

Patient Satisfaction from Dental Services Provided by Multan Medical & Dental College

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Abstract

Objective: The aim of this study was to assess the level and factors influencing the level of patient satisfaction from dental services provided by Multan Dental Hospital.

Methods: Study was carried out at Multan Dental hospital from 1st June to 30th July 2015. Total 256 patients over 18 years of age, participated in this cross-sectional study. Convenient sampling technique was used to select the patients. The Hogan Patient Satisfaction Questionnaire was customised, personalised and used for this dental patient satisfaction study, and response through a Likert scale including answer categories very satisfied, satisfied, neutral, not satisfied, not at all satisfied and do not know, was completed by the participants. SPSS software version 17 was used for analysis. The relationship between level of patient satisfaction and the demographic variables was determined, Chi-square test was performed to establish the level of patient satisfaction and if affected by the demographic variables.

Results: Total 29.3% patients said that they were very satisfied with the services. About 43.4% participants were satisfied with the services. Not satisfied with service were 8.6%. A very low proportion (5.9%) of patients were completely dissatisfied with the services. There were 42% males and 30% females who were satisfied with the services. About 49% of patients having an education between 6-14 years were satisfied from the hospital services while only 9% of patients having higher education level were satisfied. The major proportion of the patients showed satisfaction from the services offered at the hospital.

Conclusion: Majority of the patients were satisfied with the services regarding hospital care, dental staff provided by Multan Medical and Dental College.

Keywords: Patient satisfaction, dental care, sex, educational status, income.

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Introduction

Satisfaction of the patient with the dental management delivered plays a key role in determining the co-relation between the quality of healthcare services and patient trust, thereby ascertaining their future use¹.

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Patient satisfaction is a distinguishable vital measure of the treatment, as it determines the standard level of excellence of health care facilities. Data from research carried out over the years can be used to identify hurdles as well as factors which contribute in successfully achieving patient satisfaction². In 1995, Sir David Mason wrote about the challenges and opportunities facing the dental profession and identified the 'consumer revolution' as being one of the major trends affecting general dental practice in the United Kingdom³.

Studies suggest that dental practice cannot be successfully established without achieving patient satisfaction⁴.

This is relevant to all aspects of dentistry but is particularly so in those situations where patient cooperation is vital, such as orthodontic treatment and periodontal therapy. Although a number of patient satisfaction studies were conducted in the 1960s and 1970s, the social, business and professional environments have changed dramatically since then.

Factors that influence the level of patient satisfaction in a health care setting can be divided into intrinsic factors and extrinsic factors. Intrinsic factors that are thought to influence patient satisfaction would be age, sex or gender, socioeconomic status, ethnicity, literacy, and anxiety. Extrinsic factors include characteristics of the health care organization and setting, the health care system that includes physicians, nurses, management staff, access to care, insurance coverage, and cost of the treatment.

Ahmad et al⁵ reported that patient satisfaction is a critical issue for healthcare providers and is directly proportional to the healthcare facilities provided to them. Multiple factors which range from cultural to political factors influence the use of these services⁶. Also, these factors influence the use of different services. Patient satisfaction is enhanced when the clinician successfully modifies treatment options to suit the patient needs⁷. This study measures the changes brought in the patient satisfaction of admitted patients in different wards of the public sector hospitals in the Dera Ismail Khan district. The author further concludes that the female patients were more satisfied than the male patients regarding treatment and healthcare management issues. Patients tend to visit teaching hospitals as a result of higher expectations of excellent and cost-effective care while in the elderly, being able to retain the dentition in order to carry out the normal masticatory functions is a priority. Services meeting this demand fulfil patient satisfaction^{8,9}.

The Multan Medical and Dental College (MMDC) is a private teaching hospital in Multan which provides training for medical students, nurses and postgraduate students. It has highly skilled medical officers, specialists and consultants with a

bed capacity of over 500, it sees over 50,000 outdoor patients per annum. The hospital is equipped to diagnose and treat medical (all specialties) and dental outdoor and indoor patients.

Objectives of the study were to assess the level of patient satisfaction in MMDC and to assess the factors influencing the level of patient satisfaction.

Subjects and Methods

A descriptive cross sectional study was conducted at Multan Dental Hospital from 1st June 2015 to 30th July 2015. The Hogan Patient Satisfaction Questionnaire¹⁰ was customized, personalized and used for this dental patient satisfaction study, which was responded through a Likert scale, including answer categories: very satisfied, satisfied, neutral, not satisfied, not at all satisfied and do not know. The sample size was 200 patients, which was calculated using WHO calculator with 95% confidence level¹¹. The participation in study was totally voluntary and a written consent was obtained from each participant.

Ethical approval was sought from ethical committee of Multan Medical and Dental College, Multan. All the dental patients with age above 18 years were included in the study. Patients with any mental disability were excluded.

Dental patients were met in person at the dental hospital by the principle researcher during 60 days of data collection and requested to fill the survey questionnaires.

The Hogan Patient Satisfaction Questionnaire¹⁰ translated to Urdu language by an expert translator. The questionnaire had questions related to age, gender, monthly income, patient satisfaction from hospital facilities, behaviour of staff to name a few. Convenient sampling technique was used, that is, whoever was available and gave consent to participate in the study.

The data was analyzed using SPSS software version 17. Descriptive statistics were performed with the variables of significance. The relationship between level of patient satisfaction and the demo-

graphic variables were determined, like gender, age, level of education and monthly household income.

Results

A total of 256 patients over 18 years of age participated in this cross sectional study. Any patient with any sort of dental treatment provided was included in study. Male patients were 145 and 111 female patients participated in the study (Table 1). Compared to females (30.4%), males (42.4%) were more satisfied with the dental services provided by MMDC. However, 8.2% males were not satisfied with the services compared to 6.2% females who were not satisfied with the services. Patients of age group between 18-39 years were more satisfied with the services than any other age group. About 49% of patients having an education between 6-14 years were satisfied from the hospital services while only 9% of patients having a higher education level were satisfied. Monthly household income influenced the overall satisfaction of the patients. A total of 27.7% patients with monthly household income ranging between 11,000 to 20,000 rupees were more satisfied with the services while patients having household income less than 10000 and above 51,000 were less satisfied.

When patients were asked about their overall satisfaction from dental services provided by MMDC hospital, 29.3% patients said that they are very satisfied with the services. A total of 5.9% of patients were completely dissatisfied with the services.

Table 1. Age and Gender base distribution of subjects.

	Males	Females	18-39 years	40-59 years	60-79 years	Total
Frequency	145	111	177	61	18	256
Percent	56.6	43.4	69.1	23.8	07	100

Table 2. Education status of participants

	Frequency	Percent
0-5 years	56	21.9
6-10 years	84	32.8
11-14 years	83	32.4
15 years and above	33	12.9
Total	256	100.0

Table 3. Monthly household income

Income (Rs.)	Frequency	Percent
Less than 10,000	40	15.6
11,000 - 20,000	91	35.5
21000 - 30000	60	23.4
31000 - 40000	27	10.5
41000 - 50000	17	6.6
51000 or above	21	8.2
Total	256	100.0

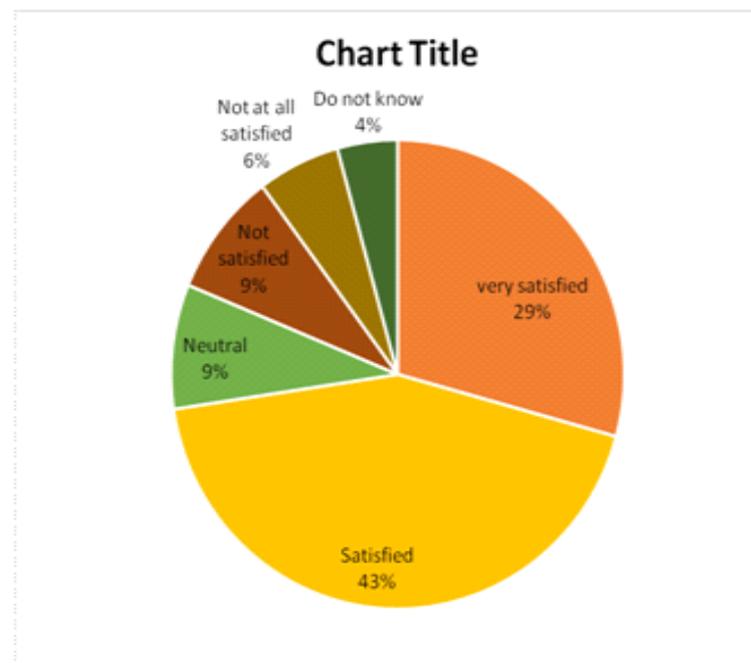


Fig 1. Patient satisfaction with dental services provided at Multan Dental College Hospital

Discussion

Excellence of care is the most important apprehension of health care providers all over the world. An important constituent of excellence is the satisfaction with the facilities provided. Patients' satisfaction has been scrutinized in many colleges of dentistry in various countries. These studies found that patients coming to dental clinics under the colleges of dentistry were in their thirties or for-

ties (The major age group in this study was 18-39 years of age). The utmost mentioned purpose for seeking care in these clinics is accredited to observations of extraordinary excellence facility and apprehension for the patients' comfort. Other studies found that the most imperative motivation for appearing in these hospitals appears to be truncated fee of service^{4,5,12}.

Generally, findings were similar to those reported by the British Dental Association independent polls¹³, which showed that as many as 9 out of 10 people have confidence in the treatment they receive. A study conducted by Othman and Jaafar¹⁴ showed similar findings. A long waiting time is considered one of the least satisfactory issues in patient satisfaction, especially amongst the elderly¹⁵. However, only further probing on the specific aspect of care will reveal areas of expressed dissatisfaction^{16,17}.

Dentists described the processes before the cure, which is a very significant feature in the patient-dentist satisfaction field denoted with 72.3% of satisfaction amongst the studied sample, which is antagonistic to what was established by Othman and Razak¹⁸ (45.6%), and this could be attributable to executing this study in an instructive setting, which laid high significances on instructing the students and approximately the ideal way of communication and patient-dentist dealings.

Data has been published by Othman and Abdel Razzak on the subject of the personality of the dentists who were smiling, beaming, and friendly¹⁸; while our patients were more satisfied with an 82.4% level of satisfaction compared to their 54.3%. It is promising that satisfaction with the management could be exaggerated by the sensitivity of cleanliness. Boswell¹⁹ recommended that if patients were worried about hygiene, this might impede self-confidence in the office. In this study, 78.1% of the patients were satisfied with the measures taken to shield them from the binge of transmittable disease. Awliya⁸ concluded that the rate of male patient dissatisfaction was higher than that of women due to their work commitments.

The majority of the patients who utilized the services at Multan Medical and Dental College hospital sensed that the Dental College administration did not keep them waiting for too long to be attended by the dentist. However, a few were not happy with the time they spent in waiting area for some services. This also agrees with a study done in Kenya and Mozambique that showed short waiting time and long consultation time were associated with high satisfaction^{7,20}.

It is recommended that evaluation of patient satisfaction is made a part of the oral health care delivery by the MMDC hospital, and measures should be taken to reduce and eliminate any source of dissatisfaction.

Conclusion

The results showed that the major proportion of the patients were satisfied with the services regarding hospital, care, dental staff and dentists provided by MMDC hospital.

Conflict of interest

Authors have no conflict of interests and no grant/funding from any organization.

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