it shows that H_0 cannot be rejected & data are normally distributed. So the researcher can apply Independent sample T test for further calculations.

Independent sample T test

H_0 = There is no significant difference between patient satisfaction level and gender

H_1 = There is a significant difference between patient satisfaction level and gender

Table 4: Independent Sample T Test
Independent Samples Test

Statements		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I am satisfied with the quality of medical care at Anand Hospital.	Equal variances assumed	.252	.616	.782	119	.436	.102	.130	-.156	.360
	Equal variances not assumed			.776	104.783	.440	.102	.131	-.159	.363
I am satisfied with the Professional behaviour of staff.	Equal variances assumed	.889	.348	.334	119	.739	.047	.140	-.231	.324
	Equal variances not assumed			.335	109.553	.738	.047	.139	-.230	.323
I am satisfied with Cleanliness.	Equal variances assumed	2.071	.153	.874	119	.384	.124	.141	-.156	.403
	Equal variances not assumed			.891	114.458	.375	.124	.139	-.151	.398
I am satisfied with shorter Waiting time.	Equal variances assumed	2.833	.095	.572	119	.568	.101	.177	-.249	.451
	Equal variances not assumed			.594	118.282	.554	.101	.170	-.236	.438
I am satisfied with Availability of doctor.	Equal variances assumed	.820	.367	1.518	119	.132	.239	.158	-.073	.552
	Equal variances			1.515	107.035	.133	.239	.158	-.074	.553

	not assumed									
Making appointment is very easy.	Equal variances assumed	1.889	.172	-.983	119	.328	-.162	.165	-.488	.164
	Equal variances not assumed			-.959	97.557	.340	-.162	.169	-.497	.173
The Communication with doctors are comfortable.	Equal variances assumed	3.374	.069	.644	119	.521	.088	.136	-.182	.357
	Equal variances not assumed			.653	113.035	.515	.088	.134	-.178	.354
Billing process is very simple.	Equal variances assumed	.096	.758	.216	119	.829	.034	.158	-.279	.348
	Equal variances not assumed			.213	103.287	.831	.034	.160	-.283	.352
I am satisfied with the Services provided by hospital.	Equal variances assumed	.382	.538	.643	119	.521	.098	.153	-.204	.401
	Equal variances not assumed			.642	107.382	.522	.098	.153	-.205	.402

(source:primary data)

From the above table 4, it can be interpreted that H_0 cannot be rejected as significance value is > 0.05 and from that it can be stated that there is no significance difference between patients' satisfaction level and gender. Also it shows that T is > 2 which means there is no significant difference.

Although a few problems were mentioned by patients during their visits, the majority are happy and continue to use Anand Hospital. The lengthy appointment scheduling process, lengthy wait times, doctor shortages, and delays in medication delivery are a few of the issues brought up. Furthermore, a few patients reported a lack of coordination between the hospital and personnel, needing to switch between departments for case and billing procedures, and insufficient staff supervision.

Suggestions were given by patients for improving the services of Anand Hospital. Patients have made a number of recommendations to enhance Anand Hospital's offerings. These include setting up more rooms or instituting an advanced appointment policy to cut down on wait times. For appointment scheduling and better time management in general, they advise putting up an extra counter. In addition, patients recommend prompt medication and therapy, appropriate seating to prevent needless movement, and more attentive patient care. They also ask that the hospital keep the hospital grounds clean, especially the area outside the gate.

RESULTS & FINDINGS

The results of the study provide important new information about the characteristics and contentment of the patients at Anand Hospital. 57.90% Males and those between the ages of 18 and 30 (51.2%) made up the majority of responders, with students accounting for the largest occupational category (38%). 46.3% of respondents said their family's yearly income was between Rs. 3,00,000 and Rs. 5,00,000. Patients are quite devoted to the hospital; 78.5% have been there before, and word-of-mouth was the main way that people learnt about it (59.5%), with recommendations from other medical professionals coming in second (38.8%).

The departments that were visited the most were gynaecology (21%) and homoeopathy (28%), suggesting that these services were preferred. Other institutions, however, were chosen by some people because of things like location, superior

amenities, specialised care, and shorter travel times. Long wait times, a lack of doctors, and a lack of departmental cooperation were mentioned as problems at Anand Hospital.

Regarding correspondence, respondents indicated that they would want to be informed about health advice (38.8%) and special deals and discounts (56.2%). Male and female patients' satisfaction levels on a number of variables, such as waiting times, cleanliness, and care quality, did not differ significantly, despite certain problems, according to an Independent Sample T-Test.

Reducing wait times through improved appointment scheduling, enhancing seating and infrastructure, maintaining cleanliness across the hospital, and recruiting more doctors to fill shortages were some of the recommendations given to enhance the services offered. Although Anand Hospital's patient satisfaction rate is generally high, improving these areas would improve both the patient experience and service quality.

Limitations

This study may not include all the honest responses by the patients as they were not comfortable with sharing their confidential information. This study has a total 121 responses but it is a limited time duration study so cannot include each & every patient visiting the Anand Hospital. Not all patients were cooperative enough to give their honest and valuable response. Patients were not educated enough to understand the purpose of this study and not ready to give the response.

Future scope of the study

This type of research can be applied in any hospital or medical services in various geographic locations in future.

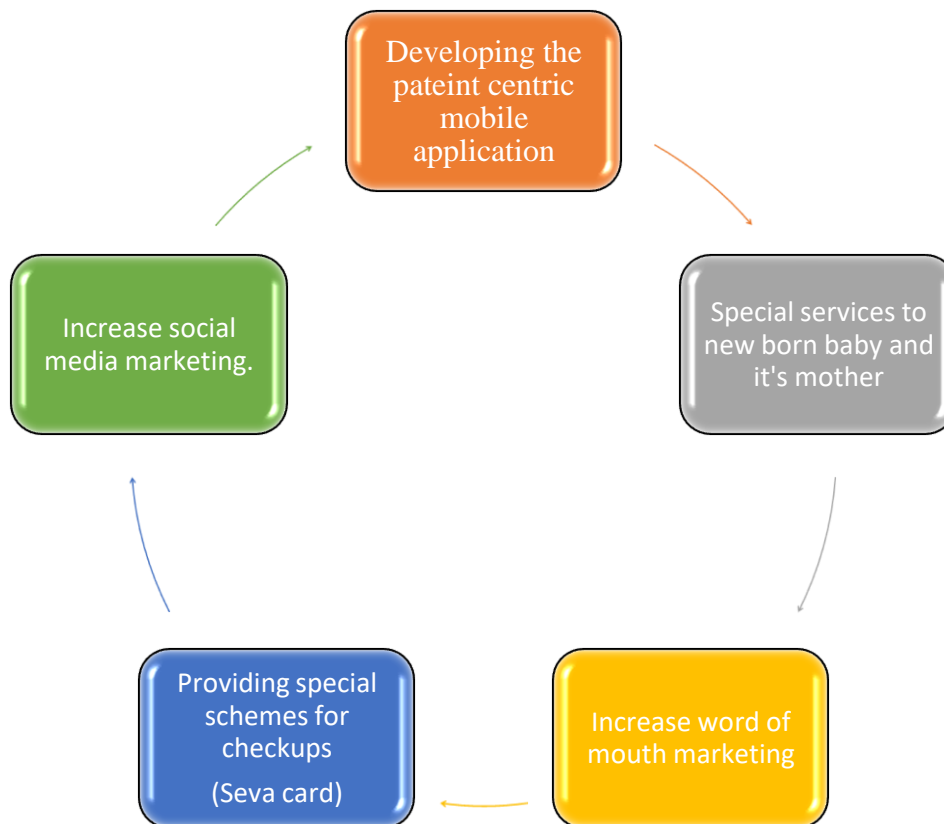
CONCLUSION

In conclusion, this section provides a plenty of additional information regarding the healthcare industry's operations, advancements in development, and societal contributions is provided in this part. After then, specifics on the hospital's development, history, and state of affairs are given. Appropriately collecting the data about patient satisfaction, patient loyalty, marketing strategies, etc. of the institution.

The topic of research is to study satisfaction level and loyalty level of employees with special reference to framing the marketing strategies for Anand hospital. With the help of structured questionnaire (Google forms), researchers came to know about satisfaction level and loyalty level of patients of Anand Hospital and reasons behind going to other hospital rather than Anand hospital, their suggestions to increase the satisfaction of patient. The patient also shared their problems/issue while their visit to hospital. The researcher also designed the effective marketing strategies which cater the requirement of the hospital. The hospital provides better environment, services, facilities, treatment and medicines to maintain patient loyalty.

Suggested marketing strategies designed by the researcher

Figure 2: Marketing Strategies Model



(Source: Designed by researchers)

Strategy 1: Develop the Patient Centric Mobile Application for Daily Updates: Anand Hospital is encouraged to develop a mobile app for patients, which will allow them to book appointments, check doctor availability, and receive real-time updates on schedules and services. This will enhance convenience and help patients stay informed.

Strategy 2: Providing Special Services to the New Born Baby and its Mother: A mother and new born baby marketing strategy should focus on personalized care, trust building, and emotional support. Digital platforms can offer tailored content like postnatal care tips, while partnerships with healthcare providers enhance credibility. Loyalty programs and product discounts can encourage long-term customer engagement.

Strategy 3: Increase Word of Mouth Marketing: The researcher tells the hospital to promote its services through patient referrals by offering incentives for successful referral. By encouraging patients to recommend the hospital to friends and family. It hopes to expand its customer base through trusted personal networks.

Strategy 4: Providing Special Schemes for Checkups: Seva Card- A loyalty scheme named 'Seva Card' is introduced, offering discounted checkups, priority access to services, and other benefits to patients who hold the card. This strategy aims to increase repeat visits and enhance the patient loyalty.

Strategy 5: Increase Social Media Marketing: The hospital will hire social media expert to improve its online presence by sharing health tips, educational contents, and interacting with potential patients. Collaborating with local influencers to promote the hospital service will further enhance hospital visibility and trust.

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