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THE IMPACT OF PATIENT DEALING SKILLS ON THE QUALITY OF HEALTH SERVICE

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ABSTRACT

Health care providers are increasingly recognizing the importance of patient satisfaction in improving the quality of health services. This research paper aims to investigate the impact of patient dealing skills on the quality of health service, including the background, objectives, methodology, results, conclusion, and contribution. The study employs a comprehensive literature review to examine the factors that affect patient satisfaction and healthcare quality, the value of patient surveys in service improvement, and the role of personal relationships, promptness, and tangibility in patient satisfaction. The findings suggest that all three factors - personal relationships, promptness, and tangibility - significantly impact patient satisfaction, with personal relationships having the strongest effect. These results suggest that healthcare providers should encourage their staff to devote more time to patients and show genuine concern for their problems to improve overall patient satisfaction with the delivered services. Improving patient satisfaction is crucial for healthcare organizations as it is closely linked to the quality of care provided and can lead to better health outcomes, increased trust in the healthcare system, and improved operational efficiency.

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INTRODUCTION

The quality of healthcare services is a critical concern for patients, healthcare providers, and policymakers alike. Patient satisfaction is a crucial component of healthcare quality, as it reflects the patient's perception of the care they receive and can influence their treatment adherence, health outcomes, and trust in the healthcare system (Senić & Marinković, 2012; Patwardhan & Spencer, 2012; Zgierska *et al.*, 2014 and Senić & Marinković, 2012) Healthcare organizations have increasingly recognized the importance of patient satisfaction and have implemented various strategies to measure and improve it, including the use of patient surveys. Patient satisfaction is closely linked to the concept of organizational performance, which in turn is closely tied to organizational culture. Over the past decade, there has been a proliferation of surveys that focus exclusively on patient experience, encompassing aspects such as waiting times, the quality of basic amenities, and communication with healthcare providers. Researchers have suggested that defining quality improvement from the patient's perspective can provide better value for their money, with improved safety, accessibility, equity, and comprehensiveness of care. On the other hand, from the provider's point of view, quality improvement may be more efficient, providing more effective services to a greater number of consumers with a reasonable level of

satisfaction, which may be enough for customer retention. Understanding the factors that influence patient satisfaction is crucial for healthcare organizations to improve the quality of their services. This research paper aims to explore the impact of patient dealing skills, including personal relationships, promptness, and tangibility, on the overall quality of health service.

MATERIALS AND METHODS

This study employed a comprehensive literature review to examine the impact of patient dealing skills on the quality of health service. Peer-reviewed journal articles and reports published before 2016 were searched using online databases such as PubMed, Embase, and Google Scholar. The search terms used included "patient satisfaction," "healthcare quality," "patient-provider relationships," "healthcare provider promptness," and "healthcare tangibility." The review focused on identifying the key factors that influence patient satisfaction, the value of patient surveys in service improvement, and the role of personal relationships, promptness, and tangibility in patient satisfaction. The findings from the literature review were then synthesized to draw conclusions about the impact of patient dealing skills on the quality of health service and provide recommendations for healthcare providers. The findings from the literature review

suggest that all three factors - personal relationships, promptness, and tangibility - significantly impact patient satisfaction, with personal relationships having the strongest effect. Researchers have found that the courtesy and respect of healthcare providers have a greater impact on patient satisfaction than communication and explanation, which are the second most important aspect.(Al-Abri & Al-Balushi, 2014)However, another study revealed that effective communication and clear explanation had the strongest impact on improving overall patient satisfaction among other attributes of care.

REVIEW FINDING

Personal Relationships: The literature review suggests that personal relationships between healthcare providers and patients are a critical determinant of patient satisfaction. Patients who perceive their healthcare providers as empathetic, communicative, and genuinely concerned about their well-being are more likely to be satisfied with the care they receive (Patient satisfaction, 2014). Studies have found that the courtesy and respect shown by healthcare providers have a greater impact on patient satisfaction than other factors, such as communication and explanation (Al-Abri & Al-Balushi, 2014). In contrast, another study found that effective communication and clear explanation had the strongest impact in improving the overall patient satisfaction among other attributes of care (Al-Abri & Al-Balushi, 2014). These findings highlight the importance of healthcare providers developing strong personal relationships with their patients, which can lead to improved patient satisfaction and ultimately, better health outcomes. **Promptness:** Patients' satisfaction with healthcare services is also influenced by the promptness and efficiency of the care they receive. Patients who experience long wait times or delays in receiving care are often less satisfied with their overall healthcare experience (Senić & Marinković, 2012) **Tangibility:** (Senić & Marinković, 2012). The physical environment and amenities of a healthcare facility can also impact patient satisfaction. Factors such as the cleanliness of the facility, the comfort of the waiting areas, and the availability of basic amenities like water and snacks can all contribute to the patient's perception of the quality of care they receive. Therefore, healthcare providers should strive to create a welcoming and comfortable environment for their patients, as this can significantly impact their overall satisfaction with the care they receive.

Implication and Recommendations

The findings of this literature review have several important implications for healthcare providers and policymakers:

- Healthcare providers should prioritize the development of strong personal relationships with their patients, as this has been shown to be a critical determinant of patient satisfaction. Providers should strive to be empathetic, communicative, and genuinely concerned about the well-being of their patients.
- Providers should also focus on improving the promptness and efficiency of the care they deliver, as delays and long wait times can negatively impact patient satisfaction. The findings suggest that healthcare providers should make efforts to reduce waiting times and ensure that patients receive timely and efficient care. Healthcare providers should also pay close attention to the physical environment and amenities of their facilities, as these factors can significantly impact patient satisfaction. Healthcare providers and policymakers should consider these recommendations as they work to improve the quality of healthcare services and patient satisfaction.
- Healthcare providers should also focus on improving the physical environment and amenities of their facilities, as these factors can significantly impact patient satisfaction.

- Healthcare organizations should invest in creating a comfortable and welcoming physical environment for their patients, as this can also contribute to improved satisfaction.
- Patient satisfaction surveys should be regularly conducted to gather feedback from patients and identify areas for improvement in the quality of care. The findings of this review highlight the importance of patient-centered care and the need for healthcare providers to prioritize the development of strong personal relationships, promptness, and tangibility in their interactions with patients.

The review of the existing literature suggests that patient satisfaction is a crucial component of high-quality healthcare, with significant implications for patient outcomes, provider-patient relationships, and overall organizational performance.

The findings indicate that patient satisfaction is influenced by a range of factors, including the quality of personal relationships between providers and patients, the promptness and efficiency of care delivery, and the physical environment and amenities of healthcare facilities. The review highlights the need for healthcare providers and policymakers to prioritize the development of strong personal relationships with patients, ensure the timely and efficient delivery of care, and create comfortable and welcoming physical environments in order to improve patient satisfaction and, ultimately, the quality of healthcare services.

CONCLUSION

The quality of healthcare services is heavily influenced by the patient dealing skills of healthcare providers. Personal relationships, promptness, and tangibility have been identified as key factors that impact patient satisfaction. Healthcare providers should prioritize the development of strong personal relationships with their patients, improve the promptness and efficiency of the care they deliver, and invest in creating a comfortable and welcoming physical environment. Regularly conducting patient satisfaction surveys can help healthcare organizations identify areas for improvement and implement strategies to enhance the overall quality of care. The authors would like to acknowledge the support and guidance provided by the research team and the healthcare providers who contributed their insights and experiences to this study. The existing body of research on the impact of patient dealing skills on the quality of healthcare services has yielded valuable insights that can inform efforts to improve patient satisfaction and overall healthcare quality. By prioritizing the development of strong personal relationships, ensuring promptness and efficiency of care, and creating a welcoming physical environment, healthcare providers can enhance the patient experience and ultimately contribute to better health outcomes.

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