

Research Project Proposal

Service Quality in Private Medical Centers 'Working on
Cardiac Diseases' from Customers' Point of View in
Bangladesh

Marketing Research
(MKT 414)

Prepared For
Mujahid Mohiuddin
Course Instructor
Marketing Research
Department of Business Administration
East West University, Dhaka

Proposed By
TAZKIRUT TAHLEEL

S. M. BENZIR AHMED

MD. MOHAIMAN KHAN CHOWDHURY

JOYNAL ABEDIN

Spring 2008

Report Submission
May 2008

Date of Proposal Submission: 2 March 2008
EAST WEST UNIVERSITY

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Executive Summary

Most of the cardiac patients of our country have no faith on our health sector. There is still great concern about the quality of health care service centre in Bangladesh. There are many private health care service centers working on cardiac diseases, i.e. private hospitals, clinics and diagnostic centers. This research document will lead to discovery of "Why people are losing their faith from private health care centers", "Their service quality" and "How the service quality can be improved". This research work will help the researchers, also for further research work and the marketer of private medical center to improve their service quality and to satisfy their customers.

Research Problem

This proposal outlines a research project that will provide a better analytical approach covering current need about health care for cardiac diseases only to find how to satisfy the customers of private health care centers. Some limitations:

- Focusing on cardiac diseases only.
- We will collect data from the customers of Dhaka city only.
- The time we are getting to conduct the research work and analyzing the customers' satisfying factors are not enough.

Objectives and Goal

Broad Objective: Finding how to satisfy the customers/patients of cardiac diseases in private medical centers.

Goal: Finding what are customers' needs & wants and the current situation of private health care centers in consumers' point of view.

Research Aim

- Consumers' needs and wants
- Present situation of the private health care centers in consumer point of view.
- Finding the reason(s) why the patients are going abroad for the treatment of cardiac diseases.
- Finding the current trend of private medical centers for the treatment of cardiac diseases in the country.

Technical Proposal

Methodology

Secondary research

While some research is now available on Bangladesh's health care system, patient satisfaction issues have barely been examined. Thus, additional secondary sources were consulted from the developed world and some research work of Bangladeshi teachers and students also. We feel more research is needed to analyze Bangladeshi patients' satisfaction on private medical centers level in a comprehensive manner in different FGD (e.g. Cardiac, Dermatology, Ophthalmology, Psychiatry etc).

Qualitative research

The research team initially conducted in-depth discussions with patients (covering three types of hospitals) about the entire process that they underwent to obtain the necessary care when afflicted. These discussions revealed a variety of factors that were grouped under the above nine constructs of the model, i.e. reliability, responsiveness, assurance, tangibles, communication, empathy, process, cost and access.

Questionnaire design

A preliminary questionnaire will develop in English using Likert scales, then translated into Bengali and retranslated several times until it was user friendly and captured the desired constructs by taking help from our course instructor. The questionnaire will test several times to arrive at appropriate wording, format, length and sequencing of the questions. Pre-test feedback was used to refine the questionnaire until it will ready for data collection.

Data collection

A 4-member team of 2008 students of East West University were recruited for data collection. They will briefed about the objective of the study and the questionnaire. They will also trained rigorously to collect unbiased and meaningful data.

A permission letter from the East West University will be forwarded to the respective hospitals so they would provide the necessary help and cooperation to the data collectors. Researchers supervised the data collecting teams at different hospitals and assisted with obtaining the list of patients to be released, as well as with data collection.

Sampling method

The population of the research was defined as Bangladeshis who have been inpatients in private hospitals and clinics in Dhaka City or in hospitals in a foreign country within the past year. The focus on Dhaka's hospitals was deemed appropriate as Dhaka has the greatest number of hospitals of varying quality that attend to a diverse set of patient needs. Due to resource and time constraints, a sample size will fixed by our instructor.

Analysis

Data will be analyzed using the software MS-Excel and SPSS.

Project Time Schedule

Phase-1: Background Research (2 weeks)

It is divided into 2 parts.

Phase-1(a): Data collection from internet, Dhaka Medical College Hospital, ICDDR,B, Ministry of Health of Bangladesh and Anovatech.

Phase-1(b): Developing hypothesis and conducting qualitative research.

Phase-2: Primary Data Collection (2 weeks)

We need to collect primary data using a structured questionnaire from consumers and experts.

Phase-3: Data Input (1 week)

The collected primary data will be imputed to SPSS and MS-Excel software.

Phase-4: Analysis & Interpretation (2 weeks)

The inputted data in SPSS will be analyzed and interpreted.

Phase-5: Report Preparation & Presentation (2 weeks)

The report will be presented to related course instructor(s) and industry experts.

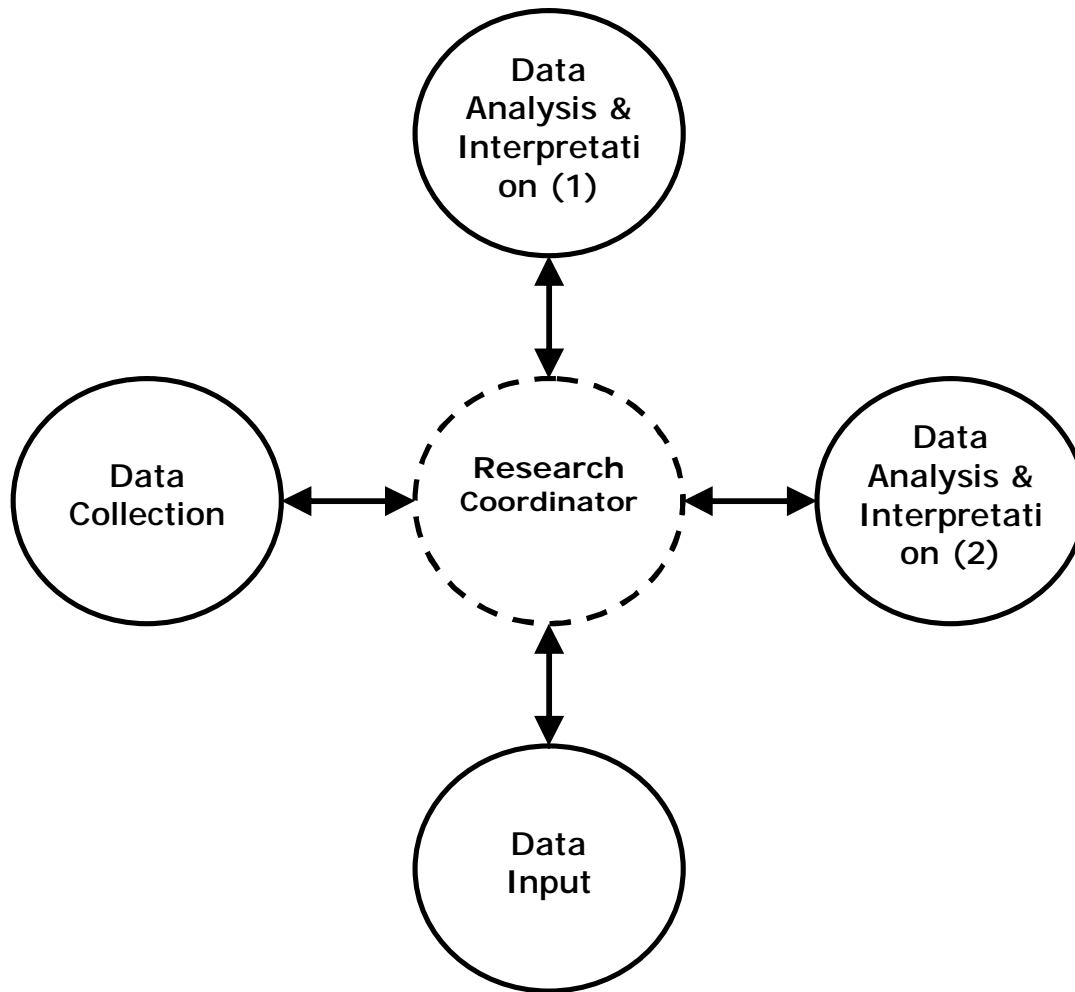
Benefits

This report will give benefit to

- The researchers who will work in this area.
- Private medical centers.
- Ultimately the consumers will get benefit.
- Saving Bangladeshi currency by developing a better service i.e. world class service; and this will decrease the number of abroad going cardiac patients for treatment purpose.

Project Management

The management team is well organized. Each member will co-operate in each part, but there is a formal classification of work. The progress will be regularly monitored.



Deliverables

- MS-Power Point Presentation Slide on this report
- A soft copy of the report in PDF format
- One printed copy of the report (hard copy)
- Collected primary data sheets (100 sheets)

Project Budget

The approximate cost of the whole project is 2,50,000 BDT. Detailed costing . . .

Salary

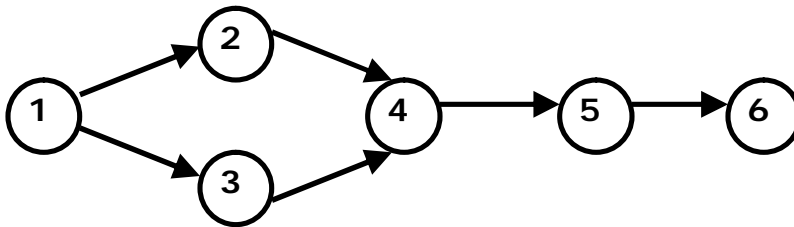
Research Assistant	20,000 X 2 X 4*	1,60,000 BDT
Data Entry Operator	5,000 X 2 X 4	40,000 BDT
Data Collection		10,000 BDT
Domain Registration (for hosting and web based tool)		10,000 BDT
Miscellaneous (includes print & traveling cost)		10,000 BDT
Total		2,30,000 BDT

The project will be financially supported by East-West University.

* 4 researchers working in 2 months

Project Time Scale

The project will take 2 months and a week. The significant findings are expected to emerge before May 2008.



Meaning...

- 1 = Background Research
- 2 = Secondary Data Collection and Qualitative Research
- 3 = Primary Data Collection
- 4 = Primary Data Input
- 5 = Data Analysis & Interpretation
- 6 = Report Preparation and Presentation

Project Team

The whole team is a well organized and well coordinated one, the whole task is cooperated by everyone. But there is a formal classification of "Research Team Responsibility", and here it is:

MUJAHID MOHIUDIN

Research Team Responsibility: Research Coordination
Course Instructor, Marketing Research, Department of Business Administration
East West University, Dhaka

TAZKIRUT TAHLEEL

Research Team Responsibility: Data Analysis & Interpretation
Undergraduate Student, Department of Business
East West University, Dhaka

S. M. BENZIR AHMED

Research Team Responsibility: Data Analysis & Interpretation
Undergraduate Student, Department of Business
East West University, Dhaka

MD. MOHAIMAN KHAN CHOWDHURY

Research Team Responsibility: Data Collection
Undergraduate Student, Department of Business
East West University, Dhaka

JOYNAL ABEDIN

Research Team Responsibility: Data Input
Undergraduate Student, Department of Business
East West University, Dhaka

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Contact Details

MUJAHID MOHIUDIN

Course Instructor, Marketing Research, Department of Business Administration

East West University, Dhaka

Ph # 01716473993

eMail # mujahidmohiuddin@yahoo.com

TAZKIRUT TAHLEEL

Ph # 01726058003

eMail # proteety_ewu@yahoo.com

S. M. BENZIR AHMED

Ph # 01911449242

eMail # friendshaon@yahoo.com

Web # www.shaon.net.tc

MD. MOHAIMAN KHAN CHOWDHURY

Ph # 01671952634, 01735035211, 01916156835, (02) 9002330

eMail # mishu-loveu@hotmail.com

JOYNAL ABEDIN

Ph # 01913468440, 01670046740

eMail # joyitmn25@yahoo.com