

THE ROLE OF HOSPITALITY TO IMPROVE THE PATIENT EXPERIENCE IN HOSPITAL : A SCOPING REVIEW

PERAN *HOSPITALITY* DALAM MENINGKATKAN PENGALAMAN PASIEN DI RUMAH SAKIT : SCOPING REVIEW

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ABSTRACT

Background: The hospitality industry has a strong focus on providing excellent customer service and creating positive experiences for guests. These same principles can be applied to the healthcare industry to improve the patient experience in hospitals. When patients are in the hospital, they may experience vulnerability, anxiety, and uncertainty about their health and treatment. Thus, providing a welcoming and comfortable environment can create a more positive and supportive environment for patients which may help ease their stress and improve their overall experience and contribute to better health outcomes. **Research purposes:** The purpose of this study was to analyze the role of hospitality to improve patient experience in hospital. **Research methods:** For the method, we use the methodological framework proposed by Arksey and O'Malley. After that, the scoping review is reported using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) guideline method. An article search was carried out in April 2023, in several electronic databases, namely Pubmed, ScienceDirect, ProQuest with an article publication time span of 2018-2023. The search strategy included the following terms: "Hospitality, patient experience, hospital". **Research result:** Based on the results of searches conducted in Pubmed, ScienceDirect, ProQuest, a total of 550 articles were obtained which then entered the elimination stage, resulting in 52 articles which were subsequently included in the results of this review, and after the screening 8 scientific articles were found that met the requirements. From the results of the analysis carried out on scientific articles that match the inclusion criteria, the results of critical role which improved patient safety are obtained. **Conclusion:** From the results of the analysis carried out, it was found that hospitality plays a critical role in improving patient safety. Creating a welcoming and comfortable environment for patients can help to reduce anxiety levels, improve communication, prevent HAIs, and improve patient satisfaction levels. Further studies are needed, especially the standardization of hospitality systems that are tailored to the needs of each health facility, especially hospitals and health centers in Indonesia.

Keywords: hospitality, patient experience, hospital

ABSTRAK

Latar Belakang: *Hospitality* memiliki fokus yang kuat dalam menyediakan pelayanan *customer* yang sangat baik dan menciptakan pengalaman positif bagi para *customer*. Prinsip yang sama dapat diterapkan pada industri kesehatan untuk meningkatkan pengalaman pasien di rumah sakit. Saat pasien dirawat di rumah sakit, mereka mungkin mengalami kerentanan, kecemasan, dan ketidakpastian mengenai kesehatan dan pengobatannya. Oleh karena itu, menyediakan lingkungan yang ramah dan nyaman dapat menciptakan lingkungan yang lebih positif dan mendukung bagi pasien sehingga dapat membantu meringankan stres pada pasien dan meningkatkan pengalaman pasien secara keseluruhan serta berkontribusi terhadap hasil pengobatan yang lebih baik. **Tujuan penelitian:** Tujuan dari penelitian ini adalah untuk menganalisis peran *hospitality* dalam meningkatkan pengalaman pasien di rumah sakit. **Metode penelitian:** Untuk metodanya, kami menggunakan kerangka metodologi Arksey dan O'Malley, lalu *scoping review* dilaporkan dengan menggunakan metode pedoman PRISMA (*Preferred Reporting Items for Systematic Review and Meta-Analysis*). Pencarian artikel dilakukan pada bulan April 2023, di beberapa database elektronik yaitu Pubmed, ScienceDirect, ProQuest dengan rentang waktu publikasi artikel 2018-2023. Strategi pencarian mencakup istilah-istilah berikut: "Perhotelan, pengalaman pasien, rumah sakit". **Hasil Penelitian:** Berdasarkan hasil penelusuran yang dilakukan di Pubmed, ScienceDirect, ProQuest diperoleh total 550 artikel yang kemudian masuk tahap eliminasi sehingga menghasilkan 52 artikel yang selanjutnya masuk dalam hasil review ini, dan setelah dilakukan *screening* ditemukan 8 artikel ilmiah yang memenuhi syarat. Dari hasil analisis yang dilakukan terhadap artikel ilmiah yang sesuai kriteria inklusi diperoleh hasil peran kritis yang meningkatkan keselamatan pasien. **Kesimpulan:** Dari hasil analisis yang dilakukan, ditemukan bahwa *hospitality* mempunyai peranan penting dalam meningkatkan keselamatan pasien. Menciptakan lingkungan yang ramah dan nyaman bagi pasien dapat membantu mengurangi tingkat kecemasan, meningkatkan komunikasi, mencegah HAIs, dan meningkatkan tingkat kepuasan pasien. Diperlukan kajian lebih lanjut khususnya standarisasi sistem perhotelan yang disesuaikan dengan kebutuhan masing-masing fasilitas kesehatan khususnya rumah sakit dan puskesmas di Indonesia.

Kata Kunci: perhotelan, pengalaman pasien, rumah sakit

INTRODUCTION

Patient experience is a crucial factor in healthcare, affecting clinical outcomes, patient satisfaction, and overall healthcare quality. In recent years, there has been a growing emphasis on improving patient experience, with healthcare providers adopting a patient-centered approach to care delivery (Wong et al., 2020).

Data on patient experience in hospitals in Indonesia shows that there is still a lot of room for improving hospitality in healthcare. Based on a survey conducted by the Indonesian Ministry of Health in 2021, only around 60% of patients are satisfied with the services provided by hospitals in Indonesia.

Data obtained from CRM (Cepat Respon Masyarakat) in 2022 shows that patients were not satisfied by the service provided by public hospitals. There are still a lot of complaints about the lack of friendliness and empathy from medical and paramedical personnel at the hospital. Some of the complaints that are often reported by patients are the unfriendly attitude of medical personnel, the lack of information given to patients regarding their health conditions, and the lack of attention and understanding of patient needs.

Nonetheless, there are several hospitals in Indonesia that have succeeded in improving the quality of their services and hospitality. For example, Pondok Indah Hospital - a private hospital in Jakarta has won an award as the best hospital in Indonesia in 2021. One of the factors that has become the key to their success is friendly and patient service, as well as effective communication between medical staff and patients.

However, regarding the lack of patient experience in hospitals, the Health Minister of Indonesia launched “hospitality training in healthcare” as one of the health service transformations initiated since 2021. The aim of this training is to improve the quality of service and patient experience at the hospital, and to standardize the hospitality service in private and public hospitals so that they can provide better and more satisfying services for the community.

In hospitality training at hospitals, medical and paramedical personnel will be given knowledge and skills on how to interact with patients in a more humane and empathetic manner. In addition, they will also be given training on how to deliver information and communicate effectively to patients and their families, so as to improve the relationship between medical personnel and patients (Babaii et al., 2021).

Hospitality training in hospitals brings hope to a paradigm shift in the delivery of health services in Indonesia. Medical and paramedical personnel will better understand the importance of friendly and friendly service for patients, so that they can build a better and harmonious relationship between patients and medical personnel. In the long term, hospitality in hospitals can be standardized and bring a positive impact on Indonesian society. Better and more satisfactory quality of health services will increase public trust in hospitals and medical personnel, thereby bringing wider benefits to the Indonesian health system as a whole.

RESEARCH METHODS

Search Strategy

This review uses a Scoping Review approach which is based on the Preferred

Report Item Guide for Systematic Reviews and Meta-analysis (PRISMA) (Figure 1). A systematic literature search was carried out in April 2023, across several databases namely Pubmed, ScienceDirect, Proquest with an article publication time span of 2018-2023. The search strategy included the following terms: “Hospitality, patient experience, hospital”.

Table 1. Search Strategy material for this study

No	Keywords	Search Strategy
1	Hospitality	“Communication” OR “Service” OR “Compassion”
2	Patient experience	“Patient Satisfaction” OR "Patient Comfort"

Table 2. PCC Framework

Population	Patient experience
Concept	Hospitality
Context	Hospital
Keywords	“Hospitality, patient experience, hospital”

Table 3. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Consisted of articles that reported “Hospitality, patient experience, hospital”	Unrelated articles “Hospitality, patient experience, hospital”
Published full-text articles from the past 5 years (from 2018 to 2023)	Unpublished full-text articles from the last 5 years (from 2018 to 2023)
Studies published in peer-reviewed journals	The source of the article is a book or poster

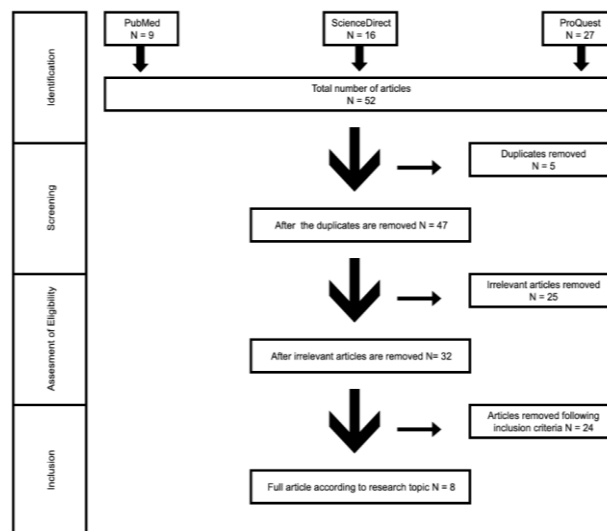


Figure 1. Search Results and Article Selection Process using the PRISMA method

Overview

The research that has been selected based on the inclusion criteria. The articles are reviewed based on the abstract and full-text to be described further in search of similarities and differences in each study and then draw conclusions. Based on the results of searches conducted in Pubmed, ScienceDirect, ProQuest, a total of 52 articles were obtained which then entered the elimination stage, resulting in 8 articles which were subsequently included in the results of this review.

Results

Through the findings derived from the conducted analysis, it was discerned that the principles and practices of hospitality hold potential for improving healthcare quality and increase trust and confidence which enhancing the overall experience of patients with a particular emphasis on healthcare settings such as hospitals. These findings is obtained in the remaining result as described on the table below

Table 4. Role of Hospitality in Patient Experience

Researcher	Country	Hospitality role in patient experience	Population	Study Design	Findings
Oehlert et al (2023)	United States	Patient Experience Coordinator An Innovative Role to Improve Patients' Hospital Experience	Inpatient Unit Patient	Quantitative	Implementation of better hospitality promote patients hospital experience
Samal, A., Misra, L. I., & Pradhan, B. B. (2017)	India	Nexus between hospitality and healthcare for enhancing patient's experiences: Lessons to learn from the hotel industry	Inpatient and Outpatient both in Public Hospital and Private Hospital	Quantitative	Patient had better experience in private hospital due to their Hospitality management
JR Steele et al (2015)	United States	Health care delivery meets hospitality: A pilot study in radiology	Patient in Radiology Department	Quantitative	Hospitality increase patient experience
Newell, S., & Jordan, Z (2015)	Australia	The patient experience of patient-centered communication with nurse in the hospital setting	Inpatient to medical-surgical ward	Quantitative	Hospitality increase patient experience but the right tools to measure the hospitable environment is needed
Hunter-Jones, P., Sudbury-Riley, L., Al-Abdin, A., & Spence, C (2023).	United Kingdom	The contribution of hospitality services to person-centred care: A study of the palliative care service ecosystem	Patient in Palliative Care	Quantitative	Hospitality service play a profound role in care at this lifestage
Caffery, T. S., D'antonio, C., Pogue, D., & Musso, M. W. (2022)	United States	Pilot Study for Assessing Nontechnical Skills in Emergency Medicine Residents: Why We Should C.A.R.E.	Patient in Emergency Department	Quantitative	Hospitality established a positive patient-physician interaction

Yesawich, P. C., & Shoemaker, S. (2023)	United States	Toward hospitable healthcare	Adults that experience hotel and hospital service	Qualitative	Hospitality in hospital needs to adopt guest -centric culture.
McCarthy, P.D, Street, M., Sprogis, S.K., & Considine, J (2023)	Australia	The patient experience of a medical emergency team review: A convergent mixed-methods study	Patient in Emergency Department	Mixed Methods	Patient demand improvement patient-engagement behaviours and patient-centered care.

DISCUSSION

Based on the analysis of eight articles, it can be concluded that hospitality plays a significant role in enhancing patient experience within healthcare settings. Several key points emerge from the literature:

- 1. Positive Impact on Patient Satisfaction:** Across all articles, there is a consistent finding that hospitality services positively influence patient satisfaction levels. Elements such as friendly staff interactions, comfortable environments, and personalized care contribute to patients feeling valued and cared for during their healthcare experience (Oehlert et al., 2023)
- 2. Improved Perception of Care Quality:** Studies consistently demonstrate that patients perceive higher quality of care when hospitality services are incorporated into their healthcare experience. This perception encompasses not only medical treatment but also factors

such as communication, empathy, and attentiveness from staff (McCarthy et al., 2023).

- 3. Enhanced Emotional Well-being:** Hospitality initiatives have been shown to positively impact patients' emotional well-being. Creating a warm and welcoming atmosphere can alleviate stress, anxiety, and fear commonly associated with healthcare encounters, leading to a more positive overall experience for patients (Hunter-Jones et al., 2023).
- 4. Increased Trust and Confidence:** Patients tend to trust healthcare providers more when they feel supported and cared for beyond just medical treatment. Hospitality services contribute to building trust and confidence in the healthcare system, leading to better patient-provider relationships and increased adherence to treatment plans.
- 5. Positive Word of Mouth and Reputation:** A noteworthy finding across the articles is the correlation between hospitality efforts and positive word of mouth. Satisfied

patients are more likely to recommend healthcare facilities that prioritize hospitality, leading to improved reputation and potentially increased patient volume (Yesawich et al., 2023).

6. **Potential Cost-Efficiency:** While not explicitly discussed in all articles, some suggest that investing in hospitality services could lead to long-term cost savings. By improving patient satisfaction and outcomes, healthcare facilities may see reduced rates of readmission, fewer complaints, and better utilization of resources (Samal et al., 2017).
7. **Employee Satisfaction and Retention:** Several articles mention the impact of hospitality initiatives on employee satisfaction and retention. When staff members feel empowered to provide excellent service and witness the positive impact on patients, it can lead to higher morale and lower turnover rates (Caffery et al., 2022).
8. **Need for Further Research:** Despite the consensus on the importance of hospitality in healthcare, there is a call for further research to explore specific strategies, best practices, and the long-term effects of hospitality initiatives on patient outcomes and healthcare delivery (Newell and Jordan, 2015).

CONCLUSION

From the research conducted, 52 scientific articles were obtained and after screening, 8 scientific articles were found that met the requirements. From the results of the

analysis carried out, it was found that hospitality plays a critical role in improving patient safety. Creating a welcoming and comfortable environment for patients can help to reduce anxiety levels, improve communication, prevent HAIs, and improve patient satisfaction levels. Further studies are needed, especially the standardization of hospitality systems that are tailored to the needs of each health facility, especially hospitals and health centers in Indonesia.

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