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SERVICE / PATIENT SATISFACTION

KULCHANA PIROMRAT: IMPROVEMENT OF OUTPATIENT PHARMACY
SERVICES AT PAHOLPOLPAYUHASENA HOSPITAL. THESIS ADVISOR: CHA-
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This study was designed to measure the level of patient satisfaction with the outpatient pharmacy service at Paholpolpayuhasena Hospital before and after the improvement process. Five dimensions of patient satisfaction as defined by Aday and Anderson were used as guidelines for measurement; satisfaction with service convenience, satisfaction with medical information, satisfaction with quality of service, satisfaction with courtesy of provider and satisfaction with cost. Three hundred patients in each group were interviewed by the researcher with the interviewing questionnaire during 1-21 February 1997 and 1-18 July 1997. The characteristics of the patients in both groups were significant different at $p < 0.05$. The means of satisfaction score for convenience, information, quality of service, courtesy of provider and cost were 4.22, 4.30, 4.41, 4.29 and 4.43, respectively, on a 5-point scale, with 5 indicating highest satisfaction. The services which had lower scores were: providing a container for drinking water at waiting place, increasing the number of service counters, improving "service mind" of the service providers, indicating the cashier room clearly and producing special drug labels for elderly and illiterate patients. Improvements for these services were suggested to the pharmacy committee, and some of the suggestions were implemented.

After the improvement process which took two months, the satisfaction scores for the improved services were lower than before implementation except for the waiting time. Three reasons which may account for this were different characteristics of the sample groups, the quality of the improvement process and the study design.