

Evaluate Patients' Satisfaction with Abadan and Khorramshahr Hospital Emergency

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Abstract: Hospitals are important, customer-focused and vital parts of Ministry of Health, Treatment and Medical Education; hospital emergency is a section that is very important and is the first department that all patients face and are treated this study examines the satisfaction of clients who refer to emergency Department of Abadan and Khorramshahr hospitals. This study is a cross-sectional and descriptive study that was conducted at four hospitals of Abadan and Khorramshahr. The statistical population of this study consisted of 100 subjects who were selected equally from study hospitals. Collection tool included questionnaire and interview. SPSS21 Software was used for data analysis. The study findings showed that men referred to emergency department more than women, more people were under 30 years old and Social Security was used more than other insurance companies. The highest satisfaction was related to costs and the least satisfaction was related to privacy. Shahid Beheshti Hospital had better status among study hospitals. Many factors affect the improved performance and increased satisfaction of patients. Providing necessary trainings for people, strategies for process improvement and relying on standards are important in order to improve the physical conditions.

Key words: Patient satisfaction, emergency, hospital, Abadan, Khorramshahr

INTRODUCTION

Hospitals have special place as part of Ministry of Health, Treatment and Medical Education body on the one hand and as customer-focused organization on the other hand. Hospital clients are usually ill people that enter into hospital due to problem and disease and are treated and hospitalized; meantime, patient passes recovery process and at the same time, evaluates nursing care, medical treatment and other health care staff, physical and health environment. The feedback injection of this assessment in hospital can make changes and improve the situation. Satisfaction is important measure of organization performance measurement in new government agencies. Satisfaction refers to patients' perception of organization performance (received services) or feelings that are formed from met demands and expectations. Some have considered physical environment and circumstances as well as combined environmental conditions, spatial and sign arrangement, symbols and artifacts effective on visual recovery of patients (Simmons and James, 2005). One of the important trends in development of modern health services is participation of patients and clients in management of health services. In this regard, received

feedback and knowledge on needs of patients and visitors of healthcare facilities lead to increased patient satisfaction and optimism. Health care is known as a human-centered industry in developed countries and employees are heavily influenced by customer satisfaction in service-oriented industries and interaction with satisfied clients is one of the most important tools that affect organization personnel performance (Peltier and Dahl, 2009). Emergency centers are very important sections of hospitals; according to the situation of Abadan and Khorramshahr hospitals, this study reviews the satisfaction level of hospital clients. Salehnia *et al.* (2013) investigated the effect of hospital's physical environment on mental image and perspective of customer and concluded that physical environment including environmental conditions, hospital space, artifacts and symbols affects attitudes of patients. Malekmakan *et al.* (2010) in their study on effects of governmental intervention on increased patient satisfaction of Shiraz hospital emergency departments found that most of complaints are related to extent of emergency spaces, costs, lack of welfare, waiting time and reception procedures. Nazari *et al.* (2011) found in their study on patients' satisfaction from Amol hospitals services found that the greatest satisfaction was related

to nursing care and then medical and public care and the least percent was related to security. In another study by Moshiri *et al.* (2011) on patients' satisfaction from Arak hospitals' emergency departments concluded that patients' satisfaction from hospitals' emergency departments is in good condition but factors such as costs, medication status, work processes, facilities, waiting times and lack of notification constitute dissatisfaction. Mahmudifar in his study on patients' satisfaction from non-therapeutic units' service quality of Mahabad Imam Khomeini different wards concluded that most people are within age group of 30-45 years, women were more than men and social security was used more than other insurance companies. Ease of access to reception unit on arrival and the presence of signs in space resulted in the highest satisfaction and noise of sections, food quality and sanitary services were resulted in the least levels of satisfaction (Mahmudifar, 2011). Soleimanpour *et al.* (2012) examined the factors affecting clients' satisfaction from Tabriz Imam Khomeini hospital's emergency department which concluded that the highest satisfaction is related to physician and nurses dealing and the highest level of dissatisfaction is related to cleanliness, lack of sufficient information about drug consumption and waiting period until the first visit. In Haghghi *et al.* (2013) study on clients' satisfaction from Tehran's hospitals (regions one and two) concluded that quality of hospital environment, quality of equipment and physical facilities, communication exchange of information, serving process, skill level and experience of medical staff and hospital name affected patient satisfaction. Abbasi *et al.* (2007) in a study on results of implementing client appreciation plan at Golestan Medical University hospitals concluded that men participated more than women in study and >70% of respondents were under 40 years old. Strengthening courtesy and respect, improving space and equipment and strengthening supervision must be addressed.

MATERIALS AND METHODS

This cross-sectional and descriptive study is survey and examines the customers' satisfaction from Abadan and Khorramshahr hospital emergency departments including four hospitals (Ayatollah Taleghani, Shahid Beheshti, Naft and Vali Asr). The sample consisted of 100 patients who referred to hospital's emergency department and were selected randomly in equal proportions (Taleghani hospital = 27 persons, Naft hospital = 25 persons, Shahid Beheshti hospital = 23 persons, Vali Asr hospital = 25 persons). Collection tools included researcher made questionnaire and person to person

interviews. The questionnaire consisted of two parts. The first part was related to demographic information in the form of eight questions and the second part was related to main questions in the form of 19 questions. Questions included 5 items of very high, high, medium, low and very low based on Likert scale; researcher asked questions from statistical population and included responses in questionnaire. SPSS 21 Software was used in order to analyze the data.

RESULTS

The 55 males and 45 females participated as visitors. The 70% of clients were <30 years old. Businesses, workers, employees and free jobs had the most participants compared to other professions. The 58% of persons had Social Security insurance, 18% had health insurance, 15% were without insurance and other insurance companies had a lower rate. The 42% had college education, 27% had diploma and 17% had under diplomas degrees in terms of education.

According to Table 1, the most satisfaction was related to suitability of cost and the least satisfaction was related to lack of privacy. Eight factors that had the highest levels of satisfaction in patients included cost, patient lift, physician attendance, examination, environmental cleanliness, place, treatment satisfaction and reception personnel, respectively. Other factors are less desired by patients; the least satisfaction is related to privacy and security personnel.

According to Table 2, Taleghani, Naft, Vali Asr and Shahid Beheshti hospitals had the highest average in terms of satisfaction with place and physical conditions, respectively. Shahid Beheshti, Vali Asr, Naft and Taleghani had the highest average in terms of satisfaction with reception and acceleration, respectively.

Shahid Beheshti, Vali Asr, Naft and Taleghani had the highest average in terms of satisfaction with physician attendance on time, respectively. Shahid Beheshti, Naft,

Table 1: Comparison of mean satisfaction scores

Satisfaction factors	Mean
Satisfaction with costs	26/3
Satisfaction with patient lift	06/3
The satisfaction with physician attendance	06/3
Satisfaction with examination	01/3
Satisfaction with environment cleanliness	97/2
Satisfaction with place	92/2
Satisfaction with drug	84/2
Satisfaction with reception staff	84/2
Satisfaction with accelerating the adoption	80/2
Satisfaction with physicians	69/2
Satisfaction with nurses	58/2
Satisfaction with nursing cares	58/2
Satisfaction with security personnel	54/2
Satisfaction with privacy	47/2

Table 2: Comparison of hospital emergency patients' satisfaction

Emergency name	Satisfaction with place	Satisfaction with reception	The satisfaction with physician attendance	Satisfaction with nursing cares	Satisfaction with patient lift	Satisfaction with imaging	Satisfaction with privacy
Taleghani							
Mean	3.11	2.59	2.85	2.37	3.11	2.70	2.33
Number	27.00	27.00	27.00	27.00	27.00	27.00	27.00
Naft							
Mean	3.00	2.72	2.68	2.64	2.84	2.56	2.21
Number	25.00	25.00	25.00	25.00	25.00	25.00	24.00
Shahid Beheshti							
Mean	2.61	3.09	3.74	3.09	3.52	3.17	3.09
Number	23.00	23.00	23.00	23.00	23.00	23.00	23.00
Valiasr							
Mean	2.92	2.84	3.04	2.28	2.8	2.96	2.32
Number	25.00	25.00	25.00	25.00	25.0	25.00	25.00
Total							
Mean	2.92	2.80	3.06	2.58	3.06	2.84	2.47
Number	100.00	100.00	100.00	100.00	100.00	100.00	99.00

Emergency name	Satisfaction with drug	Satisfaction with security personal	Satisfaction with reception staff	Satisfaction with nurses	Satisfaction with physicians	Satisfaction with examination	Satisfaction with cleanliness	Satisfaction with costs
Taleghani								
Mean	2.56	2.41	2.63	2.41	2.67	2.93	2.74	3.26
Number	27.00	27.00	27.00	27.00	27.00	27.00	27.00	27.00
Naft								
Mean	2.75	2.50	2.79	2.42	2.25	2.67	2.79	3.21
Number	24.00	24.00	24.00	24.00	24.00	24.00	24.00	24.00
Shahid Beheshti								
Mean	3.13	2.96	3.17	3.09	3.17	3.52	3.52	3.57
Number	23.00	23.00	23.00	23.00	23.00	23.00	23.00	23.00
Valiasr								
Mean	2.96	2.32	2.8	2.44	2.68	2.96	2.88	3.04
Number	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00
Total								
Mean	2.84	2.54	2.84	2.58	2.69	3.01	2.97	3.26
Number	99.00	99.00	99.00	99.00	99.00	99.00	99.00	99.00

Taleghani and Vali Asr had the highest average in terms of satisfaction with nursing care, respectively. Shahid Beheshti, Taleghani, Naft and Vali Asr had the highest average in terms of satisfaction with patient lift, respectively. Shahid Beheshti, Vali Asr, Taleghani and Naft had the highest average in terms of satisfaction with imaging, respectively.

Shahid Beheshti hospital is at first rank, Taleghani and Vali Asr hospitals have close average and Naft is at the end rank in terms of privacy. Shahid Beheshti, Vali Asr, Naft and Taleghani hospitals have the highest average in terms of satisfaction with drugs, respectively. Shahid Beheshti, Naft, Taleghani and Vali Asr hospitals have the highest average in terms of satisfaction with security personnel, respectively. Shahid Beheshti hospital is at first rank, Naft and Vali Asr hospitals have close average and Taleghani is at the end rank in terms of privacy. Shahid Beheshti, Vali Asr, Naft and Taleghani hospitals have the highest average in terms of satisfaction with nurses behavior, respectively. Shahid Beheshti, Vali Asr, Taleghani and Naft hospitals have the highest average in terms of satisfaction with physician behavior, respectively. Shahid Beheshti, Vali Asr, Taleghani and

Naft hospitals have the highest average in terms of satisfaction with examination, respectively. Shahid Beheshti, Vali Asr, Naft and Taleghani hospitals have the highest average in terms of satisfaction with environmental cleanliness and equipment, respectively. Shahid Beheshti, Taleghani, Naft and Vali Asr hospitals have the highest average in terms of satisfaction with cost, respectively.

DISCUSSION

The findings indicate that most of clients are people under 30 years and Abbasi *et al.* (2007) study proves this finding. The findings suggest that social security is used more than other insurance companies (58%) results and Mahmudi (2011) proves this finding. It must be mentioned that social security provides services to all strata of society and its frequency seems evident in samples. The study findings show that the highest satisfaction rate is related to appropriate costs that is while each of these cases are considered as dissatisfaction factors in study by Malekmakan *et al.* (2010) and Moshiri *et al.* (2011). People have usually outpatient treatment at emergency

room and do not face significant costs. The findings suggest that satisfaction with physician is at the third rank and has the reasonable level. The factor is at the second rank based on Nazari *et al.* (2011) study but it has the highest satisfaction rate in study by Soleimanpour *et al.* (2012). The findings indicate that satisfaction with environmental cleanliness and place are at 5 and 6th rank of satisfaction. Many studies confirm the fact that physical environment and environmental conditions have significant effects on attitudes of patients and their satisfaction (Abbasi *et al.*, 2007; Haghghi *et al.*, 2013; Soleimanpour *et al.*, 2012; Moshiri *et al.*, 2011; Salehnia *et al.*, 2013). Pay attention to physical conditions and environmental cleanliness play significant role in creation of comfort, safety and satisfaction feelings. The findings suggest that satisfaction with security personnel has the least rank; Nazari *et al.* (2011) study confirms that satisfaction with security personnel is low. It seems that security personnel require more training and guidance in this field. The findings prove that examining the mean of all satisfaction factors in four hospitals show that Shahid Beheshti Hospital is in a better position in terms of its clients. Moshiri *et al.* (2011) study showed that Arak emergency hospitals are in favorable conditions in terms of clients' satisfaction.

CONCLUSION

The study was a new step in evaluation of patients from hospitals emergency department. This study made transparent largely existing shortcomings that some of them are solved through training of medical staff including physicians, nurses, patient lift, reception personnel, security personnel, etc. On the other hand, client appreciation plan and performing optimization solutions in order to accelerate some processes and administrations such as reception process, payment, etc. can be useful in this regard. Standardization of hospital space both in terms of medical equipment and environmental conditions (especially cleanliness) can improve clients' views in the next phase.

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