

A Study On Private Healthcare Services In Madurai District Of Tamilnadu

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ABSTRACT

Though Tamil Nadu is one of India's highest performing states in terms of Health, Tamil Nadu Private Multi Specialty hospital service is the very important role of the health care sector. The availability of service 24 hours and 7 days and its function is very essential one of the country also. So that sector is concentrate one. But their service is very costly & most expensive one. The majority of the peoples are economically very poor family. So the minimum level of the people have use to the Private Hospitals money only we need the availability of services is we can consume true service perfectly. So the service quality of Multi Specialty is my objective. The Primary responsibility of high quality care to patients and to improve the standard of care in areas where it is deemed necessary.

Keywords: Single Specialty, Multi Specialty, Hospitals, Quality, Satisfaction, service standard.

1. INTRODUCTION

The Private hospital Service is the meritorious services provide by the private owners their vision is to be the hospital of choice for all sectors of the society in offering the highest quality health care services. Especially Private hospitals are proud of its valuable contributions in providing people with costly and high quality health care we have embraced change and innovation accordance with World-Wide standards and we have outfitted the hospital with cutting-edge equipment aided by a team of devoted and experienced doctors.

History

With 4.2 percent of GDP, India is among the top 20 countries in terms of private spending. Employers cover 9% of private cost health insurance covers 5-10% and the remaining 82% comes from personal funds. As a result, more than 40% of all hospitals patients must borrow money or sell assets to cover bills, including inherited property and farms, and 25% of farmers are pushed below the poverty line by the cost of their medical care

OBJECTIVES

- To investigate the Private Hospitals in Madurai service suppliers.
- To compare opinions with desired and perceived levels of commitment to hospital service quality.
- To determine the respondents degree of satisfaction.
- To describe the findings and provide appropriate recommendations.

SAMPLING DESIGN

An interview schedule was used to gather primary data. With structured interview questions a data collection used. The approach used by the researched is Purposive Sampling total **50 respondents** were chosen from the Madurai District for the study.

AREA OF STUDY

The Private hospitals have playing a vital role in healthcare sector. At the same time Private hospitals and heritage area of Madurai district will concentrate. So, I have selected this geographical area of Madurai district.

Tools used

The percentage analysis used in my study through spss software

2. RESULTS/ ANALYSIS OF INTERPRETATION OF THE STUDY

1.Types_of_hospital

Table 1.1

S. No	Hospital type	Private	
		No. Respondents	of (%)
1	Private	50	100.0
	Total	50	100.0

Sources: Primary data

2. Types of specialty

Table 1.2

S. No	Types of specialty	Private	
		No. Respondents	of (%)
1	Single specialty	20	40
2	Multi-specialty	20	40
3	Super specialty	10	20
Total		50	100

Sources: Primary data

From the above table shows out of 50 respondents of hospitals 40% are single specialty, multi Speciality Respectively And super specialty hospital is 20%.

3. What is the age of your Hospital?

Table No: 1.3

S. No	Age of hospital	Private	
		No. Respondents	of (%)
1	0-5yrs	10	20.0
2	6-10yrs	20	40.0
3	11-15yrs	10	20.0
4	More than 15yrs	10	20.0
	Total	50	100.0

Sources: Primary data

From the above table shows out of 50 respondents 40% of hospitals providing their service in the Past 6-10 years, and 10% of hospitals providing service 0-5 years.

4. Availability of Specialists (Doctors)

Table No: 1.4

S. No	Specialist Available (Doctors)	Private	
		No. of Respondents	(%)
1	Full time	20	40.0
2	Visiting	30	60.0
	Total	50	100.0

Sources: Primary data

From the above table shows out 50 respondents 60% of visiting doctors providing their service to the respective hospital. And 40% of the doctors are working here as a full time doctors.

5. Room facilities

Table No: 1.5

S. No	Availability of Room facilities	Private	
		No. of Respondents	(%)
1	general	10	20.0
2	deluxe	10	20.0
3	Super deluxe	25	50.0
4	Suite	5	10.0
5	All of the above	-	-
	Total	50	100.0

Sources: Primary data

From the above table shows 50% of the respondents of the hospitals Availability of Room facilities “Super deluxe”, 20% of the respondents of the hospital’s Availability of Room facilities “deluxe, general” 10% of the respondents of the hospitals Availability of Room facilities “Suite”,

6. Number of Doctors (Full time)

Table No: 1.6

S. No	No of doctors	Private	
		No. of Respondents	(%)
1	Below 10	10	20.0
2	10-20	35	70.0
3	21-30	4	8.0
4	31-40	1	2.0
5	More than 40	-	-
	Total	50	100.0

Sources: Primary data

From the above table shows 70% of the respondents of the hospitals Number of Doctors (Full time) Working “10-20”, 20%

of the respondents of the hospital's Number of Doctors (Full time) "Below 10%" 8% of the respondents of the hospitals Number of Doctors (Full time) working "21-30", 2% of the respondents of the hospitals Number of Doctors (Full time) working "31-40",

7. Number of paramedical staff

Table No: 1.7

S. No	No of paramedical staff	Private hospital	
		No. of Respondents	(%)
1	11-20	10	20.0
2	21-30	40	80.0
	Total	50	100.0

Sources: Primary data

From the above table shows 80% of the respondents of the hospitals No of paramedical staff "21-30", 20% of the respondents of the hospital's No of paramedical staff "11-20"

8. Number of nursing staff

Table No: 1.8

S. No	Nursing staff	Private hospital	
		No. of Respondents	(%)
1	Below 10	10	20
2	11-15	40	80
	Total	50	100.0

Sources: Primary data

From the above table shows 80% of the respondents of the hospitals Number of nursing staff "Below 40", 20% of the respondents of the hospital's Number of nursing staff "11-15".

9. No of beds

Table No: 1.9

S. No	Beds	Private hospital	
		No. of Respondents	(%)
1	Below 30	30	60
2	51- 100	15	30
3	101-150	5	10
Total		50	50

Sources: Primary data

From the above table shows 60% of the respondents of the hospital's no of beds having is "Below 30", 40% of the respondents of the hospital's no of beds having is "51- 100", 10% of the respondents of the hospital's no of beds having is "101-150".

10. Patient Registration process in front office**Table No: 1.10**

S. No	Registration of an Admission	Private	
		No. of Respondents	(%)
1	Digital	40	80.0
	Manual	10	20.0
	Total	50	100.0

Sources: Primary data

From the above table shows 80% of the respondents of the hospital's Patient Registration process in front office is "Digital", 20% of the respondents of the hospital's Patient Registration process in front office is "Manual".

11. Insurance (Govt. and Private) Accessing**Table 1.11**

S. No	Insurance Accessing	Private hospital	
		No. of Respondents	(%)
1	Yes	49	98.0
	No	1	02.0
Total		50	100.0

Sources: Primary data

From the above table shows 98% of the respondents of the hospital Accessing insurance (scheme govt. or Private) other 2% of the hospitals are not accessing insurance schemes.

12. Does your hospital have Emergency ward**Table 1.12**

S. No	Emergency ward	Private hospital	
		No. of Respondents	(%)
1	Yes	50	100.0
	No	0	0.0
Total		50	100.0

Sources: Primary data

From the above table shows 100% of the respondents of the hospital having hospital have Emergency ward.

13. Does your hospital have Central Sterile Supply Department?**Table 1.13**

S. No	Having CSSD	Private hospital	
		No. of Respondents	(%)
1	Yes	50	100.0
	No	0	0.0
Total		50	100.0

Sources: Primary data

From the above table shows 100% of the respondents of the hospital having Central Sterile Supply Department

14. Does your hospital have Ambulatory Service?**Table 1.14**

S. No	Ambulatory Service	Private hospital	
		No. of Respondents	(%)
1	Yes	35	70.0
	No	15	30.0
Total		50	100.0

Sources: Primary data

From the above table shows 70% of the respondents of the hospital having Ambulatory Service And 30% of the respondents of the hospital do not having Ambulatory Service.

15. Does your hospital have a mortuary?**Table 1.15**

S. No	Having mortuary	Private hospital	
		No. of Respondents	(%)
1	Yes	28	56.0
	No	22	44.0
Total		50	100.0

Sources: Primary data

From the above table shows 56% of the respondents of the hospital having mortuary. And 44% of the respondents of the hospital do not having mortuary

16. Does your hospital opted for NABH Accreditation**Table 1.16**

S. No	Opted for NABH Accreditation	Private hospital	
		No. of Respondents	(%)
1	Yes	36	72.0
	No	14	28.0
Total		50	100.0

Sources: Primary data

From the above table shows 72% of the respondents of the hospital having opted for NABH Accreditation. And 28% of the respondents of the hospital do not opted for NABH Accreditation.

17. Does your hospital have ISO certification?**Table 1.17**

S. No	have ISO certification	Private hospital	
		No. of Respondents	(%)
1	Yes	31	62.0
	No	19	38.0
Total		50	100.0

Sources: Primary data

From the above table shows 62% of the respondents of the hospital having ISO certification. And 38% of the respondents

of the hospital do not have ISO certification.

18. Locality of majority of patients visiting this hospital

Table No: 1.18

S. No	Locality	Private hospital	
		No. of Respondents	(%)
1	Rural	18	36.0
2	Urban	32	64.0
Total		50	100.0

Sources: Primary data

From Table 1.18, it is observed that 64% of the patients visiting the hospital are from urban areas. 36% of the patients visiting the hospital are from rural Areas.

19. How many Out Patient were treated last month

Table No: 1.19

S. No	Out Patient were treated last month	Private hospital	
		No. of Respondents	(%)
1	Less than 300	30	60.0
2	More than 300	20	40.0
Total		50	100.0

Sources: Primary data

From the above table 60% of the respondents are told outpatient were treated last month “less than 300” and 40% of the hospitals were treated more than 300 out patient.

20. How many In- Patients were treated last month

Table No: 1.20

S. No	In patients were treated	No. of Respondents			
		Public	(%)	Private	(%)
1	100- 300	-	-	30	60.0
2	302-600			20	40.0
	Total	-	-	5	100.0

Sources: Primary data

The table No: 1.20 shows Out of the 50 respondents are 60% of patients were treated 100- 300, 40% of the respondents are taking select

21. What is the average length of stay?

Table 1.21

S. No	Patients Treated last month	No. of Respondents
		(%)
1	Below 6 days	100.0
	Total	100.0

Sources: Primary data

The table No : 1.21 shows Out of the 50 respondents are 100% of peoples average length of the stay for treatment is below 6month.

22. What is main source of water?

Table 1.22

S. No	Main source of water	Private	
		No. of Respondents	(%)
1	Bore well	50	100.0
	Other	0	0
	Total	50	100.0

Sources: Primary data

From the above table No: 1. 22 is shows 100% of the respondents using Bore Well for their hospital use.

23. Availability of Hospital Infrastructure Facilities

Table 1.23

S. No	Hospital Infrastructure Facilities	Private Hospitals	
		No. of Respondents	(%)
1	Kids Park	10	20
2	TV in waiting area	10	20
3	Centralized AC	10	20
4	Air ventilation	20	40
	Total	50	100.0

Sources: Primary data

From the above table No: 1.23 40% of the respondents are using air ventilation, the following all facility having hospitals each 20%: kids park, T.V in waiting Area Centralized AC Respectively.

24. Is there an isolation ward facility available in your hospital?

Table 1.24

S. No	Isolation ward facility available	Private	
		No. of Respondents	(%)
1	Yes	40	80
2	No	10	20
	Total	50	100.0

Sources: Primary data

From the above table No: 1.24 shows 80% of the respondents out of 50 having isolation ward facility. And 20% of the respondents don't have isolation ward facility in their hospitals

25. Does your hospital have an EMR System

Table 1.25

S. No	EMR System	Private	
		No. of Respondents	(%)
1	Yes	48	96
2	No	2	4
	Total	50	100.0

Sources: Primary data

From the above table 1.25 shows 96% out of 50 respondents of hospitals have following EMR System And 4% out of 50 respondents not followed the EMR system.

26. HOW FREQUENTLY THE TOILETS & FLOORS ARE CLEANED

Table: 1.26

S. No	How frequently cleaned	Private hospital	
		No. of Respondents	(%)
1	Every one hour	40	80.0
2	Every two hours	10	20.0
3	21-30	-	-
4	31-40	-	-
5	More than 40	-	-
	Total	50	100.0

Sources: Primary data

From the Table 1.26 shows 80% clean toilets every hour — good for hygiene. And 20% of the respondents say infrequently cleaned every two hours.

27. Dispose Biomedical Waste

Table No: 1.27

S. No	Dispose biomedical waste	Private	
		No. of Respondents	(%)
1	Below 2 days	40	80
2	3-4 days	10	20
3	5 -7 days	-	0
4	More than 7 days	-	0
	Total	50	100.0

Sources: Primary data

From the above Table No: 1.27: shows 80% dispose biomedical waste within 2 days. And 20% of the respondents dispose bio medical waste within 3-4 days

28. What is the income of the patients coming to the private hospital?

Table No: 1.28

S. No	Income of Patient	Private hospital	
		No. of Respondents	(%)
1	Below Rs. 6000 P.M	1	2
2	Rs.6001 to 10000 P.M	4	8
3	Rs.10001 to 20000 P.M	8	16
4	Rs. 20001 to 40000 P.M	12	24

5	More than Rs. 40000 P.M	25	50
Total		50	100.0

Sources: Primary data

From the Table No: 1.28 shows out of 50 respondents 50% of patients earn > ₹40,000/month — shows affordability skew toward upper-income groups. And 24% of the respondents earn 20001-40000 P.M, 16% of the respondents are earning between Rs. 10000 and Rs. 20000. Others come below the income of Rs. 6000.

29. Does the hospital have a separate IP Pharmacy

Table No: 1.29

S. No	IP Pharmacy	Private hospital	
		No. Respondents	of (%)
1	Yes	48	96
2	No	2	04
	Total	50	100.0

Sources: Primary data

From the Above table shows out of 50 respondents 96% of the hospitals have a separate pharmacy and 4% of the hospital don't have separate Inpatient Pharmacy in the hospital

30. Main category of patients coming for treatment

Table No: 1.30

S. No	Patients Treatment Referral sources	Private	
		No. Respondents	of (%)
1	Referral by third Person	10	20.0
2	T.V. Advertisement /Social Media Ads /other Ads	20	40.0
3	Myself	1	02.0
4	Ambulance Driver/ Doctor	5	10.0
5	Doctor	11	22.0
6	Working Relation	3	06.0
Total		50	100.0

Sources: Primary data

From the above table no 1.30 shows out of 50 respondents the majority of 40% of the respondents are patient treatment referral sources from T.V. Advertisement /Social Media Ads /other Ads and 22% of the respondents are told doctors, 20% of the respondents are says referral by third Person, 2% of the respondents are says myself, 10% of the respondents are says referred by Ambulance Driver/ Doctor, 6% of the respondents are says referred by working relation in that particular hospital.

31. Does the hospital have a separate Landline Connection?

Table No: 1.31

S. No	Separate Landline	Private	
		No. of Respondents	(%)
1	Yes	40	80

2	No	10	20
Total		50	90

Sources: Primary data

The above table shows that out of 50 respondents 90% viz majority of the respondents having Separate Landline Connection. And 10% of hospital doesn't have Separate "Landline Connection"

32. Classification-wise Hospital have a separate website of Sample Respondents

Table No: 1.32

S. No	Separate website	Private	
		No. of Respondents	(%)
1	Yes	49	98
2	No	1	2
	Total	50	100.0

Sources: Primary data

The above table shows that 98% viz majority of the respondents having Separate website. And 2% of hospital don't have "Separate website"

33. What is the main sterile technique used to sterilize medical equipment

Table No: 1. 33

S. No	Sterilize Medical Equipment	Private hospital	
		No. of Respondents	(%)
1	Autoclave	40	80.0
2	Steam	10	20.0
3	Boiling	-	0.0
4	Other	-	0.0
	Total	50	100.0

Sources: Primary data

The above table, No. 1.35, shows that out of 50 respondents, 80% say the main sterile technique used to sterilize medical equipment is "autoclave," and 10% say the main sterile technique used to sterilize medical equipment is "steam."

34. What is the method adopted to dispose Biomedical Waste

Table No: 1. 34

S. No	Dispose biomedical waste	No. of Respondents	
		Public	(%)
1	Buried in pit	40	80
2	Burnt	10	20
3	Outsourced	-	0
4	Others	-	0
	Total	50	100.0

Sources: Primary data

The above table No: 1.34 shows that 80% viz majority of the respondent's the method "buried in pit" adopted to dispose Biomedical Waste and Is there restricted visitor time followed 20% of the respondents are the method "Burnt" adopted to

dispose Biomedical Waste. And rest of others outsourced 0%.

35. Specify the method of patient's feedback collecting system

Table No: 1. 35

S. No	Feedback Collecting System through	Private	
		No. of Respondents	(%)
1	Feedback forms	42	84
2	Separate register	5	10
3	Helpline	3	06
	Total	50	100.0

Sources: Primary data

The above table No: 1.35 shows that 84% viz majority of the respondent's feedback Collecting system through forms, and Is there restricted visitor time followed 10% of the respondents are using separate register. And 6% of respondents are using Helpline methods for feedback collecting system.

36. Is there restricted visitor time followed?

Table No: 1.36

S. No	Restricted visitor time followed	Public	
		No. of Respondents	(%)
1	Yes	48	96
2	No	2	4
	Total	50	100.0

Sources: Primary

The above table shows that 96% viz majority of the respondents says "yes" Is there restricted visitor time followed 4% of them there is "no" Is there restricted visitor time followed

37. Is food provided by a separate Dietary Department for In-Patients?

Table No: 1.37

S. No	Food Provided	Private	
		No. of Respondents	(%)
1	Yes	40	80
2	No	10	20
	Total	50	100.0

Sources: Primary data

The above table shows that 80% viz majority of the respondents says "yes" is food provided by a separate dietary department for in-patients 20% of them there is "no" Is food provided by a separate dietary department for in-patients.

38. Does your hospital offer robotic surgery?**Table No: 1.38**

S. No	Robotic surgery	Private	
		No. of Respondents	(%)
1	Yes	1	2
	No	49	98
	Total	50	100.0

Sources: Primary data

The above table shows that 2% viz majority of the respondents says “yes” for hospital offering robotic surgery 98% of them there is “no” for hospital offering robotic surgery.

39. Are the fees details listed for transparency within the hospital?**Table No: 1.39**

S. No	Fees details listed	Private	
		No. of Respondents	(%)
1	Yes	30	60
2	No	20	40
	Total	50	100.0

Sources: Primary data

The above table shows that 60% viz majority of the respondents says “yes” for Fees details listed in open 40% of them there is “no” for Fees details listed in transparently

40. Does your hospital have a separate marketing department?**Table No: 1.40**

S. No	Separate marketing	Private	
		No. of Respondents	(%)
1	Yes	40	80
2	No	10	20
	Total	50	100

Sources: Primary data

The above table shows that 80% viz majority of the respondents says “yes” for have a separate marketing department , 20% of them there is “no” for have a separate marketing department

41. Does your hospital treat COVID-19 patients?**Table No: 41**

S. No	treat COVID-19 patients	Private	
		No. of Respondents	(%)
1	Yes	49	98
2	No	1	2
	Total	50	100

Sources: Primary data

The above table shows that 98% viz majority of the respondents says “yes” for your hospital treat COVID-19 patients , 2% of them there is “no” for your hospital treat COVID-19 patients

42. Does your hospital handle medico-legal cases?

Table No: 1. 4.2

S. No	Handle medico-legal cases?	No. of Respondents	
		No. of Respondents	(%)
1	Yes	40	80
2	No	10	20
	Total	50	100

Sources: Primary data

The above figure explains that 80% viz majority of the respondents says “yes” for hospital handle medico-legal cases , 20% of them there is “no” for hospital handle medico-legal cases

43. Availability of vaccination facility

Table No: 4.3

S. No	vaccination facility	Private	
		No. of Respondents	(%)
1	Yes	40	80
2	No	10	20
	Total	50	100

Sources: Primary data

The above figure explains that 80% viz majority of the respondents says “yes” for Availability of vaccination facility offered , 20% of them there is “no” for Availability of vaccination facility

44. Any educational courses offered by your hospital

Table No: 1.44

S. No	Educational courses offered	No. of Respondents	
		Private	(%)
1	Yes	48	96
2	No	2	4
	Total	50	100

Sources: Primary data

The above figure explains that 96% viz majority of the respondents says “yes” for Educational courses offered , 4% of them there is “no” for Educational courses offered.

45. Is there a Rehabilitation center available?

Table No: 1.45

S. No	Rehabilitation center	Private	
		No. of Respondents	(%)
1	Yes	32	64

2	No	18	36
Total		50	100

Sources: Primary data

From the above table 1.45 evident out of 50 respondents 64 percent of the having rehabilitation center and 36 percent don't have rehabilitation center

46. Periodic Training is given to staff for skill development

Table No: 1.46

S. No	Periodic Training is given	Private	
		No. of Respondents	(%)
1	Yes	45	90
2	No	5	10
	Total	50	100

Sources: Primary data

The above figure explains that 90% viz majority of the respondents says "yes" for Periodic Training is given to staff for skill development, 10% of them there is "no" for Periodic Training is given to staff for skill development.

47. Is there an Infection Control Committee in your hospital?

Table No: 1.47

S. No	Infection control committee	Private	
		No. of Respondents	(%)
1	Yes	49	98.0
2	No	01	02.0
	Total	50	100

Sources: Primary data SPSS tools version 22*

The above figure explains that 98% viz majority of the respondents says "yes" for infection control committee, 2% of them there is "no" infection control committee.

48. Level of Patient Satisfaction

S. No	Highly Satisfied on	No. of Respondents	(%)
1	Timeliness of care	40	80
2	Responsiveness	39	78
3	Availability of services	45	90
4	Accessibility	45	90
5	Efficiency	42	84
6	Cleanliness and hygiene	42	84
7	Infrastructure facilities	34	68
8	Waiting time	43	86
9	Appointment convenience (including online)	45	90
10	Timeliness of care	41	82

3. FINDINGS

Hospital Type & Specialty

- All 100% respondents were from private hospitals, confirming the study focus.
- 40% were single specialty, 40% multi-specialty, and 20% super specialty, indicating a balanced mix.

Age of Hospital

- Majority (40%) were in operation for 6–10 years, indicating relatively well-established institutions.

Staff Availability

- 60% hospitals rely on visiting specialists, suggesting part-time or shared staffing.
- Most hospitals have:
 - 10–20 full-time doctors (70%),
 - 21–30 paramedical staff (80%),
 - 11–15 nurses (80%).

Room & Bed Facilities

- 50% offer super deluxe rooms, showing a premium service approach.
- 60% of hospitals have fewer than 30 beds, indicating small to medium scale facilities.

Digital Infrastructure

- 80% use digital registration, suggesting modern patient management.
- 100% have EMR (Electronic Medical Records), a sign of high tech adoption.

Insurance & Accreditation

- 98% accept insurance (govt/private), promoting financial accessibility.
- 72% are NABH accredited.
- 62% are ISO certified — indicating efforts toward standardized quality care.

Emergency & Clinical Services

- All hospitals have emergency services, CSSD, and most have ambulatory (70%) and mortuary (56%) facilities — essential for complete care.

Patient Demographics & Flow

- 64% of patients are urban, though 36% rural patients also access private care.
 - 60% treated <300 outpatients/month.
 - 60% treated 100–300 inpatients/month.
 - All had stays below 6 days — implying short-term treatment and higher turnover.

Water, Infrastructure & Cleanliness

- 100% rely on borewells — possible concern for water sustainability.
- Only 20–40% have basic infrastructure like AC, TV, or ventilation.
- 80% clean toilets every hour — good for hygiene.
- 80% dispose biomedical waste within 2 days.

Income Level of Patients

- 50% of patients earn > ₹40,000/month — shows affordability skew toward upper-income groups.
- Age 60% of patient comes under the category of more than 45 year

Level of Patient Satisfaction

The majority of the respondents' of patients are **highly satisfied** for the following factors: Timeliness of care, Responsiveness, Availability of services, Accessibility, Efficiency, Cleanliness and hygiene, Infrastructure facilities, Waiting

time, Appointment convenience (including online), Timeliness of care.

Dissatisfaction of the patients

- Doctor treatment is not correct
- Front office staff responsiveness is not good
- Fees is very high
- Insurance not accepting
- Documentation is over

Facilities & Services

- 96% have a dedicated IP pharmacy.
- 40% of patients learned about the hospital via social media/TV ads — strong media influence.
- 80% have a separate landline.
- 98% have a website — reflecting strong online presence.

Sterilization & Biomedical Waste

- 80% use autoclaves; 80% dispose biomedical waste by burial — potential environmental concern.

Feedback & Policy

- 84% collect feedback via forms — good for monitoring quality.
- 96% follow restricted visitor hours — ensures control and infection prevention.

4. KEY FINDINGS

1. **High Standards:** Most hospitals maintain decent staffing, digital records, and NABH/ISO accreditation.
2. **Premium-Oriented:** Services are geared toward high-income patients (50% earning > ₹40,000/month).
3. **Limited Infrastructure:** Non-medical infrastructure (like kids' parks, waiting area facilities) is lacking.
4. **Media Marketing:** Social media/TV plays a key role in patient outreach.
5. **Environmental Gaps:** Biomedical waste disposal and water sources (borewells) may need regulation.

5. SUGGESTIONS / RECOMMENDATIONS

1. **Make Services More Affordable**
 - Introduce differential pricing or subsidized plans for low-income patients.
 - Partner with government insurance schemes more actively.
2. **Upgrade Infrastructure**
 - Improve basic amenities (waiting areas, air conditioning, kids' corners) to enhance patient comfort.
3. **Sustainable Practices**
 - Encourage eco-friendly waste management (outsourced or incineration).
 - Invest in water recycling systems to reduce borewell dependence.
4. **Increase Rural Outreach**
 - Conduct awareness camps or mobile health units to reach rural populations.
5. **Staffing & Training**
 - Recruit more full-time specialists instead of over-relying on visiting doctors.
 - Up skill paramedical and nursing staff regularly.
6. **Strengthen Feedback Systems**
 - Implement real-time digital feedback and helpline mechanisms for better service monitoring.
7. **Transparency & Accessibility**

- Provide detailed hospital info, pricing, and doctor profiles on websites for patient transparency.

8. Focus on Preventive Care

- Launch health check-up packages and awareness on NCDs (non-communicable diseases).

6. CONCLUSION

Private healthcare services in Madurai District are widely utilized due to superior infrastructure, shorter wait times, and personalized care. However, affordability and transparency in billing remain key concerns among patients. The quality of doctor-patient interaction significantly influences overall satisfaction. Strengthening regulation and improving service equity can enhance the effectiveness of private healthcare in the region.

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