

- 1) The findings showed that people perceived that private hospitals better understood patient's specific needs. Therefore, private hospitals can use this dimension as their unique selling point.
- 2) It was also found that the both the perception and expectation were higher for private hospitals regarding promptness of services and response to requests so an effort needs to be made by government hospitals to improve their standards on these aspects.
- 3) As it was found that there was a large gap in expectation for multi-specialty hospital having modern looking equipment which shows that governments hospitals are expected to make available modern looking equipment. Hence they need to improve their position regarding this dimension.
- 4) The analysis showed that the private hospitals were expected to be more visually appealing and neat appearing compared to government hospitals which shows the lack of effort on their part regarding infrastructure. Therefore, government hospitals need to improve their image by improving infrastructural facilities.

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