

ABSTRACT

This study examines patient satisfaction and the factors influencing recommendations for healthcare services at LUMHS (Liaquat University of Medical and Health Sciences). Through a comprehensive analysis of survey data, we investigate the key determinants that shape patients' perceptions and their willingness to recommend the institution to others. Our findings reveal that the overall quality of healthcare services provided by LUMHS is a crucial driver of patient satisfaction and recommendations. Effective communication, respect from healthcare staff, cleanliness of facilities, reasonable waiting times, and privacy are identified as significant factors that influence patient opinions. Effective communication, particularly in the form of clear and understandable information about medical conditions, treatment options, and post-treatment care, emerges as a pivotal aspect of patient satisfaction. Respectful and courteous treatment from healthcare professionals is equally vital, fostering trust and loyalty among patients. Maintaining a clean and hygienic healthcare environment is not only essential for patient satisfaction but also for their health and safety. Moreover, efficient service delivery, including reasonable waiting times, plays a substantial role in shaping patient experiences. This study also recognizes the need for continuous quality improvement initiatives within the institution, emphasizing the importance of training programs for healthcare professionals in enhancing communication skills, staff training in patient-centered care, facility upkeep, and appointment scheduling optimization.