



ASSESSING PERCEIVED VALUE OF PATIENTS: A QUALITATIVE STUDY OF ORTHOPAEDIC PATIENTS

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Abstract

This research aims to explore the multifaceted concept of perceived value from the perspectives of orthopaedic patients, contributing to a deeper understanding of its measurement within clinical settings in Punjab, Pakistan. The study examines six key dimensions: transaction value, efficiency value, aesthetic value, social interaction value, self-gratification value, and conditional value. A qualitative methodology was employed, utilizing thematic framework analysis of data gathered through in-depth structured interviews with orthopaedic patients. The participant cohort was specifically limited to individuals who had undergone minor or major surgical interventions. Out of a purposive sample of 50 approached patients, 32 provided complete and usable responses, resulting in a 64% response rate. The findings offer a nuanced understanding of perceived value and were instrumental in developing robust, culturally relevant measurement items for the concept. The analysis also revealed additional emergent dimensions; namely, empathy from healthcare providers and operational value related to clinic processes and efficiency, which extend beyond the initial theoretical framework. These insights provide healthcare administrators and practitioners with practical guidance to enhance service delivery by strengthening both the clinical and experiential aspects of patient care, ultimately improving patient satisfaction and loyalty.

Keywords: Perceived Value, Healthcare, Qualitative, Orthopaedic patients

Introduction

The concept of perceived value is observed by different societies that give rise to divergent interpretations and attributions of value in events (Koo & Shavitt, 2010). This asserts that the difference of interpretations regarding perception of value should be inquired. Finding answers to these questions will enriches our understanding of consumer behaviour in particular to perceived value. Dimensions of value and their valuation can vary at each stage of the consumer journey due to differing expectations, experiences, and contexts. The healthcare experience of orthopaedic patients is significantly influenced by perceived value, which affects their satisfaction, engagement, and overall health outcomes (Juliana et al., 2022).

This research contributes to advancing theoretical comprehension in the healthcare field by providing a comprehensive framework for evaluating the perceived value of orthopaedic patients. Orthopaedic patients are those who are expecting care regarding musculoskeletal systems including bones, joints, ligaments, tendons, and muscles for improved physical movement." The study introduces a comprehensive approach to evaluating patient perceptions by distinguishing and integrating different dimensions derived from literature. The complexity and multidimensionality of perceived value are addressed by this comprehensive scale, which fills a substantial void in the current body of literature. It enhances theoretical discourse by offering a



standardized, robust tool for future research, which enables more nuanced analyses and facilitates comparisons across various healthcare settings and populations.

Practically, developing this instrument considerably improves healthcare providers' capacity to evaluate and enhance patient satisfaction and outcomes. By utilizing a standardized measurement instrument, providers can more accurately identify areas where patient perceptions are positive and areas that require development. This knowledge will facilitate targeted interventions, enhancing orthopaedic care's quality, effectiveness, and efficacy. Healthcare providers can foster a more patient-centred environment, which reduces apprehension and increases the positive treatment experience, by integrating contented dimensions of value into their service delivery. Many authors have reliance on a single construct and the use of predeveloped scales, rather than comprehensive qualitative studies that investigate what truly matters to patients (Mumtaz et al., 2025). This approach lacks the depth of detailed qualitative studies needed to fully understand the factors that genuinely matter to patients.

The development of comprehensive measurement instruments remains a significant space, even though the perceived value of orthopaedic care has increasingly attracted scholarly attention (Habibi & Rasoolimanesh, 2021). More and more researchers are interested in how much people think orthopaedic care is worth, but there is still a big gap in the development of complete measurement tools (Nguyen, Tran, & Nguyen, 2021). Earlier studies have shed light on several aspects of perceived value, but a complete scale that considers the many aspects of perceived value (Singh et al., (2021) is still missing. Just considering the case of one aspect pertaining to conditional value, which includes what happens in a setting that changes how a patient sees something, has been recognized but not formally measured (Paulose & Shakeel, 2022). It's been hard for healthcare workers to find and meet the unique needs of orthopaedic patients because they don't have a good measurement tool. Creating this kind of scale is necessary to improve patient-centred care and make the best use of resources in orthopaedic services (Khan & Yasmin, 2025; Uzir et al., 2021). Thus, the research investigates the question that what are the dimensions of perceived value for orthopaedic patients?

Literature Review

Theoretical Underpinnings of Perceived Value

In the field of marketing the concept of Customer perceived value is termed as “the consumer’s overall assessment of the utility of a product based on perceptions on what is received and what is given” (Zeithaml, 1988). Till then there is long un-ended debate in literature that what constitutes customer perceived value both in products and services. Heinonen, (2002) worked on reconceptualization of customer perceived value and highlight that there is still research needed to carried out by considering what are the dimensions that are important and content of each dimension like what includes in each dimension of customer perceived value. Zeithaml (1988) also defined value in different terms but we still need to find how the value is viewed by customer in different products and services. Cronin et al., (2000) also finds out that out of six industries in healthcare service value was found insignificant in affecting behavioural intentions which means that in all other industries concept of value is viewed differently as in healthcare. Like value is viewed differently in different industries and some can enhance either with enhancing benefits or by minimizing the sacrifices (Morar, 2013) and that is specific to suppliers in industry. Situations varies a lot in healthcare as sometimes patients are in extreme emergency situation but sometimes it is just a routine check-up so view about value can vary in these situations. The patient's perception of value is influenced by each interaction, from appointment scheduling to postoperative care (Yen, 2023). The patient's subjective assessment of the benefits received concerning the costs incurred is a critical component of orthopaedic patient care, known as perceived value (Akdim & Casaló, 2023).

Concept of Perceived Value in Orthopaedic Patients

There is varied point of views regarding perceived value in orthopaedic patients that what constitutes and its significance in overall ortho healthcare. Orthopaedic patients evaluate value by considering various factors, with treatment outcomes being a critical factor. Patients' perceived value is substantially influenced by the efficacy of interventions in alleviating pain, regaining mobility, and enhancing functional abilities (Bushara et al., 2023). Nelson, & Byus, (2002) explained that there are different value dimensions in the



case of healthcare services values but not all of them are equally relevant in all the contexts. To create patient value in healthcare, the system must be redesigned with a patient-centric approach, focusing on medical conditions across the full cycle of care. Different dimensions from literature have been discussed here as follows:

Transaction Value: Mostly and priorly authors believed that only the direct monetary and non-monetary are taken into consideration but there is an argument that in the minds of customers all sorts of risks (fear of unknown or negative consequences) while consuming the product; not only this they also included risks associated with activities like acquisition, consumption, and maintenance. This is because some authors refer this to as “sacrifices value”. Patients' cost-benefit analysis concerning the financial and non-financial expenses associated with their care is referred to as transaction value (Jeong & Kim, 2020). These costs' perceived equity and transparency are essential for orthopaedic patients, who frequently incur substantial expenses due to surgeries, rehabilitation, and long-term care. In contrast, their satisfaction and confidence in the healthcare system may be substantially diminished if they perceive being overcharged or underserved (Kumari & Biswas, 2023). This has been termed also as the economic value in literature by different authors (Liang, 2023). It is also pointed out the types of costs involved in total patient care cycle including the fee for examination, treatment, medicine, accommodation and nursing-care. One aspect is what patients include in this dimension and other important aspect could be the level or amount paid matters.

Efficiency Value: Efficiency value pertains to the perceived timeliness and efficacy of the treatment participants receive. Orthopaedic patients typically endure treatments and follow-ups that necessitate seamless coordination among various healthcare providers (Baidoun & Salem, 2024). Nwachukwu et al. (2013) identified the elements of time and duration but from the provider perspective which gives a breakout view that patients also might consider. This included clinic time, Preoperative and postoperative evaluation, Operating room time, Inpatient hospital stay time and Physical therapy. Prompt responses to patient concerns significantly improve the perceived value, minimal wait times, and efficient scheduling. Health outcomes and patient satisfaction are improved when patients receive expedient care, as they are more likely to adhere to treatment plans and actively participate in their recovery process (Juliana et al., 2022).

Aesthetic Value: Despite being frequently disregarded, aesthetic value is critical to the patient experience. It encompasses the healthcare facility's tangible environment, the staff's demeanour, and the overall atmosphere (Uzir et al., 2021). A positive outlook towards their treatment can be fostered by a pleasant and comforting environment, which can reduce anxiety in orthopaedic patients who may spend extended periods in hospitals or clinics. Cleanliness, modern facilities, and a welcoming ambiance can substantially increase the perceived value, fostering comfort and caring for patients (Paulose & Shakeel, 2022).

Social & Emotional Value: Patients' support and empathy from healthcare providers and their social network are reflected in their social and emotional value. Orthopaedic treatments can be emotionally and physically taxing, necessitating substantial support systems. A higher perceived value is attributed to healthcare providers who acknowledge and resolve the emotional requirements of patients (Nguyen et al., 2021). Hospitals prioritizing patient-centred care and offering emotional support contribute to a positive perceived value. Support groups, counselling services, and compassionate healthcare providers can all contribute to reducing patient anxiety and improving their overall experience (McDougall & Levesque, 2000).

Social Interaction Value: The character of interactions between consumers and healthcare providers is the source of interaction value. To establish a robust patient-provider relationship, it is imperative to prioritize patient-centred care, empathy, and effective communication. Communicating openly and trusting their healthcare providers is essential for orthopaedic patients, who frequently encounter complex and occasionally excruciating treatments (Singh et al., 2021). The perceived value of the care received increases when patients feel heard and understood, resulting in greater satisfaction and improved adherence to medical advice.

Self-Gratification Value: Patients are empowered to make informed decisions and develop trust in the healthcare provider as a result of accessible information, which in turn increases the perceived value



(Rasoolimanesh et al., 2023). Additionally, patients are further empowered to actively engage in their care journey by being involved in collaborative decision-making, fostering a sense of ownership and responsibility. It is imperative to provide patients with information regarding their condition, treatment options, and self-management strategies to improve their perception of value. Empowering patients to actively engage in their care and make informed decisions is facilitated by providing exhaustive educational resources (Deng & Legge, 2024).

Conditional Value: Conditional value is not dependent of time, place or any other aspect of service delivery. Its effect becomes stronger in case of situations that are unplanned, and in unfamiliar locations (Pihlström & Brush, 2008). Conditional value is also referred to as context specific and by context it refers to the time, location and social environment, the equipment available, the technological environment, and user specified criteria, for example, mood, work or free time (Kontti, 2004). According to some other authors conditional value got significant weightage in predicting choices when someone's health conditions are of concern (Desai et al., 2024). This leads to consideration of finding the factors that patients do consider in conditional value like one's individual condition. Nelson and Byus (2002) explained that there are different value dimensions in the case of healthcare services delivered to a child who survives a horrific automobile accident "timing of treatment" can be considered as conditional value. Patients do consider these values but not all of them are equally relevant in all the contexts.

Significance of Perceived Value in Orthopaedic Patients

Perceived value for patients is the ultimate objective that can be enhanced by multiple factors (Lee, 2017) and these dimensions need to be investigated. The overall patient experience is influenced by wait times, staff courtesy, and facility amenities, which also affect the perceived value (Jiang & Hong, 2023). Addressing inefficiencies in care delivery and streamlining processes can reduce wait times and improve the overall patient experience, positively affecting perceived value. Transparent pricing, insurance coverage guidance, and access to financial assistance programs can alleviate cost-related concerns and improve the perceived value. Healthcare providers can enhance patient satisfaction and treatment adherence by addressing affordability concerns (Baidoun & Salem, 2024).

Furthermore, improving treatment outcomes and enhancing perceived value can be optimized by educating patients about lifestyle modifications and preventive measures. Investing in communication training for healthcare personnel can enhance patient-provider interactions and guarantee the clarity of information exchange (Cheng et al., 2024). Additionally, the alignment of incentives with patients' perceptions of value can be achieved by implementing value-based care models that prioritize patient outcomes while controlling costs (Qiao & Hu, 2024). Research by multiple authors from multiple countries including Mini (2025), Jannah (2025) & Hamze & Mahmood, (2025) validated that perceived value has its impact on satisfaction and loyalty with the help of Multi-country evidences.

Research in healthcare does support that the healthcare providers can enhance the perceived value to improve clinical outcomes and patient satisfaction but lacks research on its measurement and further refinement of this concept. Even in more recent work, there is a huge amount of research work done on perceived value in healthcare but still most of these studies remain quantitative and model-driven, focusing on statistical relationships instead of processes the patients construct value in real-world care contexts (Tyack et al., 2025). Similarly the work of Rao et al. (2025) demonstrates that perceived value significantly predicts patient satisfaction but not the measurement of perceived value or its formation. Zhu et al. (2025) explored perceived quality in online health consultations and Zhang et al. (2025) analysed role of perceived value as a mediator patient participation and trust. This concept is equally important in developing countries like Karki et al. (2025) examined perceived value and patient satisfaction in Nepal used a mixed method approach to explore this aspect but lacks in dimensions of perceived value as they only explore the functional aspect of value.

Orthopaedic patients' healthcare experiences are significantly influenced by the perceived value of a hospital, which is of paramount significance (Haverilla & Rangarajan, 2024). One noteworthy aspect is patient confidence in their treatment (Sánchez et al., 2006). Orthopaedic procedures are frequently complex, necessitating patients' confidence in the healthcare provider and the facility. Patients' concerns may be



alleviated, and their treatment outcomes may be enhanced when they perceive the hospital's services as highly valued. Perceived value is another critical factor that influences patient satisfaction. Orthopaedic patients who perceive that they receive substantial value from the hospital are considerably more inclined to express satisfaction with their overall experience (Petrick, 2002). This contentment includes the quality of facilities and amenities, interactions with healthcare personnel, and the overall quality of care received. Content patients are more likely to comply with their treatment regimens and may even endorse the hospital to others, enhancing its reputation. Perceived value is inextricably linked to trust and reputation. When selecting a healthcare provider, patients frequently depend on online reviews and word-of-mouth recommendations (Lapierre, 2000). Hospitals perceived as providing exceptional value are more likely to attract orthopaedic patients, improving their competitiveness and reputation in the healthcare market. Orthopaedic patients must adhere to their treatment regimens, as numerous interventions necessitate active engagement and compliance with rehabilitation protocols (Boksberger & Melsen, 2011).

Patients examining perceive the hospital's services as valuable are more inclined to comply with their treatment regimens, execute rehabilitation exercises, and adhere to postoperative instructions. The benefits of this adherence include improved outcomes and shortened recovery times (Agarwal & Teas, 2001). For the effective management of orthopaedic conditions, continuity of care is essential. To guarantee consistent surveillance of their condition and management of chronic orthopaedic conditions, patients who perceive value in the hospital are more inclined to continue pursuing care within the same healthcare system (Swait & Sweeney, 2000). In summary, the perceived value of a hospital is of paramount importance to orthopaedic patients, as it impacts the following: treatment confidence, patient satisfaction, trust, treatment adherence, continuity of care, and emotional support (Heionen, 2004). Orthopaedic patients are likelier to perceive hospitals prioritizing patient-centred care, communication, quality outcomes, and positive experiences favourably, resulting in improved overall outcomes and patient satisfaction. Hence, research propositions are derived to examine the findings of study based on review of literature and research questions.

Following the research question and review of the literature, the following propositions have been extracted that Transaction, Efficiency, Aesthetic, Social and emotional, Self-gratification, Conditional & Social Interaction value significantly contributes to conceptualize perceived value of orthopaedic patients in healthcare services perspective.

Methodology

Research Design

Review of very recent literature also reveals that focus of studies on customer perceived value has expanded significantly during 90s to 2000s, yet questions still remain regarding its conceptualizations, indicating a continued gap in understanding this construct (Zeithaml et al., 2020). Enormous studies in literature have been conducted but still different perspectives, substantial variation in conceptualization and measurement exists, which supports the argument that customer perceived value is still a multifaceted concept. Moreover, forthcoming research could be conducted on the development of a categorization or framework delineating various dimensions and origins of value across different levels (Laukkanen & Tura, 2022).

Sample and Sample Selection Criteria

Purposive sampling was used to inquire the study and select the participants of the study as sample that participant can provide relevant information. Researchers traced a sample of 50 orthopaedic patients as sample of the study from Pakistan. This sample was obtaining from the metropolitan cities of Punjab province¹. Correspondingly, based on above sample selection criteria all of the 50 participants were approached by using documented informed consent form. Researchers received agreement of 32 participants to participate in our research. A flexible time slot opportunity was facilities to the respondents to participate as per their convenience. Furthermore, face-to-face and online interaction both was also offered to the participated.

Interview Inquiry Specifications

¹ Metropolitan Cities (selected): Lahore, Sialkot, Gujranwala, Rawalpindi



Keeping in mind the objective of this study, patients were approached who got interaction/experience regarding majority of departments/sections in hospital/clinic like consultation, x-rays, operation theatres, recovery rooms and others available in that particular hospital/clinic for their sessions, minor or major surgeries. Patients who only got minor exposure like just consultation were not included in this survey. Patients were inquired through a detailed interview questionnaire including questions like “What comes to your mind when you hear perceived value in healthcare services? During the healthcare service encounter; how much do you consider the Transaction Value and what sorts of benefits do you seek in case of Transaction Value of healthcare services?” Rests of dimensions were questioned similar perspective about their level of importance for consideration and how they are assessed.

Developing Interview Protocol for Participants

Supported by a well-designed interview protocol, the data were collected from participants via semi structured interviews using an interview protocol which was developed four phased process (Castillo-Montoya, 2016). Our study interview protocol fulfils the recommended process, such as protocol development, creating a comfortable setting, piloting with expert review, and final refinement for clarity. Before conducting final interviews, some pilot testing was done by conducting three interviews from orthopaedic patients.

Data analysis

Interviews of all patients were recorded and transcribed. Thematic analysis was used for data analysis having six steps including *familiarization with qualitative data, generation of initial codes, searching themes, reviewing of themes, defining and terming themes & write up*. However, the study has conducted a qualitative analysis of transcribed data based on thematic analysis approach to present the findings. Sample statements were transcribed in English (recordings and transcription is available in local language can be provided when required)

Findings and Discussion

Participants Demographics

Patients were approached through contacts of doctors whose consent was taken in prior. Only those patients were interviewed who had undergone through surgical interventions. 50 orthopaedic patients using purposive sampling were approached for interviews out of which 32 responded properly making a response rate of 64%. Out of which 32 could complete the interview in full with an average time of 20~40 min; few could not respond to all as they were in hurry and few didn't answer all questions properly (ratio of unanswered questions was quite high). Most of the respondents were male and above the age of 35 and have completed graduation.

Table 1

Demographic Information

Variables	Categories	Frequency
Gender	Male	20
	Female	12
Age	25-35 years	8
	36-45 years	12
	46-55 years	12
Literacy Level	Undergraduate	13
	Graduate	18
	Postgraduate	1

Transaction Value

This aspect is of paramount priority and if not handled carefully in accordance with customer perceptions; can complicate the overall perception of healthcare services to be offered. There are many factors that come in patient's view like clear information of whole medical procedures. Patients also expect that one should offer price packages for the type of surgery (having some exceptions). Offering discounts for frequent services, such as X-rays and consultations, is also seen as beneficial. Due to rise in digital banking,



patients mostly prefer digital payment services to enhance convenience and accessibility.

- "It's worth the money, everything is according to the amount being charged. But since I also had surgery and am now undergoing therapy, I should have gotten a discount, which I didn't."
- We should be informed about what exactly we're being charged for everything should be clearly explained, including the cost of each item. For example, the instruments being used, like the arm support, should now be provided for free.
- I came in during an emergency, and they ended up charging me extra. They should have facilities like ATM or online transfer available for convenience

Efficiency Value

This aspect has been mostly related with response rate in terms of providing care to patients and related factors. Patients don't want long que lines in getting appointments, diagnosis or any other sort of wait. It becomes more critical in emergency cases. Not only time that matters but also proper briefing about disease and treatment process; also matters. Patients also expect that different departments of hospital should have coordination among them to make smooth transition between departments through proper coordination. Once surgical procedure is completed patients also want that there should be appropriate supervision (physician round or visit/routine checkups).

- They're very careful about this — my bandage is changed several times a day, the room is cleaned frequently, and the bed is made every day as well
- The attitude should be friendly — the staff and nurses should speak politely and clean the bandage properly, which this hospital does. When it comes to paying the bill, they should use like Easy-Paisa or other online payment gateways instead of relying on manual register entries (Asif & Sandhu, 2023).
- The patient should be able to see the effects of the treatment to know it's actually working. The services they're supposed to provide should be made easily available. The patient should be fully guided — 100% — in a complete and proper manner.

Aesthetic Value

Patients value the hospital's aesthetic atmosphere, as it contributes to psychological well-being by enhancing comfort, reducing anxiety, and improving overall care perception. Patients want that the infrastructure should be spacious, noiseless to keep the overall relaxing environment. They should maintain highest standards of cleanliness. Colour scheme and physical arrangement should be contributing towards soothing environment for patients not the other way around.

- The hospital should make itself more attractive. They should create an atmosphere in the hospital that helps the patient's mind feel relaxed.
- The hospital should be open, not cramped, with exhaust fans installed to prevent suffocation. There should be cross ventilation, and no unpleasant smells. The decoration should include plants, greenery, and a pleasant ambiance.
- In my opinion, it should be aesthetic because the environment of the hospital has a significant impact on the patient's mental health. If the environment is good, the staff is kind, and the room where the patient stays has a nice exterior, the patient will receive positive vibes.

Social & Emotional Value

In Asian context, people are more family oriented. Similarly, they expect that even in context of healthcare there should be proper attention towards the involvement of family members in care when appropriate. Maintenance of effective communication between patient's family and staff are considered essential, which reflects a holistic approach that enhances medical and emotional well-being. Facilities for visitor comfort, such as rest and seating areas, should be provided, and consistent communication with accompanying family members must be maintained.

- First and foremost, for all these tasks, the doctor should speak directly to the patient, consult with them, and be friendly according to the patient's condition. However, it shouldn't be too much.



- Social and emotional support is essential because the patient is already stressed from the beginning, knowing that something is wrong. If an operation is required, the tension increases even more due to the fear of the procedure.
- Doctors should provide emotional support to patients, reassuring them that everything will be fine and there's no need to worry. They should help the patient understand that there is no unnecessary issue, and mentally, they will recover.

Social Interaction Value

Customer interviews revealed another interesting aspect is of active listening by hospital staff, particularly paramedical personnel, as essential for addressing patients. Consistency in pre- and post-operative care was emphasized to prevent confusion and ensure seamless transitions. Facilitation, structured and convenient interaction between patients and their families, such as flexible visiting hours, was recommended.

- They don't get emotionally attached and treat everyone equally. They provide the same level of care to all patients. They also guide the family about the treatment process
- If the patient is there, a family member should be involved in the process as well
- Nurses should have a good attitude and treat every patient, whether rich or poor, with respect and courtesy, especially in front of others

Self-Gratification Value

Customer interviews emphasized the importance of active listening, consistent care, effective communication, personalized attention, modern technology, and structured follow-ups to enhance patient outcomes. Engaging patients in their treatment process and encouraging self-care were also identified as crucial for promoting recovery. Additionally, maintaining regular check-ups and involving families in care discussions were highlighted as strategies to improve overall patient satisfaction and well-being.

- The doctor should provide mental support and also ensure proper post-operative care. I am satisfied with him, the results of the operation were very good, and the bone was properly joined.
- The doctor asked for my past history and reports. Personally, I am very satisfied with the doctor.
- The doctor should explain things to the patient, provide knowledge about the treatment, and encourage the patient. The patient should feel supported and uplifted

Conditional Value

Customer interviews highlighted the need for enhancing emergency services by ensuring 24-hour availability, quick access to facilities, and streamlined treatment processes. Modern equipment and dedicated, well-trained staff were deemed essential for efficient emergency response. These findings emphasize preparedness, accessibility, and efficiency in improving emergency healthcare services.

- Yes, when I came here, the doctor arrived within 5–10 minutes and started the treatment quickly.
- The doctor helps manage stress and anxiety levels. Whenever such situations arise, we can easily access the doctor at this hospital.
- Yes, the doctor is not always available at this hospital, but their service is good. However, the doctor should be available 24/7 so that anyone who comes can receive immediate care.

Conclusion

Following the research question and review of the literature, the following propositions have been extracted that Transaction, Efficiency, Aesthetic, Social and emotional, Self-gratification, Conditional & Social Interaction value significantly contributes to conceptualize perceived value of orthopaedic patients in healthcare services perspective. These aspects have been extensively explained in this research that what aspects that patients think that should be covered in perceived value. Keeping in view the discussion of from literature who figured out that the total patient care cycle includes the fee for examination, treatment, medicine, accommodation and nursing-care. This research also provides significant aspects that patients think that should be covered in transaction value.

The aesthetic and social interaction values gave emphasis on patient's choice for a cosy setting and cordial interface with the staff. Egocentricity and relativistic measures are the psychological and situational



aspects of the factors that contributed to patient satisfaction. In sum, the study puts forward the concept that perceived value comprises of emotional, social and functional domains and helps the healthcare service providers to shift from hospital-centric to patient-centric services. Attention to these dimensions can lead to enhanced patient satisfaction and organizational commitment, increased effectiveness in treatment, and reputation uplift of healthcare organizations. Further investigation of results show that there are two aspects that have been identified further more than dimensions from literature, which are empathy and operational value. Patients expect empathic behaviour from doctors and staff as this somehow normalizes the medical condition of patient. Empathy is essential and it is felt when patients feel understood, respected, and supported through compassionate communication and timely, coordinated care (Nembhard et al., 2023). This empathy value plays significant role in healthcare communication as this normally lacks due to as doctors don't feel connected to the patient and strict medical guidelines and protocols (Derksen et al., 2015).

This research also signifies that the empathy value is important in healthcare while maintaining the professionalism or in other words keeping balance that patients feel better and medical procedures also don't halt. Second important aspect that should be considered equally important is "operational value" include technical aspect of healthcare including available of updated machines, equipment and facilities that further ease the healthcare delivery. It can also be termed as technical value or infrastructure value. As suggested by Egbuta, Akinlabi, and Ibidun (2023) that if hospitals keep their adequate infrastructure might prevent half of all health-care deaths.

Implications

The findings of this research have relevant implications to healthcare management and policy not only in the field of Orthopaedics. Perceived value dimensions mean that patients' needs are worked out in a way that can be addressed or from which healthcare providers can come up with several alignments to engage patients in the right ways. This study help in finding that what actually patients are looking for which in return can increase patient retention and reduce marketing and complaint-handling costs. For hospitals, investing in patient-centred value creation is a strategic approach to long-term financial sustainability.

The strong reliance on transactional and efficiency values means that fast and inexpensive delivery of services would significantly increase patient satisfaction. Hospitals and clinics need to cut through delays and show clear, precise costs to improve these values. The results also emphasize the aesthetic-functional and social-interactive aspects and indicate the necessity of emphasizing the friendly and perceiving healthcare environment. Teaching manners of interpersonal communications to our healthcare personnel; and enhancing the nature of features that surround hospital setting could make a lot of difference in patients' experience. Furthermore, given that a culture of selfishness and button-pushing is promoted, there is an urgent need to pay attention to patients' psychological and situational needs, for instance to design client-oriented care plans. Programs can be designed by governments and healthcare institutions that positivize ideas and outcome regarding care, popularize patient satisfaction indicator and provide for funding of staff education and construction of structures. They can increase patients' allegiance, advance population health as well as promote the image of healthcare organizations as the healthcare providers of choice. Healthcare is working to improve by borrowing ideas from other industries, like Lean Thinking. Young and McClean, (2008) suggested to investigate multiple patients to conclude that value in healthcare is just limited to getting the right care (clinical), receiving it efficiently (operational), and feeling respected and comfortable (experiential) or other aspects as well.

Future Research Directions

Future work is required to look into value from the patient point of view in various medical subspecialties to establish characteristics of expectations and satisfaction. Increasing sample size of the patient and the inclusion of participants from different socioeconomic and cultural status can increase transferability of results. To some extent, it is possible to reveal that the use of mixed-methods, when sequential or combined qualitative and quantitative data collection and analysis is conducted, can help to offer a more powerful understanding of perceived value dynamics in healthcare.

Contributions of the Authors

Each author made a substantial contribution to the work reported and took part in the ideation,



development, and final approval of the manuscript.

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Informed Consent Statement

Every participant in the study gave their informed consent.

Statement of Data Availability

The corresponding author can provide the data used in this study upon request.

Conflicts of Interest

The authors declare no conflict of interest.

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