

**PATIENT SATISFACTION TOWARDS HEALTHCARE SERVICES AT
THE OUT-PATIENT DEPARTMENT OF MEITRA HOSPITAL, KERALA**

By

B SAI SRAVANI

Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management
Academic year, 2019-2021



The IIHMR University, Jaipur

1, PrabhuDayal Marg, Sanganer, Airport

Jaipur 302029, Rajasthan

Ph: 0141 3924700, Fax: 3924738

Website: www.iihmr.edu.in

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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**PATIENT SATISFACTION TOWARDS HEALTHCARE SERVICES AT THE OUT-PATIENT DEPARTMENT OF MEITRA HOSPITAL, KERALA**” and submitted by Batchu Sai Sravani Enrollment No. IIHMR- U/01/2019-21/0900 under the supervision of Dr.Alok Mathur for the award of MBA in Hospital and Health Management of the University carried out during the period from 5/03/2020 to 5/05/2020 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Batchu Sai Sravani

Aim:

The aim is to assess the satisfaction level among the OPD patients of Meitra Hospital, Calicut.

Objectives:

The objective of this study is to

- Assess patient satisfaction in the emergency department
- Identify areas of poor satisfaction
- Make recommendations for improving patient satisfaction

Research problem:

What was the satisfaction level among the patients of the Outpatient department of MeitraHospital, Calicut?

Methodology:

The methodology used in the study is a descriptive study. The data is collected from patients who had utilized health services at the Outpatient department (OPD) at Meitra Hospital utilizing a patient feedback questionnaire. The research approach is a mixture that is Qualitative and Quantitative approaches. Data is collected based on the feedback questionnaire.

Key results:

The average satisfaction level out of 200 samples collected was found to be 80% which is a High Satisfaction level but on considering on whole the Satisfaction level falls in between High Satisfaction level to Moderate satisfaction level.

Conclusion:

The Overall average satisfaction rate was found to be 80% where the patients are Highly satisfied but there are some areas in the hospital like Pharmacy services, Timely availability of investigation reports to be considered so that the average satisfaction rate may even go to Very Highly satisfying rate.

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Batchu Sai Sravani

MBA /HM -24,

IIHMR University, Jaipur

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Chapter 1

Introduction:

Patients are more aware of their demands and rights in today's age of information and technology. They are aware that health care facilities are in place to offer them with satisfactory and high-quality health care. The hospital's outpatient department (OPD) can be thought of as its public face. People frequently draw judgements about hospital services based only on the OPD's procedure and process. The large number of patients attending the OPD, as well as the relatives and attendants that accompany patients to the OPD area, are likely causes and reasons for the congestion. A hospital is commonly thought of as a tense environment. People frequently feel scared or uneasy when they visit the hospital's OPD for OPD. In hospitals, delayed healthcare service delivery is a prevalent problem caused by poor queueing system design or mismanagement. As a result, the hospital's management would want to better manage the line of waiting patients.

Patient satisfaction can be considered as a measure of the "process" of care, and it might simply explain health care services from the patient's perspective. Problem areas can be identified, and solutions ideas can be produced. Many people believe that evaluating health care is the most essential purpose of patient satisfaction research. The function of patient satisfaction work was entirely focused on assessment. In the context of health care, at least four fields of evaluation must be considered. These include treatment evaluations, patterns of care evaluations for specific patient groups, organizational evaluations, and health system evaluations.

Types of Outpatient Services

There are two types of OP Services:

- **Outpatient Services that are Centralized:**

All administrations are delivered in a secure zone that houses all indicative and helpful offices in one location.

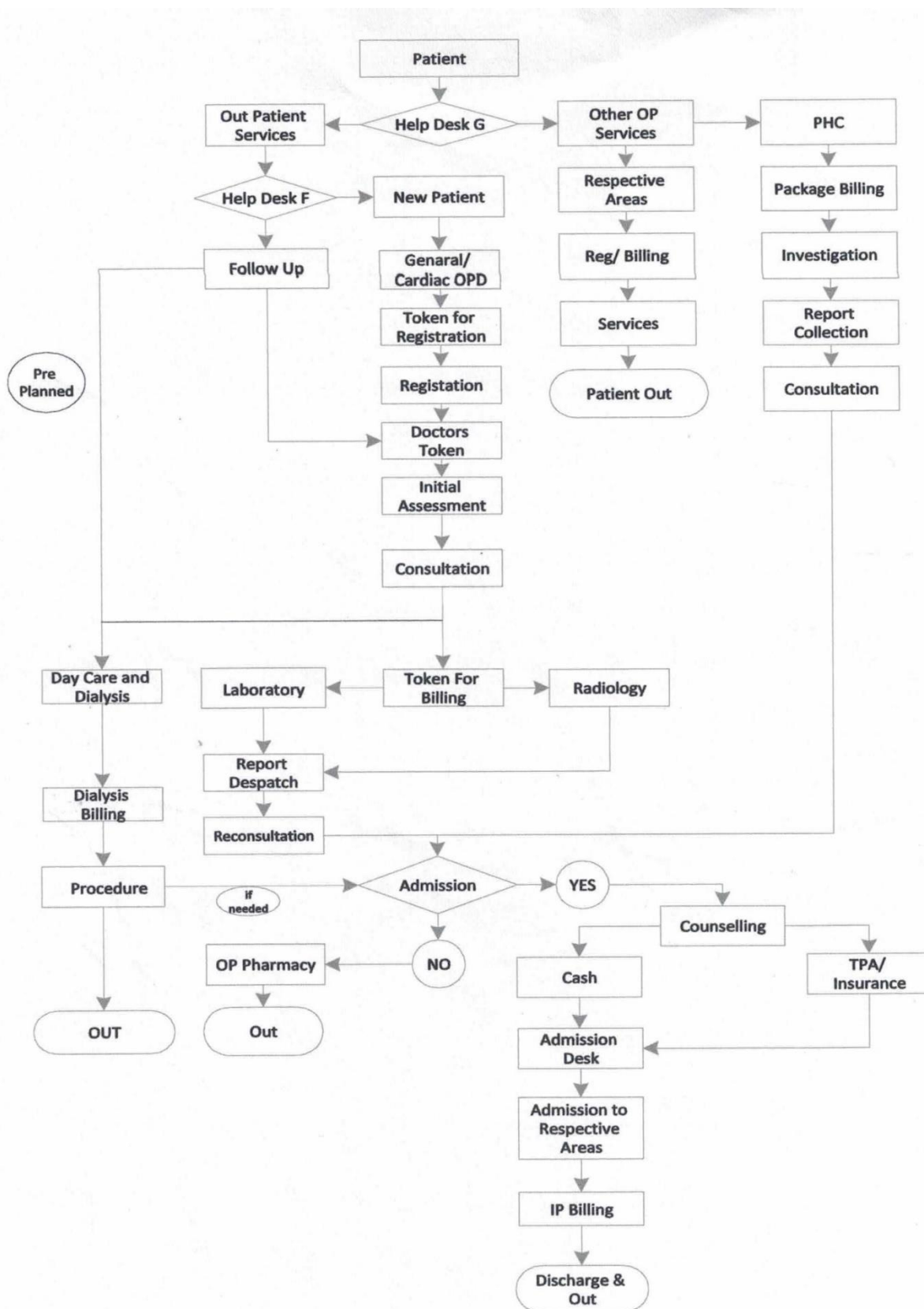
- **Outpatient services that are Decentralized:**

Services are available at certain locations. A growing range of therapy approaches are provided in certified outpatient administration centres. Outpatient services can be found in a variety of settings.

OPD's Purpose:

- ✓ First point of contact
- ✓ It's the hospital's display window.
- ✓ Whether it enhances or detracts from the hospital's image
- ✓ A solid OPD service can help in-patient services by reducing the amount of work they have to do.
- ✓ It is a location where preventative and promotional health activities can be carried out.
- ✓ Facilitates the teaching process.

Process Flow :



Chapter 2

Literature Review

- The following is a summary of the literature review for this study topic.

1. ***Grit Ngowtanasuwan, Porntip Ruengtam,***

The research was discovered to be an observational study. Patients and relatives who visited the research area between the hours of 6:30 and 16:00 on working days in November and December 2012 were the subjects of the sample plan. The behavior of coming patients and their families who come to use services in an OPD of a hospital case study, as seen by the study and surveyed. Formulate and evaluate a simulation model for mimicking the actions of arriving patients and their relatives in the hospital case study's waiting area over time. In the case study, to build a better waiting area This study proposed a way for upgrading the medical record area in the outpatient department of a government hospital, Mahasarakham Hospital in Thailand. In the hospital case study, a simulation model, a Petri Nets model, was used to simulate and analyze the arrival of patients and their relatives. The application fits the bill. The findings revealed that, in the case study's current circumstances, two service counters were supplied in the medical record, and the highest number of patients arrived during the Monday morning time of the week.

1. ***Sarmad Ali Khaskheli, Hussain Bux Marri, Murlidhar Nebhwani,***

The research strategy was to conduct an observational study. The OPDs of two public hospitals were chosen for data collection, with a sample of 300 patients. The study's observation is a comparison of the performance of two public hospitals in Sindh, Pakistan's medical OPDs (one with QMS and one without). With the Queue Management system in place at the OPD, better outcomes and performance can be expected.

2. ***Ishan P Lade, Sandeep Chowriwar, and Pranay Sawaitul***

The research strategy was to conduct an observational study. A two-month sample of OPD visits is taken into account. To calculate the average waiting time for patients in different sections of the health care service center using the waiting line model. to make each section's average waiting for

time shorter The results show that adding one more doctor lowered the average waiting time from 7.20 minutes to 4.25 minutes in the OPD section with four doctors and five doctors. Using a queuing mechanism, the waiting time might be greatly decreased.

3. *N Junior Sundress, Dr Rajesh V Nagmothe*

The research strategy was to conduct an observational study. Simple random sampling was used to carry out the systematic sampling procedure. When the patient consultation is completed, the questionnaire is gathered. To identify the factor that contributes to long OPD wait times. To determine whether or not the patient is satisfied with the OPD services To provide a proposal for lowering waiting time in the outpatient department based on the findings of this study and a review of the literature, we can infer that due to the high volume of patients We need to investigate and implement several queue management strategies in our outpatient department. Regular doctors were registered in the trial if they agreed to see up to 100 patients per day, regardless of whether the registration was time-based or not. This data was collected over a five-day period (Monday to Friday). The questioner was gagged once the patient's full consultation was concluded. Almost everyone who seeks medical treatment needs to wait for laboratory/diagnostic testing, therapies, and the results of several tests. One of the most infuriating features of the healthcare system is this. Waiting times for elective care have long been considered a serious problem in many health-care systems, as they are in many others.as they obstruct efficient patient flow and should be kept to a bare minimum to improve patient satisfaction.

Chapter 3

METHODOLOGY:

Research question:

What was the satisfaction level among the patients of the Outpatient department of Meitra Hospital, Calicut?

Objectives:

The objective of this study is to

- Assess patient satisfaction in the emergency department
- Identify areas of poor satisfaction
- Make recommendations for improving patient satisfaction

.Study design:

The research was done in the form of a descriptive study. A patient feedback questionnaire was used to obtain data from individuals who had received outpatient clinical treatments at Meitra Hospital.

Study setting:

The research takes place in a private tertiary care facility in South India. Patients come from all across the city, as well as adjacent areas and neighbouring states, because of the hospital's strategic location.

Study population:

Patients and their attendants or relatives who visited the hospital's Out Patient Department were considered for the study.

Inclusion criteria:

Patients and attendants attending the hospital's Outpatient Department are eligible to participate. Cooperative participants are willing to answer questions about the study.

Exclusion criteria:

Patients who have been admitted as inpatients.

Study duration: 2 months

Sample size: 200 samples of patients attending OPD from March 5th, 2021 to May 5th, 2021 are taken for the study

Research design: - cross-sectional descriptive study.

Data collection type:

A structured questionnaire will be used as a data collection tool.

The questionnaire will be framed to extract the following information from the patients'/respondents':

- Socio-demographic factors
- Patient satisfaction towards health services provided by the hospital.
- Suggestions and comments from the respondent regarding the services of Meitra Hospital.

Data Analysis:

o The frequencies were multiplied with the scoring index for the type of response to obtain a numerical value for the same.

The scoring of the same to obtain the percentage satisfaction score was calculated by this formula:

$$\text{Percentage Score} = \frac{\text{Total achieved score}}{\text{Total number of responses} \times \text{Maximum score}}$$

The data were analyzed using Microsoft EXCEL

Simple tabulation of data

Ethical consideration

The information gathered is kept private, and approval to carry out the study was secured from Meitra Hospital's chief of operations and human resources.

Chapter 4

Results

Data analysis Microsoft excel was used for data analysis.

A set of questions was used to gauge patient satisfaction. Patients were asked to rate their satisfaction with health-care services. The four-point rating scale of Likert was used as follows:

- 4 = Excellent
- 3 = Good
- 2 = Very Good
- 1 = Fair
- 0 = Poor

Patient's satisfaction was classified into 4 levels by using the overall percentage scores as cut off point:

- o Very High satisfaction (OUTSTANDING 90%-100 %)
- o High satisfaction (EXCELLENT 80%-89%)
- o Medium satisfaction (GOOD 70 %-79%)
- o Low satisfaction (POOR 60%-69%)

The goal of this descriptive study was to find out how satisfied patients were with health services at Meitra Hospital's outpatient department in Kerala (OPD).

Between March 5th and May 5th, 2022, data was collected. (Weekends are not included).

The findings are presented in both descriptive and tubular formats. They are presented in the followings sections:

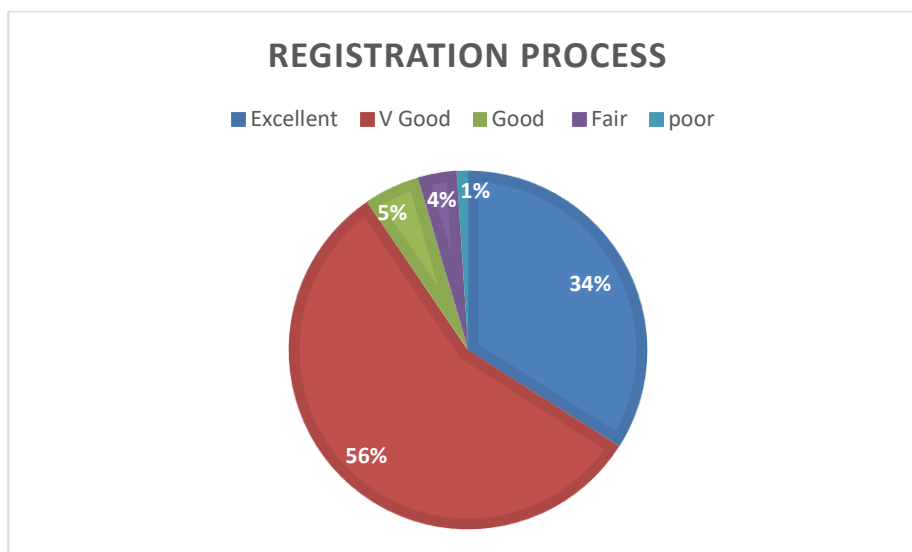
- ✓ Patient satisfaction with health-care services (excluding expectation)
- ✓ Patient's expectations about health services at Meitra Hospital's OPD.
- ✓ Patient's comments and ideas for improving the quality of health services at Meitra Hospital's OPD.

1.PATIENTS SATISFACTION TOWARDS HEALTH SERVICE AT THE OPD OF MEITRA HOSPITAL:

PARAMETER	%AVERAGE SATISFACTION
Registration process	79
The behavior of billing/Reception staff	80
Experience with Doctors	84
Courtesy of Nursing staff	86
Timely availability of Investigation report	83
Courtesy of Staff in ECG/ECHO/TMT	82
The efficiency of Radiology services	78
Cleanliness of Toilets	81
Cafeteria/F&B services in hospital	75
Courtesy of Security	80
Pharmacy services	80
Call center services	81

Table 2: Summary of patient satisfaction scores

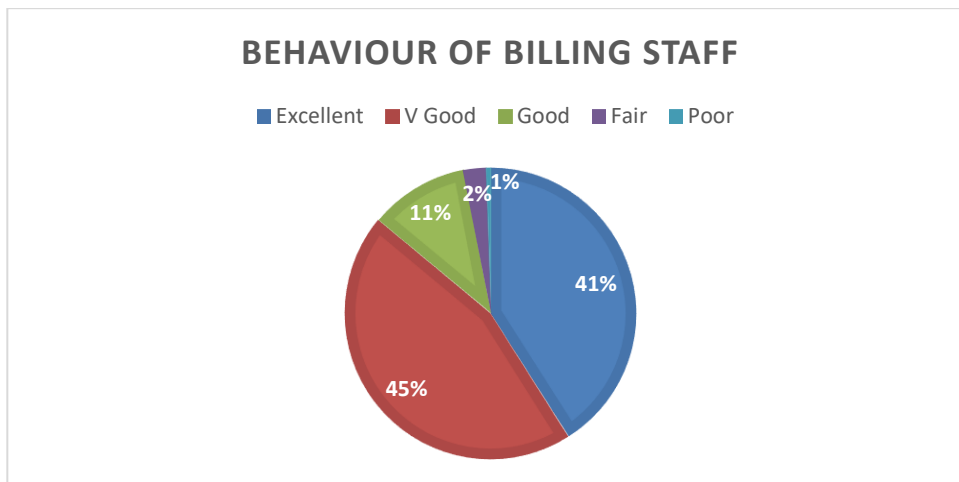
1.Please rate your experience in the registration process



Interpretation:

Out of 200 samples, 56% of patients are extremely satisfied with the registration process in OPD whereas 34% of patients are considered as good and 5% as good, 4% as fair, and 1% Poor.

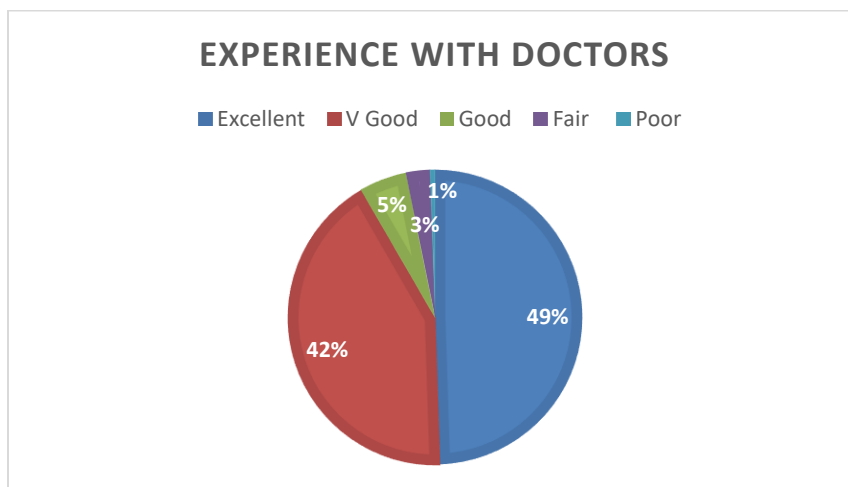
2.Promptness and courteous behavior of the Billing/Reception staff



Interpretation:

Out of 200 samples, 41% of patients are extremely satisfied with the promptness and courteous behavior of registration staff in OPD whereas 45% of patients are considered as good and the remaining patients considered as 11% good, 2% fair and 1% as fair.

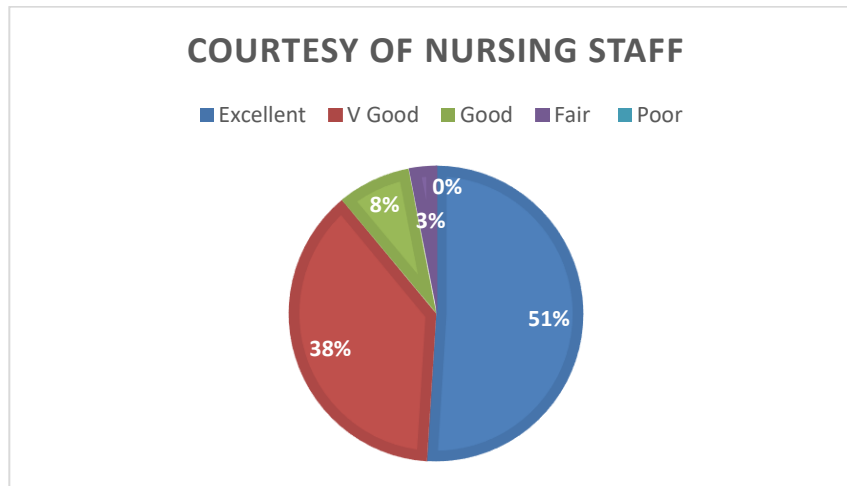
3.Please rate your experience with the Doctor



Interpretation:

Out of 200 samples, 49% of patients are extremely satisfied with the doctor's consultation whereas 42% considered as very good in OPD and the remaining 5% considered as good, 3% Fair and 1% poor.

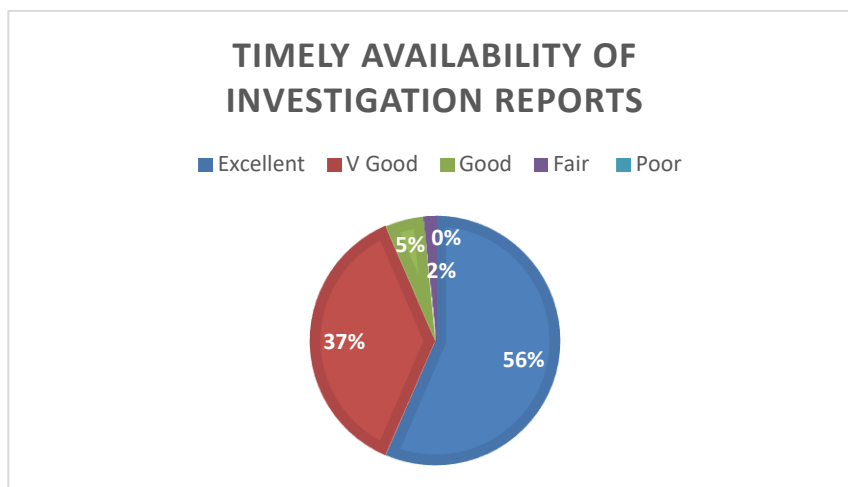
4. Courtesy of the Nursing staff



Interpretation:

Out of 200 samples collected 51% of patients found excellent with the courtesy of patients whereas 38% of patients considered as good and the remaining 8% as good, 3% as fair.

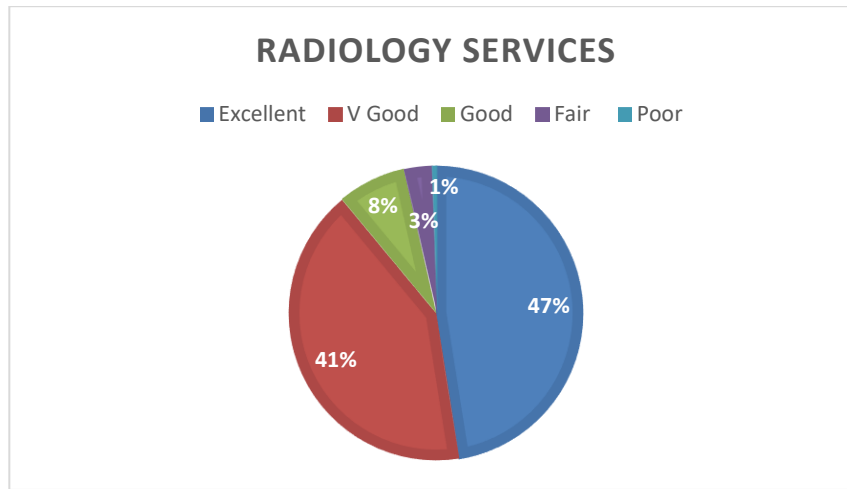
5. Timely availability of the Investigation report



Interpretation:

Out of 200 samples, 56% of patients considered as the investigation reports are timely given to the patients without any delay whereas 37% patients are considered to be Very good and remaining 5% as good and 2% as fair.

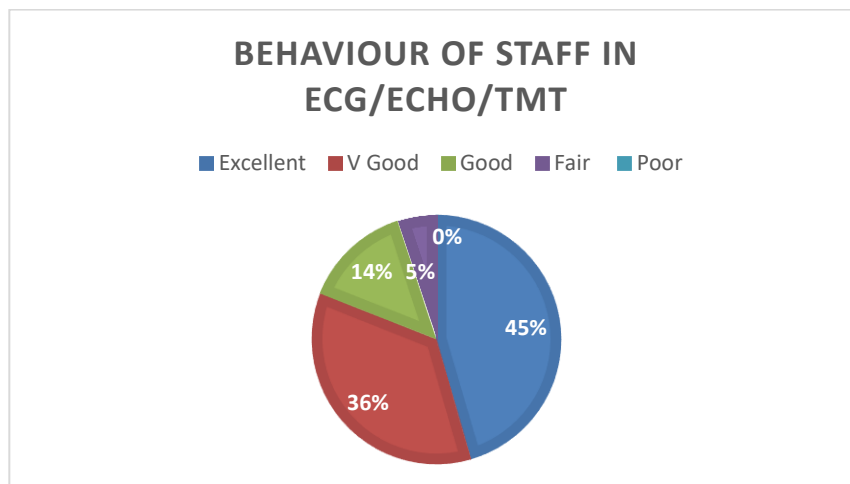
6. Promptness and efficiency on Radiology services



Interpretation:

Out of 200 samples, 47% of patients consider radiology services are excellent whereas 41% of patients consider them as Very good and the remaining patients considered as 8% good, 3% Fair and 1% of them were not satisfied and given Poor.

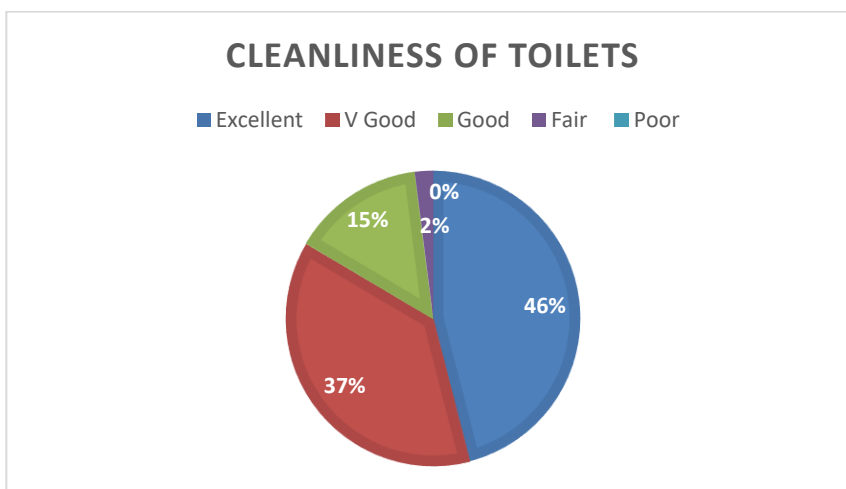
7. Promptness and courteous behavior of the staffs in ECG/ECHO/TMT



Interpretation:

Out of 200 samples collected 45% of patients were satisfied with the behavior of staff in ECG/ECHO/TMT whereas 36% of patients considered as Very good and remaining 14% as good and 5% as Fair.

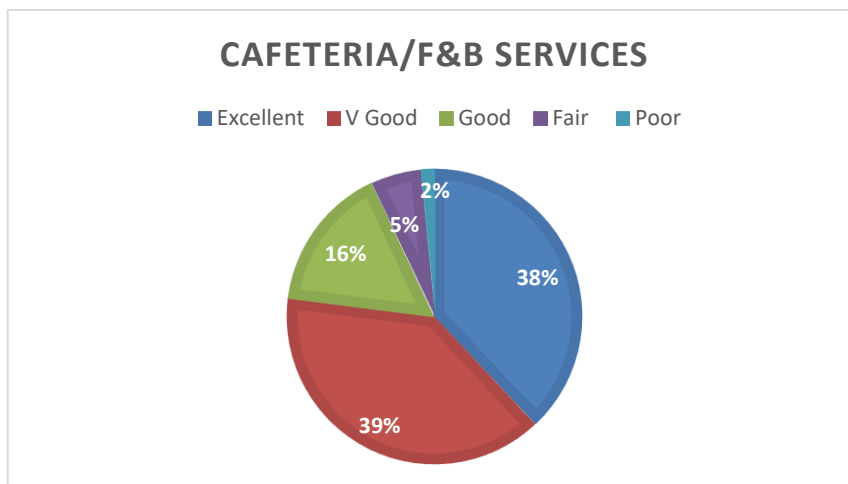
8. Cleanliness of the toilets



Interpretation:

Out of 200 samples collected 46% of patients were extremely satisfied with the cleanliness of toilets whereas 37% of patients consider as Very Good and the remaining 15% of patients consider as Good and 2% as fair.

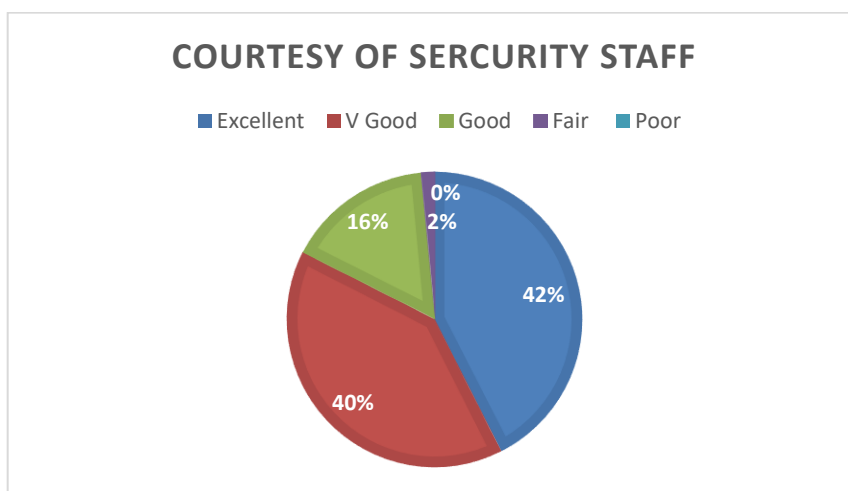
9. Cafeteria/F&B services in the hospital



Interpretation:

Out of 200 samples collected only 38% of patients are extremely satisfied with the cafeteria services whereas 39% of patients were considered as Very good and 16% of patients are considered as Good remaining 5% fair and 2% as poor.

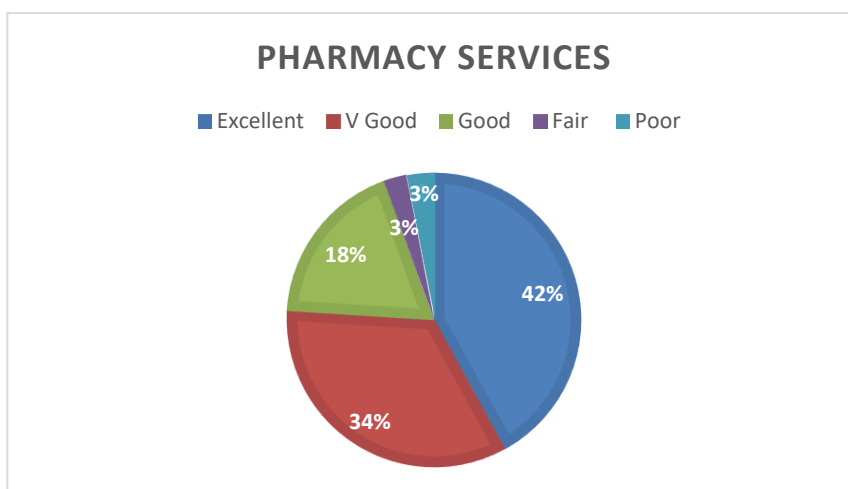
10. Courtesy of the Security staff



Interpretation:

Out of 200 samples collected 42% of patients were extremely satisfied with the courtesy of security whereas 40% considered as Very Good and remaining 16% considered as Good and 2% as fair.

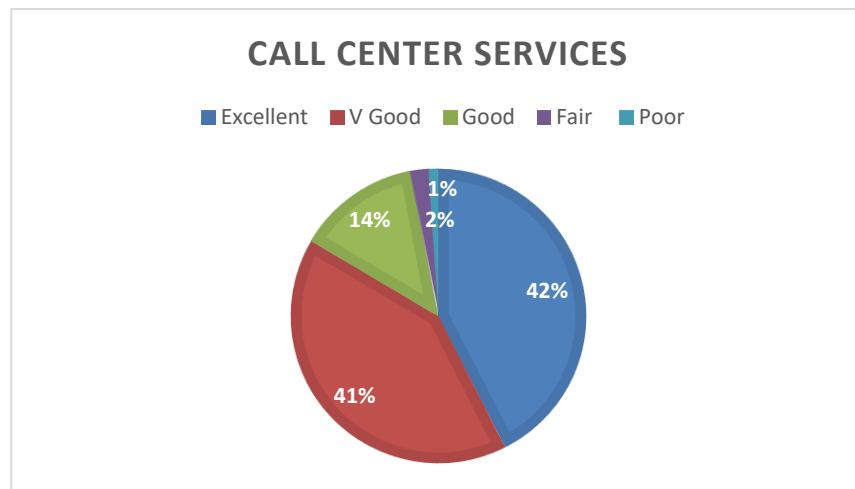
11. Please rate us on our Pharmacy



Interpretation:

Out of 200 samples collected only 42% of patients were considered to be extremely satisfied with the pharmacy services whereas 34% considered as Very Good and whereas remaining 18% considered as good, 3% as Fair and 3% of patients are not satisfied with the services.

12. How satisfied are you with our call center services



Interpretation:

Out of 200 samples, 42% of patients are extremely satisfied with the Call center services provided by the hospital whereas 41% consider it as Very good and the remaining 14% as Good and 2% as fair only 1% of patients were considered as Poor.

CALCULATION OF PATIENT SATISFACTION:

Out of 200 samples the frequency is distributed as:

Frequency Distribution of patient responses for customer care

	SCORE INDEX	4	3	2	1	0	
	PARAMETERS	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	TOTAL
1	Please rate your experience in the registration process	68	113	10	7	2	200
2	Promptness and courteous behavior of the Billing/Reception staff	82	90	22	5	1	200
3	Please rate your experience with doctors	99	85	10	5	1	200
4	Courtesy of the Nursing staff	113	74	10	3	0	200
5	Timely availability of the Investigation report	102	76	16	6	0	200
6	Promptness and efficiency on Radiology services	95	83	15	6	1	200
7	Promptness and courteous behavior of the staffs in ECG/ECHO/TMT	91	71	28	10	0	200
8	Cleanliness of the toilets	91	75	29	4	0	200
9	Cafeteria/F&B services in the hospital	76	78	32	11	3	200
10	Courtesy of the Security staff	85	80	32	3	0	200
11	Please rate us on our Pharmacy	84	68	37	5	6	200
12	How satisfied are you with our call centre services	85	82	27	4	2	200

	SCORE INDEX	4	3	2	1		
	PARAMETERS	EXCEL LENT	VERY GOOD	GOOD	FAIR	SCORE	%SCORE
1	Please rate your experience in registration process	272	339	20	7	624	79
2	Promptness and courteous behavior of the Billing/Reception staff	328	270	44	5	637	80
3	Please rate your experience with doctors	396	255	20	5	666	84
4	Courtesy of the Nursing staff	452	222	20	3	691	86
5	Timely availability of the Investigation report	408	228	36	6	666	83
6	Promptness and efficiency on Radiology services	380	249	30	6	653	82
7	Promptness and courteous behaviour of the staffs in ECG/ECHO/TMT	364	213	56	10	623	78
8	Cleanliness of the toilets	368	225	58	4	647	81
9	Cafeteria/F&B services in the hospital	304	234	64	11	591	75
10	Courtesy of the Security staff	340	240	64	3	641	80
11	Please rate us on our Pharmacy	336	204	74	5	609	78
12	How satisfied are you with our call centre services	340	246	54	4	636	81

SCORING TABLE FOR CUSTOMER CARE

PARAMETER	%SATISFACTION	LEVEL OF SATISFACTION	AVERAGE SATISFACTION
Please rate your experience in registration process	79%	MEDIUM	80%
Promptness and courteous behaviour of the Billing/Reception staff	80%	HIGH	
Please rate your experience with the Doctor	84%	HIGH	
Courtesy of the Nursing staff	86%	HIGH	
Timely availability of the Investigation report	83%	HIGH	
Promptness and efficiency on Radiology services	82%	HIGH	
Promptness and courteous behavior of the staffs in ECG/ECHO/TMT	78%	MEDIUM	
Cleanliness of the toilets	81%	HIGH	
Cafeteria/F&B services in the hospital	75%	MEDIUM	
Courtesy of the Security staff	80%	HIGH	
Please rate us on our Pharmacy	80%	MEDIUM	
How satisfied are you with our call center services	81%	HIGH	

SATISFACTION LEVEL

Discussion:

Methodological concerns

The questionnaire was created for use during interviews in order to reduce or eliminate any misunderstandings or uncertainty about questions, as well as missing data. To avoid selection bias, systematic random sampling was used. Furthermore, the researcher witnessed the data collection process for herself to confirm that the data was of high quality.

Patient's satisfaction towards health services at the OPD clinic Meitra Hospital

This study's total average satisfaction resulted in a score of 75 percent. As a result of this finding, the overall satisfaction level of this survey was greater than that of Tangman kong worakoon's study, which found that the overall satisfaction level of clients towards the services of Lad Yao hospital was 52 percent (78)

.In numerous evaluations conducted at different times and places across the Meitra Group of hospitals, there was a substantial range in the amount of satisfaction experienced by patients (Quality Assurance Department Patient satisfaction Quality indicator data 2013, 2014) From those research, the aforementioned determination of satisfaction differed.

GRADING	%	SATISFACTION LEVEL
OUTSTANDING	90-100	Very high satisfaction
EXCELLENT	80-89	High satisfaction
GOOD	70-79	Medium satisfaction
POOR	60-69	Low Satisfaction

About the level of satisfaction in eight components, namely

- Including staff capacity to manage enquiries,
- Patient experience in the institution,
- Physical environment, staff courtesy,
- Availability of medical care resources,
- Quality of care, medical expenses
- Time spent waiting for healthcare.

This study revealed that patients showed medium levels of satisfaction

- When compared to other components, courtesy of F&B/Cafeteria services and Pharmacy services received moderate satisfaction scores of 75 percent and 78 percent, respectively. However, quality of nursing care and timely availability of investigation reports received high satisfaction scores of 86 percent and medium satisfaction scores, respectively.
- These results could indicate that people were more worried about medical costs, quality of service, waiting time, and the physical environment than the other factors. This metric yielded varied results when it came to access to health services at the OPD clinic (waiting time for receiving healthcare services).
- Patients expressed high levels of satisfaction with customer service, radiology, laboratory, and nursing care, but low levels of satisfaction with politeness of food and beverage services and pharmacy services. In terms of the quality of care component, 84 percent of patients expressed high levels of satisfaction with nursing care; however, satisfaction with medication was lower.
- These findings could indicate that patients were satisfied with the quality of care component of Meitra Hospital's satisfaction survey at a high to moderate level.

Conclusion:

Patient satisfaction is a vital measure that can represent the quality of health care services at any level of facility. Meitra Hospital intends to use patient satisfaction surveys as a quality indicator for monitoring inpatient and outpatient departments every month.

The goal of this study was to determine the level of patient satisfaction with health services at Meitra Hospital's OPD and to make recommendations to improve overall satisfaction to the point of High Satisfaction. Patient satisfaction with health treatments at Meitra Hospital's OPD was the dependent variable of interest.

The sample size was 200, and the number of patients was computed using a 95 percent confidence level, a 5% confidence interval, and the projected population size, and systematic random sampling was used to choose patients from the hospital-based OPD clinic. Based on the calculations, a patient was provided a patient feedback form with a 14-patient interval.

Out of 200 samples collected, the average satisfaction level was determined to be 80%, which is a High Satisfaction level, but when taken as a whole, the Satisfaction level falls between between High Satisfaction and Moderate Satisfaction.

Recommendations:

The findings of this study lead to the following recommendations for improving the quality of health care at Meitra Hospital's OPD clinic:

- Patients' main concern has been access to health services at the OPD clinic. As a result, the researcher strongly supports patients' comments that the hospital should consider waiting time for seeing doctors as a priority issue that needs to be addressed as soon as possible to meet the patients' satisfaction.
- The hospital should pay more attention to Provide separate waiting areas for the patients according to the departments they need to visit instead of the common waiting area so that the patient can easily access the actual process flow of OPD.
- This study also found that prompt access of investigation data will significantly reduce OPD wait times, and that the ECHO/ECG system in cardiology should be automated to improve patient satisfaction.
- During the provision of medical care services to patients, two modes of communication with civility and friendliness should be used. As soon as possible, training programmes for OPD clinic staff should be implemented to address this issue in order to improve patient satisfaction levels.
- Furthermore, we can see from the data that there is a Moderate satisfaction rate in Pharmacy services since there is more waiting time, therefore designing for a Fast track system might primarily assist to reduce the waiting time in the pharmacy, allowing the OPD clinic to please its patients.
- F&B/cafeteria services are also observed to be moderate due to its More pricing and less quality of food so to increase patient satisfaction the key area to be concentrated is increasing the Quality of food provided in the hospital and adjusting the Price of food according to Patient need.
- Further studies on patient satisfaction with health services should be conducted concurrently with studies on health service provider job satisfaction, as this will help to understand the concerns that cause patients to be dissatisfied with health services provided by health facilities and to solve problems accordingly.

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