

R1 R2 R3 PG0 PG1 Estagiário Tecnólogo
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Service (sector) Cataract - Ciências da Visão N° CEP

Assessing customers' expectations and satisfaction in a cataract clinic.

José Agenor Mei Silveira Purpose: Assessment of customers' expectations and satisfaction in a cataract clinic according to the Brazilian National Quality Award model. Materials and Methods: Creation of a work group from organization's staff (managers, physicians and nurses) who contribute to the delivery of the organization's services. This work group was responsible for identifying the customer groups: patients, physicians, relatives, students, and third-party payers. The patients' group was chosen to have their needs and expectations (attributes) assessed about the services delivered by the organization, as well as: - What they think about the image of the organization; - Who the organization's competitors and other organizations delivering similar health care services are; and - What is their degree of satisfaction and dissatisfaction related to the attributes. To accomplish this work, it was done by the following tasks: - Four focus groups with patients, in order to determine their main attributes: two with patients who had not yet had the surgery; and two with patients who had already had the surgery; - Use of focus group results to make a survey (questionnaire), based on the main attributes identified; - Application of the questionnaire to a sample of patients; and - Analysis of the results. Results (main attributes) For patients who had not had the surgery: free service à low expectation (infrastructure and services); looking for functional outcomes; belief in religion; fear; friendly physicians and clerks; more technology à better services For patients who had had the surgery: free service à low expectation (infrastructure, services and information); looking for cure; don't have interest in information about clinical processes; Conclusions Patient satisfaction is a strategic concept. Many attributes of patient care delivery (including those not directly related to medical/clinical services) factor into judgement of patient satisfaction. Knowing them is important because they are directed toward obtaining and retaining patient loyalty, referring of new patients, gaining market share in competitive markets.