

Evaluating Relationship between the Implementation of Healthcare Reform and Patient Satisfaction in Health Care Centers of Yasuj

Mehrabi Saadat (1)
 Ayatollah Davar Panah (2)
 Fariba Noroozi (3)
 Ahmad Alamdari (4)

(1) Assistant Professor of Thoracic Surgery, Department of General Surgery, Clinical Research Development Unit Beheshti Hospital, Yasuj University of Medical Sciences, Yasuj, Iran

(2) Department of Management, Islamic Azad University, Yasuj Branch, Yasuj, Iran.

(3) Islamic Azad University, Bandar Abbas Branch, Bandar Abbas, Iran.

(4) Social Determinants of Health Research Center, Yasuj University of Medical Sciences, Yasuj, Iran.

Corresponding Author:

Ahmad Alamdari

University of Medical Sciences, Yasuj, Iran.

Email: a_alamdari62@yahoo.com

Abstract

Background: Health risk factors are constantly changing and especially currently we are experiencing rapid changes. In response to this situation the priority is the most important changes that are required to transform and upgrade the health system. This study was designed to investigate the relationship between the executive and healthcare reform plan and the satisfaction of patients and of Yasuj hospitals.

Methods: This was a descriptive-correlational study which was conducted in 2015-2016 on patients referred to hospitals and medical training in Yasuj. Morgan table was used to determine the sample size of 381 individuals selected as the sample. To collect data, a questionnaire was used. Internal reliability was .78 for health and satisfaction questionnaire and development plan was .85 respectively. Calculation of the questionnaire's results were done using software SPSS 20 and were then prepared, analyzed and grouped. In order to analyze the data, descriptive and inferential statistics (correlation and regression) were used.

Results: There was a significant relationship between implementation of healthcare reform in terms of different dimensions (physical dimensions Hospital, responsiveness, assurance, reliability, empathy) and satisfaction of patients referred to the teaching hospital in Yasuj.

Conclusion: Healthcare managers need to equip hospitals and centers for up to date machinery and Health equipment and adequate and appropriate funds in this area, to allow the doctors and hospital staff to increase their activities and provide an increased level of patient satisfaction.

Key words: Satisfaction, healthcare reform plan, sympathy, comfort, reliability, tangible

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Introduction

The health sector is one of the main sectors of the country's economy, and is regarded as infrastructure in the process of economic development, so that most countries are paying special attention to this sector. Maintenance, improvement and promotion of health services are one of the requirements of society and health care is one of the developmental indicators of countries.

Parasurman (2000) defines the perceived quality as a customer's judgment of superiority with the overall advantage of an object, and generally the quality of service literature is conceptualized on the basis of perceived quality of service. (4).

Oliver says that service organizations increasingly use customer satisfaction as a basis for quality measurement, because customer satisfaction is required for global competition. Quality in service can be defined as an indicator of satisfaction (8). Increasing advances in medical sciences, as well as increasing customer awareness and expectations, have turned health service providers into competitive environments (9). Therefore, these organizations view their development and improvement as well as the cost of their development and continuity, and proper development will not be possible except by satisfying customers (6).

Patient satisfaction is a complex set of factors. To achieve patient satisfaction, several dimensions of services, such as nursing care, medical care, support, and various organizational units, are in a way coordinated with each other and with full compliance. respects provide Suitable conditions should create and provide for and promote patients' rights in all respects (10).

The importance of the issue of satisfaction in the provision of health services is increasing as the experience of disease and the necessity of adherence to and follow up of the treatment and care process increase the vulnerability of patients and increase their need for more universal support. However, changing social conditions, along with the promotion of public awareness in recent years, has exacerbated patients' expectations for receiving services (3). According to Gregens et al., patient satisfaction can be interpreted in such a way that patients during the admission not only receive the necessary care and treatment but also are satisfied with the existing conditions and services provided by the staff and the whole system and are willing to return to the center if necessary, and further, to recommend referral to the center (5).

Sarani (3) studied the effect of postal service quality on satisfaction of citizens of Zahedan. The results showed that there is a significant relationship between quality of service and satisfaction, of which the correlation coefficient is 443. (3).

Jabraeli et al., in a study entitled "Survey of Patients' Satisfaction with Quality of Services Provided in Urmia University of Medical Sciences' Educational Centers",

achieved the most results in the five dimensions of response quality (0.70). The results of the statistical test showed that, apart from the scope in the other dimensions of quality, the gap between expectation and perception of patients is significant (1).

Julia et al. obtained the results of a study titled "Patient Satisfaction Survey of Nursing Services Provided in Educational Centers". Most of the patients (72%) said they were provided with satisfactory nursing services. Satisfaction with the two variables of "hospital" and "type of department" was statistically significant. Among demographic variables, only the level of education of patients with their satisfaction from nursing services was statistically significant (2).

In a study on quality of bank services customer satisfaction and loyalty in the Ethiopian banking sector, by Shanka et al (2012) (11), correlation results indicated that there is a positive relationship between the dimensions of service quality and customer satisfaction. The results of the regression test showed that the quality of the service had a positive effect on the overall customer satisfaction. The findings of this research also show that the increase in the quality of customer satisfaction services, in turn leads to a high level of customer commitment and loyalty (11).

Mosahab et al. (2010), conducted a study entitled Quality of Service, Customer Satisfaction and Loyalty. The results of this research show that, in all aspects, customers' expectations are lower than their perception of bank operations and, in fact, the quality of provided services is low. In addition, these research findings show that customer satisfaction plays a role in mediating the quality of service on loyalty of services (7).

The health sector is one of the main sectors of the country's economy, and is regarded as an infrastructure in the process of economic development, so that most countries are paying special attention to this sector. Maintenance, improvement and promotion of health services is one of the requirements of the community and this is one of the developmental indicators of the countries. Health is a worthwhile asset where maintenance and promotion should be considered as the most important efforts of everyday life of human beings. Considering the mentioned issues the importance of health and that the development of the health system is one of the most important plans and programs that can be done in the country's health field and it plays an important role in the future of health of the country. Since the present study in Yasuj University of Medical Sciences has not previously been done, the aim of this study was to determine the relationship between the implementation of the health system development plan and the satisfaction of patients referred to Yasuj medical and teaching hospitals.

Analysis Method

This descriptive-correlational study was conducted on patients referred to educational and therapeutic hospitals in Yasuj during the years 2015-2016. Data were collected using available sampling. Morgan table was used to determine the sample size and 381 subjects were selected as samples. A researcher-made questionnaire was used to collect data. The questions in each field were summed up and grouped into the SPSS20 software and were prepared as analytical variables. Respondents did not receive any special training; the questionnaires were given after a brief explanation of the subject of the research. The questionnaire contained two parts:

The first part of the questionnaire included demographic questions (age, sex, education, duration of hospitalization). The second part of the questionnaire consisted of: a researcher-made quality of service questionnaire that included dimensions, tangibility (physical dimension), validity, accountability, assurance, empathy, which was measured using the Likert scale on the 5th option range, which is used extensively and responses were, much, somewhat, little and very poorly designed. B. Researcher-made Patient Satisfaction Questionnaire, which is measured using Likert scale with 5 options.. In order to analyze the data, descriptive statistics and inferential statistics (regression) were used. The data collection tool in this research was a questionnaire.

In order to maintain the validity of the data measurement tool in terms of content, attempts were made to ask questions based on the theoretical basis of the research. Before the questionnaire was distributed among patients, with the cooperation of the professors of the field of management, the necessary amendments were made to the questionnaire to avoid ambiguity for the respondents. The answers in the five groups are very large, large, somewhat, small and very small, giving the questions a

factor of 5-1. The questions in each area were summarized and grouped using SPSS20 software and were analyzed as independent and dependent variables. By entering the variables grouped into SPSS 20, Cronbach's alpha was calculated. For this purpose, in a preliminary study on 20 of the statistical population, the internal reliability of the questionnaire for the implementation of the health change plan was 0.78 and for the satisfaction questionnaire was 0.85. It has been estimated that the validity of the measuring instrument is high.

Findings

In the descriptive study of the samples, 51.2% of the participants were male and 48.8% were female. Or, in other words, the number of respondents to the questionnaire was 195 men and 186 in women. 28.9% of the research participants belonged to the age group of 15 to 25 years old, 47% of the age group were 26-35 years old, 17.3% of the age group were 36-45 years old and 6.8% belonged to the age group of 46-55 years. 63.5% of the participants had undergraduate and postgraduate studies, 27.3% had an undergraduate degree and a bachelor's degree, 9.2% had a master's degree or higher. 74.8% of the participants in the study were hospitalized for 1-5 days, 14.2% for 6-10 days, and 11% for 11 days and more.

The results of Pearson correlation test show that there is a significant correlation between the implementation of the health care reform plan and satisfaction of patients referring to educational and therapeutic hospitals in Yasuj city at a significant level of 99%. Also, the results showed that there is a significant relationship between all components of health promotion plan and satisfaction of patients (Table 1 - next page).

According to the results of the research, it can be concluded that there is a significant relationship between the implementation of the health system development plan

Table 1: Pearson Correlation Coefficients

Variable	Pearson		Abundance
	The correlation coefficient	Significance level	
Physical Dimensions	.674	.003	381
Responsiveness	.587	.001	381
Guaranteed	.662	.001	381
Credit	.625	.006	381
Sympathy	.663	.001	381
Health reform plan	.751	.005	381

Table 2: regression coefficients

Variable	Not standardized coefficients		Standardized coefficients	t	The significance level
	B	The standard error	BETA		
Constant	7.198	2.248	**	3.202	.001
Physical Dimensions	1.192	.214	.275	5.577	.001
Responsiveness	.452	.185	.016	.380	.040
Guaranteed	.669	.273	.159	2.446	.015
Credit	.455	.216	.110	2.110	.035
Sympathy	1.049	.162	.370	6.479	.001

in terms of different dimensions (physical dimensions of the hospital, accountability, assurance, reliability, empathy) and satisfaction of patients referred to Yasuj medical and educational hospitals. Based on the calculated beta rate that prioritizes the effect of the variables considered without considering the index, the health care system development change variable, in terms of empathy, has the most roles in satisfaction of patients referred to Yasuj medical and therapeutic hospitals and then the physical dimension, the roles of assurance, validity, and response, respectively (Table 2).

Discussion

The present study showed that there is a significant correlation between the implementation of the health care reform plan and the satisfaction of patients referring to educational and therapeutic hospitals in Yasuj city in the study of the relationship between the implementation of the health system development plan and the satisfaction of patients referred to educational and therapeutic hospitals in Yasuj. These findings are consistent with the research by Julia et al. (2011), and Sarani et al. (2013). By identifying the priority of influencing the variables, it can be said that the most important variable of the health system's development plan is in terms of empathy; therefore, based on the importance of the variables, it is appropriate to act and to pay more attention to this variable to develop patient satisfaction. In the field of health system development plan, in terms of the physical dimension that is ranked first in the top priority, more efforts should be made and in this context it is desirable to allocate a special budget in the budget of the Health Development Plan.

Conclusion

In service organizations, providing better and suitable quality is one of the basic strategies for the survival of the organization. Therefore, the most important factor in obtaining patients' satisfaction in Yasuj medical university is to increase the quality of services. The activity of the staff involved in the educational and therapeutic hospitals with patients is critical to the development of effective relationships with the client; therefore, the skills and concerns of employees in this area are important. Because people are ultimately responsible for providing quality services which is what patients expect today. Given that the study area is from less developed areas in the health sector, healthcare managers should be up-to-date and sufficiently able to equip hospitals and centers with sanitary and hygiene equipment and to allocate the necessary funds in this field. To increase the willingness of physicians and health personnel to increase the number of hospitals for such activities and to increase patients' satisfaction. Also, by motivating the staff who are in direct contact with the patient, by increasing wages and benefits such as bringing staff recruitment closer to doctors, reducing working hours and paying attention to the attitude of customer service providers among health care providers, they increase their enthusiasm and empathy.

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