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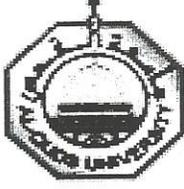
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Clients' Satisfaction with Radiology Services in Gaza

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Dedication

*To my husband Alaa,
whose energy and intellect are an inspiration.*

*To my children Amal and Azmi,
whose love had always supported my efforts.*

*To my mother and all other members of my family,
All in their own special way had made my life full and made this
work possible.*

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Abstract

Clients' satisfaction is generally acknowledged as a central concept in assessing the quality of health care. Also, it considered as an important indicator for the quality improvement of health care services.

This study assessed the level of satisfaction with radiology services in Gaza, and identified the dimensions related to the clients' satisfaction and its relation to some organizational and demographic variables affecting their satisfaction. The results could give the opportunities for improvement and growth of radiology services in Gaza.

The study was conducted at two major radiology centers. Al-Shifa Hospital represents governmental services and Gaza Diagnostic Center represents the private sector. A cross sectional design with a systematic randomized sample was used. A standardized structured questionnaire was developed, concentrated on services features. The selected 410 clients were approached after they received the radiology services. The response rate was 78.04%. Psychometric methods and tests were applied and their results approved the reliability and validity of the questionnaire.

The study explored seven dimensions of satisfaction including: Organizational culture, Continuity and Affordability, Availability, Interaction and Communication, Attitude and Perception, Comfort and Privacy and Approach of care. Study findings showed that clients reported a relatively high degree of satisfaction with radiology services (82.5%). The study concluded that the type of institution and the organizational variables including the number of visits, waiting time and procedure time showed a great impact on the level of clients' satisfaction. The study pointed to the influence of financial status and educational level on satisfaction. On the other hand, age, gender, residency place and occupation of the respondents showed no significant impact on the level of clients' satisfaction.

رضى المنتفعين من خدمات الأشعة

ان رضى المنتفعين يعتبر من المفاهيم الاساسية لتقويم جودة الخدمة الصحية وكذلك مؤشر مهم لقياس عملية تطوير الخدمات الصحية. ان هدف هذه الدراسة هو تقويم مستوى رضا المنتفعين من خدمات الاشعه قي غزه وأيضاً تحديد أبعاد الرضى وعلاقته ببعض المتغيرات مثل المتغيرات الديموغرافيه ، المتغيرات الإداريه والمتغيرات المتعلقة بنوع المؤسسة . كذلك أن هذه الدراسة تلقي الضوء على بعض القضايا والتي من الممكن أن تقلل رضى المنتفعين . بالاضافه الى أن النتائج قد تساعد في إعطاء فرص لتحسين جودة خدمات الاشعه

لقد تم تطوير الاستبيان لجمع المعلومات من المنتفعين بحيث تغطي عناصر الاستبيان خصائص الخدمه المقدمه. كانت عملية جمع المعلومات من خلال مقابلة المنتفعين بعد تلقيهم الخدمه وخروجهم من قسم الاشعه. وقد تم اختيار العينه بالأسلوب العشوائي وفق خطة معينة تتناسب مع توزيع المنتفعين في مختاف أقسام الأشعة. وكان حجم العينة ٤١٠ أشخاص (٣١٠ من مستشفى الشفاء و ١٠٠ من مركز غزة التشخيصي) وكانت نسبة الاستجابة ٧٨,٠٤% (٢٧,٤% في مستشفى الشفاء و ٨٠% في مركز غزة التشخيصي). وقد تم استخدام البرنامج الاحصائي (SPSS) في تدخيل و تحليل المعلومات.

لقد سجلت الدراسة نسبة رضا ٨٢,٥% . وهي تعتبر نسبة مرتفعه لرضا المنتفعين من خدمات الاشعه . كما أظهرت نتائج الدراسة سبعة أبعاد للرضا وتتضمن ثقافة المؤسسة، الاستمراريه والامكانيه، الوفرة، المعامله والاتصال، الادراك، الراحة والخصوصيه، و المدخل في تقديم الخدمه . وتتلخص نتائج الدراسة بان نوع المؤسسة و كذلك المتغيرات الاداريه مثل عدد مرات الزياره ، وقت الانتظار قبل الدخول لغرفة الفحص والوقت المستغرق في إجراء الفحص كان لها تأثير كبير على درجة الرضا وبدلاله احصائيه. كذلك المتغيرات الاجتماعيه والاقتصادييه والتي تتضمن الوضع المادي والمستوى التعليمي أظهرت علاقه بدلاله احصائيه . بالنسبة للمتغيرات الديموغرافية كان لها تأثير أقل و بدون دلالة احصائيه.

وتوصي نتائج البحث بتحسين وتطوير الأنظمة الادارية المتعلقة بتقديم الخدمة مثل نظام المواعيد، توزيع أوقات الفحوصات على عدد ساعات العمل، واتباع الدور في ادخال المرضى. كما توصي النتائج بتحسين الجو العام ومحيط تقديم الخدمة من حيث الاتساع والنظافة والذي يتضمن منطقة التسجيل، أماكن الانتظار، وغرف الفحص. بالاضافة الى توصيات تتعلق بتحسين عملية التواصل بين المنتفع ومقدم الخدمة عن طريق اعطاء دورات لتطوير مهارة التعامل والاتصال لدى العاملين، كذلك توفير المعلومات الكافية للمنتفع باعطائه التعليمات الواضحة المتعلقة بالفحص وبوضعه الصحي. وتوصي النتائج بالمحافظة على استمرارية توفير خدمات الأشعة عن طريق الكفاءة وذلك بتقليل الهدر وسوء الاستخدام.

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List of abbreviations

CT	Computerized Tomography
GDC	Gaza Diagnostic Center
GDP	Gross Domestic Product
MOH	Ministry of Health
NGOs	Non-Governmental Organizations
PCBS	Palestinian Central Bureau of Statistics
PCH	Palestinian Council of Health
PHC	Primary Health Care
PNA	Palestinian National Authority
QHCU	Quality Health Care Unit
TQM	Total Quality Management
UNRWA	United Nations Relief and Works Agency

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Introduction

Quality improvement efforts in health care settings are getting more attention nowadays by health care organizations all over the world. One of the main components in assessing the quality of health care services is clients' satisfaction (De Geyndt, 1995). In such a competitive world, the health care organizations are continually monitoring clients' satisfaction with clients' surveys to better understand the needs of the clients, evaluate services and identify opportunities for improvement (Juran and Gryna, 1993). The importance of clients' satisfaction with the care they receive has been reported in the literature which reflects in clients' continuity in seeking medical care and their compliance to treatment (Hill, 1997). Furthermore, the literature indicates that satisfied clients are more likely to follow-up medical advice and show fewer complaints (Hill, 1997). In addition to that, patient satisfaction is considered a significant factor in determining the quality of life, particularly, in chronically diseased patients (Van Den Bos and Triemstra, 1999; Hill, 1997).

The client dimension of quality reflects the assessment of how the client perceives the health care received, and this is manifested in the measurement of satisfaction. In this context, Berwick (1995) pointed that he believes that quality is defined as the extent to which customers' needs are met. Also he points out that customer extend beyond patients to employers and families as well as physicians and employees. It is worth noting that the traditional approach to health care service quality focused on activities required more than the continuous efforts needed to meet customer needs (Walsh and Walsh, 1996). Recently, it becomes common to include patient satisfaction as a measure of quality care. Moreover, there is a noticeable concern with learning factors