



What influences patient satisfaction in healthcare centers over time?

Kenice Frank, MS, Laurie Snavelly MS, Nicole Nurse, MS, DO,
Stacey Hackett, MS, DO, Ruth D. Thornton, PhD,
Philadelphia College of Osteopathic Medicine
Philadelphia, PA 19131

ABSTRACT

We present a three-phase, qualitative study of anonymous surveys on patient satisfaction gathered from inner city, urban and rural healthcare centers (HCCs). Using statistical Factor Analysis, the data was contracted from 21 survey questions into 3 categories – Physician Satisfaction, Time Efficiency, and Availability Convenience. The purpose of this study was to evaluate our school's 5 HCCs in juxtaposition with an outside HCC. In addition, analysis over time would inform the Directors/Physicians and Administration of results of changes made in the centers. We also aimed to identify which factors were most important to operating a successful HCC, independent of their geographical location. Among significant results we found were the following: (1) Older patients tended to be more satisfied than those who were younger, particularly in the area of Availability Convenience. (2) Those with more education were more satisfied particularly in the area of Physician Satisfaction and Time Efficiency. (3) Patients who had been with a HCC for longer periods of time rated their experience higher in all categories than those who had been with their HCC for shorter times. (4) In regard to location, Physician

Satisfaction was not significantly different among inner city, urban and rural HCC, but both Availability Convenience and Time Efficiency was rated higher in urban and rural HCC than in inner city centers.

Analysis of 21 questions by varimax rotated factor analysis revealed 3 classifiable factors—Physician Satisfaction, Availability Convenience, Time Efficiency

Physician Satisfaction	Q1 My Dr. spends time explaining
	Q2 Dr. gives best quality care
	Q3 I would recommend Dr. to friends
	Q8 My Dr. follows through
	Q9 I plan to return
	Q12 My Dr. treats the whole person
	Q14 I am satisfied with quality of care
Availability Convenience	Q4 Staff are helpful
	Q6 My Dr. is available when I need
	Q10 It is easy to get appointment
	Q13 Staff answers needs over phone
	Q15 I receive prompt attention
	Q17 I am treated same as others
	Q21 Sick appointment are quick
Time Efficiency	Q5 My Dr. uses few technical terms
	Q7 Waiting room time is not too long
	Q11 Dr. does not waste time
	Q16 I only tell my story few times
	Q18 Check-out time is quick
	Q19 I would recommend the center
	Q20 The center is not confusing

From validated *DiTomasso-Willard Patient Satisfaction Questionnaire*

[DiTomasso, RA, 1991]

DISCUSSION / CONCLUSIONS

- Older patients tended to be more satisfied than those who were younger.
- Patients who had been with a HCC for longer periods of time rated their experience higher in all categories than those who had been with their HCC for shorter times.
- Those with more education were more satisfied particularly in the area of Physician Satisfaction and Time Efficiency.
- In regard to location, Physician Satisfaction was not significantly different among inner city, urban and rural HCC, but both Availability Convenience and Time Efficiency was rated higher in urban and rural HCC than in inner city centers.
- Patients in the inner city HCCs were predominately African American, and were significantly more satisfied with their physician if he/she was also African American than if the physician was Caucasian.
- Open-ended questions revealed that satisfaction with Physician was a bigger consideration to remain with the center than convenience or time spent or behavior of staff.
- Satisfaction with Physician rated higher overall than Availability Convenience or Time Efficiency.

ACKNOWLEDGEMENTS

Kenneth Veit, D.O.- Dean, PCOM

Harry Morris, D.O.- Director, PCOM Health Care Centers

Holly Brizell, M.S.

Audrey Rossowski, OMS-I

REFERENCES

1. Burroughs, TE, BM Waterman, D Gilin, D Adams, J McCollegan, J Cira (2005) Do on-site patient satisfaction surveys bias results? Joint Comm. J. Qual. Pt. Safety 31:158-66
2. DiTomasso, RA, M Willard (1991) The development of a patient satisfaction questionnaire in the ambulatory setting. Fam. Med. 23:127-31.
3. Fan, VS, M Burman, MB McDonell, SD Fihn (2005) Continuity of care and other determinants of patient satisfaction with primary care. J. Gen. Intern. Med. 20:226-233.
4. Jackson, JL, J Chamberline, K Kroenke (2001) Predictors of patient satisfaction. Soc. Sci. Med. 52:609-620