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# Satisfaction Rate of Clients of Health Houses Affiliated to Dezful University of Medical Sciences

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#### Authors' contributions

This work was carried out in collaboration between all authors. Author MAM designed the study and wrote the first draft of the manuscript. Author HK wrote the protocol. Author NSS performed the statistical analysis. Authors AM and MZ managed the analyses of the study. Author VS managed the literature searches. All authors read and approved the final manuscript.

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## **ABSTRACT**

**Introduction and Objectives:** Satisfaction rate of clients has a significant effect in higher quality of services provided by employees. Evaluation of health and medical services is the first necessary step in providing services correctly and also satisfaction rate of clients is one of the most important factors of evaluation. This study was carried out aimed to determine the satisfaction rate of Clients with health houses affiliated to Dezful University of Medical Sciences.

**Methods:** In the present study, 303 people referred to health houses affiliated to Dezful University of Medical Sciences were selected through stratified sampling method and demographic characteristics of the referrals to departments, spending time for them, guidance and training, the

adequacy of services, the ability and skill of employees, facilities and equipment adequacy were collected using of questionnaires and interviews from Clients or their attendants. The comments of people and questionnaire information were analyzed by SPSS software.

**Results:** 303 people were interviewed during two months. The mean age of the subjects was 32.33±10.27. Also, 67.3% were women and 32.7% were men. 82.5% were married, 91.74% were living in villages and 15.2 were the Clients attendants. 68.31% of Clients were satisfied with the performance of health houses at high level.

**Conclusion:** According to the results of this study, the performance of health houses affiliated to Dezful University of Medical Sciences was evaluated at a high level. The satisfaction rate of the Clients was at a high level, and the managers can achieve a higher level of satisfaction in the future based on the views of the recipients of service and with more planning and effort.

Keywords: Satisfaction; measurement; health house.

#### 1. INTRODUCTION

Over the last decades, factors such as change in lifestyle of people, increasing the prevalence of non-communicable diseases (NCDs), reducing contagious diseases and the emergence of emerging diseases, as well as changing the concept of health from the treatment-driven to healthy-driven has led the health system does not have an adequate response to the health priorities of the people and sometimes even in emergency cases can't act perfectly [1]. Considering this, policy makers have focused on change in existing plans and development of new plans in each period. One of these programs can be the development plan of health Centers and health houses, the plan for leveling providing health services, establishing urban demographic sites, villagers' insurance plan and family physician plan, all of these plans are arisen to improve the satisfaction of the community and the improvement of the accountability of health system providers to the community health problem [2]. Therefore, providing community health is considered as the mission of a health system, this goal will not be possible to achieve unless it is feasible to provide the great services, except by controlling and evaluating the health services [3]. Investigating Clients satisfaction is considered as one way of controlling and evaluating health services [4].

Nowadays, Clients satisfaction is considered as one of the most important indicators in the quality of health services and its measurement has helped health organizations to improve their quality [5]. Hence, examination of the factors affecting Clients satisfaction has attracted a lot of researchers' attention [6]. Among various types of services, health services have a special place, because firstly this section has a relationship with the community, and more importantly, this sector is responsible for maintaining health and taking

care of community life, because very few mistakes will be associated with great and irreparable damages due to the service's seriousness of this sector, but unfortunately, despite the importance of the health section and the way the service is provided by this sector is in a way that has led to many dissatisfactions in the community [7].

But it should be kept in mind that due to the limited resources and facilities of organizations and the need to provide customer satisfaction, organizations must first identify the effective factors on customer satisfaction and, by knowing the most important factors, take the necessary measures to improve customer satisfaction; however, it should be noted that paying attention to customer satisfaction in healthcare is different from other services because of the nature of this type of service and its customers [8].

Also, factors such as increased competition between healthcare institutions for improving quality, errors and invalid reports of health houses, effective environmental factors on the health system such as demographic changes, the political environment, social perception of health quality, etc., which has made significant changes in this system, are considered as factors that increase the importance of paying attention to services in health houses and turning researchers into Clients satisfaction as an indicator for evaluation [9].

Also, health care providers have turned into customer-oriented and competitive environments due to the increasingly advances in the field of medical sciences and increasing customer awareness and expectations. Therefore, these organizations think to improve the quality of services along with its cost effectiveness for development and continuation of their activities, and this will not be possible unless customers

are satisfied [10]. Also, the behavior of service providers, especially being treated in a polite and respectful manner with the recipients of services, has the greatest impact on obtaining Clients satisfaction [11]. Considering recommendations the World of Health Organization to improve the quality of health services, the first step is evaluation of the quality of services at low levels of health care services and one of the key elements in evaluation of the quality of providing services is to evaluate the satisfaction of Clients with the way they provide services at primary care levels [12]. It can be said that dissatisfaction is seen in people with high levels of education and above the diploma. The reason for this difference is the difference between expectations of educated people with people with lower education levels, because people with higher education have more social relationships and higher access to information resources; therefore, they are more likely to see system deficiencies clearly and are usually less satisfied [13]. Therefore, since that health houses play an important role in maintaining the health of the rural community and act as the first level of providing service [14] as well as given that services provided in these health houses have high effectiveness and are considered as the first level of referrals, and this unit is the first unit that people will have with that relationship, therefore, attracting satisfaction of Clients and their satisfaction with this unit is a high priority. Therefore, this study was carried out aimed to measure the satisfaction of Clients with health houses, which can be done by doing this research in order to further increase the satisfaction of the service. Therefore, this study tends to measure satisfaction of clients of health houses in order to increase the satisfaction of clients.

## 2. METHODS

The present study is considered as a cross-sectional descriptive-analytic research which was conducted on 303 Clients referring to health houses affiliated to Dezful University of Medical Sciences in 2017. The standard sample size was estimated based on Morgan Table. Therefore, clients from different county location groups were selected by stratified sampling and then use randomly selected among each county. Therefore 109 people from the county of Shush, 152 people from the county of Dezful and 42 people from the county of Gotvand. Clients aged 16-80 years were studied. In cases where the Clients were unable to respond due to being

below the age of 16 years or being in inappropriate physical conditions, their attendants were questioned. This single-step questionnaire includes demographic information questions (age, sex, job, level of education and marital status, etc.) and questions about satisfaction measurement.

Formal and content validity of the questionnaire was verified by ten health care service management professors and health network managers. Cronbach's alpha coefficient was calculated in a sample consisting of 30 participants in a pilot study to measure the reliability of the questionnaire. Cronbach's alpha coefficient was 0.960 for the whole questionnaire which indicates high reliability of the questionnaire.

Ethical considerations such as the informed consent of participants, confidentiality of information and neutrality of the researchers were confirmed in all stages of the study from data collection to data analysis in this study.

In this plan, the opinion of individuals about the units which they received services from them on the day of the interview, as well as each unit of these health houses was evaluated separately from the point of view of the physical and mental status due to the service, the way employees behave, spending time spent, guidance and training, the adequacy of equipment and building, and regulations, these health houses were measured according to with a very small, small, medium, high, and very large scale (by observing ethical considerations). In order to quantify the satisfaction, the five levels mentioned were rated from 1 to 5. After collecting and entering the data, the final analysis was performed using SPSS software and appropriate statistical tests. P <.05 was considered significant.

### 3. RESULTS

Based on the results, demographic data is listed in the Table 1.

In order to test whether the satisfaction level was normal or not, the Kolmogorov-Smirnov test was used. Since Test Statistic was 2.42, P> 0.05, so the distribution of this score is normal. Therefore, independent t and variance tests will be used for examination of the effect of demographic factors on this score.

According to the results of this study, 67.3% of subjects were women and 32.7% of them were

male. Independent t-test was used in order to examine the effect of gender status on satisfaction. The results are as follows.

Table 1. Frequency and relative distribution of Clients referred according to their demographics characteristics in health houses affiliated to Dezful University of Medical Sciences

Demographic	Number	%
characteristics	Number	70
Sex		
Male	99	32.7
Female	204	67.3
Age	_0.	00
Less than 20	22	7.26
20-29	113	37.29
30-39	107	35.31
40-49	38	12.54
50-59	17	5.61
More than 60	6	1.98
Place of residence		
Village	278	91.74
City	25	8.3
Marital status		
Married	250	82.5
Single	53	17.5
Number of children		
Less than 3 children	252	83.16
More than 3 children	51	16.83
Job		
Unemployed	13	4.3
Employed	45	14.9
Retired	2	0.7
Housewife	161	53.1
Student	5	1.65
Self-employment	36	11.9
Farmer	41	13.5
People referred		
Clients	257	84.8
Clients attendant	46	15.2

As shown in Table 2, since P -value =0.002, so the mean of satisfaction score in different groups of men and women is different (there is a significant difference).

Also 77.2% had a diploma and a degree less than diploma, 22% had high degrees higher than diplomas. Analysis of variance test was used to examine the effect of level of education on satisfaction. The results are as follows.

F (298,4) =3.048, P=0.017

Table 2. The results of client satisfaction test and gender type

The result of the test	
t = 0.17	
P =0.002	

According to the results, since P-Value=0.048, so the mean of the satisfaction score of Clients with different level of education, is different (there is a significant difference).

Most of the subjects were female housewives (53.1%) and the least number of them were retired (0.7). Analysis of variance test was used to examine the effect of job type on satisfaction. The results are as follows.

F (295,7) =2.472, P=0.018

According to results, since P -value =0.018, so the mean of satisfaction score in different working groups and housewives was different (there is a significant difference).

Also, 84.8% were Clients and 15.22% were the Clients attendants. Independent t-test was used to evaluate the effect of referral status on satisfaction. The results are as follows.

As shown in the Table 3, P -value =0.253, so the mean of satisfaction score is not different in the referring and attendants groups (there is no significant difference).

Table 3. Results of Clients satisfaction test and type of people referring to these health houses

The result of the test	
t = 0.355	
P =0.253	

As shown in the table4, the most common reason for referral to these health houses include 36% referral to the physician, as well as 19.8% for the family health, 11.2% for the vaccination, 2% for the education hygiene, 5.6% for education, 7% for the school's health, 2.3% for the injections and 22.44% for other reasons. ANOVA test was used in order to evaluate the effect of the reason for referring on satisfaction. The results are as follows.

F (295,7) =1.063, P=0.388

According to the results, as P-value= 388/0 the mean of satisfaction score is not different in different groups (No significant difference).

Table 4. Frequency and relative distribution of the reasons of people referral to health houses affiliated to Dezful University of Medical Sciences

Cause of referral	Number	%
Referral to the doctor	109	36
Environmental and	6	2
professional health		
Vaccination	34	11.2
Family health and midwifery	60	19.8
Schools' health	2	0.7
Hygiene education	17	5.6
Injections	7	2.3
Multiple reasons	68	22.4

Also, 82.5% of the clients were married and 17.5% were single people. To evaluate the effect of marital status on satisfaction, independent t-test was used with the results as follows.

According to the results, since P -value =0.388, that means the mean of satisfaction score is not different in different groups (There is no significant difference).

Also, 82.5% of the Clients were married and 17.5% were single people. Independent t-test was used in order to evaluate the effect of marital status on satisfaction, which the results are as follows.

As shown in the Table 5, as P-value= 0.674, that means the mean of satisfaction score is not different in different single and marital groups

(there is no significant difference). Also, most of the Clients were from 20 to 40 years of age.

Table 5. Clients satisfaction test and marital status test results

The result of the test	
t = 0.640	
P =0.674	

In Table 6, 79.9% of the subjects were satisfied with the behavior of the employees and 20.8% of them had a moderate and low satisfaction, as well as 77.5% of the subjects were satisfied at high level with received services in terms of guidance and training, 62.7% were satisfied with adequacy of equipment and building and 80.2 were satisfied with the rules and regulations (at high level). The majority of Clients (85.5%) evaluated that the status of physical and mental health due to health care services was at high level and 14.5% of them evaluated that the status of physical and mental health was at the medium to low level. Also, in terms of the number of services provided to Clients for 46.2% of them. a total of one service and for 53.8% of them, two or more than two services were provided. In terms of the time spent to receive service in these health houses, 25.8% of the subjects stated that the time spent to receive the service was low and the waiting time for the service was negligible, and 26.8% of them weren't satisfied with the time spent on receiving the service and they believed that their time was wasted and 47.9% had a moderate level of satisfaction with the time spent on receiving the service.

Table 6. Satisfaction dimensions of people referral to health houses affiliated to Dezful University of medical sciences

Satisfaction dimensions	High		Medium		Low	
	Number	%	Number	%	Number	%
Physical and mental status due to services	259	85.5	35	11.6	9	3
Spending time to receive services	81	26.8	145	47.9	77	25.4
The way employees behave	240	79.2	51	16.8	12	4
Guidance and training	235	77.5	53	17.5	15	4.9
Adequacy of equipment and building	190	62.7	82	27.1	31	10.2
Terms and Conditions	243	80.2	46	15.2	14	4.6

As shown in Table 7, 68.31% of patients were highly and optimally satisfied with service providers and 31.68% reported moderate and low dissatisfaction

Table 7. Frequency and relative distribution of the satisfaction of people referral to health houses affiliated to Dezful University of Medical Sciences

Satisfaction levels	Number	%
High	207	68.31
Medium	68	22.44
Low	28	9.24

#### 4. DISCUSSION AND CONCLUSION

According to the results of this study, satisfaction rate with health houses affiliated to Dezful University of Medical Sciences is desirable and most of the people referred are referrals to physicians, which suggests that health workers should be more involved in education and prevention to reduce the number of visits to doctors for medical treatment, and doctors themselves are more likely to work in health care have more regular and effective interventions to reduce the rate of diseases, especially preventable diseases. And with the education and visiting of patients in health houses and in the living place of the patients, we will see higher levels of satisfaction of the people. Also, about the number of referrals for the health of schools and environment health. because their health worker goes to schools and inspect shops and workshops, therefore the number of visiting these groups is reduced to health houses. In this study, the majority of people referred were female housewives (53.1) and it was observed that the majority of them had more enough time to visit these health houses during office hours, and since they refer to health houses for health of their children, so. housewives including more burden of Clients.

In a paper entitled "The Satisfaction rate of Clients with the Urban and Rural Health houses affiliated to Markazi Province Medical University in 2010", 66.5% of the subjects were female, which most of the were housewives, these results are consistent with the study [15].

According to the results, 68.66% of the Clients studied were satisfied (at high level) with these health houses. In a similar study entitled "Satisfaction rate of Clients with providing services in urban health houses affiliated to Arak University of medical sciences", more than 63.2% of Clients had high satisfaction with services [16]. During another study entitled "Identifying the Challenges of Iranian health houses and Providing Solutions", concluded that the equipment and facilities, the quality of buildings and the up-to-date equipment can play a significant role in increasing the satisfaction of health houses. In this study, satisfaction rate was 62.7%, it indicates that the quality of building and equipment has a significant effect on increasing satisfaction of Clients [17].

In this study, the satisfaction level of Clients with education and guidance provided by health

worker was 77.5%. during a study, in 2010, entitled "The satisfaction rate of Clients with nursing services provided at the medical education center", concluded that the satisfaction rate was moderate and equal to 49.1% [18], which is consistent with the present study, and it can be concluded that guidance and training by employees of health houses, because they have an effective role in the satisfaction of Clients, can significantly affect the satisfaction of other services provided. Because in the health systems, especially the health houses that are the first and most important services provider's unit, education plays an essential role and, with can reduce the number of referrals for medical treatment.

Baghiani Moghadam et al. [14] measured satisfaction rate of clients with services provided in urban centers of Yazd. They showed that the clients were not satisfied with adequacy of equipment and facilities and demanded authorities to resolve this problem. Satisfaction rate was 36%. In the present study, satisfaction rate with equipment and facilities was 67%, which is relatively good. Authorities need to consider this and identify and equip the health houses which lack equipment [14].

How employees behave with Clients plays an important role in their satisfaction, given that the employees of health houses who are the first level of referral and have direct relationship with Clients, can indicate the whole health system, so reverting Clients is considered as the priorities of the healthcare system, especially health houses. during a study entitled", the satisfaction rate of the attendants of Clients referred to the hospital with the behavior of the employees of the Qom Maternity Hospital", they showed that the Clients had satisfaction at the moderate level with the behavior of nurses (31%), which in the present study, 79.2% of the Clients had high satisfaction with the behavior of the personnel, it indicates that the behavior of personnel with Clients was desirable [19].

Also, this study examines the component of spending time for providing service, which is considered as one of the key aspects in any organization for the client. In health care systems, since the majority of Clients complain of pain, so the time is considered as a key component for them. during a study concluded that satisfaction rate was (45.01), and in the present study, 26.8% of the Clients were satisfied (at high level) with health houses, which suggests that spending time and time to receive

a service is a very important point in the health system, Dezful University of Medical Sciences should pay more attention to this issue and should find a solution to it [15], which another study entitled "The Challenges of Iran's health houses", and the crowds of clients in these health houses have been reported due to disproportion between manpower and workload [17].

The aim of providing services by health houses is ultimately to obtain the satisfaction of Clients, which occurs when the Clients feel better about their physical and mental status after receiving the service. In this study, satisfaction of Clients was examined in terms of physical and mental status due to the services provided, which the satisfaction rate in this field was 85.5%, which indicates services are provided at high quality in health houses affiliated to Dezful University of Medical Sciences. During a study entitled "Clients" Satisfaction with performance of Hospital Personnel", concluded that the subjects have reported that they were satisfied by 84% with the received services and they had a better mental and physical feeling of services provided, which is consistent with the present study. Therefore, it can be concluded that Clients had better feeling after receiving services, which this factor can be considered as an indicator to show the effectiveness of services provided in health care systems [20].

Hashemi et al. [21] compared satisfaction rate of emergency patients in the Shohadaye Tajrish Hospital before and after establishment of Health System Development plan. It was shown that satisfaction with an observance of religious standards, ethics and equipment was low. Clients expected authorities to address their problems. In the present study, satisfaction with rules and regulations was 80%; efforts should be made to increase satisfaction rate [21].

Health organizations are related to public health, which is very important and vital; thus, customer satisfaction plays an important role in providing quality services. Health houses are the first level of customer exposure. At first sight, the clients are more sensitive to these health houses; therefore, the clients and their satisfaction should be given priority in health houses. Satisfaction of clients not only results in self-satisfaction but also has a positive effect on the increase in personnel's morale, which leads to an increase in the quality of service provided by service providers. Moreover, healthcare personnel

should be open to criticism, because criticism can be considered as a positive and constructive opportunity. Efforts should be made to eliminate weaknesses and emphasize strengths and provide preventive services to reduce client dissatisfaction and increase the satisfaction of patients referred to health houses.

## CONSENT

As per international standard or university standard, patient's written consent has been collected and preserved by the author(s).

## **ETHICAL APPROVAL**

As per international standard or university standard, written approval of Ethics committee has been collected and preserved by the author(s).

#### **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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