

Satisfaction Of The Patient With Healthcare Services

Usman Ghani Farooqi^{1*}, Fahad Ahmed Khan¹, Rakhel Tabassum¹, Sadia Shafiq¹, Syeda Rukshinda Mahmood¹, Ambreen¹, Syed Abdul Aleem Shah¹, Aleem Anwar¹, Aamir Nasruddin Khalfan¹, Husnain Ali¹, Muhammad¹

¹ *Baqai Institute of Health Management Sciences, Baqai Medical University, Karachi, Pakistan.*

* *Corresponding Author: Dr. Usman Ghani Farooqi, Baqai Institute of Health Management Sciences, Baqai Medical University, Karachi, Pakistan. (dr.usmanfarooqi@gmail.com).*

Abstract

The perceived quality of healthcare services and patient satisfaction are two essential health indicators for evaluating the efficacy of the healthcare system. The patient is the centre of the healthcare system's quality agenda because satisfying the patient's needs and respecting recognized medical standards are crucial to delivering high-quality medical treatment. The patient's perceived need, his expectations of the healthcare system, and his experience with the healthcare system all play a role in the relative phenomena known as patient satisfaction. Analyse doctor-patient interactions and the state of all medical facilities; gauge how satisfied patients are with OPD services. A descriptive study was undertaken at healthcare departments in Karachi. A sample of 173 patients was chosen using a method of systematic random sampling. Patients were questioned and information was gathered using a questionnaire that had been pretested. (65.9%) Patients were pleased and satisfied with the doctors and staff who provide attention and listen carefully to the patients. Most patients, (91.7%), indicated that they would return to the facility. Patients were ready to return to the hospital since they were really pleased with their doctors and staff.

Keywords: Health Services, Patient Satisfaction, Doctors, Healthcare departments, Quality care.

Introduction

Healthcare is the service with the fastest rate of expansion in both developed and developing countries. The way that health systems think and deliver treatment has changed recently; patients are now at the centre of everything they do, and new organizational models are being deployed to deliver patient-centric services [1]. The goal of health systems has changed to meet public expectations for the quality of patient care that providers should give. Strategies centred on service quality have been introduced since the year 2000 [2]. In this context, patient feedback has evolved into a critical statistic for gauging how well healthcare institutions can cater to patients' demands. Reducing communicable diseases is a method used in poor countries, and it significantly advances the strategic objectives of the health system [3]. Patients are now regarded as healthcare

consumers, admitting that people freely select the products and services that best meet their needs in this area [4]. Two important health outcomes and quality measurements connected to this are healthcare quality and patient happiness [5].

A hospital's service quality is a crucial factor in determining customer satisfaction and patients' favourable perceptions of the facility. This positive perception of the hospital, its staff, and its competency plays a role in its social success. Customer satisfaction with a hospital is based on several factors, including the level of competence of the hospital staff, the cost of care in relation to the value received, and the standard of the hospital's medical facilities. Customer perception is a superior indicator over objective metrics since it is feasible for objective measures of service quality to differ from what customers experience. Every service provider should therefore use

consumer perception to determine the level of quality it gives to consumers [6].

Patient satisfaction is significantly impacted by nurses' attitudes toward patients, their capacity to deliver timely care without wasting time, their ability to communicate with patients, and the availability of modern equipment. Other factors include the hospital's ability to deliver consistent care, the doctor's readiness to carefully explain patients' conditions before prescribing treatment, the availability of thorough prescription information to patients, and the hospital's aesthetic appeal and cleanliness [7].

For services to be of high quality, the patient's needs must be met, and healthcare standards must be established [8]. As a result, the patient is put at the forefront of the healthcare quality agenda. A service's perceived or cognitive value is based on the customer's interaction with it. Patients' expectations, the method of service delivery, and the result all have an impact on how well healthcare services are perceived [9].

Material and Method

The current study was conducted in different healthcare departments in Karachi. The research was conducted after being approved by the research committee, making sure that all the ethical considerations were followed. A quantitative descriptive study was conducted, in which a self-created structured questionnaire was implemented. The questionnaire was based on items assessing the individual's satisfaction with the healthcare

provider, the conduct of the staff, and the facilities provided at the healthcare centres. While the demographic data included gender, age, and education of participants. A method of systematic random sampling was used to choose a sample of 173 patients. The previous average OPD attendance was used as the population size to calculate the sampling interval or nth number for a sample of 173 patients. An interview was picked for every nth patient. Until the required sample size was obtained, this technique was repeated. The data consisted of 173 people including males and females aged between 18 to 60 years. The inclusion criteria limited the education of the sample from Secondary school to Post graduation. Data were presented in figures and tables. It was described using frequencies, and percentages.

Results

Social - demographic characteristics of respondents

The social-demographic characteristics of the sampled patients are presented in Table 1. In relation to age, about 46.2% of the respondents were aged 18-28 years, 41.6% were aged between 30-40 years and 12.2% were aged over 40 years. The age of respondents ranged between 18 and 60 years. In terms of gender, 72.3% were females and 27.7% were males. Regarding education level, 1.2% had secondary education and 10.4% had higher secondary education, 50.9% had graduated and 37.5% had a post-graduation level of education.

Table: 1. Demographic and Social Profiles of Respondents

Variables	Categories	Respondents	Percentage
Gender	Male	48	27.7%
	Female	125	72.3%
Age	18-28 Years	80	46.2%
	29-39 Years	72	41.6%
	Above 40 Years	21	12.2%
Educational Details	Secondary Certificate	2	1.2%
	Higher Secondary Certificate	18	10.4%
	Graduation	88	50.9%
	Post Graduate Degree	65	37.5%

Quality of Health Services Provided in Hospital

The patient's responses towards general aspects of health facility and hospital staff are shown in Figures: 1, 2 and 3. Patients' views on various aspects of doctor or staff-patient interaction were

ascertained. Most patients found the staff to be friendly (69.9%), doctors listened attentively to the patients (65.9%), doctors gave satisfactory responses to the questions (64.7%), hygiene standards were maintained (48%), and adequate areas were available for waiting (37%).

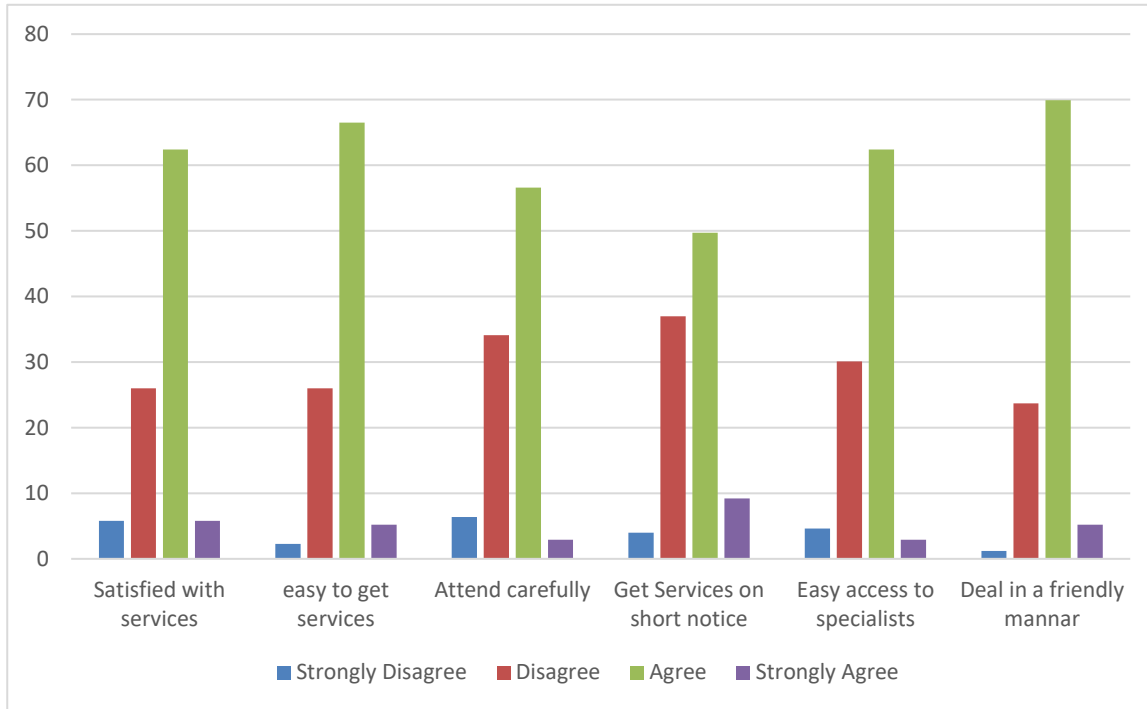


Figure 1. Services Provided in Hospital.

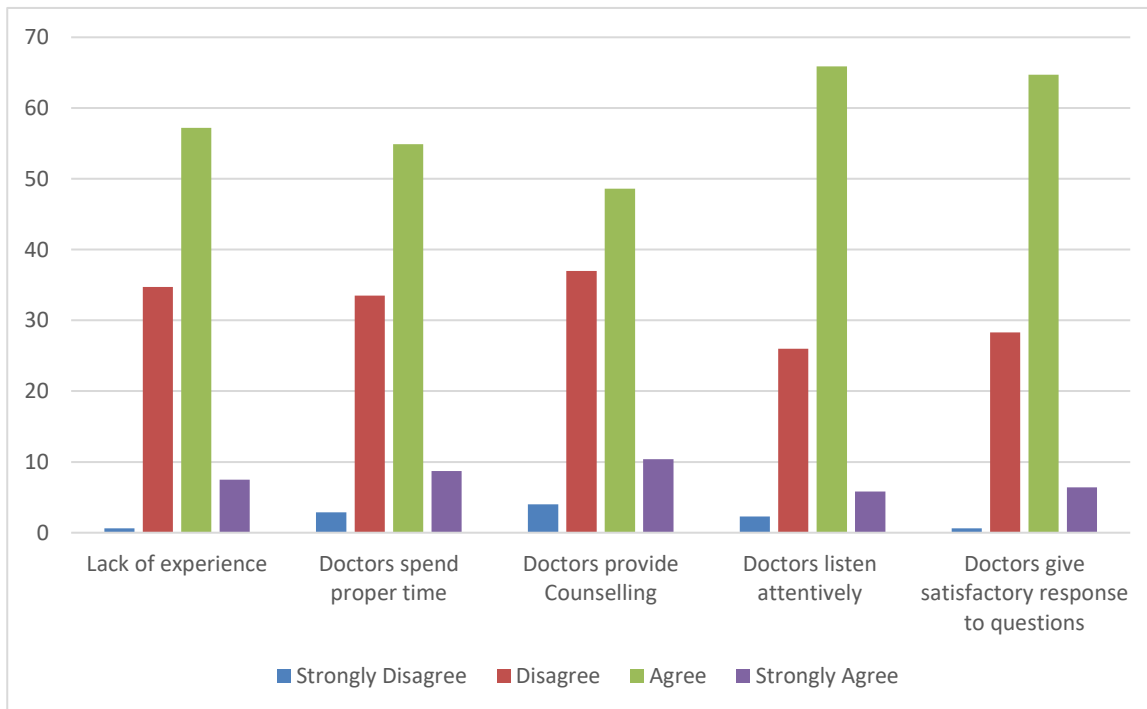


Figure 2. Doctor's Response to Patient Satisfaction.

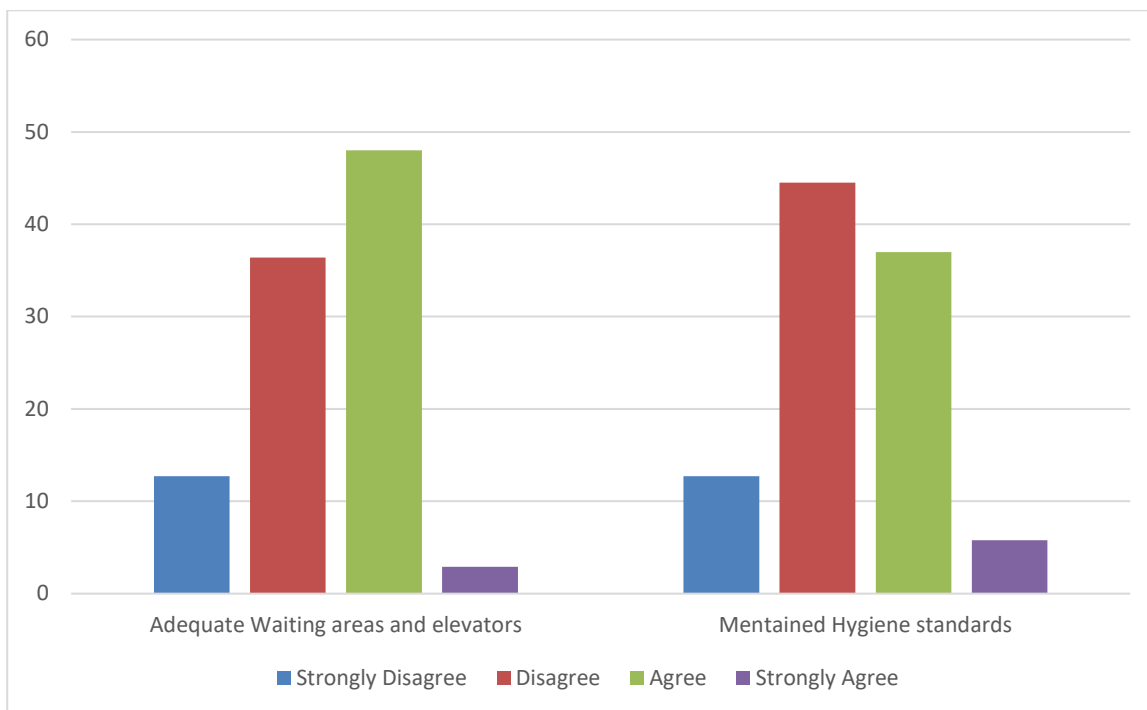


Figure: 3. Premises of the Health Services.

Discussion

A crucial metric for assessing healthcare quality indicators is patient satisfaction, which is not adequately represented by other service statistics including patient data, waiting times, and consultation lengths. According to the study's satisfaction index, just a small percentage of the patients expressed dissatisfaction with the perceived quality of the treatments.

Hospital patient room comfort and privacy, which are essential components of the delivery of health services, have a substantial impact on how well services are perceived. Patients were concerned about their privacy and, subsequently, the confidentiality of their information. Patient privacy and the confidentiality of patient information affect how well services are perceived by patients [10].

Patients' satisfaction with service delivery is influenced by their opinion of the quality of health services. Patient impression of quality is the conviction that their needs and expectations are being satisfied. A previous study from Karachi indicated that about 46.7% patients were pleased and satisfied with the doctors and staff which provide attention and listen carefully to the patients [11]. The current study found that more patient

satisfaction with perceived service quality is predicted by staff competency in resolving patient difficulties, staff friendliness, patient privacy during treatment, and patient waiting time.

Conclusion

Patients expressed great satisfaction with their medical professionals. They saw that they treated the patients with kindness and care. The hospital was set up legally and in a sanitary manner. Most patients were ready to go back to the hospital. It is suggested that further study be done to determine the level of patient satisfaction in secondary and primary care medical facilities and that attempts be made to get regular patient feedback.

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