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Multi-Knowledge Electronic Comprehensive Journal For
Education And Science Publications (MECSJ)

Issues (61) 2022

ISSN: 2616-9185

The impact of the healthcare Model on patient satisfaction: Level of awareness of the importance of public health

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Abstract

Despite being a crucial aspect of healthcare services, healthcare quality is frequently lower than anticipated despite the collaborative efforts of the various healthcare stakeholders. Patients who feel empowered reportedly contribute significantly to the caliber of care given. No research has looked at patient satisfaction with healthcare in Ethiopia. In this study, we investigated patients' knowledge of healthcare quality and their contribution to raising the standard of care. Patient satisfaction is a multifaceted healthcare construct that is influenced by numerous factors. Patient satisfaction, which in turn affects positive patient behaviors like loyalty, is influenced by the quality of the healthcare provided. Despite being challenging to quantify, patient satisfaction and healthcare service quality can be operationalized by using a multidisciplinary strategy that incorporates patient inputs and professional opinion. In the current study, the effectiveness of healthcare service delivery is examined by comparing patient satisfaction with nursing care services before and after the Health System Transformation Plan (HSTP). Patient satisfaction is a gauge of how happy a patient is with the medical attention they received from their provider. One of the most crucial elements in determining a healthcare facility's performance is patient satisfaction. The goal of this study was to ascertain how satisfied patients were with medical services, taking into account the doctor's conduct as a moderator between patient satisfaction and medical services. Patient satisfaction is a crucial indicator of how effectively healthcare is provided. Patients clearly indicate a desire for high-quality services when they enter medical institutions. They might become disappointed if their anticipated needs and expectations aren't met adequately.

Keywords: health services, patient satisfaction, Hospital facilities, Medical care, Nursing care, Patients;



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Issues (61) 2022

ISSN: 2616-9185

1. Introduction

Although patient satisfaction with healthcare has been the focus of published studies, there are few studies that examine patients with chronic diseases' satisfaction with public health insurance programs. Examining patient satisfaction with health insurance programs is crucial for a number of reasons. (Alemu , Girma, & Mulugeta, 2021)

All across the world, health services work to treat patients when they are ill and help them maintain their health. In many nations, primary care services are becoming more and more vital to integrated, patient-centered healthcare. They give patients and their families a way to enter the health system, continuing care coordination, and a person-focused strategy (Ayele, Ewunetu, & Genetu Chanie, 2022). The UN Sustainable Development Goals, which place a high priority on healthy lives and promote wellbeing for all, cannot be supported without accessible and secure primary care. (E Kruk, D Gage, Arsenault, & Jordan, 2021)

The stakeholders and providers in healthcare systems are numerous and complex. In fact, people who use healthcare services have a crucial role along co-producing their own health and are the only constant in the care pathway. Additionally, they contain crucial data necessary for process, system, and policy development. By utilizing such a vast resource, primary care safety might be considerably increased. (Gavurova & Kubak, 2022)

Since the 1970s, healthcare organizations and scholars have become increasingly interested in the topic of patient happiness. It is understood that the interaction between patients' and providers' perspectives on care quality leads to patient satisfaction (Geng, Chen, Shi, & Bao, 2021). Expectations, personal convictions, and value orientation of the patient would affect their assessment. As a result, patient preferences and expectations for medical care can be used to indicate patient satisfaction. It is comparable to how marketing research examines the impact of client expectations, perceived quality, and perceived value on satisfaction. Recent writing has also emphasized the significance of health literacy in patients' assessments of services. (Helen Babatola, O. Popoola, Idowu Olatubi, & Rukayat Adewoyin, 2022)

Patient evaluations of the quality of the care they received at the medical facility make up a substantial portion of the dynamic, multifaceted construct known as patient satisfaction (Jannati, Babajani, Ghasemi Kolaei, & Mohsenipouya, 2022). The most frequently cited factors for evaluating hospital satisfaction are a patient's specific health condition and the type of care received, the hospital environment, the standard of hospital services, the general conduct of the staff, the



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ISSN: 2616-9185

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cost of hospitalization, and the availability of post-discharge (follow-up) facilities. (Satpathy, Tej Wundaville, Satapathy, & Malik, 2022)

A primary expectation of health services is cure. Patient satisfaction is specifically described as an assessment of many healthcare parameters. Information on patient happiness should be essential to quality assessments for developing and managing healthcare because it may be one of the desired outcomes of care. Patient satisfaction improves the reputation of the hospital, which results in more people using the services and a larger market share (Kinney & Sankaranarayanan, 2021). Customers who are satisfied are more likely to have positive behavioral intentions, which are advantageous to the long-term success of the healthcare provider. Customers typically communicate their intentions positively by praising and favoring a company over competitors, making more purchases, or paying more. Because of their high credibility values, healthcare services are challenging to evaluate. How healthcare should be assessed is up for dispute. While some authors believe that patient views are useful healthcare quality indicators, others argue that specialists should assess the quality of healthcare services. (Naidu, 2009)

One of the most crucial components of high-quality healthcare services is patient satisfaction, which includes treating patients with dignity, honoring their requirements, and providing treatments that satisfy those needs (Manzoor, Wei, Hussain, & Asif, 2019). One of the key elements in determining the performance of a healthcare facility is patient satisfaction. Comparatively speaking, it is much simpler to gauge a patient's satisfaction with the services offered than it is with the services themselves. Additionally, evaluating a patient's satisfaction with the services provided is much simpler than evaluating the caliber of the medical care they receive. (Ayele, Ewunetu, & Genetu Chanie, 2022)

Patients' pleasure with healthcare services is increasingly important in promoting health; satisfied patients recover more quickly, visit hospitals more frequently, which generates more revenue for service delivery, and medical tourism declines. Additionally, contentment with care is a crucial instrument for assessing the standard of medical care. (Xesfing & Vozikis, 2016)

Patient portals are becoming a staple of many healthcare organizations as the use of digital health services has increased. (Kinney & Sankaranarayanan, 2021)

Patient satisfaction is a crucial indicator of the quality of healthcare because it reveals whether the provider is successful in exceeding clients' expectations and is a major factor in determining patients' future behavioral intentions (Sun, Wang,



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Education And Science Publications (MECSJ)

Issues (61) 2022

ISSN: 2616-9185

Zhao, & Yu, 2020). This study's objectives are to first evaluate patient satisfaction levels and then to investigate the associations between patient satisfaction with the healthcare system and a number of socioeconomic and healthcare provision indicator (Xesfing & Vozikis, 2016).

2. The Objective

The purpose of this study is to develop a thorough conceptual model to comprehend and assess factors influencing patient satisfaction-based healthcare quality. And the main objectives as the following:

1. Determine patient satisfaction with healthcare services with the inclusion of the physician's behavior as a moderator variable in public hospitals.
2. The level of patient satisfaction with healthcare services was evaluated, and factors influencing patient satisfaction in particular healthcare facilities were found.
3. Recognize the link between patient satisfaction results and post-adoption utilization of patient portals.
4. Understanding the effects of patient portal use on satisfaction

3. Related works

The healthcare sector is become highly competitive. The ability to offer higher-quality services is the main benefit of competition among health service providers. (Jannati, Babajani, Ghasemi Kolaei, & Mohsenipouya, 2022) However, the need for healthcare services has increased due to the availability of more health information and technological advancements, alterations in patient expectations, more awareness of personal health issues, and rising competition and costs in the healthcare industry. Through patient feedback and satisfaction surveys, healthcare services' sufficiency and quality can be evaluated. One of the most crucial metrics for determining the effectiveness of healthcare services is patient satisfaction. And as the following some related studies:

In (Alemu , Girma, & Mulugeta, 2021), they presented the study about In-depth interviews with 12 inpatients were conducted as part of this descriptive, exploratory study employing a semi-structured interview guide. Using purposive sampling with greatest variance, participants were chosen from the inpatient wards of a sizable referral hospital in Addis Abeba, Ethiopia. Audio recordings of interviews and field notes were made. Using OpenCode, the data were coded, literally transcribed, translated into English, and then evaluated thematically. Medical errors and issues with healthcare quality were issues that all participants



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ISSN: 2616-9185

were aware of. Most participants gave the quality of healthcare a bad or only somewhat good rating. Most participants took a passive position in the provision of care; they were unaware of their involvement in the pursuit of healthcare quality.

In (Geng, Chen, Shi, & Bao, 2021), they proposed the study about sought to close the knowledge gap. We developed a fictitious model that took into account the following factors: patients' awareness of insurance policies, the satisfaction of patients' expectations of insurance benefits, patients' perceptions of the value of health insurance coverage, patients' satisfaction with health insurance programs, patients' complaints, and patients' trust in health insurance programs. In order to test the proposed model, we conducted a confirmatory factor analysis using a structural equation modeling (SEM) strategy. Between June and October 2018, a model-testing survey involving a valid sample of 922 insured individuals with chronic diseases was carried out in 10 tertiary institutions.

In (Sun, Wang, Zhao, & Yu, 2020), they discussed the study about the satisfaction levels with the reform and low-level hospitals are measured using regular factors. Patients' willingness to select subpar facilities when unwell or in serious condition is a sign of loyalty. The various levels of hospitals are examined using analysis of variance and multiple comparisons. In order to investigate the factors influencing satisfaction and loyalty, an ordered logit model and ordinary least squares regression are used. According to the findings, factors such as perceived quality, patient expectations, and company image can all be used to explain patient happiness. Providers, the reform, and socio-demographic factors all significantly impact society. Patient happiness has a significant impact on increasing customer loyalty.

In (Manzoor, Wei, Hussain, & Asif, 2019), they included the study about Patients from the outpatient departments (OPD) of three public hospitals in Pakistan made up the target population. The target population's 290 sample participants were chosen using the practical sampling technique. Cronbach's Alpha was used to calculate the dependability scales. Regression analysis was used to investigate patient satisfaction with healthcare services and determine whether or not physician behavior moderates the relationship between patient satisfaction and healthcare services. The SPSS Hayes process was used to examine how the behavior of the doctor moderated the effect. The primary conclusions of the regression analysis confirm that patient satisfaction is significantly and favorably impacted by health services such as laboratory and diagnostic care, preventative healthcare, and prenatal care.



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In (Helen Babatola, O. Popoola, Idowu Olatubi, & Rukayat Adewoyin, 2022), they presented the study about Data was collected using a structured questionnaire whose reliability and validity had been validated. Version 22 of the Statistical Package for Social Sciences was used to analyze the data. We employed both descriptive and inferential statistics. With a mean score of 32.63 3.64, more over half of the participants (63.6%) were extremely satisfied with the medical and nursing team's delivery of healthcare services. Only 53.7% of the patients who took part in this study said they were extremely satisfied with the nursing care they received. The clean hospital environment was found to be the strongest factor associated with health care satisfaction (3.45 0.5), followed by electricity supply (3.18 0.78), accessibility (3.16 0.58), and the availability of adequate seating facility (3.15 0.76).

In (Gavurova & Kubak, 2022), they presented the study's objective is to map the overall inpatient satisfaction with healthcare delivered by healthcare institutions and its factors in the Slovak Republic using information from the Institute for Economic and Social Reforms' assessment of healthcare facilities. According to a visual descriptive analysis, inpatients' happiness varies significantly by geography. Data show that there is no statistically significant correlation between inpatient satisfaction and the number of inpatients per doctor; a negative correlation exists between the complexity of healthcare provided and overall inpatient satisfaction; and a positive correlation exists between the complexity and severity of the diagnosed condition and overall inpatient satisfaction.

In (Pauli, Martin, & Greiling, 2022), they discussed the study about Analyzing the current state of WOM research in healthcare has a research deficit. To the best of our knowledge, there is no systematic literature review that compiles the most recent findings on WOM research in the field of health care, despite the fact that numerous studies have highlighted the impact of WOM on health behavior. As a result, this research gives a thorough analysis of the literature on WOM in healthcare. Based on a thorough search of publications published over a period of twenty years, from January 2000 to December 2019, the literature review examines WOM investigations that have already been conducted in the healthcare industry. The foundation of this paper is the final collection of 34 articles.

In (Senbeta Deriba, Abeya Geleta, Shukure Beyane, & Mohammed, 2020), they proposed the study about the limited worldwide travel caused uncertainty and a shortage of medical supplies. In order to evaluate patient satisfaction and related factors among chronic patients who had a follow-up in North Shoa healthcare institutions, this study set out to identify these factors. Through the use of a systematic random sampling technique, 410 study participants were chosen from



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ISSN: 2616-9185

an institutional cross-sectional study. A structured interviewer-administered questionnaire was used to gather the data, which was then entered into Epi Info version 7 and transferred to SPSS version 23 for analysis. The variables linked to satisfaction were found using bivariable and multivariable logistic regressions. In the multivariable model, the odds ratio with a 95% confidence interval was calculated, and a p-value of 0.05 was regarded as statistically significant.

In (E Kruk, D Gage, Arsenault, & Jordan, 2021), they introduced the study about despite the fact that health outcomes in low- and middle-income countries (LMICs) have improved recently, a new reality is now upon us. The threshold for health systems to deliver improved health outcomes and higher social value is being raised by shifting health needs, rising public expectations, and ambitious new health goals.

4. Materials and Methods

This descriptive and exploratory study looked at how well patients understood the quality of healthcare, medical errors, and their role in their management.

In this study, we use the European Consumer Satisfaction Index model as the foundational model and extend it with three exogenous variables: the socio-demographic variable, the revealed preferences variable, and the declining resources reform variable (Senbeta Deriba, Abeya Geleta, Shukure Beyane, & Mohammed, 2020). Three hidden variables—perceived quality (Q), customer expectation (Exp), and business image—have an impact on patient satisfaction (Im). Expected value is a term used to describe the discrepancy between consumer expectations and experienced outcomes. The perceived worth, however, cannot be directly evaluated since the technical dependability and therapeutic results of medical services are too complex for patients to evaluate. However, patients can assess the projected value of medical care using other non-technical factors.

All health care service providers now place a high premium on providing better patient care in order to maximize patient satisfaction. The potential to stand out in a crowded market is given to enterprises or public trusts through superior healthcare service delivery when compared to their competitors. Currently, hospitals are required to provide patients with superior health care services and to meet their needs due to the increased expectations for standard services and the customer's needs.

Patient portals have established themselves as a staple of many healthcare organizations as the digital delivery of healthcare services gains popularity.



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Despite the significance of patient portals, there is conflicting evidence about how using a patient portal affects patient satisfaction.

5. Results and Discussion

Patient satisfaction with care is frequently used to gauge the quality of treatment. In our survey, we discovered that more than half of the participants expressed dissatisfaction with the standard of care they received. Our findings are consistent with research on global health care access and quality published in the Lancet and other journals, in which Ethiopia received one of the lowest scores.

Patients are important program participants and benefits. Their opinions are crucial for forming health insurance policies, giving advice on the effectiveness and responsiveness of insurance programs, and bringing transparency and accountability to the decision-making process for insurance policies. Important latent variables, such as the range of healthcare services covered by an insurance program, reimbursement rates, reimbursement amount by setting (inpatient and outpatient services), and the effectiveness of the reimbursement procedure, were included in our study to measure patients' satisfaction with health insurance. All of these variables were chosen based on the results of previous research.

Patients' satisfaction with the caliber of healthcare services obtained is regarded as one of the key elements of hospital quality management systems in today's consumer-oriented healthcare marketplaces. Additionally, it is well-established that patient satisfaction with nursing care services is the most significant predictor of patient satisfaction with hospital treatment, making it a crucial objective for any healthcare institution. As a result, this study examined how satisfied Iranian patients were with nursing care services in two different circumstances (i.e., before and after the HSTP)

The study's findings showed that there was little overall client satisfaction. In addition, it was discovered that the availability of all prescription drugs and the friendliness of the healthcare professionals all had a substantial impact on how satisfied patients were with the clinic. By making all necessary medications accessible, health administrators and service providers can enhance the compassionate actions of their staff, safeguard patients' privacy, and boost patient happiness.

The majority of survey participants were completely satisfied with the medical care they received in the chosen secondary hospitals. The nurses' availability and hospitals' accessibility were deemed to be the aspects of their care that patients were most satisfied with. Participants, however, did not find the doctors'



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ISSN: 2616-9185

accessibility, the cost of care, or the admissions process satisfactory (Satpathy, Tej Wundaville, Satapathy, & Malik, 2022). Doctors should consequently be more accessible to patients in order to meet their needs. Additionally, nurses should be available both physically and emotionally in hospitals so that they can attend to the patients' emotional needs. In order to make the admission process more patient-friendly, hospital administrators should review it.

6. Conclusion

Our findings emphasize the significance of taking into account patients' perceived value as part of ongoing initiatives to raise patient satisfaction with health insurance, particularly among those with chronic diseases. It is also advised that policymakers develop patient-focused reimbursement policies based on evidence.

A methodologically sound new or modified scale that measures patient satisfaction across four domains—patient, illness, treatment, and hospital-specific services—can be helpful. Additionally, improving patient satisfaction as a pertinent outcome in clinical practice and health care delivery can lead to improved health status and healthcare services of higher caliber. As a result, increasing patient satisfaction scores has to be a top focus in health care.

After HSTP, patients were more satisfied overall with nursing care services, though patients in specialized wards like the CCU reported higher levels of satisfaction. Therefore, it is strongly advised to utilize more care facilities, technology, and skilled nursing staff in other wards.

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