



ORIGINAL ARTICLE

PATIENT SATISFACTION WITH OUTPATIENT DEPARTMENT (OPD) SERVICES AT BAHAWAL VICTORIA HOSPITAL, BAHAWALPUR

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ABSTRACT

Objective: To determine the patient's satisfaction with outpatient department (OPD) services at Bahawal Victoria Hospital, Bahawalpur

Place of Study: Out Patient Department of Bahawal Victoria Hospital, Bahawalpur.

Study Design: Hospital based descriptive cross sectional study.

Duration of Study: January 2022 to March 2022.

Methodology: Sample size of 326 was calculated for the study for 68.7% anticipated population proportion (Satisfaction level). Sample was selected using non probability consecutive sampling technique. A closed ended questionnaire was used to gather the appropriate information. Total 16 questions were asked to measure satisfaction of the respondents with the services. Response of each question was measured on a 5 points Likert Scale. The composite score of each respondent ranged from 16-80. The level of satisfaction on the basis of composite score was divided into three categories, the score ≥ 65 was categorized as very good, the score with range 50-64 was categorized as good, score between 35-50 was satisfactory and score ≤ 35 was taken as poor. Data was analyzed by using statistical package for social sciences (SPSS) version 21. Chi square test was used considering $p \leq 0.05$ as significant.

Results: The proportion of patients having very good level of satisfaction was 27.3% while 17.2% had satisfactory level of satisfaction. Satisfaction of the respondents was not significantly associated with age of the respondents ($p = 0.383$) Variables including respondent's education ($p = 0.008$), gender of the respondents ($p = 0.000$) and monthly family income ($p = 0.021$) were significantly associated with patient's satisfaction.

Conclusion: Education, gender and monthly family income are key determinants of patient's satisfaction with healthcare services.

Key words: Patient satisfaction, Outpatient department, Service quality.

INTRODUCTION

The ultimate goals of healthcare system are to provide quality healthcare services, fair cost with responsiveness. The quality healthcare services are safe, efficient, patient centered, timely, equitable and effective. The quality of healthcare services may be defined subjectively or objectively. Objectively the quality means conformance with the standards while subjectively the quality healthcare services are those which meet or exceeds the patient expectations. (1) The measurement of patient's satisfaction with the services is complex and multidimensional because it is solely a subjective phenomenon which is dependent on several factors like patient socio-demographic factors,

lifestyle, physical and mental health. The findings obtained from satisfaction survey are highly influenced by the selected population the timing of the interview, the type of tool used to collect the data and the methodology of the survey. The results of patient satisfaction surveys should be interpreted in accordance with social circumstances. (2) Improvement in socioeconomic status, literacy level and development of private sector hospitals network in developing countries healthcare services has been established as consumer driven entity and patient satisfaction with the services is the indicator for assessing the state of current healthcare system. The perceived needs of the patients, expectations from the system and healthcare providers and healthcare experiences are embodied in the patient satisfaction with services. Primary stakeholders of healthcare system are the patients and relative to the past users of healthcare are now more knowledgeable and informed, hence demand valid and accurate evidence of healthcare quality. (3)

The literature review revealed that the concept of patient satisfaction is multi-factorial and complex. There are many

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universally acceptable definitions of patient satisfaction. Donabedian the famous personality of healthcare quality theory, proposed that to ensure the patient satisfaction, the instrumental role is played by interpersonal process of care. The satisfaction of the patient with healthcare services is also influenced by the beliefs, values and prior expectations. According to world health organization the interlinking relationship between perceived needs, patient expectations and experiences determine the satisfaction with the healthcare services. For determining the effectiveness, quality of healthcare delivery and areas of weaknesses within healthcare system the useful tool is patient satisfaction. (4)

Studies revealed that patient satisfied with healthcare services are more willing to seek medical advice, Compliance with treatment is enhanced and also refer other patients to their medical practitioner. Research conducted to assess patient's satisfaction level serves as a mean of holding physicians accountable. The competitive environment in medical field has pushed the hospitals to strive for patient's satisfaction, the patients requirements. Internationally the ranking of healthcare institutions is done on the basis of service quality, patient retention, decreased expenditure, enhanced profitability and customer satisfaction. (5)

OBJECTIVE

To assess the patient's satisfaction with outpatient department (OPD) services at Bahawal Victoria Hospital, Bahawalpur.

METHODOLOGY

This hospital based descriptive cross-sectional study was carried out at outpatient department of Bahawal Victoria Hospital, Bahawalpur, from January 2022 to March 2022 after obtaining Institutional ethical review committee approval. Sample size of 326 was calculated for the study at 95% confidence interval, 5% margin of error and 68.7% anticipated population proportion. Sample was selected using non probability consecutive sampling technique. A closed ended questionnaire was used to gather the appropriate information from the respondents. Data was taken from the respondents after obtaining informed written consent. Total 16 questions were asked to measure satisfaction of the respondents with the services. Response of each question was measured on a 5 points Likert Scale, strongly disagree = 1, disagree = 2, uncertain = 3, agree = 4, and strongly agree = 5. The composite score of each respondent ranged from 16-80. The level of satisfaction on the basis of composite score was divided into three categories, the score ≥ 65 was categorized as very good, the score with range 50-64 was categorized as good, score

between 35-50 was satisfactory and score ≤ 35 was taken as poor. Data was analyzed by using statistical package for social sciences (SPSS) version 21. Stratification with respect to age, patient's education status and monthly family income was done post stratification Chi square test was applied by applying ≤ 0.05 as significant.

RESULTS

Total study population was 326 with mean age 26.48 ± 6.25 . The participants found between the age group of 15-25 years were 55 (16.9%), while participants in age group 26-35 years were 19 (5.8%), in age group 36-45 years there were 84 (25.8%) participants, while in age group 46-55 years total 52 (15.9%) were enrolled and 116 (35.6%) participants were above 56 years' age. (Table 1)

The educational status of the respondents showed that 23.9% of them were unable to read and write while 45.7%

Table 1: Sociodemographic profile of the respondents (n=326)

Variable	Frequency	Percentage
Age (Years)		
15-25	55	16.9%
26-35	19	05.8%
36-45	84	25.8%
46-55	52	15.9%
≥ 56	116	35.6%
Gender		
Male	255	78.2%
Female	71	21.8%
Education		
Unable to read & write	28	23.9%
Primary	149	45.7%
Up to Secondary	68	20.8%
Above Secondary	31	09.6%
Monthly income		
<50,000	272	83.5%
$\geq 50,000$	54	16.5%

Table 2: Patient's satisfaction with services (n=326)

Patient satisfaction	Frequency	Percentage
Very good	89	27.3%
Good	143	43.9%
Satisfactory	56	17.2%
Poor	38	11.6%
Total	326	100%

Table 3: Sociodemographic characteristics of the respondents and satisfaction with services

Socio demographic characteristics	Satisfaction level with services				P value
	V. Good	Good	Satisfactory	Poor	
Age					
15-25	16 (18.0%)	22 (15.4%)	10 (17.9%)	07 (18.4%)	0.383
26-35	08 (09.0%)	05 (03.5%)	03 (05.4%)	03 (07.9%)	
36-45	20 (22.5%)	33 (23.1%)	18 (32.1%)	13 (34.2%)	
46-55	19 (21.3%)	23 (16.1%)	07 (12.5%)	03 (07.9%)	
≥56	26 (29.2%)	60 (41.9%)	18 (32.1%)	12 (31.6%)	
Total	89 (27.3%)	143 (43.9%)	56 (17.2%)	38 (11.6%)	
Gender					
Male	80 (89.9%)	139 (97.2%)	29 (51.8%)	07 (18.4%)	0.000
Female	09 (10.1%)	04 (02.8%)	27 (48.2%)	31 (81.6%)	
Total	89 (100%)	143 (100%)	56 (100%)	38 (100%)	
Education					
Unable to read & write	22 (24.7%)	40 (28.0%)	10 (17.8%)	06 (15.8%)	0.008
Primary	41 (46.1%)	60 (42.0%)	23 (41.1%)	25 (65.8%)	
Up to Secondary	12 (13.5%)	30 (21.0%)	20 (35.7%)	06 (15.8%)	
Above Secondary	14 (15.7%)	13 (09.0%)	03 (05.4%)	01 (02.6%)	
Total	89 (100%)	143 (100%)	56 (100%)	38 (100%)	
Monthly income					
<50,000	75 (84.3%)	125 (87.4%)	37 (69.6%)	33 (86.8%)	0.021
≥50,000	14 15.7%	18 (12.6%)	17 (30.4%)	05 (13.2%)	
Total	89 (100%)	143 (100%)	56 (100%)	38 (100%)	

had primary schooling and only 9.6% had above secondary education. According to monthly family income 83.5% of the families had monthly income below RS. 50,000 while 16.5% were earning more than RS. 50,000 per month. (Table 1)

The study revealed that 27.3% (83) of the study participant were highly satisfied and rated hospital services as "Very Good". 199 patients were somewhat satisfied and rated hospital services as "Good" (43.9%) and "satisfactory" (17.2%). However, 38 (11.6%) patients were highly dissatisfied and rated hospital services as Poor. (Table 2)

The relationship of level of satisfaction and the age distribution of the respondents depicted that the people who were very satisfied with services were more than 56 years of age (29.2%). The majority of respondents (34.2%) with poor level of satisfaction were in the age group of 36-45 years. The difference in level of satisfaction with services in various age groups was not significant ($p=0.383$). People having very good level of satisfaction with services had primary education (46.1%) followed by (24.7%) those who had no education at all. There was statistical significant association between education and satisfaction with services ($p=0.008$). The monthly family income and satisfaction with services showed that people having monthly family income of <50000 had very good satisfaction (84.3%) with services and 13.2% respondents with poor satisfaction level had family income $\geq 50,000$. There was a statistical significant association between family income and satisfaction level (0.021). (Table 3)

DISCUSSION

Patient's satisfaction is central element of the excellence in healthcare services. Many factors determine the satisfaction level of the patient with services. For provision of quality healthcare services and to facilitate the management, measurement of patients' satisfaction level is compulsory. The present study assessed the level of patient's satisfaction with outpatient department (OPD) services. The recent years has witnessed that measurement of patient's satisfaction both in private, and public health care institutions is gaining impetus, and studies relating to patient satisfaction for health care services are becoming more ubiquitous. Our study findings showed that majority of the respondents have either very good or good level of satisfaction with the services which are consistent with the findings of another research, in which major proportion of patients was highly satisfied with services provided in hospital.(5,6) These significant levels of patient's satisfaction might be partially attributed to the good environment of hospital as well as the good attitude of doctors and administration. The findings of this study revealed that no considerably significant difference was

noted with age and patient's satisfaction (0.383). The older patients were seen to be more satisfied than their counter parts. These results are closely related with the results of Wang ZY. (7) The findings are contrary to another study in which utmost level of satisfaction was seen in the group 15-24 years old, and then it gradually declined and improved again in the group over 60 years old. (8,9)

Amongst the studied patients, 78.2% were males and 21.8% were females. Male patients were more satisfied with the outpatient department services as contrast to females. There was a statistically significant difference among male and female patients in terms of level of satisfaction ($P = 0.000$) which is parallel to the findings of Liang H studies in which male patients were more satisfied with the services. (10) The results of this study revealed that patient's satisfaction was higher in respondents with low education level and difference in satisfaction level of the respondents with variable educational backgrounds was statistically significant (0.008) which is consistent with the results Wang M et al. in which mean percent satisfaction score was higher in patients having intermediate and above as compared to the patients, having under matric category of education and lowest satisfaction level. (11)

In our study the monthly family income was highly associated with patient satisfaction with the outpatient department services that was consistent with other studies conducted in Pakistan. (2) The health system of Pakistan should be devised in such a way which escalate client satisfaction with health care organizations by formulating policies through which customer friendly services can be provided. (9) The hospital administrators must endeavor to model hospital that are more comfortable and agreeable for the patients. Health care professionals and staff ought to comprehend patient's expectations from the facility, must prioritize the factors leading to lower satisfaction related to care, and should put the maximal efforts to meet the standards of care and dispense care that is consonant with patient's expectations. Sensitization of the staff by educating them on communication, interpersonal relationship, stress management might be a prudent step to upgrade satisfaction level. There is an imperative need to effectively communicate with patients regarding their health status, (12) listening to their concerns which helps in subsiding their anxiety, and developing their confidence in health system. The working hours of the health care professionals should be decreased to increase their productivity as well as it is equally important to avoid continuous working shifts for doctors. The number of doctors and allied health professionals should be increased in hospitals to upraise patient's satisfaction. (13-15)

The aforementioned recommendations may help to maintain the patient satisfaction level for health care delivery in outpatient departments.

CONCLUSION

The study findings conclude that education, gender and monthly family income are key determinants of patient's satisfaction with healthcare services.

Conflict of Interest: None

Patient Consent: Inform Consent were taken

Ethical Approval: Ethical approval was taken from the institutional review board of Bahawal Victoria Hospital, Bahawalpur on November, 07 2020 vide Letter No. 2020/DME/QAMC

Author's Contribution:

SA & WB: Study design, data collection and analysis

ZH & WB: Manuscript preparation, drafting and revising

SA, ZH & WB: Review and final approval of manuscript

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