An Assessment of Patients Satisfaction with Health Services Obtained in Herat regional Hospital, Herat Province, Afghanistan

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Abstract

Health care quality is a global issue, Afghanistan’s health system has been steadily progressing over the last 17 years, with increasing coverage of health services throughout the country. In 2018, 3,135 health facilities were functional, which ensured access to almost 87% of the population within two hours distance. Afghanistan’s National Health Policy 2015-20 has five policy areas: governance, institutional development, public health, health services and human resources. The health care industry is undergoing a rapid transformation to meet the ever-increasing needs and demands of its patient population. Hospitals are shifting from viewing patients as uneducated and with little health care choice, to recognizing that the educated consumer has many service demands and health care choices available. The closest most tool for measuring consumer experiences is the occasional patient satisfaction survey.

Herat Regional Hospital (HRH) located in the centre of Herat City is not only covering Herat Province but as regional centre, is serving four provinces including Ghor, Badghis and Farah as some of the most conflict affected high priority area bringing hundreds of weapon wounded referrals to the hospital.

Objective: To assess patient satisfaction with services provided in Herat regional Hospital, Herat Province, Afghanistan. To analyse how satisfied are patients with the performance of hospital and which services and facilities are needed to improve in future plan.

Material & Methods: A cross-sectional study was conducted among patients randomly from Urban and Rural area in Herat and surrounding districts and provinces. A multistage sampling technique was used to select the respondents. A total of 400 patients attending this study. A self-designed, pretested, semi structured questionnaire was developed to draw the patient’s satisfaction to the health care services from Herat Regional Hospital. The survey covered most of the wards of hospital like Surgery ward, neuro surgery, internal, orthopaedic, mental health, ENT, burn and plastic surgery ward. From the other hand is should be mentioned that the infectious ward Paediatric obstetrics and gynaecology ward was not included in our survey, as their building was in different locations.

Results: Overall, 47% of the patients were satisfied with the services received from Herat Regional Hospital, while the remaining 53% were unsatisfied. Patients and their relatives were dissatisfied about delayed reports and lack of equipped and medical machines, lack of beds and rooms, lack of doctors and other medical stuff. These are the important finding of the result. The level of patient’s satisfaction in some parts are good and will be explained in this study.

Keywords: Hospital services, Patient satisfaction, Quality of Services, health facility.

INTRODUCTION

Herat has been a relatively peaceful province; The Hospital of Herat was initially designed for 200 beds. In view of the mounting needs, it was later extended to 400 beds and as then further expanded to 650 beds. The hospital, on average, receives between 1000-1500 OPD and IPD patients per day. While ideally the bed occupancy should be kept around 75-80% in order to maintain a high level of preparedness for any incident when large number of patients may need to be served, the bed occupancy rate in the hospital has continuously remained above 100%. In most cases, it has been more than 120%.( UNDP report, 2018)
Healthcare sector is one of fast growing in services industry in which all hospitals are providing almost same services but the point of distinction is service quality. In our survey, the questionnaire set to be filled by the patient was designed to cover all the aspects of patient care in a hospital. Questions related to patient-nurse interactions were asked to evaluate the behavior and attentiveness of the nurses; there were questions to examine how doctors deal with the patients.

According to Ministry of Public Health of the Government of the Islamic Republic of Afghanistan the quality in health programs and services means responding to client needs and developing and providing health programs and services that are appropriate, affordable, available and timely, safe and consistent, effective and efficient and continuously improving.

The Mission of the Ministry of Public Health of the Government of the Islamic Republic of Afghanistan is to prevent ill health and achieve significant reductions in mortality in line with national targets and sustainable development goals and to reduce impoverishment due to catastrophic health expenditure. Also to be responsive to the rights of all citizens through improving access and utilization of quality, equitable, affordable health and nutrition services among all communities especially mothers and children in rural areas And through changing attitudes and practices, promoting healthy life-styles and effectively implementing other public health interventions. All in coordination and collaboration with other stakeholders within the framework of strong leadership, sustained political will and commitment, good governance, and effective and efficient management; in its continuous pursuit to become a ministerial ‘institution of excellence’.

Health care quality is a global issue. The health care industry is undergoing a rapid transformation to meet the ever-increasing needs and demands of its patient population. Hospitals are shifting from viewing patients as uneducated and with little health care choice, to recognizing that the educated consumer has many service demands and health care choices available. Respect for patient’s needs and wishes, is central to any humane health care system. Quality of health services was based on professional practice standards, however over the last decade; patient’s perception about healthcare has been predominantly accepted as an important indicator for measuring quality of health care and a critical component of performance improvement and clinical effectiveness.

Patient satisfaction has been defined as the degree of congruency between a patient’s expectations of ideal care and his /her perception of the real care (s) he receives. It is a multidimensional aspect, represents a vital key marker for the quality of health care delivery and this is an internationally accepted factor which needs to be studied repeatedly for smooth functioning of the health care systems. It has been an important issue for health care managers. The client here does not technically assess their own health status after receiving care but the degree of satisfaction with the services delivered.

Various dimensions of patient satisfaction have been identified in this research, ranging from admission to discharge services, as well as from medical care to interpersonal communication. Well recognized criteria include responsiveness, communication, attitude, clinical skill, comforting skill, amenities, food services, etc. It has also been reported that the interpersonal and technical skills of health care provider are two unique dimensions involved in patient assessment of hospital care. Better appreciation of the factors pertaining to client satisfaction would result in implementation of custom-made programs according to the requirements of the patients, as perceived by patients and service providers. (Syed Shuja, 2012).

Following increased levels of competition and the emphasis on, patient satisfaction has become an important measurement for monitoring health care performance of health plans of regional Hospital of Herat. Patient is the best judge since (s) he accurately assesses and provides inputs which can help in the overall improvement of quality health care provision through the rectification of the system weaknesses by the concerned authorities.
Objective of this study

The objective of this study is to assess the quality of basic public health care services especially in Herat regional hospital in Afghanistan, by the main health delivery channels- public health and hospitals through a measurement of their capacity to provide quality services. The data, on which findings are based, is derived out of a sample survey undertaken by survey between March-September 2019 in Herat Province.

To assess patient satisfaction with services provided in Herat regional Hospital, Herat Province, Afghanistan, from the others hand in this research has been attempt from the experiences and view of some personal doctors and nurses has been used, To analyze how satisfied patient are with the performance of hospital and which services and facilities are needed to improvement in future plan.

Significance of the Study and its Findings:

This study holds promises for both policy debates and practices in the health sector in Afghanistan especially in Herat Regional hospital. The researchers, through a sample survey and limited inspections, looked into the Herat regional Hospital as public health care delivery facilities in Afghanistan and drew inferences from the findings about the capacities of the health care facilities in providing effective health care. The findings of the study and the related analyses are not necessarily completely new- they add to and help confirm a set of lessons on issues that affect public health care delivery, in which international and national donors are investing aid funds. These lessons will certainly help guide future planning and programming in MoPH and the sector by the international donors, in consultation with Afghan MoPH, contracted international and national implementing partners-national and international civil society organizations. Overall, the research findings will increase awareness of the need for reforming the health care delivery system and, thereby, promote public discussions on adoption of policies and best practices for improved performance in health service delivery. Undoubtedly, the findings of this study, along with those in other past and future studies of this nature, bear the potential of serving as a base for reforming and restructuring of the healthcare delivery system to improve service performances at the facilities, in the medium term, and pave the way for improving overall public health in Afghanistan, in the longer term.

Material and Research Methods

This was a cross sectional study conducted in Herat Regional Hospital. The hospital is a governmental and regional with a bout 650 beds. The hospital has different departments and provides outpatient consultations and inpatient services to patients presenting to the hospital from other levels of care or on self referral. It receives patients from within mainly from Herat provinces and its districts and often from, the neighboring provinces like Ghor, Badghis and Farah provinces.

The samples were selected randomly in different wards of Herat regional hospital, and the questionnaires were given to them on the day of discharge. The aim of the study was explained to patients, and they were assured of the privacy of their information. The illiterate patients were interviewed by a trained interviewer finally, 367 of the 400 questionnaires distributed between the patients (response rate = 91.75%) were filled out and gathered for analysis.
Sample size and data collection

The study was carried out between March 2019 - September 2019. On the basis of previous studies of patient satisfaction and quality of care in Afghanistan and neighboring countries and using an appropriate statistical formula for estimating minimum sample size in descriptive health studies, a sample size of 400 was calculated to detect level of satisfaction among the study participants. The prevalence used for sample size calculation was 91.75%. The sample size was inflated by 8.25% to take care of non-response, incomplete responses and refusals. Patients between the ages of 18 and 75 years attending in the interview questionnaires.

Questionnaire

A semi-structured questionnaire was designed to examine several aspect of Herat Regional hospital care. Questions to be included in the instrument were devised on the basis of a literature review and in depth interviews of the patients attending the hospital. items which measures multidimensional of patient satisfaction- accessibility of health care facility, perception of waiting time, availability of basic amenities, satisfaction with services, relationship between patient and health providers, availability of laboratory information and communication. It also contained questions on socio demographic characteristics of the respondents. The questionnaire consisted of five points Likert scale items, with 1 and 5 indicating the lowest and highest levels of satisfaction, respectively. Patients indicated their level of satisfaction by selecting responses ranging from poor=1, fair=2, good=3, very good=4 and excellent=5. Those who chose poor and fair were considered dissatisfied while those who selected good, very good and excellent were considered satisfied. Patients were also asked if they had specific complaints or recommendations regarding their encounter in the hospital. The prescribing doctor and the supporting staff of Herat Hospital were largely kept unaware of the survey, except in unavoidable circumstances, to avoid the bias in their behavior with the patient (Syed Shuja, 2012).

Analysis

The surveyed questionnaires were collected and coded in a MS Excel database and analyzed by using only the MS Excel statistical sociodemographic data, and Pearson’s chi-square test was used to examine the relationship between satisfaction with health services, behavior of doctor and other staff, satisfaction with services of Herat Regional Hospital and others.

Results

A total of 367 patient attending in the study. The mean age of the respondents came out to be 43 years. Out of total, 67.25% of the study population comprised of males. Over 85% of the respondents were more than 30 years old. Majority of the respondents (46.5%) were illiterate. Most of the respondents were married from the others hand 64.5 % of responders were from Rural area and 35.5 % of the responders were from urban area.(Table-1).

In accord with practices in all health facilities, people coming to hospital registered and waited for their turn for consultation. The proportion of respondents indicating that waiting time was dissatisfied. Most patients had complain that they should to wait for 2-3 hour to be called into the consultation room. On asking the respondents about the attitude and behavior regarding other staff members, behavior of registration clerk, supporting staff, and nurses. (Figure 3, 4, 5)

On assessing the availability of other parameters such as lighting, fans, seating facility and general cleanliness, it was seen that the level of satisfaction varied in respect to the services obtained was good, but not much satisfied. Laboratory services were somewhat satisfactory were not satisfied with service level. But most of the patients were unsatisfied with biochemistry laboratory services as facilities for advanced biochemical investigations (PCR, CT, MRI detection techniques, Laparoscopy surgery equipment, Endoscopy test equipment etc.) were not available in the department. For details and analyzed date information, all parts has seen figures and graphs below.
When assessing the respondents' satisfaction with the attitude of healthcare providers, they were asked to indicate if the physicians/dentists were courteous, listened to their complaints, took enough time and explained what they wanted to know and gave them good advice and treatment.

Figure 1: As far as accessibility and doctor-patient relationship and behavior was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed only proportion of respondents (52%) were satisfied, from the other hand (48%) were dissatisfied (23% poor and 25% fair). It means, the regional hospital need to concentrate with behavior of nurses or they should be more kind and friendly with patient (research survey, March-September 2019, Herat).

Figure 2: As far as accessibility and Availability of sufficient doctor in Herat Regional Hospital was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed only proportion of respondents (27%) were satisfied with Availability of sufficient doctor, in the hospital, from the other hand (73%) were dissatisfied (55% poor and 18% fair). It means, the regional hospital need to recruit more doctor in all wards of Herat regional hospital. (Research survey, March-September 2019, Herat).
Figure 3: as far as accessibility and Availability of sufficient nurses in Herat Regional Hospital was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed only proportion of respondents (47%) were satisfied with Availability of sufficient nurses, in the hospital, from the other hand (53%) were dissatisfied (30 % poor and 23 % Fair). It means, the regional hospital need to recruit more nurses in all wards of Herat regional hospital. (Research survey, March-September 2019, Herat).

Figure 4: Nurses’ conduct with patients shows the attitude and behavior regarding nurses-patients relationship/Behavior was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (62%) were satisfied nurses-patients relationship/Behavior, in the hospital, from the other hand (38%) were dissatisfied (16 % poor and 22 % Fair). It means, the regional hospital need to concentrate with behavior of nurses or they should be more kind and friendly with patients. (Research survey, March-September 2019, Herat).
Figure 6: It was seen existence of Equipped and standard laboratory of Herat regional Hospital was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (52%) were satisfied in the hospital, from the other hand (48%) were dissatisfied (25 % poor and 23 % Fair). It means, the regional hospital need to more equipped like (PCR, CT, MRI detection techniques, Laparoscopy surgery equipment, Endoscopy test equipment, anaesthetic machine, plasmapheresis machine etc.) and many others specific medical machines and tools are need, so ministry of public health and related organization like WHO should concentrate as much as possible to solve this problem. (Research survey, March-September 2019, Herat.)
Figure 7: It was seen Availability and Quality of food for patients was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (54%) were satisfied, in the hospital, from the other hand (46%) were dissatisfied (19 % poor and 27 % Fair). It means, the regional hospital need to concentrate in quality and quantity of food and fruits’ (research survey, March-September 2019, Herat).

Figure 7: It was seen Toilets Cleanliness, facilities was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (39%) were satisfied, in the hospital, from the other hand (61%) were dissatisfied (46 % poor and 15 % Fair). It means, patients complain from stink and not cleanliness of toilet and Luke of soap or others thing in toilet, the regional hospital need to make a good management with hygiene staff and sole the problem in future plane (research survey, March-September 2019, Herat).
Figure 8: It was seen cleanliness of rooms and beds was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (40%) were satisfied, in the hospital, from the other hand (60%) were dissatisfied (28 % poor and 32 % Fair). It means, patients complain from cleanliness of rooms and beds the hygiene staff solve this problem and day bay the should check and clean rooms and beds. and the ministry of public health should employ more staff if necessary. (Research survey, March-September 2019, Herat)

Figure 9: It was seen availability of drinking water in Hospital was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (48%) were satisfied, in the hospital, from the other hand (52%) were dissatisfied (22 % poor and 30 % Fair). It means, patients complain from lack of drinking water in halls or other places in hospital, they are using from washroom water so the regional hospital of Herat should solve this big problem in the feature plane of the year. (Research survey, March-September 2019, Herat)
Figure 10: It was seen Availability of Fans, heater was concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (65%) were satisfied, in the hospital, from the other hand (35%) were dissatisfied (17 % poor and 18 % Fair). It means, patients has not much more complain from lack of heater in winter or fans in summer, this is not a big problem in regional hospital of Herat (research survey, March-September 2019, Herat).

Figure 11: It was seen information and support staff concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (46%) were satisfied, in the hospital, from the other hand (54%) were dissatisfied (33 % poor and 21 % Fair). It means, this section are very weak and if you need you are report or information, the system is not well patients complain from this section and it is a big problem in regional hospital of Herat. (Research survey, March-September 2019, Herat)
Figure 12: It was seen comparison between patient’s room and beds concerned. To assess the overall satisfaction, grades: - excellent, very good and good were across and it showed proportion of respondents (32%) were satisfied, in the hospital, from the other hand (68%) were dissatisfied (40% poor and 28% Fair). This means that Herat Regional Hospital with 650 beds cannot be enough for Herat province and neighboring provinces patients. Therefore, the Ministry of Public Health should be involved in the construction of new hospitals and the provision of facilities in Herat regional Hospital, and son luck of beds. Personal and facilities are the most problematic issue in Health services in Herat regional Hospital. (Research survey, March-September 2019, Herat)

Figure 13: shown the Comperation between all graphs, the most of patients selected the poor and fair or good for most of the question, so as result in same sections Herat regional hospital is good and vary good but in most of services section patients are not satisfied, This means that Herat Regional Hospital with 650 beds cannot be enough for Herat province and neighboring provinces patients. Therefore, the Ministry of Public Health should be involved in the construction of new hospitals and the provision of facilities in Herat regional Hospital, and son luck of beds. Personal and facilities are the most problematic issue in Health services in Herat regional Hospital. (Research survey, March-September 2019, Herat)
Table 1: Socio-demographic profile of the respondents (n=400). (Research survey, March-September 2019, Herat)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Male, No. (%)</th>
<th>Female, No. (%)</th>
<th>Total, No. (%)</th>
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<tbody>
<tr>
<td><strong>Age groups</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;20 years</td>
<td>17(4.25)</td>
<td>7(1.75)</td>
<td>24(6)</td>
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<tr>
<td>20-29 years</td>
<td>26(6.5)</td>
<td>2(0.5)</td>
<td>28(7)</td>
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<td>30-39 years</td>
<td>63(15.75)</td>
<td>55(13.75)</td>
<td>118(29.5)</td>
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<tr>
<td>40-49 years</td>
<td>84(21)</td>
<td>62(15.5)</td>
<td>146(36.5)</td>
</tr>
<tr>
<td>&gt;50 years</td>
<td>70(17.5)</td>
<td>14(3.5)</td>
<td>84(21)</td>
</tr>
<tr>
<td><strong>Place of residence</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural</td>
<td>161(40.25)</td>
<td>97(24.25)</td>
<td>258(64.5)</td>
</tr>
<tr>
<td>Urban</td>
<td>108(27)</td>
<td>34(8.5)</td>
<td>142(35.5)</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Illiterate</td>
<td>98(24.5)</td>
<td>87(21.75)</td>
<td>185(46.25)</td>
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<tr>
<td>Primary</td>
<td>59(14.75)</td>
<td>55(13.75)</td>
<td>114(28.5)</td>
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<tr>
<td>Secondary</td>
<td>83(20.75)</td>
<td>7(1.75)</td>
<td>90(22.5)</td>
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<td>Graduate</td>
<td>9(2.25)</td>
<td>2(0.5)</td>
<td>11(2.75)</td>
</tr>
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</table>

**Discussion**

The present study attempted to assess the satisfaction of the patients with various aspects of health care in a tertiary care hospital of Herat. The results of the study indicate that most of the respondents interviewed were satisfied with the services they received. Very few similar studies have been done and therefore we lack the data for comparison. Yet, the findings of the survey are quite helpful if they are transformed into actions for improving the quality of health care. However, the high satisfaction must be put into the context of the tertiary care center, being a referral hospital, which receives patients who have often being shunted around between lower health facilities and attended by auxiliaries and general practitioners.

Measuring patient satisfaction has many purposes, but there are three prominent reasons to do so. Such interviews help to evaluate health care services from the patient’s point of view, facilitate the identification of problem areas and help generate ideas towards resolving these problems. Despite a good level of patient satisfaction, a small, but by no means insignificant, proportion of patients expressed dissatisfaction. The fact that patients expressed dissatisfaction with the services indicates that hospital administration needs to do more in the drive towards improving services.

Our study shows a high level of dissatisfaction regarding of lack of Doctor, nurses, laboratories equipped, the results of which were also found by as, the fact that increasing modern era demands and awareness of the health care seekers push the medical care providers to deliver quality medical care in package with quality hospitality and related facilities to solace them.

**Limitations**

The responses of patients depend upon their socio-economic profile, personality and their perceptions; some may be satisfied with average services, while other may be dissatisfied even with the best. In the present study, most of the respondents belonged to rural areas and middle or low socioeconomic class. Henceforth, it implies caution while comparing results from such a survey wherein the outcome is largely associated with the socio-demographic profile of the study population. The study was conducted at a tertiary care center only but the level of patient satisfaction with different types of health providers could have given more insight into various aspects of factors related to patient satisfaction. This could not be done due to paucity of the resources.
Recommendation
The following recommendations on general issues of basic health policy and the content and management of the Basic Health Services Package are derived from the many interviews conducted for this report; several are already being implemented:

1. Ministry of public health should have more attention to improve all parts of Herat Regional hospital, especially in stuff, like employ of doctor and nurses, improve laboratories and improve to make new building and increase the beds and others necessaries things, to have better services of health in south-west of Afghanistan.

2. A research agenda to inform policy-making and service delivery should be developed and implemented, with particular emphasis on household health practices, care-seeking behaviors and household expenditures on health.

If an efficient and effective national health system is to be developed in the coming years, the following four considerations will need to be addressed:

1. The lack of managerial and service delivery capacity within the MoPH (Ministry of public health);
2. The lack of physical infrastructure and appropriately qualified personnel;
3. The poor distribution of resources; and
4. The relatively uncoordinated and undirected efforts of the NGOs that are providing the bulk of health care services.

Others risks and challenges
- Sub-optimal utilization of services due to poverty and distance to health facilities.
- Inadequate access to priority health services due to distance, low awareness, insecurity and shortage of female health care providers.
- Reduced donor support for the health sector beyond June 2018.
- Inadequate domestic resource allocation to health.
- Low level of execution capacity particularly at the sub-national level.

http://www.emro.who.int/afg/programmes/health-system-strengthening.html

Literature Analysis
Many previous studies have developed and applied patient satisfaction as a quality improvement tool for health care providers. Thus, patient satisfaction is an important issue both for evaluation and for improvement of healthcare services.

Many studies have been carried out in the field of patient satisfaction in both Turkey and other countries. Hekker et al. (2009) have measured the patient satisfaction in different countries.

Employment and patient oriented satisfaction of employee who provides service, along with the harmony with the teammates is important for patient satisfaction. Thus, increasing job satisfaction will bring along the efficiency (Uz, 1997, s. 129). This study has been carried out in order to increase the service quality and measure the satisfaction, based on services provided by the hospital, level of the patients who gets treatment at Cardiovascular Surgery Service of Konya Meram Medical Faculty Hospital. Bilateral and symmetrical communication, one of the public relations model of the related hospital, will come true and how the patients perceive the provided service will be revealed by the information, which will be obtained from this study. Thanks to this information, customer policies of the hospital and the service quality will be ensured to increase. The study will deeply execute the satisfaction measurements which have been performed in the strict sense in the medical faculty hospital and will contribute to fill a gap in the field of these kind of studies by being the first study about the patients who have undergone through a treatment process and seriously vital operations from cardiovascular surgery. In addition to this, this study is evaluated as to contribute to the studies on developing regulations about patient rights.

Conclusion
Results: Overall, in generally, 47% of the patients were satisfied with the services received from Herat Regional Hospital, while the remaining 53% were dissatisfied. Specifically of the patients were dissatisfied with patient provider relationship, medical care and information and support, the patients were dissatisfied especially Patients and their relatives complained about, delayed reports and lack of equipped and medical machines, lack of beds and rooms, lack of doctors and hygiene staff are the important of the result. The Results of satisfactory also in same part are good, in details it will explain in other parts.

Herat had been a relatively peaceful province; The Hospital of Herat was initially designed for 200 beds. In view of the mounting needs, it was later extended to 400 beds and as then further expanded to 650 beds. The hospital, on average, receives between 1000-1500 OPD and IPD patients per day. While ideally the bed occupancy should be kept around 75-80% in order to maintain a high level of preparedness for any incident when large number of patients may need to be served, the bed occupancy rate in the hospital has continuously remained above 100%. In most cases, it has been more than 120%. (UNDP report, 2018)

Patient satisfaction is one of the relevant indicators of quality of care; however, measuring patient satisfaction had been criticized. Overall the study showed a moderate level of satisfaction of patients with services obtained from this tertiary care center. We have
discovered a number of potential barriers and facilitators that may influence patient satisfaction in the northern India. Accessibility could be improved by running buses on paid basis. Cleanliness should be given top priority and areas with drinking water facility should be specifically maintained properly. Certain improvements are also needed in the waiting area by making it informative and comfortable. Hospital administration should ensure that all the equipment’s are working properly and well maintained. The fact that some patients expressed dissatisfaction with the services indicates that health care providers need to do more in the drive towards improving service windows in order to improve efficiency, minimize patient waiting times and provide for patient comfort. Periodic patient satisfaction survey should be institutionalized to provide feedback for continuous quality improvement.

Conclusion and Suggestions Regardless of dealing with producing or service nowadays are focusing more on the customer. The business, satisfying its customer, can turn its customer into a loyal one. In addition, health business concentrates on customer oriented operations and studies aimed at measuring customer satisfaction, as all the business bodies. In recent years, studies on satisfaction shows an increase at the level of satisfaction rate of the healthcare services when compared to the past. In the life satisfaction researches performed it is seen that the satisfaction of healthcare services today is more better while it was about 50% in 2004. This data involves the satisfaction of all healthcare services and is a general assessment. Variables of patient satisfaction are examined under three titles, in general.

These results are feedback for public relations department and can be used as tool to identify the programme and policy in order to increase the customer satisfaction. Rate of recommending the hospital to others means the public opinion and the reputation of the hospital, as well

References


