

A Study of Relationship Between Uniform Dress Code and its Influence in Treatment Compliance Among Patients in Mission Hospitals

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Abstract

Hospitals are specialized health care places. Patients are admitted with a diverse set of medical conditions, but have the road to recovery as the common goal. Specialized medical care is provided to patients depending on their medical conditions and pre-existing co-morbidities. Proper medical management aids in the recovery of these patients. But there are host of other things which contribute to the overall positive experience in the process of recovery.

Hospitals are complex scientific environment. There are lot of activities within the hospital, carried out by lot of different personals and professionals, but all their activities are patient centric, thus oriented towards patients care. Though medical management is the main stay of the treatment process, the environment surrounding the process of medical management aids in the effective delivery of medical management.

There are lots of interactions happening in the hospitals and at various levels. Most of the interactions involve the patients. Patients interact with doctors and all other health care professionals involved in their care. Nurses, Technicians, Pharmacists, Dietitians, hospitality staff and housekeeping staff are the staff with direct interactions with the patient.

Drivers, Maintenance staff, Accounts staff and security staff also have interactions with the patient, though not always and not at the same level. Staff also interact with the relatives and visitors of these patients.

Without the involvement of patient, there are lots of interactions among staff at various levels for better coordination of their activities.

Personal Appearance

What pleases the eye, please the mind. Uniform dress code is an effort in that direction. Different level of staff has different uniform. Staff with uniform, interacting with the patients and their relatives, gives an impression of a professional environment. One must recognize and understand the impact of your appearance as it communicates first to you and then to others. What you wear and the way you look affects, The way you think, The way you feel, The way you act or behave and The way others react or respond to you. You can't afford to create negative impression or to build barriers between you and others because of unattractive, inappropriate, distracting, or offensive appearance. Your appearance is one situation factor that you can generally control. If you are working in public, your patients will have more confidence in you just because you look like someone who belongs in that work environment. Your feelings and the reactions of others help you do a better job. The way you look at work is critical to your success on the job. We do our strongest and most honest communication without saying a word. Our looks and behaviour together can send a powerful message whether we had intended them to do so or not.

Uniform Dress Code

HAIR

- Neatly groomed.
- Plaited or Bun or Boy cut.
- Black clips – No stones, No glitter.
- Black hair band.
- No Flowers.
- No other Ornaments.
- No funky hair styles
- No ponytails for men

FACE

- Bindi allowed on forehead.
- Small – red or black, No stones.
- Round sticker or paint.
- No flashy lipsticks.
- No excessive facial powder.
- No excessive mascara/kajal.

- No nose rings.
- Mustache/Beard should be neatly trimmed, less than 1 inch.

EARRINGS

- Small
- Simple, Symmetrical, round.
- No drops.
- Lower margin of the ear lobe should be visible.
- Plain single stone allowed.
- No chain/supports.
- No rings.

PIERCEINGS/TATTOO

- Only ear piercing is allowed.
- Other piercing and tattoos can be in covered areas.

ANKLETS

- Simple, Single chain.
- There should be no jingle sound while Walking

Other Jewellery

- One simple neck chain is allowed.
- Mangalsutra allowed.
- Should be worn inside.
- Pendant should not be exposed.
- Avoid multiple chains.

- Medical staff should avoid bangles, braces, wrist chains, wristbands etc.
- Wedding ring is allowed.

WRIST WATCH

- Simple and formal
- No alarm sounds should be audible.

UNIFORM

- All uniform should be neat and ironed.
- Stain free.
- Wear and tear should not be visible.
- High neck and long sleeve blouses/ tops for ladies in sarees/ chudidhars

- Lab coats should be buttoned.
- Shirts should be tucked in.

SHOES

- Should be clean and polished.
- Should be worn with socks.
- Should not show wear and tear.

ID cards

- Should be displayed at all times.
- Letters should be legible.
- Should not show wear & tear.

PERFUMES

- Avoid strong perfumes.
- Avoid strong body odour due to

Sweating or any spills.

PHONES

- Can be carried
- But should be in silent/Vibratory mode.
- To be used only for official purpose during Duty hours.
- Single tone/ mono tone ringtones are allowed for emergencies.

Patient Compliance

The best doctor prescribing the best medicine is of no use if the patient doesn't take it.

Non-compliance to medical management is an issue encountered among patients which leads to overall health burden, expenses, mismanagement and also medical litigation. Lot of factors play a role in the compliancy of treatment plans. Proper communication, especially non-verbal communication plays a vital role.

Trust is earned and cannot be forced or demanded. Like in any other relationship, it is a continuous process and is always evolving. Intent, genuineness, concern and empathy are all communicated effectively through nonverbal communication and eventually aid in better working relationships.

Patients are people in pain and with problems. A little understanding into their point of view goes a long way in being able to address their concerns.

Medical staff should be aware of each patient's needs and should address the health care delivery with a genuine concern towards ensuring compliancy of the proposed treatment options.

The results of the present study would serve as a guiding post in planning the way for the development of uniform dress code as a contributing factor towards the compliance of treatment plans of the patient.

Objectives of the Study

The main objectives of the study are as follows.

1. To study the overview of uniform dress code in hospital.
2. To analyze the characteristics of the uniform dress code in hospitals.
3. To study the relationship between the uniform dress code and various perception towards it.
4. To study the suitable suggestions based on the finding of the study.

Methodology

Nazareth is a town panchayat in Thoothukudi district in Tamil Nadu. St. Luke's Hospital, Nazareth is a 100 bedded mission hospital in Nazareth, established in the year 1870. It is a multi-speciality hospital.

For the purpose of primary data collection, 15 questions/ criteria were selected. Random sampling technique was adopted to select people for the study in various group.

On the basis of the information gathered, a well-designed interview schedule was drafted and used in the field survey to collect primary data. The selected respondents were contacted in person and the objectives of the study was clearly explained to them and their cooperation was ensured. Patients along with their by-standers, relatives and visitors were interviewed.

Tools Of Analysis

Non comparative, Itemized rating, Likert scaling technique.

Patients

50 patients were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

	PATIENTS	1	2	3	4	5
1	Staff look modern and professional.	0	0	0	45	5
2	Trust and confidence in the system is enhanced.	0	0	10	30	10
3	There is satisfaction to the care provided.	0	0	10	30	10
4	There is a positive impression all around.	0	0	10	30	10
5	Staff are easily approachable.	0	0	5	35	10
6	Authenticity and Capability is enhanced.	0	0	5	35	10
7	Acceptance and Appreciation to the help offered.	0	0	5	30	15
8	Sense of belonging with the premises.	0	0	25	20	5
9	Increase in comfort and confidence level of the treatment provided.	0	0	15	30	5
	TOTAL	0	0	85	285	80

THE CONSOLIDATED RESULTS OF 50 PATIENTS WITH 9 QUESTIONS AND 450 RESPONSES.

GRADE	1	2	3	4	5	TOTAL
N	0	0	85	285	80	450
SCORE	0	0	255	1140	400	1795

LEVEL OF INVOLVEMENT' = SCORE/n = 1795/450 = 3.98

PATIENT'S RELATIVES AND VISTORS

50 People were interviewed and were asked the following questions and were asked to grade in the LIKERT SCALES.

	PATIENT'S RELATIVES AND VISITORS	1	2	3	4	5
1	Modern and up to date institution.	0	0	10	30	10
2	There seems to be adherence to the required norms.	0	0	0	45	5
3	Quality of care is enhanced.	0	0	5	40	5
4	Sense of confidence is boosted.	0	0	5	40	5
5	There is reduction in fear and uncertainty.	0	5	5	30	10
6	Loyalty to the hospital is maintained.	0	5	5	30	10
	TOTAL	0	10	30	218	45

THE CONSOLIDATED RESULTS OF 50 PEOPLE WITH 6 QUESTIONS AND 300 RESPONSES.

SCALE	1	2	3	4	5	TOTAL
n	0	10	30	215	45	300
SCORE	0	20	90	860	225	1195

LEVEL OF INVOLVEMENT' = SCORE/n = 1195/300 = 3.98

IMPLICATION OF RESULTS

100 PEOPLE WERE ASKED 15 DIFFERENT QUESTIONS ACCORDING TO THEIR ROLE IN HOSPITAL AS PATIENTS, BY STANDERS, RELATIVES OR VISITORS.

THE LEVEL OF INVOLVEMET OF BOTH THESE GROUPS ARE AS FOLLOWS.

S.NO	GROUP	n	LEVEL OF INVOLVEMENT
1	PATIENTS	50	3.98
2	RELATIVES AND VISITORS	50	3.98

BOTH THE ABOVE VALUES ARE CONCENTRATING AROUND THE SCORE OF 4 IN THE LIKERT SCALE.

(mean = 3.98)

II.CONCLUSION

Thus it may be concluded from findings that the patient compliance to medical management in the hospital increased tremendously in St. Luke's Hospital, Nazareth by the uniform dress code. The staff and patients noticed the positive effects.

Suggestions

In order to overcome the problems faced by the hospitals and to enhance the smooth functioning of the hospitals, the following things are suggested:-

- All staff to be trained in the power of physical appearance.
- The uniform dress code may be emphasized and implemented and supervisors/managers to ensure its compliance.
- All staff are advised tips on personal appearance regularly.
- Management may comply and insist on dress code for all its employees.
- Hospitals may promote uniform dress code for all the hospital staff.

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