



Client Satisfaction and Factors Affecting It, at Outpatient Department of Adama Hospital Medical College, Oromia Region, Ethiopia

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Abstract: Probing client satisfaction for the hospital service being given is an important tool to improve the quality of health care and patient health. However, there has been little emphasis and no systematic way of evidence generation of the views of those using the out-patient clinic in our set-ups. Therefore, the aim of this study was to determine the client's satisfaction and factors affecting it at the out-patient clinic of Adama Hospital Medical College, Ethiopia. A cross-sectional study design was conducted and 422 outpatient clients were selected by systematic random sampling for an exit interview. The client satisfaction was sub-optimal at certain OPD service areas, for instance, only 65% and 69% of the OPD clients were satisfied with the availability of the prescribed drugs and the requested laboratory tests respectively. Only 47.4% of the clients were satisfied with the availability of signs towards the OPD and 58.4% were satisfied at the record room, to get their folders. Clients perceived availability of the prescribed drugs and the requested laboratory tests, signs towards the OPD, getting their folders, were the strongest predictors of client satisfaction at OPD service of Adama Hospital Medical College. Therefore, the administrative and technical staff needs to act on the identified gaps at the outpatient department.

Keywords: Client Satisfaction, Outpatient Department, Ethiopia

1. Introduction

There is a growing consensus that assessment of the quality of hospital services should be based in part, on patients' perceptions of overall care and patient satisfaction [1, 2]. That is satisfaction can simply describe health care services from the patient's point of view, because, it is easier to evaluate the patient's satisfaction towards the service [3]

Patient satisfaction is a multi-dimensional healthcare issue affected by many factors and categorized in to those that influence what clients expect of a service as well as those that influence the experience of the service. In addition expectations about quality of care are linked to perceptions of care, and when patient's perceptions are positive their clinical

experience and outcomes are more likely to be positive [4]

Based on the Ethiopian hospital reform implementation guideline, a questionnaire was developed to assess the client satisfaction at the out-patient department (OPD). The out-patient department is constitutes a major aspect of health care delivery, because, it is the point of first contact between the hospital and the community and it is also considered to be as hospitals' shop window [1, 2]

Studies done in Ethiopia on client's satisfaction level with Outpatient departments at different hospitals, showed inconsistent findings ranging from 18.0% in public hospitals of Addis Ababa to 54.2% in Wolaita Sodo University teaching hospital and 57.1% in Jimma University specialized hospital and considered low in out-patient pharmacy in North-Western Ethiopia. [5, 6, 7, 8]. There has been little

emphasis and no systematic way of evidence generation of clients utilizing the OPD at Adama Hospital Medical College, Oromia region, Ethiopia.

Therefore, the aim of this study was to determine client's satisfaction and factors affecting it at the out-patient department of Adama Hospital Medical College, Ethiopia

Information generated from this study would be very important to take action early in those areas where client satisfaction was affected. This study can also serve as a baseline study for further periodic assessments to bridge the gaps in health service delivery at the out-patient departments of Adama Hospital Medical College.

2. Methods and Materials

2.1. Study Design and Setting

A cross-sectional study design was conducted to assess clients satisfaction and associated factors at the OPD of Adama Hospital Medical College. Adama was found in Oromia region; 100km away from the capital, Addis Ababa, towards the eastern part of the country. The hospital provides preventive, curative and diagnostic services to Adama town and for the surrounding of about 5 million populations and serves as referral center. The study units were OPD clients of AHMC, and the study period was 6 March-15 March 2015.

2.2. Sampling Methods

The sample size was calculated using the single population proportion formula, using a proportion of 0.5 and expected margin of error=0.05, based on this the sample size was 422.

2.3. Sample Size Determination

$n = Z^2 P (1-P) / d^2$ where,

n = sample size of clients of OPD

P = Proportion of clients satisfied at the OPD service. No previous similar study was conducted in this setting, to get the maximum sample size P was taken as 50% ($P=0.5$).

d = degree of accuracy required = 5% ($d=0.05$)

Z = standard score for 95% confidence level is 1.96

Additional non-response rate was taken.

Therefore, the calculated sample size would be 422

All clients between the age of 15-65 years who consented to participate in the study were recruited. Informed consent was obtained from the clients before they were given a questionnaire to complete. Clients were recruited using a systematic random sampling technique [9, 10]

A sampling interval of three was used to systematically select clients who were recruited to participate in the study (200×6 data collection days / 422 = 2.8). Every third client was invited to participate in the study. The client's attendance register for each day was used as a sampling frame from which clients were selected after OPD utilization

The first client was chosen randomly from this sampling frame, and subsequently every third client was selected and invited to participate. Care takers were responded for the questionnaires for seriously ill patients and children. If a

selected subject didn't meet the inclusion criteria or refused to participate in the study, the next client was approached until the recommended sample size was reached.

2.4. Ethical Considerations

Ethical approval of this study was sought and received from the ethical committee of Adama Hospital Medical College. Then officials were contacted and permission was secured. Clients consent were sought and formally obtained after a detailed explanation of the purpose of the study. Privacy of the clients was maintained during the study, and all information provided by the patients was treated with utmost confidentiality

2.5. Study Measurements

The primary outcomes were satisfaction with dimension of care and service. These were divided in to the interpersonal skills, access, health facility environment and socio-economic factors. Then general satisfaction was assessed using three question items including: comparing OPD service with nearby hospital's OPD, whether clients re-visit AHMC next time when they will get sick and whether they would recommend this hospital OPD service to their friends [1]

2.6. Data Collection

Structured questionnaire was translated in to local language of Afan Oromo and orientation was given for data collectors. Then the questionnaire was pilot tested in non-participating OPD clients of Adama hospital medical college. Finally, questionnaires were administered by two trained nurses, at every third clients as they leave the outpatient department; at either of the hospital gate after they have collected drugs and are ready departing the grounds of the hospital.

2.7. Data Analysis

Data generated in the study was analyzed using the SPSS version 16. Frequency data distribution was used to summarize the descriptive statics of the data. Multiple logistic regression was used to see the association between the independent variables and the health service utilization at OPD clinic of the hospital.

3. Results and Discussions

3.1. Socio-demographic Characteristics of Clients

In the detailed socio-demographic characteristics of the study participants: 217 (51.4%) were females and 205 (48.8%) were males. The age distribution of the participants revealed that 161 (38.8%) were in the age group of 35-39 years of age, while 61.6% were married.

Among the study subjects three hundred sixty eight (87.2%) were patients and forty three (10.2%) were family planning users and 11 (2.6%) were attendants accompanying a patient as indicated in table 1.

Table 1. Clients satisfaction at Out-patient services by selected socio-demographic characteristics in AHMC, Oromia (n=422).

Characteristics	Satisfied	Not Satisfied	Total
Sex			
Male	164	41	205
Female	193	24	217
Age in years			
15-24	18	9	27
25-34	111	32	143
35-44	141	20	161
45-60	85	4	89
Educational Status			
Illiterate	25	3	28
Grade 1-6	98	8	106
Grade 7-12	131	32	163
Diploma & above	103	22	125
Type of client			
Patient	317	51	368
Family accompanying pt	32	3	35
Family planning client	8	11	19

3.2. Clients Satisfaction Levels in Relation to Tangibles at OPD Services

Regarding the interpersonal manner of health service providers and the service being given, as shown in table 2 below, two hundred forty six (58.3%) of the OPD clients were satisfied with the service being given at record room. Moreover, 65% and 69% of the clients were satisfied with the availability of prescribed drugs and requested laboratory tests respectively. This was similar with other studies done in Jimma [7]. While the overall client satisfaction level for the OPD service was 84 ($p \leq 0.005$)

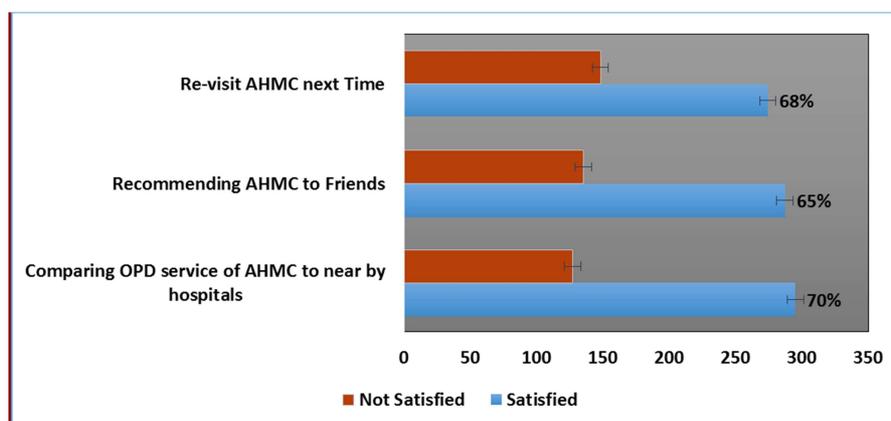
Table 2. Clients Satisfaction level in relation to tangibles at OPD services of AHMC.

Characteristics	N (%)	AOR	P value
Availability of signs towards OPD			
Satisfied	200 (47.4%)	0.018 (0.001-0.614)	0.026
Not Satisfied	222 (52.6%)	1.00	1.00
Service at record room			
Satisfied	246 (58%)	0.9 (0.08-0.76)	0.001
Not Satisfied	168 (42%)		
I don't know	8 (2%)		
Availability of prescribed drugs			
Satisfied	273 (65%)	2 (0.1-3.1)	0.03
Not Satisfied	149 (35%)		1.00
Availability of requested lab tests			
Satisfied	291 (69%)	0.9 (0.5-2.7)	0.01
Not Satisfied	115 (27%)	1.4 (0-3.9)	0.76
I don't know	16 (4%)	1.00	
Overall service at OPD			
Satisfied	355 (84%)	0.7 (0.3-0.98)	0.000
Not Satisfied	67 (16%)	1.00	

3.3. Over-all Clients Satisfaction Level at OPD Clinic of AHMC

Two hundred ninety five (70%) of the clients were satisfied by the service being given at the OPD of AHMC, when they comparatively judge the service being given with other similar nearby hospitals (indicated in figure 1).

Similarly, two hundred eighty seven clients (65%) agreed with the statement that, "they would recommend their relatives and friends to utilize the health services provided by the OPD service of Adama Hospital Medical College" and two hundred seventy four of them (68%) agreed that they would come and utilize the health services at this OPD service again whenever they had health problems

**Figure 1.** Overall Client Satisfaction level at OPD of AHMC, 2015.

4. Limitation of the Study

The clients included in to the study were only from one hospital (AHMC) and other hospitals in Oromia Region were not included in this study. Research results therefore were limited to this hospital and couldn't be generalized to other clients in other hospital in Oromia region. The study was limited to general client satisfaction level when, clients are ready to leave the hospital compound. Client satisfaction level at each unit of the hospital will be required.

5. Ways to Improve the Paper

Clients from other hospitals in Oromia region should be included in order to improve the generalizability of this study findings. Client satisfaction level at each unit of OPD of the hospital must be included, in order to know specific problems of the hospital.

6. Conclusions and Recommendations

Clients perceived availability of the prescribed drugs and the requested laboratory tests, signs towards the OPD, getting their folders, were the strongest predictors of client satisfaction at OPD service of Adama Hospital Medical College. Thus the management of Adama Hospital Medical College should work to improve the service gaps identified at the OPD service of Adama Hospital medical college to win the interests of the clients and, they have to secure the necessary prescribed drugs and requested laboratory tests that better fits the expectations of clients.

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