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Service (sector) Administration - VISUAL SCIENCENº CEP

### **Management of services**

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Purpose: Research the priority dimensions of service quality of ophthalmology clinics'owners (Ophthalmologist/owner), service managers who are responsible for the services in the clinics, and patients:.

Methods: The data collection system is structured on five dimensions based on the SERVQUAL questionnaire – a scale designed to measure service quality across five dimensions: tangibility, confiability, attention, security and empathy. The research population is composed of subjects related to ophthalmology clinics located in the greater São Paulo region. Three sampling were conducted: one random sampling of thirty doctors who are owners of ophthalmology clinics (Ophthalmologist/owner), a parallel sampling of the thirty service managers who are responsible for the services in the same clinics, and a sampling of ninety patients, three from each clinic.

Results: The answers of the questions about priority of service quality of ophthalmology clinics are: For Ophthalmologist/owner 50% is security, 20% is attention, 16% is empathy, 10% is confiability and 3% is tangibility. For Managers 57% is security, 13% is confiability and empathy, 10% is attention and 7% is tangibility. For Patients 57% is security, 19% is confiability, 11% is empathy, 8% is attention and 5% is tangibility.

Conclusion: There are differences of priorities in service quality dimensions. These differences obtained from the answers could be a map to discover the best way to serve the patients expectation. It is important to invest resources rationally and obtain the better relation of cost and benefits under the view of patients concerning their recongnition of quality services prior dimensions.