

Complaints and satisfaction's index of health services in a private health sector

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ABSTRACT : Patients satisfaction index has a key role to reach the optimum quality level. Patient's satisfaction index provides a direct reaction of the respondents towards health care services. However, current paper discusses the patients satisfactory index among respondents and type complaints with gender malpractice claims, However, we conclude that, there is a strong positive relationship between patients satisfaction and persuade staff in Central call. Those who assigned to deal with respondents represent the human factor in the institution where the institution gets its distinctive character from the combined intelligence, skills and expertise. The persuasion elements in the institution are those capable of learning, bringing a change, an innovation and providing creative force, which can ensure a pro-longed survival of the health sectors. The complaints of the patients lead to creating negative Circumstances among the health care providers, and they feel that the registering complaints should be simple, clear. The persuasion substances in the health institution are those persons, who are allowed to learn, change, innovate and offer creative guidance, which ensures a long lasting survival of the health sectors.

KEYWORDS: Patients satisfaction index; Healthcare quality; Health care providers; Private health sectors; Public health.

I. INTRODUCTION

Patients' satisfactions are an important tool when it comes to treating deadly diseases. A patient will only be satisfied with the surgery and treatment operations, if the cost of the treatment and operation is affordable, and the treatment and operation process performed by the medical staff are efficient and effective. Generally, the best and top-rated Health care centers and hospitals, have the best infrastructure facilities in order to provide the best medical care facilities and the tools and the process that are applied on the progress are superefficient. These highly health organizations not only provide the best health care facilities for an impressive treatment process and facilities, but also offer low and affordable cost of treatment. Besides all of the preceding facts, the health care takers like the doctors and the nurses also must be well acquainted and adjusted to the working environment of the health care centers and hospital in order to provide the best health care facilities (The Kings Fund, 2018).

The health care providers also must be knowledgeable and well familiar with the medical tools and regulations, as tools like thermometer, stethoscope, blood pressure instruments and other various medical instruments are daily used in the medical clinics and hospitals. Despite all of these, times have changed and people have started to think about taking advantage and cheating others. Generally, doctors who care for their patients, never adopts malpractices that would make the lives of the patients miserable and hell, but though there are doctors who used their brains to cheat their patients just to gain extra money (The Kings Fund, 2018). They either prescribed wrong medicines or used wrong tools to make the patient come to him again.

There are also some health experts who do not know how to handle their patients or gadgets, because there is lapse in the checking the educational background of that person and this is another problem, which the patients face nowadays. This study was performed to find out the satisfaction level of patients through the Central call. This helps to understand the rate of patients who are not satisfied with services they receive; and thus these services need improvement.

II. COMPLIANCE STRATEGIES: PERSUASIVE TECHNIQUES

According to the statements of Gimeno-Feliu, Calderón-Larrañaga, Diaz, Poblador-Plou, Macipe-Costa, & Prados-Torres (2016), persuasion can be described as the symbolic process where communicators try to make other people understand the importance to change their attitudes or behaviors about an issue through the transfer of a message in an environment of free option. Generally, physicians, surgeons, pharmacists and dentists, adopt persuasion methods in treatment suggestions in satisfying the patient's queries about their healthcare facilities and treatment processes (Crooks, Ormond, & Jin, 2017). The managers and administrators make an impact and convince the patients while guiding the workers and employees. Hospital and medical institute's marketing persons and other healthcare professionals promote healthy living and lifestyles.

III. METHODOLOGY

In the study, there were 30 compliances were received from general hospitals and 27 from general health care centers. Out of those compliances, 37% were full satisfied with the services and 63% were refusing any kind of health service and were closed as unsatisfied (Ruckert, Labonté, & Parker, 2015). They were asked a send for investigations and court and they were to rate from 0 to 10. Here, 0 meant highly dissatisfied and 10 meant highly satisfied.

SET OF QUESTIONS

1. How far are you satisfied with the services provided?
2. How far do you believe that quality services are required for improvement of health?
3. How far are you satisfied with conduct of staffs
4. How far are you satisfied with expertise and skills of health professionals?

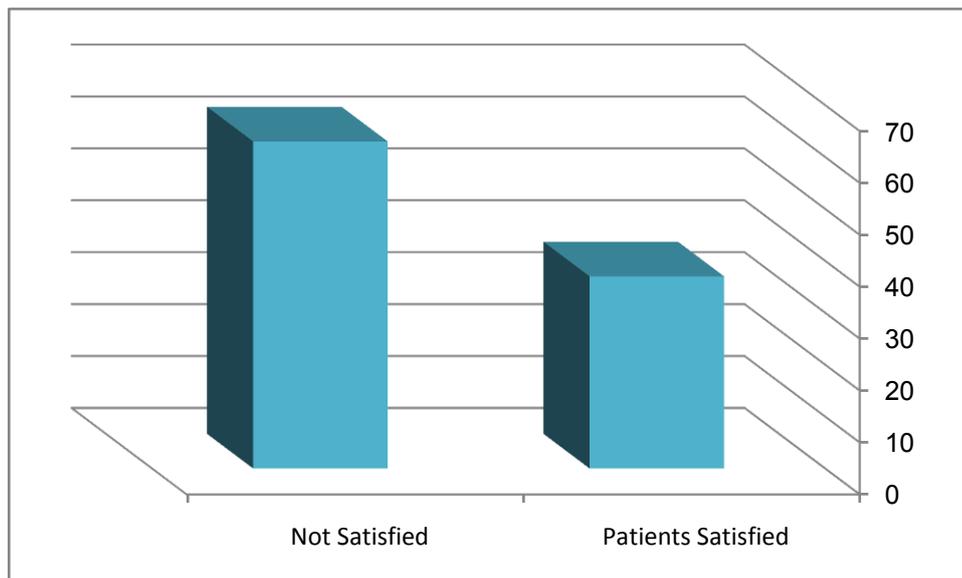


Figure (1) 37% were full satisfied for health services

IV. MALICIOUS COMPLAINTS

Previous studies found that patients' false or misleading complaints really do leave a bad impact on the health care providers (Jadhav, Gautam, & Gairola, 2014). The study has stated that even most efficient health care providers have felt emotionally distressed and de-motivated, when a patient have complained that the health care provider was inefficient, even when he tried his best. This kind of compliant triggered a bad impact, as the reputation and image of the health care provider was turned from being ethically pure to being fraud and dishonest (Bates, John, Bruno, Fu, & Aliabadi, 2016). Few of the patients even complained and assumed that all health care providers are rude, arrogant or are money minded (Muka, Imo, Jaspers, Colpani, Chaker, van der Lee, & Pazoki, 2015). Though if these complaints proved to be baseless and false, then the patients were either ignored or rebuked. The study have stated that rather than ignoring or rebuking the patients, the health care providers must take care of the fact that the system and process of registering complaints of the patients must be

made simple and straightforward, efficient and effective, so that the patients grievances can be solved quickly and without any hassles (da Rocha Fernandes, Ogurtsova, Linnenkamp, Guariguata, Seuring, Zhang, & Makaroff, 2016).

The study also have suggested that there should be more open connection, communication and interaction between the patients, health care providers and the latter should get more mental support while registering the complaint of the patients (Cochran, El-Sebaaly, Bersagel, Jaiswal, & Milburn, 2018). Those complaints must also be correctly tested, and this study shows how the complaint process needs to be enhanced. Studies have stated that the number of complaints against health care institutions has increased drastically in the current and bygone years, as the complaints against general practitioners have multiplied between 2007 and 2015 (Bell, Dziekan, Pollack, & Mahachai, 2016). Yet this study has shown that the complaint process does lead to a huge mental pressure for the health care providers, leaves a real impact on the patient care. Health care providers who had experienced complaints suffered high levels of depression, anxiety and even depressed thoughts. Nearly half of the health care providers had negative feelings towards the complainant or complaint described feeling handicapped and without any aid, whilst the other half described the process as factors causing emotional stress and anxiety (Wang, Whitehead & Bayes, 2016). The health care providers stated that it was important to have more transparent, fair and equality and time potentiality, more open responses between health care providers and patients, rather than passing information between managers and Cross examination of witness (Rider, Kurtz, Slade, Longmaid III, Ho, Pun, & Branch Jr, 2014).

V. CONCLUSION

Patient's satisfaction index is a most important and primary function is daily used to obtain the best efficient levels. Patient's satisfaction index shows the direct responses of the patients on the health care services provided by the health care providers. The current study discussed about the existence of a patient's satisfaction contents and list among the patients and the kinds of complaints that are made on gender malpractice. Although, it concluded that, there is a significant relationship between the patients satisfaction and to convince the worker in the call center. This study was held to determine the satisfaction level of patients in the call center. Generally the health care providers face huge mental pressure and stress due to the misleading and image disrupting complaints of the patients, this causes massive disruption while providing treatment and operations to the patients. The complaints of the patients lead to creating negativity among the health care providers, and they feel that the registering complaints should be simple, clear. The persuasion substances in the health institution are those persons, who are allowed to learn, change, innovate and offer creative guidance, which ensures a long lasting survival of the health sectors. Moreover, if healthcare services are improved, then only patients can achieve good physical and mental health.

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