



Original Article

Patient Feedback in Healthcare Services

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ABSTRACT

Patient feedback is an essential indicator for assessing the quality, efficiency and effectiveness of healthcare services. It reflects patients' perceptions, expectations and experiences regarding both clinical and non-clinical aspects of care. Modern healthcare systems increasingly emphasize patient-centered care, making patient feedback a valuable tool for quality improvement and institutional accountability (2,13). Feedback may be obtained through questionnaires, interviews, online surveys, discharge forms and direct communication with hospital guest relation teams (12). Studies have demonstrated that patient satisfaction is influenced not only by treatment outcomes but also by communication skills, waiting time, empathy, cleanliness, infrastructure and involvement in decision-making (4,6). Constructive feedback helps healthcare organizations identify service gaps, improve patient safety, reduce medical errors and strengthen trust between patients and healthcare providers (3,7). Positive patient experiences are also associated with improved adherence to treatment and better clinical outcomes (10,11). Continuous evaluation and implementation of feedback-driven strategies contribute significantly to enhanced healthcare delivery and patient satisfaction (1,3).

Keywords: Patient feedback, patient satisfaction, healthcare quality, patient-centered care, quality improvement, healthcare communication.

INTRODUCTION

Patient feedback refers to the opinions, experiences, observations and suggestions shared by patients regarding the healthcare services they receive. It provides valuable insight into the quality of care from the patient's perspective and serves as an important tool for evaluating healthcare delivery systems (1,9). Feedback may be collected through discharge surveys, verbal communication, online reviews, telephonic interviews or standardized questionnaires administered during outpatient or inpatient care (12).

In recent years, healthcare systems worldwide have increasingly adopted patient-centered approaches that emphasize patient experiences alongside clinical outcomes (2,13). Patient satisfaction is considered a multidimensional concept influenced by both clinical and non-clinical factors (4,8). Clinical factors include diagnosis, treatment outcomes and professional competence, while non-clinical factors include communication, empathy, hospital cleanliness, waiting time, privacy and staff behavior (4,6).

Patient satisfaction is subjective and varies according to individual expectations, cultural background, educational status and personal experiences (8). Two patients receiving similar treatment may perceive the quality of care differently due to variations in expectations and emotional responses.

Research has shown that patients who are satisfied with healthcare services are more likely to adhere to prescribed medications, follow medical advice, attend follow-up appointments and maintain long-term relationships with healthcare

providers (3,10,11). Studies conducted in various healthcare settings have demonstrated that effective physician communication, compassionate care and patient involvement in decision-making significantly improve patient satisfaction levels (4,6,13). Conversely, poor communication and inadequate hospital amenities may negatively affect patient experiences despite satisfactory clinical outcomes (4,8).

Patient complaints also represent an important form of feedback. Complaints often reveal deficiencies in hospital systems, administrative procedures, staff behaviour or healthcare infrastructure (7). Analysis of such complaints helps institutions identify areas requiring corrective measures and quality improvement interventions.

The systematic collection and evaluation of patient feedback contribute to transparency, accountability, patient safety and continuous healthcare improvement (1,2,3). Healthcare organizations increasingly use patient feedback as a quality indicator to guide policy development, staff training and service enhancement initiatives (7,12).

IMPORTANCE OF PATIENT FEEDBACK

1. Understanding the Patient Perspective

Patient feedback offers direct insight into patients' expectations, preferences and experiences during healthcare delivery (9). While healthcare professionals possess technical and scientific expertise, patients provide information regarding emotional support, communication quality, comfort and overall satisfaction. Understanding the patient perspective helps healthcare providers deliver more individualized and compassionate care (13).

2. Identifying Strengths and Areas Requiring Improvement

Feedback enables healthcare institutions to recognize both positive practices and service deficiencies. Positive responses reinforce effective clinical practices and staff behavior, whereas constructive criticism identifies areas requiring improvement such as prolonged waiting times, poor communication, inadequate sanitation or inefficient administrative processes (7). Continuous monitoring of feedback allows hospitals to implement targeted quality improvement measures (12).

3. Promoting Patient-Centered Care

Patient-centered care emphasizes respect for patients' values, preferences and individual needs (2). Incorporating patient feedback into healthcare planning and decision-making improves communication, shared decision-making and patient involvement in treatment plans (13). Research by the Institute of Medicine highlights patient-centered care as a key component of healthcare quality and safety (2).

4. Enhancing Trust and Patient Engagement

Patients who feel heard and respected are more likely to trust healthcare professionals and actively participate in their treatment (11,13). Feedback systems encourage open communication between patients and providers, thereby improving therapeutic relationships, patient cooperation and treatment adherence (10). Increased patient engagement is associated with better clinical outcomes and improved healthcare experiences (11).

5. Improving Healthcare Quality and Safety

Patient feedback contributes significantly to quality assurance and patient safety initiatives (3,7). Complaints and suggestions often reveal hidden system failures, communication gaps, medication errors or delays in care. Early identification of such issues helps healthcare institutions implement corrective actions and prevent future adverse events (3).

6. Supporting Continuous Learning and Institutional Development

Healthcare is a continuously evolving field that requires ongoing assessment and improvement. Patient feedback promotes a culture of continuous learning by encouraging healthcare providers to evaluate their practices regularly. Institutions that actively utilize patient feedback are better equipped to adapt to changing patient expectations and improve service delivery standards (12).

METHODS OF COLLECTING PATIENT FEEDBACK

Patient feedback can be collected using multiple approaches, including:

- Standardized patient satisfaction questionnaires (6)
- Online surveys and mobile applications (12)
- Telephone interviews
- Face-to-face interviews
- Discharge feedback forms
- Suggestion boxes
- Social media reviews and hospital rating platforms
- Guest relation departments within hospitals

Both qualitative and quantitative methods are important for obtaining comprehensive information regarding patient experiences (8,12).

RESEARCH EVIDENCE ON PATIENT FEEDBACK

Several studies have demonstrated the importance of patient feedback in improving healthcare quality (3,4,7). Research indicates that effective communication between healthcare providers and patients is among the strongest predictors of patient satisfaction (4,6). Studies have also shown that hospital cleanliness, infrastructure, nursing care, waiting time and physician empathy significantly influence patient perceptions of care quality (4,8).

A systematic review published in healthcare literature found that hospitals utilizing structured patient feedback systems showed improved patient safety outcomes and enhanced quality improvement initiatives (3). Additionally, patient-centered communication has been associated with greater adherence to treatment plans and reduced hospital readmission rates (10,11).

Studies conducted in European and Asian healthcare settings have reported that non-clinical factors such as hospital environment, privacy, food quality and staff courtesy can significantly affect overall patient satisfaction, sometimes even more than technical competence (4,8).

DISCUSSION

Patient feedback has emerged as an indispensable component of modern healthcare quality assessment (1,3). In the current era of patient-centered healthcare delivery, patient experiences are increasingly recognized as essential indicators of healthcare effectiveness alongside traditional clinical outcomes (2,9).

The findings from various studies demonstrate that patient satisfaction is influenced by multiple interconnected factors (4,8,12). While clinical competence remains fundamental, non-clinical aspects such as communication skills, empathy, infrastructure, cleanliness, waiting time and administrative efficiency substantially affect patient perceptions (4,6). This highlights the need for healthcare institutions to adopt a holistic approach toward patient care.

Effective communication between healthcare providers and patients plays a particularly significant role in improving patient satisfaction (6,13). Patients who receive clear explanations regarding their diagnosis, treatment options, and prognosis are more likely to trust healthcare professionals and adhere to prescribed treatments (10,11). Similarly, involving patients in decision-making processes enhances their sense of autonomy and satisfaction (13).

Patient complaints and negative feedback should not be viewed merely as criticism but as opportunities for institutional learning and improvement (7). Analysis of complaints can reveal hidden deficiencies within healthcare systems, allowing organizations to implement corrective actions and improve patient safety standards (3).

Technological advancements have also transformed feedback collection methods. Digital surveys, mobile applications, and online review systems enable healthcare organizations to collect real-time patient experiences more efficiently (12). However, challenges remain regarding response bias, varying patient expectations, literacy barriers and the subjective nature of satisfaction assessment (8).

Despite these limitations, patient feedback remains one of the most valuable tools for quality improvement in healthcare (1,3). Institutions that actively respond to patient concerns and implement feedback-driven interventions are more likely to achieve higher patient satisfaction rates, improved healthcare outcomes and stronger public trust (7,11).

CONCLUSION

Patient feedback is a vital component of healthcare quality assessment and continuous improvement (1,3). It provides valuable insight into patient experiences and helps healthcare providers identify strengths, weaknesses and opportunities for enhancing service delivery (7,12). Both clinical and non-clinical factors contribute significantly to patient satisfaction, emphasizing the importance of comprehensive patient-centered care (4,8).

Regular collection and analysis of patient feedback improve communication, patient safety, healthcare quality and institutional accountability (2,3). Healthcare organizations should establish structured and standardized feedback mechanisms to ensure effective monitoring and implementation of quality improvement strategies (12).

By actively listening to patients and incorporating their perspectives into healthcare planning and decision-making, healthcare providers can strengthen trust, improve patient engagement and ultimately achieve better healthcare outcomes (11,13).

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