

How to Improve Satisfaction of Outpatient at Hoan My Da Lat

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Abstract

This study aims to describe the level of satisfaction of patients and their families, The study is supported by a sample of 1068 patients, which is 653 outpatients with 40 questionnaires and 415 inpatients with 35 questionnaires during 26 July to 25 Aug 2016 from all of the Hoan My Da Lat Hospital fields to whom an evaluation questionnaire was given to be filled out on the day of their release. The average age is from 1-18 & 18-55, and 62% are female - 38% are male for outpatient is 48% male and female 52%. The section under the heading of:

- *Expectation of patient to Hospital Service*
- *Medical staff's (doctor, nurse, technician and pharmacist) attitude and treatment result.*
- *Standard of procedures and information approach to patient.*
- *Good support from customer service team, receptionist and cashier*
- *Clean, Facility, cost treatment and equipment support.*
- *Simple and waiting time.*

Keywords: *Patient satisfaction, outpatient, Orthopedic, O&G, Gastroenteritis, Internal Medicine, Quality.*

Introduction

Vietnam is an emerging economy in Asian where is undergoing significant changes. Vietnam began its economic renovation in 1986, moving the economy from a centrally planned to a market one. Due to the socialization of healthcare, in addition to the dominant sector of public hospitals, there has been growing number of private hospitals in Vietnam over the past years. Many public hospitals, instead of paying attention to providing good services, now pay more attention to maintaining targeted revenues through various ways such as earning money from outpatients and unnecessary services.

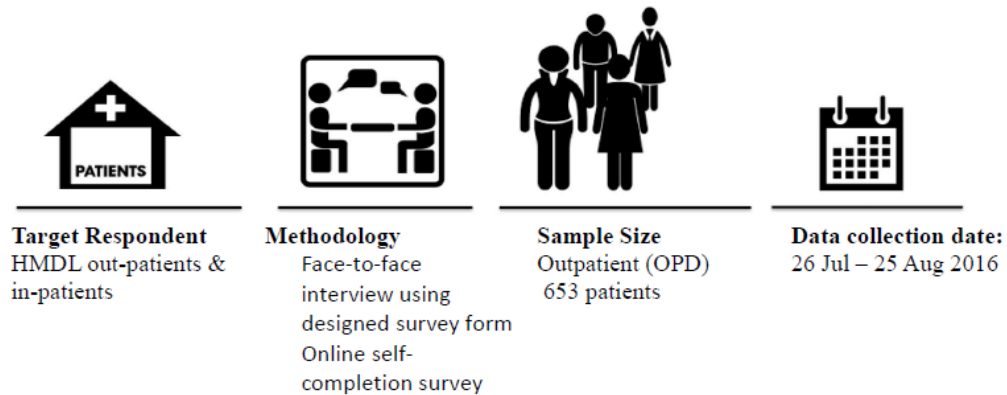
Over the past years, the hospital system in Vietnam has been significantly improved and developed. Much investment has been put in developing healthcare infrastructure, facilities, and human resource training. However, service quality in the healthcare system in general and in the public hospitals particularly have still received much concern from the society and pressingly requires for improving patients' satisfaction. Every year, many Vietnamese patients, especially the wealthier people spend as much as US\$ 4 billion on treatment abroad to Singapore, US, Australia, Japan and Thailand. These patients with better living standards seek for better service quality abroad because they do not only care about having their diseases cured, but also about how they are treated.

Economic growth and demographic changes are driving demand for healthcare services throughout Vietnam, and not just in the two economic centers of Hanoi and Ho Chi Minh City, but also in second-tier cities and provinces as well. Healthcare demand and growth in second-tier cities and provinces is helping to drive the development of the healthcare system. Public, provincial-level hospitals funded by the governments are undergoing upgrades of their facilities and opening new departments for specialty treatment. Such developments are creating new opportunities for medical devices in Vietnam. The country represents a potentially large healthcare and medical equipment market. Identified as a national development priority, the public healthcare sector has received increasing government budget allocations as well as interest from the private sector.

The Vietnamese government encourages the import of medical equipment because local production cannot meet demands. Imported medical equipment has low import duties and no quota restrictions. However, medical devices are subject to regulation and licensing requirements set by the MOH. Only companies with a legal business entity registered in Vietnam and that have an import license are

eligible to distribute medical equipment. To fulfill this requirement, foreign suppliers often sell through local distributors or agents. Good representatives should provide immediate access to an established marketing network and possess in-depth knowledge of pertinent regulations.

Methodology



Reading notes: Figure caption 1 has shown the satisfaction level of patients.

- **BASE** - achieved sample size of each respondent's group
 - **MEAN** – average score on 5 point scale with
 - 1 – Strongly disagree
 - 2 – Slightly disagree
 - 3 – Neither
 - 4 – Slightly agree
 - 5 – Strongly agree
 - **T2B (TOP 2 BOXES)** – sum of the 2 most positive data: 5 – strongly agree & 4 - slightly agree
- (*) – note of data extracted from small sample size (under 30 respondents), for reference only

Example

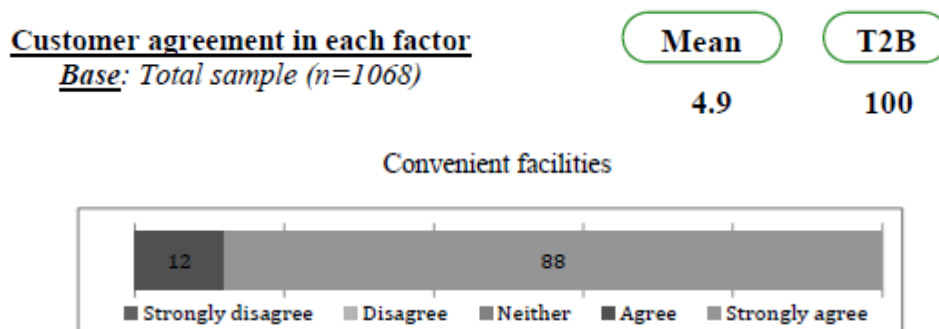
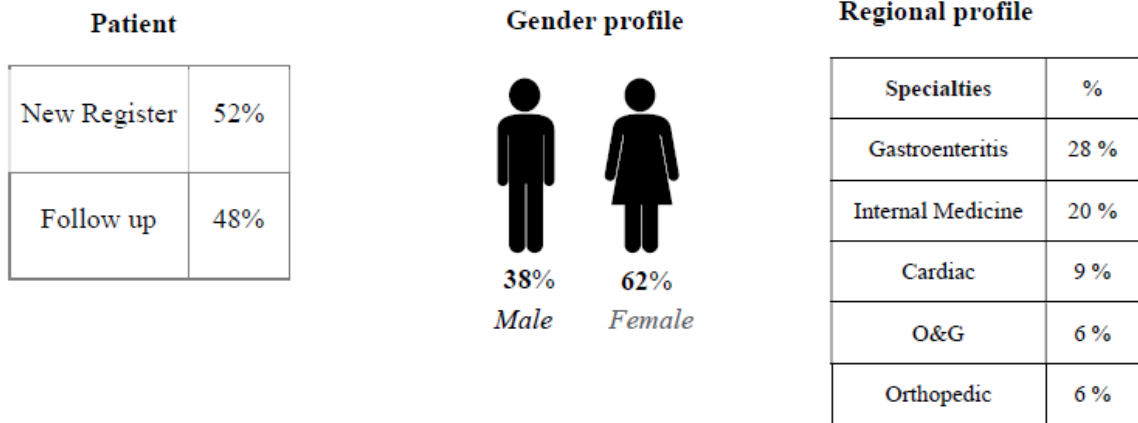
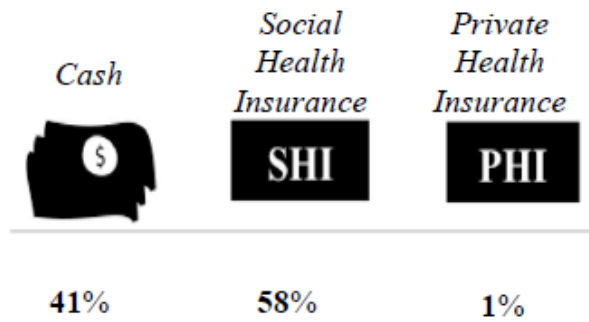


Figure 1. Patient satisfaction and dis-satisfaction rate

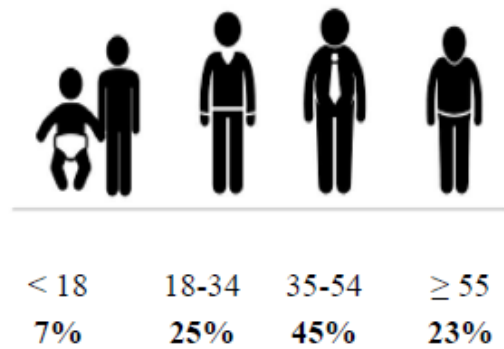
Respondent profile – Outpatient



Payment methodology



Age profile



Province & City (%)

Data in percentage - % Overall satisfaction
Base: Total sample (n=653)

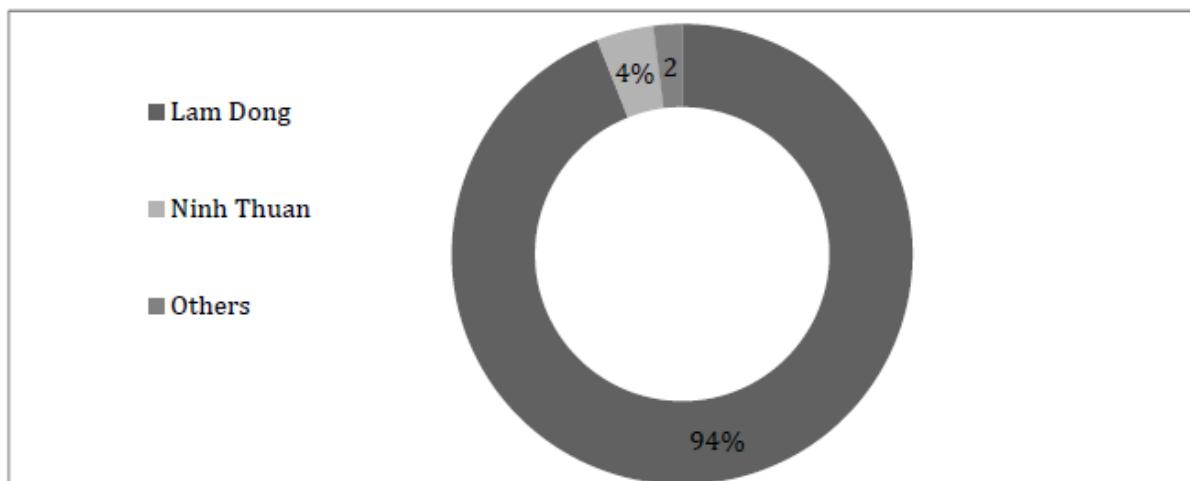


Figure 2. Patient from different location

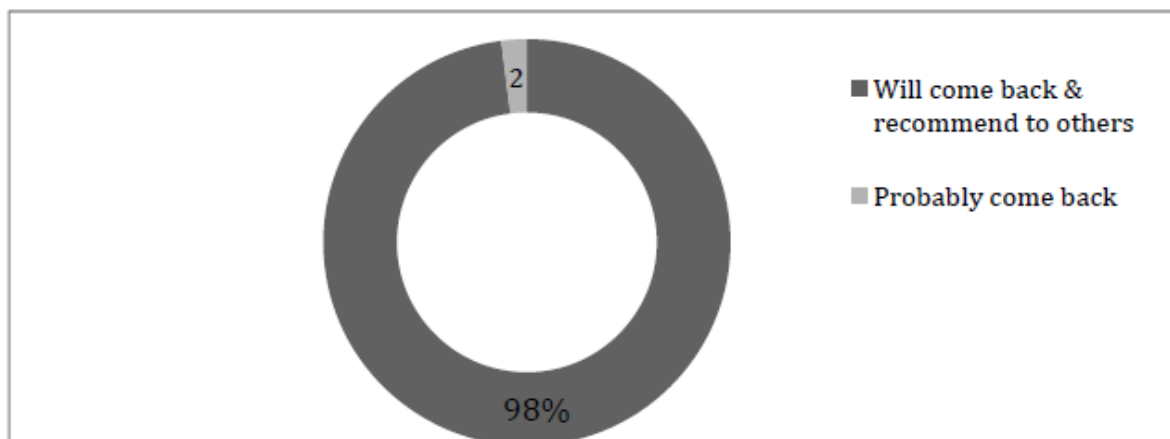


Figure 4. Rate of Patient satisfaction with service and decide to revisit

Table 2. Rate of patient satisfaction with service and decide to revisit

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
Will come back & recommend to others	99	98	96	99	98	99	99	98	95	100	100

And Table caption 2 let us know in detail of which specialties and which ages are sure satisfied.

- Approachable **factor:** Table caption 2 has proven that HMDL has high satisfaction of customer on approaching the department but still need to improve more.
 - A1. Hospital Road map, Sign instruction are clearly and easy understanding →
 - A2. Hospital campus, roads inside are clear and easy to walk. →
 - A3) Helpful & enthusiastic staffs giving instruction →

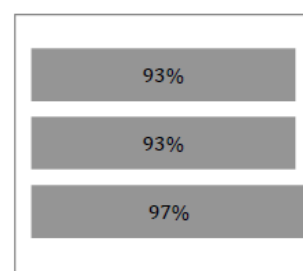


Table 3. Rate of patient satisfaction guidelines, direction billboard of hospital

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
A1. Hospital Road	94	92	91	94	93	90	93	92	91	100	88

map, Sign instruction are clearly and easy understanding											
A2. Hospital campus, roads inside are clear and easy to walk	94	92	98	94	93	90	90	92	93	100	88
A3) Helpful & enthusiastic staffs giving instruction	98	96	96	98	97	97	97	98	96	100	95

- **Information factor:** Table caption 3 has shown that patients are happy with clearly explain information about their health status as well as regulation and procedure during the time.

- B1. Patients' health status and enquiries are clearly consulted →
- B2. Publsing & updating drug information & treatment cost →

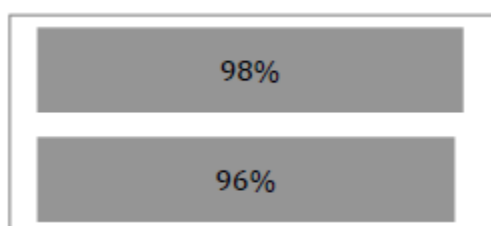


Table 4. Rate of patient satisfaction with information of hospital

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
B1. Patients' health status and enquiries are clearly consulted	99	98	96	99	99	97	98	99	98	100	100
B2. Publsing & updating drug information & treatment cost	97	96	89	99	98	93	96	96	98	100	95

- **Facility factor:** Table caption 4 with no negative comment recorded for facility at HMDL

- C1. Rest room clean, safety and convenience →
- C3. Hospital campus is clean & green . →

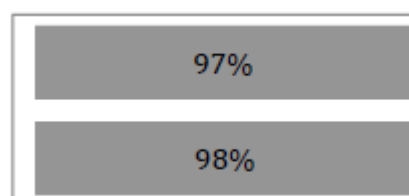


Table 5. Rate of Patient satisfaction with attitude and behaviour of doctors and nurses

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base sample	249	404	47	160	295	151	183	132	56	36	42
D1. Respect, Helpful & enthusiastic from Doctors	100	99	96	100	99	99	99	99	98	100	100
D2. Health status, diagnostic result and treatment is clearly explained and give clear instruction of Medication prescription	100	98	96	99	99	99	99	98	100	100	98
D3. Respect, Helpful & enthusiastic from Nurses	98	99	94	99	99	99	99	98	100	100	98

• **Attitude and behavior of Doctors and Nurses factors:** Table caption 5 has proven that excellent working manner of doctors & nurses has contributed to high satisfaction level in overall.

• D1. Respect, Helpful & enthusiastic from Doctors →

• D2. Health status, diagnostic result and treatment is clearly explained and give clear instruction of Medication prescription →

• D3. Respect, Helpful & enthusiastic from Nurses →

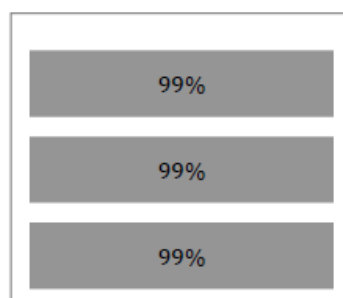


Table 6. Rate of Patient satisfaction with attitude and behavior of Technician, CS

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
D4. Respect, Helpful & enthusiastic Technician	98	99	94	99	99	98	99	98	98	100	95
D7. Helpful & enthusiastic CS staffs (welcome and give instruction)	100	99	98	100	100	99	100	100	98	100	98
D8. Respect,	99	99	98	100	99	99	100	98	100	100	98

Helpful & enthusiastic Security Staffs											
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• **Attitude and Behavior of Technician, Customer Services, Security Staff factor:** Table caption 6 has shown that within 653 patients has been asked about the attitude of support team as Technician, CS and Security staff, they all satisfied with high scores of percentages.

- D4. Respect, Helpful & enthusiastic Technician →

- D7. Helpful & enthusiastic CS staffs (welcome and give instruction) →

- D8.. Respect, Helpful & enthusiastic Security Staffs →

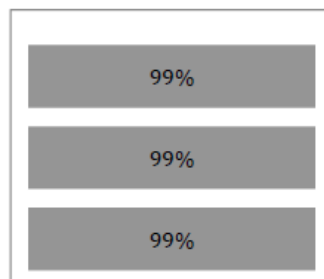
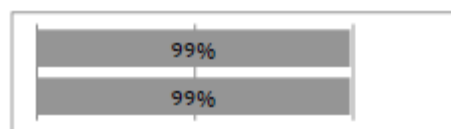


Table 7. Patient satisfied with attitude and behaviour of cashier and receptionist

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Othor
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
D9. Cashier, receptionist... serve fast	99	99	98	100	98	99	100	98	100	100	98
D10. Accurate invoice information	99	99	100	100	98	99	100	98	100	100	98

• **Attitude and Behavior of Cashier, Receptionist factor:** Table caption 7 has shown that patients are satisfied with the cashier & receptionist of HMDL. However, cashiers should be more careful to ensure information on invoice is accurate.

- D9. Cashier, receptionist... serve fast →



- D10. Accurate invoice information →

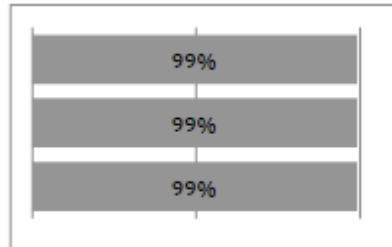
Table 8. Rate of Patient satisfaction with treatment service

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Othor
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
E1. Good diagnostic/ treatment result	99	100	98	100	99	99	99	100	100	100	100
E3. Modern/clean/comfortable facilities and equipment in general	100	99	100	100	99	99	100	100	96	100	100

E5.Trust on quality of hospital services	99	99	98	99	98	99	99	98	98	100	98
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- **Hospital Treatment Services factor:** Table caption 8 has proven that high satisfaction on treatment quality and trust on skillful of doctors. HMDL needs to retain this trend.

- E1. Good diagnostic/ treatment result →

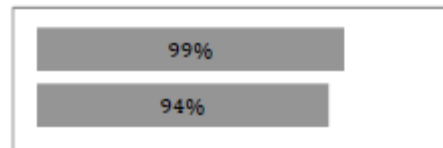


- E3. Modern/clean/comfortable facilities and equipment in general →

- E5.Trust on quality of hospital services →

- **Pharmacy service factor:** Table caption 9 has proven that the explanation of medication usage and description clearly get high scores either.

- E2. Good quality of drugs , Clear GSP →



- E4. Reasonable diagnostic/ treatment fee →

Table 9. Rate of Patient satisfaction with Pharmacy services

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Othor
Base on 653 OPD sample	249	404	47	160	295	151	183	132	56	36	42
E2. Good quality of drugs, Clear GSP	94	94	89	95	94	93	92	95	89	100	98
E4. Reasonable diagnostic/ treatment fee	100	98	94	100	99	99	100	98	98	100	100

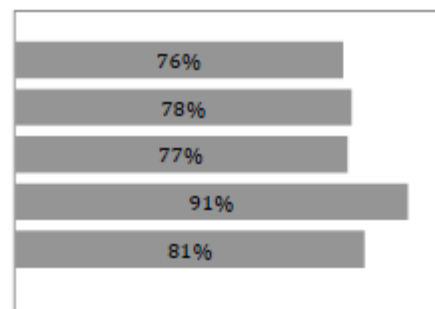
- **Standard of Procedure factor:** Table caption 10 has shown that process of registration & medicine purchase is simple and professional. HMDL should have solution to reduce waiting time for consultation and diagnostic (especially with Male, Young age group <18 , who came for Gastroenteritis.

- F1. Professional registration procedure →

- F2. Short waiting time for consultation →

- F3. Short waiting time for having diagnostic tests →

- F4. Short waiting time for having Blood tests result →



- F5. Simple and fast medicine purchase procedure →

Table 10. Rate of patient satisfaction with procedures of hospital

Data in percentage (%)	GENDER		AGE				SPECIALTY				
	Male	Female	<18	18-34	35-54	≥55	Gastro	Internal Medicine	Cardiac	O&G	Other
Base sample	249	404	47	160	295	151	183	132	56	36	42
F1. Professional registration procedure	73	78	64	75	77	79	65	77	77	89	88
F2. Short waiting time for consultation	76	79	57	78	79	82	67	79	89	86	95
F3. Short waiting time for having diagnostic tests	73	79	72	76	78	78	66	74	77	94	88
F4. Short waiting time for having Blood tests result	92	91	87	94	89	94	96	80	93	97	100
F5. Simple and fast medicine purchase procedure	77	83	60	82	82	85	74	84	86	97	88

Result

The study is supported by a sample of 1068 patients, which is 653 with 40 questionnaires and 415 inpatients with 35 questionnaires from 26th Jul 2016 to 25^h Aug 2016 in all of the Hoan My Da Lat Hospitals to whom an evaluation questionnaire was given to be filled out on the day of their release. The average age is from 18-55, and 62% are female - 38% are male for outpatient and inpatient is 48% male and female 52%

The percentage of study satisfaction of OPD with general were over 90%,. In badly patients were not very happy in registration and waiting time for consultation, procedures and having diagnostic test in gastroenteritis were 65%-67% .Other rest of physical examination by Doctor, nursing, laboratory and pharmacy services and attitude, support were range from 92%-98%, Patient were happy with Non clinical staff such as Customer service, Cashier, Registration staff, Security and Cleaner range from 96% to 100%, The rate of patient satisfaction of facility and treatment quality were very high from 96% to 99%.

Discussion

The findings from both our qualitative and quantitative research suggest that although there have been many complaints and much concern from the patients when coming to the public hospitals, the degree of satisfaction and the perceptions of all the three dimensions of service quality in the public hospitals seem to be at acceptable level (around the average score). This may be partly explained by our research sample of all in-door patients who may cope with some hesitance when expressing their thoughts and evaluation. Further study on this topic may be desirable to confirm the results.

In addition to the marked increase in patient feedback volume since the program's inception, we have seen a strong relationship between media coverage or public announcements surrounding the

program and increased patient feedback and refund requests in the following weeks. This interesting and perhaps expected fact has important implications: If we can safely assume that the system and its providers do not somehow perform worse in the weeks after media coverage or announcements, then these large upticks confirm our suspicions that our unhappy patients (and surely those at other systems) are often keeping quiet.

There is also some limited evidence that certain efforts to improve patient satisfaction can actually reduce quality outcomes. More recent strong evidence (here and here) suggests that improved patient satisfaction is in fact correlated with better health outcomes and quality: increased satisfaction is associated with decreased length of hospital stay, lower readmission rates, reduced mortality, and fewer minor complications.

Conclusion

- In general, Most of customers came from Da Lat City and very happy with the services offered at Hoan My Da Lat Hospital. High satisfaction scores are record at
- Medical staff's (doctor, nurse, technician and pharmacist) working manner
- Good support from customer service team, receptionist and cashier
- Clean and comfortable facility
- Simple and fast procedure (registration, medicine purchase, discharge)
- However,
- The procedure of registration and time of waiting to have doctor consulted were still long. Especially focus at group of:
- Male, aged < 18years old
- Patients come for Gastroenteritis
- To get the blood test of patients need to improve to gain higher satisfaction

In general average of overall satisfaction is over 95%. The section under the heading "Service care provided by the medical staffs" received the highest percentage.

Dissatisfaction was primarily associated with factors such as the amount of time spent waiting, the medical fees.

Almost 100% of the patients spoke about their experiences during their stay in the hospital, The older patients, having a lower level of education and living either in other cities or in the rural region of Da Lat, tended to be more satisfied than the younger patients, possessing higher levels of education and generally residing in the sub-urban or urban regions of Da Lat.

The patients who judged their condition to be very serious and their problems bad enough to justify hospitalization, and who also felt that their health and condition had improved at the time of release compared to the time of admission were more satisfied than the other patients. Patients hospitalized who had an individual private room in a specialized hospital tended to be more satisfied than those who had a room sharing many beds for several patients in either a general hospital or in the emergency area of a specialized hospital. The authors observed no correlation between the level of satisfaction and the patient's gender. The results of this study have highlighted that certain domains, notably that of the hospital's environment, should be reviewed and examined by health care administrators and managers in order to ensure the quality of the patient's care and coverage

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