

A Study to Determine the Level of Satisfaction Regarding Child Care Services among Parents in Pediatric Unit at MAMC, Agroha, Hisar (Haryana)

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Abstract

The parent's satisfaction study was conducted at M.A.M.C. Agroha, Hisar. Objectives of the parents satisfaction study was to measure parent's satisfaction in pediatric department. A questionnaire was developed to reflect five categories known to be integral to parent's satisfaction: Hospital related factors, and care by staff, care by doctors, care by faculty, care by health workers and general satisfaction. Overall survey respondents were satisfied or very satisfied with all survey items. Parent's satisfaction measurement should be done on a regular basis to assure ongoing care improvement. Parent's satisfaction data represents real events that transpire between providers and parents, and that it need to be seen as equivalent to clinical indicators as a parameter of quality of care. The parent's is the final arbiter of what the experience of care has been "the parents health care delivery is an outcome and a perfectly happy parent's". Parent's satisfaction is an important component of health care. It influences parent's compliance, their use of hospital services and their anxiety; it is also associated with health outcomes and health status. Parent's satisfaction is an important component of health care.

Keywords: [Parent Satisfaction, Child Care Services, Pediatric Unit, Level of Satisfaction]

Introduction

The need to improve quality in health care delivery is increasing. A major component of quality of health care is parent's satisfaction. Furthermore, parent's satisfaction is critical to how well parent's do, research has identified a clear link between parent's outcome and parent's satisfaction score.

Parent's satisfaction is a key determinant of quality of care and an important component of pay for performance metrics. It is therefore critical that we all better understand this vital and complex issue measurement of parent's satisfaction stands poised to play increasingly important role in the growing push towards accountability among health care providers.

Research indicates that vulnerability to stress has important implications for adjustment and well-being and there is evidence that emphasizes the uniqueness of stress responses to individuals and specific stressors (Lazarus & Folkman, 1984). Menaghan (1983) described the parental role as an everyday behavior that occurs within the family, influencing and being influenced by other roles and by roles outside of the family. The result of this highly complex process of ebb and flow can be role strain (Barnett & Baruch, 1985), which involves both overload and conflict (Berry & Jones, 1995).

Parent's satisfaction with medical services may be influenced by the socio-demographic characteristics of the individuals, such as sex, age, ethnicity and socio-economic status. Perceived health, the nature of provider parent's in-

teraction and interaction and structure of the parent's care delivery system are also significant characters, which determine the level of medical service satisfaction.

Methodology

The measure was developed from a set of 47 items included in a questionnaire administered to the parents amongst admitted their children at MAMC Agroha, Hisar contribution to internal consistency was the final criterion for an item's inclusion in a subscale. The concurrent validity of subscale was assessed by relating parent's satisfaction to characteristics of the medical treatment practices.

A questionnaire was developed to reflect five categories known to be integral to parent's satisfaction, hospital related factors, and care by staff, care by doctors and care by health workers and general satisfaction. In addition to like type questions, open ended questions were included in the questionnaire to allow for parents input. A systematic sampling technique was uses to survey all parents on site during regular practices hours for one month.

Data collected was analyzed and inferences drawn.

The study was carried out at MAMC Agroha, Hisar which serves out parent's and in parent's and emergency cases of all kind in pediatric unit.

Analysis & Interpretation

Analysis and interpretation of data includes compilation, editing, coding, classification and presentation of data. The analysis is the process of organizing and synthesizing the data so as to answer research questions and test hypothesis. This chapter deals with analysis and interpretation of data

obtained from sample of 30 study subject's parents whose child is admitted in pediatric unit of MAMC, AGROHA.
Analysis and Recommendations

Parents Satisfaction Survey Analysis			
Sr. No.	Particulars	Observations	Remedial Action
1	Choice of hospital	The survey suggests that the 50% of the parents visit because of the reputation of the hospital, 24% because of the facilities available and 8% comes as they are near to the hospital	Adequate facilities of transport should be made available and more advertisement about the facilities and expertise must be given to improve reputation of the hospital
2	Comfort level of the parents	The survey suggest comfort level of the parents was satisfactory during treatment	Comfort level can be improved by eliminating any fear and anxiety level of the parents
3	Appointment	The survey suggest that few parents find difficult to seek an appointment	System of seeking appointment by calling on phone and in person at reception must be improved by giving special attention to the visitors. The must have flexibility of his comfort to take appointment at any time of the day at the reception or on call
4	Facilities		
a)	Hospital location	Survey suggests that the access to the hospital is not easy	Local public administration must be liaison for arranging a public bus stop at nearest to the hospital
b)	Parking	The parking was difficult due to shortage of parking space	Adequate parking inside compound as well as paid parking outside the campus to ensure that the people can feel their vehicles are safe when they go for treatment
c)	Direction and indicators	It suggests that the majority of the people do face difficulty in understanding the directions to different departments	Sign boards and OPD charts must be placed at the gate/ reception along with indicators so that the visitors can be guided about the departments/wards
d)	Waiting area	Majority area was neat and clean but the area was less to accommodate parents at peak hours	Advanced appointment, increasing no. of doctors and segregation of parents according to required treatment must be ensured to limit the no. of people waiting in the reception
e)	Equipment	The equipment were neat and clean and the patients were satisfactory as proper sterilization was made of the instruments	The no. of instruments can be increased to avoid the delay in sterilization and thus eliminating the parents wait time
f)	Temperature	Majority of the people find temperature comfortable, as hospital is centralized AC	Hospital is centralized AC
g)	Drinking water	Adequate filtered drinking water was available to the parents	Can be improved by keeping disposable glasses
h)	Entertainment facilities	It suggests that the entertainment facilities are adequate. There are TV, Magazines in OPD	Keeping TV with cartoons and child care movies, children's books, immovable toys etc. Would help for the recreation of the small children
5	Attitude of the staff	Behavior of staff was satisfactory	It should be warm, caring, compassionate, and ready to help
6	Adequate no. of the staff	The staff is less due to which delay in appointments were noted	More no. of the staff should be available and accessible all the time
7	Treatment	The survey suggests that the treatment was explained clearly to parents and handled efficiently	Treatment should be explained with the help of explanatory chart models to the parents to the best of their understanding level
8	Quality of treatment	The survey suggests that 90% of the parents were satisfied with the treatment provided in the hospital	Quality of the treatment can be improved by providing eligible and qualified staff

9	Cost of treatment	The treatment is not cost effective according to most the people	By providing special discount to the under privileged people and health membership cards/tie ups with insurance companies for health cards to allow the people to bear the cost of major treatment, and by providing quality treatment, the treatment can be made cost effective
10	Billing and payments mode	Very few patients were dissatisfied with the billing	Payment through debit cards and cash cards must be incorporated so that the parents need not carry cash with them
11	References to other patients	At least 90% parents want to refer their known ones to the hospital and are overall satisfied with the services provided in the hospital	By increasing the promotional activities like visibility on cable TV, newspaper, advertisement, mentioning the quality of services and focusing on the total quality management of the hospital we can increase the number of visiting parents
12	Waiting for medication	Medication facilities were satisfactory, few parents had to wait for medication	By providing adequate no. of staff, waiting hours can be reduced
	Hospital stays	Hospital stay was comfortable and there was instant response by the hospital staff at the time of emergency but the health education was not satisfactory	The hospital management can introduce different charts, picture, visual aids etc. which could further assist towards health education. Also, at the time of discharge there may be a scheduled health meeting where in the parents may be advised one on one about health awareness

Results

Principal findings

Survey respondent were satisfied or very satisfied with all survey items expect availability of parking space, information about the clinic. There were no significant gender, ethnic origin or educational group differences in terms of parent's satisfaction within the hospital clinic, staff, faculty and general satisfaction. However, there were significant differences in the degree of satisfaction in clinic costs between male and female parents.

Conclusions

There's a huge amount of focus on parents' satisfaction and loyalty. Part of that is just practicing medicine effectively. Having a great hospital system and delivery system, and providing the kind of care that, as physicians, as hospital administrators, as participants in that environment, you want to be involved in and be proud of. Having parents participate in that and be satisfied with that delivery system will provide more loyalty, will provide differentiation within a marketplace that is going to become increasingly competitive, and has lots

of opportunities for improving the overall cost of care and quality of care within an environment. Parents are becoming more and more a part of the equation that hospital administrator, physician practices and affiliated networks are going to have to take into account as a measure of how well they are doing, delivering health care.

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