

# Differences between patient satisfaction and intention to return to the provider in gynecology

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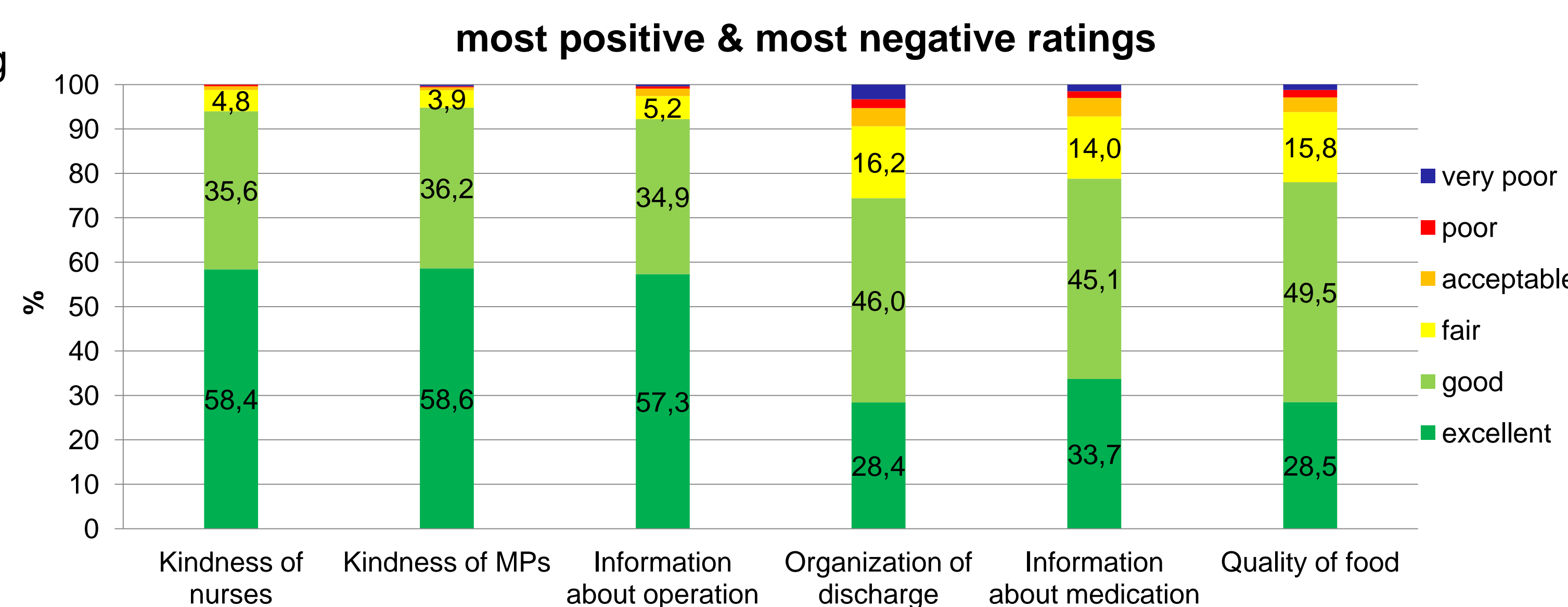
## »Background & Objectives

- Patient evaluations of care are increasingly being seen as important outcome measures with which to examine the quality of care and to evaluate the performance of individual hospitals and health plans [1, 2].
- Factors affecting patient satisfaction are diverse. Studies demonstrated that patient and institutional characteristics are influential aspects [3, 4]. Predictors of satisfaction may also vary according to setting [5].
- Many patient satisfaction studies consider that satisfied patients are more likely to return to their provider for additional care. However, in a competitive market environment with many choices for patients, it is not definite that satisfied patients return for additional care.
- Therefore, the primary **goal of this study** was to investigate the predictors of patient satisfaction and willingness to return to the provider separately.



## »Results

- Age groups (N): <20: 0,6% (6), 20-39: 14,8% (143), 40-59: 38,5% (372), 60-79: 39,9% (386), >80: 6,1% (59).
- About 86,7% of all patients would use the facility again in case of another hospitalization, 3,7% would prefer another provider, and 8,8% could not decide. Approximately 88% of the study population rated their hospital stay related to all performed services either 'excellent' or 'good'.
- The majority of the sample (75%) assessed length of stay to be appropriate, about 11,3% assessed their hospital stay to be too short and 3,2% to be too long. Length of stay was neither related to overall satisfaction nor willingness to return.
- A minority of 12,0% reported post-discharge complications. Occurrence of complications was only related to willingness to return.
- Variables reflecting information receiving such as the quality of instructions given to the patient (e.g. like clear information about the undergoing operation) and age were included in neither of the regression models.
- Institutional characteristics such as number of beds, provider and teaching status were neither related to overall satisfaction nor willingness to return.



## »Conclusions

- Study findings suggest that both concepts, patient overall satisfaction and willingness to return to the provider, measure mainly the same. Differences pertain the significance of service variables.
- The most consistent factors affecting patients' overall satisfaction and willingness to return were found to be performance of care measures. Communication between gynecology patients and medical practitioners in particular are highly important. Patient, visit, and institutional characteristics were less influential. Revealed factors are alterable by healthcare managers. Focusing on these attributes represents an effective manner to enhance patient satisfaction in gynecology.
- Future research should focus on identifying additional differences in both concepts and examine why some variables are related to patient overall satisfaction but not to willingness to return and assess the impact of these differences in practice.

## »Method & Sample

- The study data were obtained from 22 hospitals in the statistical metropolitan area of Dresden in the eastern part of Germany. The study sample included 3.865 randomly selected gynecology inpatients aged 15 years and older who were discharged during 2010.
- Study data was collected using a validated questionnaire which consisted of 37 items. The instrument collected information about patient overall satisfaction, willingness to return (yes, no, don't know), satisfaction with several aspects of the hospital stay (table 1) on a 6-point scale, patient demographics, institutional characteristics (number of beds, teaching status, non-profit/ for-profit provider), and visit characteristics (length of stay, number of prior hospitalizations, occurrence of complications subsequent to treatment/ discharge).
- The overall survey response rate was 25,3% (N=979).
- Two separate logistic regressions were performed to identify factors that predict higher overall patient satisfaction and patients' willingness to return for care. All associations were considered to be statistically significant at p<0,05-level.



**Table1:** Results of the Logistic Regression: Factors related to patients' overall assessment and willingness to return to their provider

Variable	Patient satisfaction	Willingness to return
	OR (95% CI), P	OR (95% CI), P
<b>Treatment outcome</b>	<b>2.73 (1.99-3.75), P&lt;0.001</b>	<b>1.72 (1.31-2.38), P&lt;0.01</b>
Kindness of the nurses	n.s.	n.s.
<b>Kindness of the medical practitioners</b>	<b>1.87 (1.07-3.28), P&lt;0.05</b>	<b>1.65 (1.04-2.62), P&lt;0.05</b>
<b>Individualized medical care</b>	<b>2.65 (1.80-3.94), P&lt;0.001</b>	<b>2.05 (1.50-2.84), P&lt;0.001</b>
Doctor's knowledge of patient anamnesis and pathogenesis	n.s.	n.s.
Clear information about undergoing operations	n.s.	n.s.
Clear information about anesthesia	n.s.	n.s.
Clear information about medication	n.s.	n.s.
Organisation of procedures and operations	n.s.	n.s.
Organization of admitting procedure	n.s.	n.s.
<b>Organization of discharge</b>	<b>1.59 (1.22-2.05), P&lt;0.001</b>	<b>1.40 (1.12-1.75), P&lt;0.01</b>
Accommodation	n.s.	n.s.
<b>Quality of food</b>	<b>1.67 (1.23-2.27), P&lt;0.01</b>	n.s.
<b>Cleanliness</b>	<b>1.66 (1.08-2.55), P&lt;0.05</b>	n.s.

n.s.: non-significant variable

## »References

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