



PATIENTS' SATISFACTION TOWARDS THE PROVIDED HEALTH CARE SERVICES IN NAQAHA HOSPITAL - ALBAHA, SAUDI ARABIA

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ABSTRACT

Background: The hospital is one of the stressful environments in which health care services provided in order to satisfy patients' needs.

Objective: This study aimed to assess the patients' satisfaction towards health care services in Naqaha Hospital among Saudis' males in Albaha, Saudi Arabia. **Method:** This is a cross-sectional study. It was conducted among 32 adult males. The selection was done by convenience sampling for volunteers who came to the hospital during

the of data collection period. The data was collected using patient's satisfaction questionnaire which designed to address a variety of questions about the hospital's emergency department, the admissions and nursing services, physician services, nutritional services, diagnostic services, physical accommodations. The data then was analyzed and processed by SPSS. **Results:** The results revealed that the satisfaction ranged from more than (50%) to (70%) for the high degree of satisfaction and from more than (10%) to (40%) for the second degree of satisfaction. The least degree of satisfaction is estimated between more than (5%) to (30%). The role of physicians and consultants in securing patients awarded the least satisfaction only

(34.4%). The presence of the guidelines or flags leading the different sectors within the hospital scored (43.75%). The results also showed that (68.75%) of interviewed individuals exhibit excellent satisfaction about the services provided, (37.5%) of interviewees express negative attitudes towards physicians ability to provide the required care, and towards the general dealing or reception and the good listening of their physicians as health care providers. **Conclusion:** The results revealed that the patients' satisfaction was as high. The patients exhibit excellent satisfaction about the services provided and negative attitudes towards physicians ability to provide the required care, and towards the general dealing or reception and the good listening of their physicians as health care providers.

KEYWORDS: Hospital, Satisfaction, Survey, patient's perspective, template.

INTRODUCTION

Over the past 20 years patients' satisfaction have gained increasing attention as meaningful and essential sources of information for identifying gaps and developing an effective action plan for quality improvement in healthcare settings.^[1] Patient satisfaction is a key determinant of quality of care, also considered as a driver of patient outcomes and an important component of pay-for-performance metrics.^[1] Patient satisfaction is an important and commonly used indicator for measuring the quality in health care. Patient satisfaction affects clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care.^[2]

Patient-physician communication has been shown to be essential in improving patient satisfaction. Patient-physician communication can be challenging, but presents a tremendous opportunity for improvement.^[2] Many times it happens that with a competent doctor and a compliant patient, the problems persist because of the policies, work culture, and attitude shown by the hospital.^[3]

Traditionally, hospitals have had discrete functional services such as house-keeping, dietary services, pharmacy, laboratory, etc. Unfortunately, this specialization has led to more fragmentation, costly care, and less than ideal customer service. Building and sustaining a service-oriented organizational culture is important for the success of any organization. Several changes are being seen in the management strategies with the goal of serving better and improving the service quality.^[4]

Certain areas where minimum requirements and standards have to be maintained in order to secure maximum level of patient satisfaction, such as: (A) telephone service; establish standards to ensure that the telephone is picked within a certain time, mode and tone of speech are cordial, and a triage protocol is followed which helps to ward off the unnecessary calls when the doctor is busy in his or her professional work, (B) office appearance; an esthetically designed office, which is well-furnished, properly spaced with good interiors, well equipped with lighting, water, furniture, etc., and well-dressed, ever-smiling, and pleasant staff go a long way in bringing the patient to the doctor's office. Patients may not remember what you said to them; patients may not remember what you did to them; but they always remember how you made them feel,^[5,6] (C) waiting time; the amount of time the patient spends in the waiting corridor area plays a very important role in determining the outcome of patient satisfaction. With so many choices available, few people will stick to a doctor who has no respect for their time. The waiting time depends on a lot on factors, like the doctor's style of working, the kind of patients he or she sees, the locality where he or she practices, and the efficacy of the supportive staff,^[7] and (D) doctor-patient interaction; this is perhaps the most important indicator to determine the patient satisfaction outcome. Improving the physician's interpersonal skills can increase patient satisfaction, which is likely to have a positive effect on treatment adherence and health outcomes^[7] up to 25% of patients have co morbid psychosocial problems.^[8] Such patients require more time from the dermatologist. Doctors frequently end up prescribing more and talking less to the patient. In one study, insufficient communication was recognized by psoriasis patients as a major cause of dissatisfaction with treatment.^[9]

In practice and research, ten elements that can be used to determine satisfaction; accessibility/convenience, availability of resources, continuity of care, efficacy/outcomes of care finances, humaneness and information gathering.^[10] Limited studies were conducted in Saudi Arabia, thus this study aimed to assess the patients' satisfaction levels in Naqaha Hospital, Albaha, Saudi Arabia.

MATERIALS AND METHODS

This is a descriptive, cross-sectional study. It was conducted among 32 adult males at Naqaha Hospital in Albaha-Saudi Arabia. Study subjects included adult males who attending Naqaha Hospital during the time of data collection, irrespective to their origin areas, occupation and or other discriminatory demographic factors, following the convenience sampling technique.

The data was collected using patient satisfaction questionnaire that designed to address a variety of different encounters a patient might have in the hospital environment. It is an attempt to assess a patient's perspective about quality issues, access issues, interpersonal issues, service delivery issues, and facility issues. The questionnaire instrument was initially field-tested on small target groups before being implemented on a large scale. The data were analyzed using SPSS (Statistical Package for Social Sciences). Frequency tables were formulated and finally converted and presented into figures using excels.

RESULTS

The results revealed that almost similar responses to all mentioned variables, ranged from more than 50% to 70% for the high degree of satisfaction and from more than 10% to 40% for the second level or degree of satisfaction and for the least degree of satisfaction is estimated between more than 5% to 30%, table (1,2).

Table (1): patient's satisfaction towards the health care services provided in Naqaha Hospital, Albaha, Saudi Arabia

Item	Excellent		Very good		Good	
	Fre.	%	Fre.	%	Fre.	%
Satisfaction towards admission procedures	21	65.6%	8	25%	3	9.4%
Satisfaction towards help of hospital personnel	19	59.4%	11	34.4%	2	6.2%
Satisfaction towards obtaining admission times	19	59.4%	8	25%	5	15.6%
Satisfaction towards the role of physicians and consultants in helping and securing patients	21	65.6%	5	15.6%	6	18.8%
Satisfaction towards health providers instruction of treatment	17	53.1%	8	25%	7	21.9%
Satisfaction towards the quality of received information associated with the treatment plan	22	68.7%	7	21.9%	3	9.37%
Satisfaction towards the extend of feeling secured within the treatment period	16	50%	11	34.4%	5	15.625%
Satisfaction towards the appropriateness of treatment	16	50%	7	21.9%	9	28.125%
Satisfaction towards the presence of the guidelines or flags leading to the different sectors within the hospital	14	43.7%	11	34.4%	7	21.8%
Satisfaction towards the comfort and cleanness of the in-patient room.	18	56.2%	4	12.5%	10	31.25 %

Table (2): Patient's satisfaction towards the general Naqaha Hospital Health services, Albaha, Saudi Arabia

	Yes		No	
	Freq.	%	Freq.	%
Do you advise any of your relatives to get treatment in this hospital?	22	68.75%	10	31.25%
Attitude of patient satisfaction about the provided services by the meant hospital.	22	68.75%	10	31.25%
Level of patient satisfaction of physician ability to provide the required care	20	62.5%	12	37.5%
Perception of patient towards the success of his doctor admission:	20	62.5%	12	37.5%
Attitude of patient towards his doctor dealing and reception:	24	75%	8	25%
Attitude of patients towards the good listening of his physician:	23	71.87%	9	28.12%
Attitude of patients about the assessment of physician of disease condition:	29	90.62%	3	9.375%
Do doctors explain the disease conditions and the received treatment?	25	78.12%	7	21.87%
Do doctors give chance for participation in treatment decision?	20	62.5%	12	37.5%

DISCUSSION

The study attempts to assess a patient's perspective about quality issues, access issues, interpersonal issues, service deliver issues, and facility issues included, accessibility of admission procedures, response and help, accessibility of obtaining admission times, the role of physicians and consultants in helping and securing patients, instruction of treatment, quality of received information associated with the comfort and cleanness of the in-patient room treatment.

This study demonstrates considerable levels of overall patient satisfaction towards services provided by the hospital. Similar study was conducted on Patients' Satisfaction and Quality Health Services: An Investigation from Private Hospitals of Karachi, Pakistan showed that Majority of the patients was satisfied with the current services offered by the in-patient department of private hospitals.^[11]

It was noted that the level of patients satisfaction towards the services delivered by the hospital was good on most of the items included, this is also similar to one study conducted by Mankar et al^[12] on patient satisfaction towards outpatient department services of a hospital and research center using exit interview which showed that more than 50% of patients mentioned the most parameters as good: waiting time in the hospital, privacy and time given by doctors.^[12]

This study reported high level of patients' satisfaction regarding the waiting time, role of physician and availability of guidelines for management in the hospital. In contrary to our findings one study conducted by Krupal et al.,^[13] which reported that the degree of satisfaction was mild to moderate with respect to waiting time and availability of specialist in the hospital.^[13]

The cleanliness of the in-patient room was highly satisfied by patients in Naqaha Hospital that similar to findings from Dr SK Jawahar,^[14] in his study on out patient satisfaction in India, which had reported that, about 50% of the patients were fully satisfied towards the cleanliness of the hospital.^[14]

Satisfaction towards health providers instruction of treatment was excellent in 53% of patients in Naqaha Hospital. The doctor instructions of the disease was satisfactory in about 91% of patients in a study conducted by Krupal Joshi et al^[13] and it was also about 81.6% in a study of Acharya & Acharya.^[15] The findings of the study by Hassan Soleimanpour et al,^[16] on patient satisfaction survey in Imam Reza Hospital emergency department in Iran showed that the level of patient's satisfaction towards the information delivered by health care provider was very good in 49.4% of patients.

The limitations of this study is that, the study was unable to identify the causality of the patients satisfaction beside the design of the study is based on non –probability sampling method. The strength of this study is that the study included all departments in Naqaha Hospital.

The study also emphasis that patient's overall satisfaction is determined by many interrelated factors that include the cleanliness of the environment, the appearance of the facility, the ease of access to specific locations, the concern expressed from various staff and providers for the patient's well-being, the quality of the interaction with providers, the general perception, dealing and methods of communication of providers and the outcome from the care.

The study concludes that the patients were satisfied regarding the quality of health care services like waiting time, availability of physician, and relationship with staff, guidelines, appropriateness of treatment and cleanliness.

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