

Patient Satisfaction

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Introduction

Patient satisfaction is an important measure of quality of services in a healthcare organization. Other than the medical care issues, the satisfaction and experience involves personal relationships, attention to pain and health education, and the status of hospital environment. To put it simply, patient satisfaction is an indicator of how well the patient is being treated. The “how well” part refers not necessarily to the quality of care but to how content a patient is with the care they received

Patient's opinion is an important because dissatisfaction suggests opportunities for improvement of health services in the hospital. A satisfied patient is less likely to switch their preferred medical facility .Hospitals can build up their image among their patients and pull in new ones. On average, satisfied patients tell about their positive experience to five other people .Another important side effect of high patient satisfaction and good doctor-patient communication is better clinical outcomes

Background

In CDC the patient satisfaction is conducted by the customer service department (i.e. Nesma'ak). However it was observed that the patients were not comfortable enough to give their true feedback due to lack of anonymity and their perception that giving negative feedback would adversely affect their care and treatment. In addition most of the patient population comes from poor socio-economic background

Moreover the existing survey didn't capture feedback on some topics such as recreation and entertainment which were applicable for our patient population. Majority of CDC patients are admitted to isolation rooms where the isolation precautions may last for two or three weeks. Latest literatures indicated that depression and anxiety is common among patients who are in isolation room for long periods. Hence it is imperative to provide recreational facilities to counteract these situations

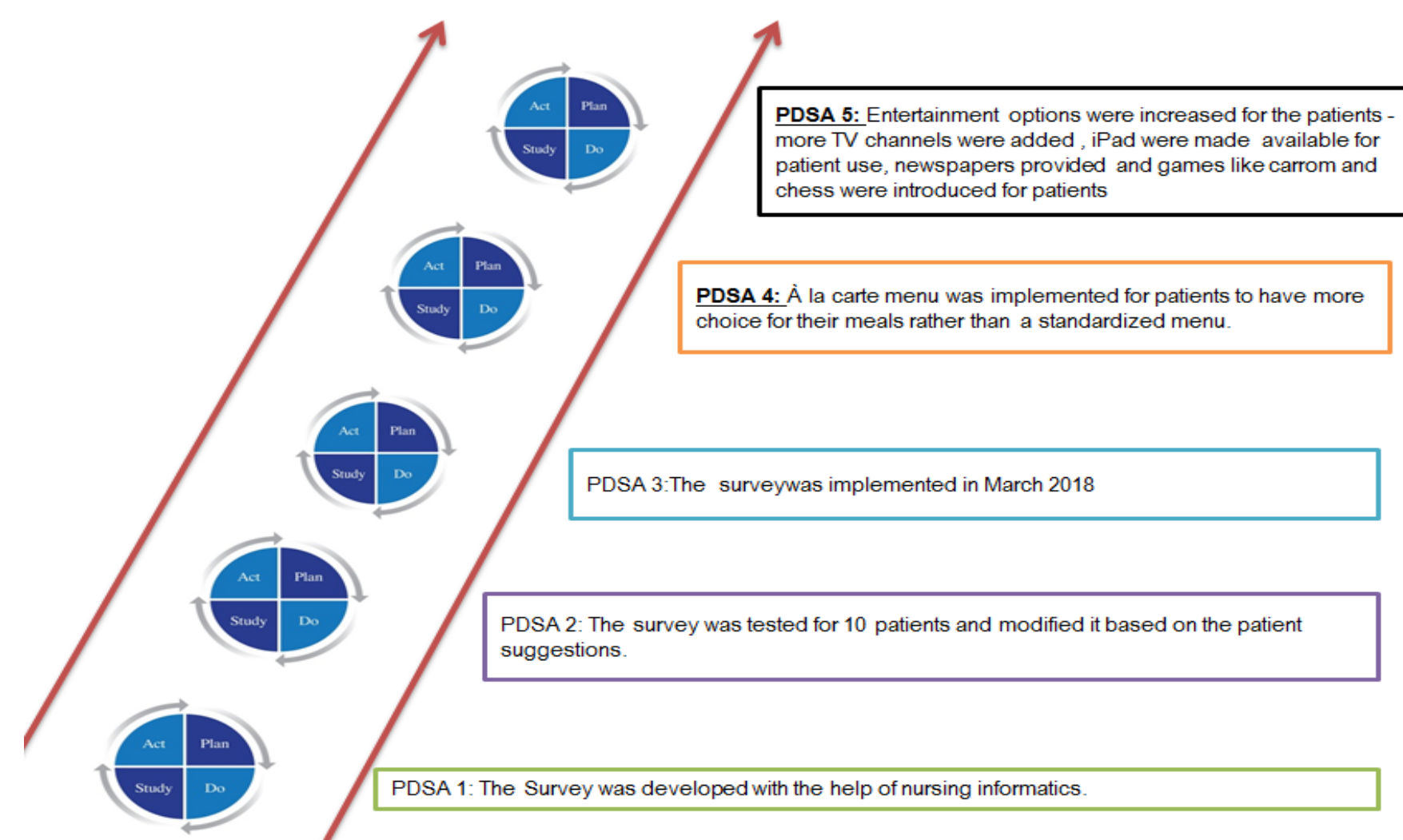
Studies have also shown that it is always better to ask patients to report the detailed aspects of what happened during a specific care episode, rather than asking them to rate their satisfaction using general evaluation categories. Hence we decided to perform a parallel survey customized to our patient population. With the help of nursing informatics, we developed an online survey and was tested for few patients initially and made some modifications to the survey. This survey is administered by customer service staff to all discharge patients from March 2018

Objectives

1. To measure the satisfaction of inpatients on key services and the facilities provided by CDC.
2. To identify the areas of patient dissatisfaction and implement solutions
3. To encourage the patients to suggest areas of improvement

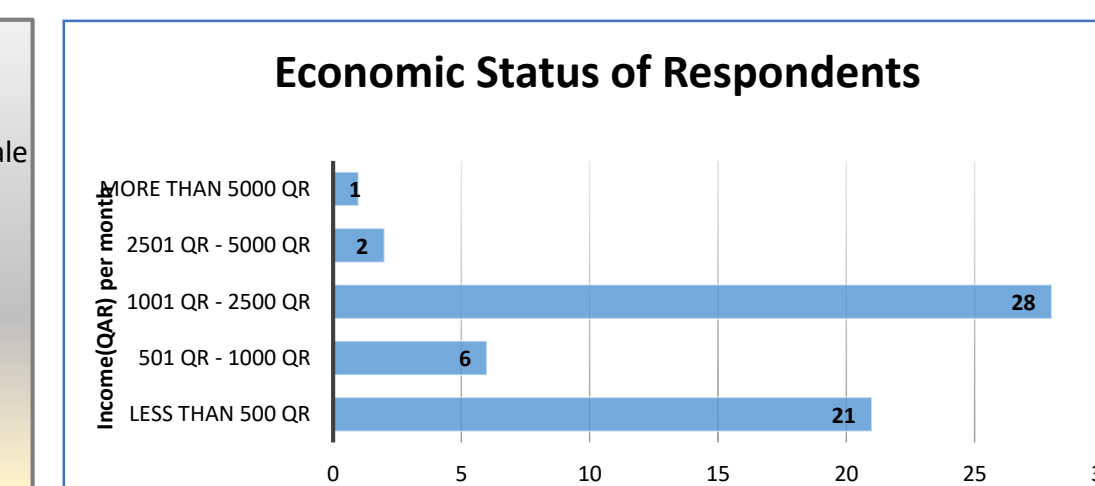
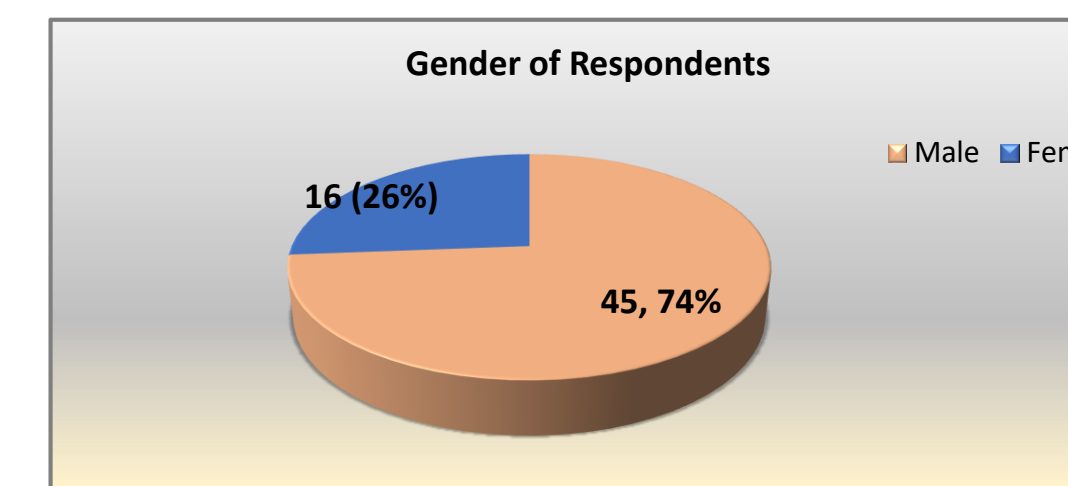
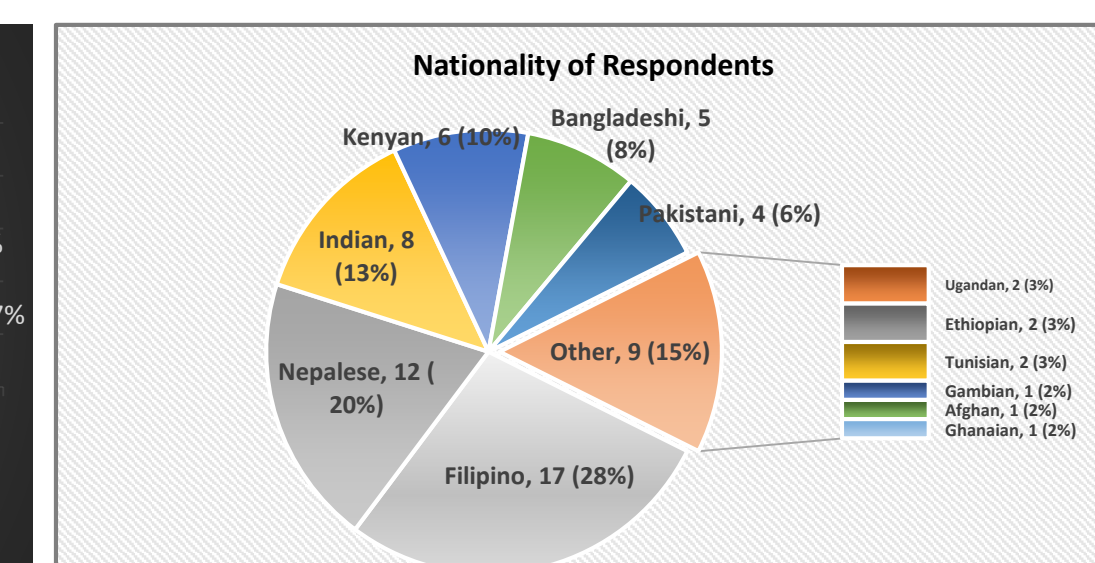
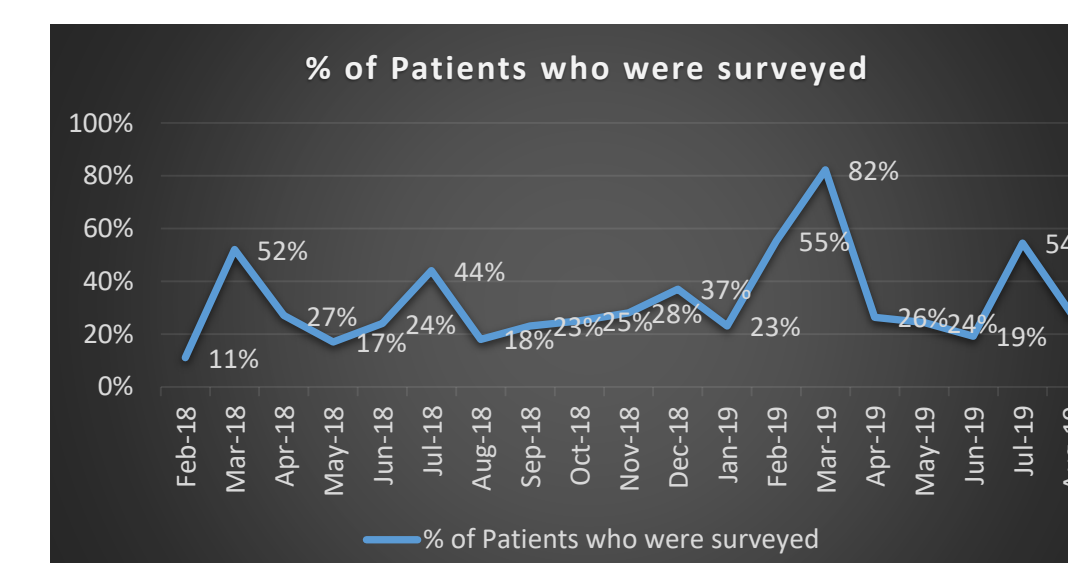
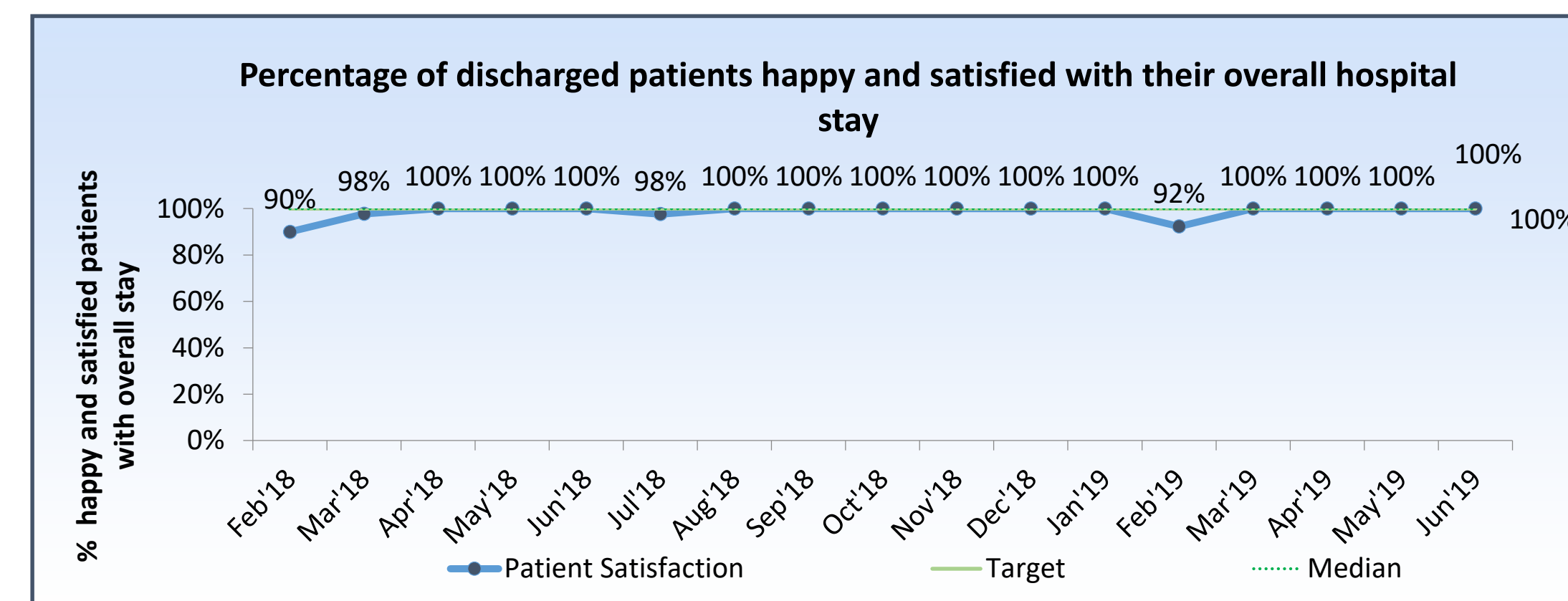
Methodology

IHI Model of Improvement .



Data is collected from inpatients at the time of discharge through online questionnaires at CDC inpatient units by customer service staff. The data were analyzed using Microsoft Excel

Results



Conclusion

In CDC on an average out of 105 discharged patients per month, initially about 30% of the inpatients were surveyed for their feedback on their hospital stays. It was found that the low response rate was due to technical and logistical issues. Response rate improved to 82% after these issues were addressed

Almost all of those who were surveyed reported that they were happy and satisfied with their overall stay in CDC. High satisfaction was also reported for Physician Care, Nursing Care and Cleanliness. Few patients suggested an improvement in food services and a result À la carte menu was implemented for patients to have more choice for their meals rather than a standardized menu.

Some patients were not satisfied with the recreational activities provided by the facility. In repose to this Entertainment options were increased for the patients - more TV channels were added , iPad were made available for patient use, newspapers provided and games like carrom and chess were introduced for patients

It was also observed that the patients rated Nursing care to be the Most Important Service in CDC during their hospital stay

In Collaboration with

