

# A Comparative Study of Patients' Attitude Before and after Receiving Healthcare Services at Bam Pasteur Hospital

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## Abstract

**Background:** The human attitude to events, including health and disease, and his interpretations determines the quality of his life. The purpose of this study was to evaluate the attitudes of patients before and after receiving the services of Pasteur Hospital in Bam.

**Methods:** This is a descriptive study. The research population included 110 patients referring to men's surgery and women's surgery who were studied by simple sampling method. The attitude of patients before and after receiving healthcare was measured by a researcher-made questionnaire. Data analysis was performed using spss24 software Through descriptive and analytical tests such as one-way ANOVA, two-population mean comparison and pair comparison statistical tests.

**Results:** The results of statistical tests showed that the average total attitude score of clients after receiving services (2.58) was more than the mean of attitude of clients before receiving services (2.41) ( $p=0.017$ ). Paired t-test showed significant relationship between the attitude score of the patients towards medical staff visitors ( $p=0.017$ ) and Patient discharge unit ( $p = 0.001$ ) before and after receiving the service, but no significant relationship was found between the other units.

**Conclusion:** It can be concluded that the attitude of the clients after receiving the services has been positive. Therefore, to improve the delivery of services and to increase the satisfaction of clients in some sectors, managers can be more precise planning to improve quality.

**Keyword:** Attitude, Hospital, Customer, Quality, Bam

## Background

One of the important topics studied in the field of psychology is the attitude that is important in people's lives. In general, the attitudes of people about social issues in a society, are the determining determinants of

people's intentions in dealing with social issues.<sup>1,2</sup> An attitude is a reflection of the way a person feels towards one thing or subject.<sup>3</sup> Some thinkers like Frankl and Aaron Beck believe that human attitudes to events, including health and disease, and his interpretations, determine his quality of life.<sup>4</sup>

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In a general, each customer after receiving services or buying goods and using it, is satisfied or dissatisfied. Satisfaction is the existence of a positive feeling that ultimately results in the consumer. This feeling is due to supplier performance and fulfilment of customer expectations. According to equalization, higher or lower

of expectations of the customers with the received goods and services, a feeling of satisfaction, tastes or dissatisfaction is created.<sup>5</sup> The word “satisfaction” means a lot of meanings. Most of these meanings reflect the concept that satisfaction is the emotional response of a customer that derives from a different understanding between customer expectations and product performance. Understanding the satisfaction leads us to the activities that achieve it has a tremendous effect.<sup>6</sup>

Many factors contribute to patient satisfaction. The comfort of patients in receiving services, the physical and hardware structure of hospitals, the medical personnel’s exposure to patients and the professional skills of medical personnel among their colleagues and exposure to patients in difficult situations, and ultimately what the patients themselves have in their minds and expect, all have an effect on patients’ satisfaction.<sup>7,8-9</sup> The direct relationship between expectations and satisfaction makes suitable factors for research and investigation. Expectations of patients are formed with various physical, psychological and social needs, and the agreement reached between them and receiving appropriate services leads to satisfaction.<sup>10,11</sup>

The results of Ismaili’s Shahmirzadi study showed that improving the quality of services provided in public health facilities by implementing interventions to improve the physical environment, guaranteeing committed services, increasing employee empathy with referrals, and receiving feedback on issues and the results of the treatment are necessary from the referral.<sup>12</sup> To use customer perceptions and attitudes to evaluate the quality of services, tools must accurately measure these perceptions, because decisions based on inaccurate information will result in harmful effects for the organization.<sup>13</sup>

Assessing the views and opinions of patients has been booming in recent years due to the competition between hospitals in gaining trust, cooperation and participation as much as possible, reducing costs, and ultimately increasing income and productivity. Since consumer behavior and customer satisfaction are considered to be a sign of quality of service and a criterion for determining weaknesses and strengths in the process of production and supply of services, assessing the views of patients and users of the service as one of the methods Important and critical points in the evaluation of hospitals and medical institutions have been considered.<sup>14,15</sup>

## **Material & Methods**

This study was a descriptive study. The research population includes patients admitted to hospital and Sample size done by obtaining the number of patient’s admittance within two months from the admission and medical records section using the Cochran formula, taking into account 0.1 degree of freedom and assuming 0.05 degree of confidence. 110 people were estimated. In this research, a simple sampling method was used.

Data were gathered through a researcher-made questionnaire. Validity of the questionnaire was confirmed by experts in terms of content and structure. To assess the reliability of the questions, Cronbach’s alpha coefficient was used which was 0.8.

The SPSS software version 24 was used for analysing. The statistical tests used to analyze the data were descriptive statistical tests and for statistical analysis of variables, one-way ANOVA, test the comparison of the mean of the two societies and the pair comparison test was used.

**Table 1: Frequency and percentage of demographic variables**

	<b>Variables</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative frequency</b>
Gender	Female	56	50.9	50.9
	Male	54	49.1	100
Education level	No Diploma	59	53.6	53.6
	Diploma	34	30.9	84.5
	Undergraduate	7	6.4	90.9
	Bachelors or higher	10	9.1	100
Hospital section	Men's surgery	81	73.6	73.6
	Women's Surgery	29	26.4	100
Age	Less than 20	26	23.6	23.6
	20 to 40	50	45.5	69.1
	More than 40	34	30.9	100
Residential area	City	62	56.4	56.4
	Village	48	43.6	100
Days of admission	1 to 3 days	66	60	60
	3 to 5 days	28	25	75
	More than 5 days	16	15	100
Number of visits	0	50	45	45
	1 time	14	13	58
	Two times	22	20	78
	More than 3 times	24	22	100

### Findings

Based on the data collected from the questionnaire, the total number of respondents was 110 and demographic analysis results is shown in table1.

Regarding the normal distribution of the population, parametric tests have been used to analyze the data. it shows that there is no meaningful relation between the attitude of the clients and the demographic variables.

The relationship between the attitude score of clients before and after receiving health care was applied

to the nursing staff, the admission unit, service unit, the guard unit and the welfare service unit from the t-test. The results showed that there is a significant difference between the clients' attitude's mean score before and after receiving health care from the medical staff and the discharge unit. In this sense, the attitude of the clients after the receiving health care has a significant effect on the medical staff and the discharge unit, which shows that the attitude of the clients towards the medical staff and the clearing unit has been positive (Table 2).

**Table 2: Comparison of attitude score before and after getting services**

Variables	Attitude Score Before Getting Services	Attitude Score After Getting Services	P Value
Total Attitude Score	2.4174	2.5883	0.017
Attitude Score for the medical staff	2.7309	2.9309	0.017
Attitude Score to the clearance unit	2.0424	2.4485	0.001

### Discussion

In this study the patient's attitude was positively changed after receiving the services compared to the hospital before hospitalization. So, the overall attitude of the patient before the admission was 2.41 and after receiving the service was 2.58. Expectations of customers are based on past experiences of the organization, business executives and advertisers. After receiving the service, the customer compares his imagined service with the expected service. If the service is thought to be less than expected, the customer will lose interest in the service provider. If the service is supposed to be more than or even equal to the expected service, the customer will still use the service.<sup>16</sup> According to Berkowitz, no part of the marketing mix is as visible as promotion in health services. Nasiripour et al in their research concluded that multiple marketing activities had an impact on other variables such as age, occupation, hospital near home, education level and marital status.<sup>17</sup> Hospitals can provide and perform their services in a

way that is distinct from other hospitals to be selected by patients.<sup>18</sup>

Patients spend hours, alone and with the presence of maximum one family member as guest, sitting on bed or in the room, or sleeping. He concludes that the experiences of patients in the hospital are important as their temporary place of residence. Nurses should consider their patients' perceptions and, in relation to patients and families, consider options for improving patients' experiences by equipping a separate room in the hospital, the possibility of short visits to the home and etc. Therefore, nurses can personalize the care and improvement of patients' quality of life.<sup>19</sup>

The patient's attitude toward the medical staff of the hospital before and after receiving services was 2.73 and 2.93 after receipt of the service, which is statistically significant. Golda et al stated that there has been an assessment of patient experience, such as the assessment of health care users from providers and service delivery

systems since 2002, but today the assessment of the doctor's emphasis is stronger. Patient experience scores from physicians, today are increasingly required to maintain a certificate of practice and the ability to participate in specific health plans and online clinicians' credits.<sup>20</sup>

Clinical interactions between patients and physicians have led to significant improvements in the reduction of blood pressure, headache, glucose management, and general symptoms associated with multiple diagnosis, with the frequency of patient questions and explanatory remarks by physicians.<sup>20</sup> The patient empowerment approach includes dialogue and cooperation relationships as well as consumer participation in deciding on their services. A powerful predictor of improving mental health outcomes in patients with chronic illness.<sup>21</sup> The study by Ayoub et al showed that the physician-patient relationship is focused on providing high-quality medical care. The most urgent need for patients is to have a medicine that takes care of the patient and does not excite the patient.<sup>22</sup> One of the reasons for the positive attitude of the patients towards the medical staff is the continuous presence of the medical staff in the hospital for the development of health, as well as their appropriate treatment with patients, and the provision of advice and training to the patients.

The average patients' attitude score toward the clearance unit also had a positive change, so that the attitude of the clients before receiving the services was 2.04 and after receipt of services was 2.44. The reasons for the positive attitude of patients towards the clearance unit may be the cost-effectiveness of the unit, as well as the speed of clearance by the unit. Sarvandi and Shahroodi point out that due to the increase in the number of chronic patients or elderly patients hospitalized, the need for proper discharge of the patient from the day-to-day hospital is increasing.<sup>23</sup>

There is no significant difference between the attitude of patients with age, education, gender, place of residence before and after receiving health care. In the study of Sadr et al. and Dolatkah et al, there was no significant difference between the attitude of the patients and their age, while Sajjadi et al and Hamedanizadeh et al in their study showed a significant relationship Between age and attitude.<sup>24,25,26-27</sup> There was no significant

difference in the relationship between the attitude score of the clients and their education before and after receiving the health care. This finding is consistent with Sadr et al and Sajjadi et al.<sup>24,26</sup> This is despite the fact that Taba'i et al referred to a meaningful relationship between attitude and educational level.<sup>28</sup>

There was no significant difference between the attitude of clients and their gender before and after receiving health care. This finding is consistent with the study of Sajjadi et al, Dolatkah et al, and Ganji et al.<sup>25,26-29</sup> While Hosseini Seresht et al point to a meaningful relationship between attitude and gender scores.<sup>30</sup> There was no significant difference between clients' attitude and their place of residence before and after receiving health care. This finding is consistent with the study of Sajjadi et al.<sup>26</sup>

## Conclusion

One of the most important reasons for quality is meeting the needs and expectations of the customer. For this reason, it is suggested that hospitals, using marketing science, provide educational services to enhance communication and specialist skills for nursing staff, and, with more respect, the patient's rights seek to satisfy their needs. Organizing training courses for admission personnel to provide guidance to patients and adolescents at the time of admission, increasing the number of service forces and patients to provide further guidance to patients.

**Ethical Clearance-** This project has been approved by the Ethics Committee of Bam

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