

**STUDY THE SATISFACTION LEVEL OF CLIENTS WITH
THE SERVICES PROVIDED BY CABRI**

**Dissertation
at
Center for Advanced Biomedical Research and Innovation,
Ajman, UAE**

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Jaipur
2015**

TO WHOMSOEVER MAY CONCERN

This is to certify that Ms. Nirali Vrajilal Vaghasia student of MBA Pharmaceutical Management from IIHMR University; Jaipur has undergone dissertation/internship training at Center for Advanced Biomedical Research and Innovation, Ajman, UAE from 29th March 2015 to 14th May 2015.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



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Certificate

This is to certify that **Ms. Nirali Vrajil Vaghasia** has successfully completed her Internship in the Marketing Department of the **Centre for Advanced Biomedical Research and Innovation, Gulf Medical University, Thumbay Group, Ajman, UAE** and has presented to us her findings through her project titled '**A study of the satisfaction level of clients for the services provided by CABRI**' from 29th March 2015 to 14th May 2015.

We found her to be committed, sincere and diligent with a zeal for learning and excellence.

We wish her all the best for all her future endeavors.


Dr P.K. Menon, MD, Ph D, MBA,
Director & Professor Research,
Center for Advanced Biomedical Research and Innovation (CABRI),
Gulf Medical University,
Ajman, UAE.

CERTIFICATE BY SCHOLAR

I hereby declare that Dissertation titled 'To Study the Satisfaction Level of Clients with the Services Provided By CABRI' submitted to Institute of Health Management Research, Jaipur is a record of original work done by me under the guidance of professor **Dr Saurabh Kumar**, faculty of Pharmaceutical Management, IIHMR, Jaipur and **Dr. P. K. Menon (Director, CABRI)** at Centre for Advanced Biomedical Research and Innovation, Ajman, UAE.

This Dissertation is a result of culmination of my sincere efforts. I declare that this submitted work is done solely by me and to the best of my knowledge.

I also declare that all the information collected from various sources has been duly acknowledged in this Dissertation



Nirali Vagharia

MBA (Pharmaceutical Management)

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1 EXECUTIVE SUMMARY

Objective: To find out various factors influencing the satisfaction level of clients and to find out problems those were faced by clients in context to CABRI services.

Methodology: This study was conducted to assess clients' satisfaction level with CABRI services and also get a feedback about the services provided by CABRI, Ajman, UAE. To evaluate clients' satisfaction, data were collected from active clients of CABRI from different emirates of UAE (Ajman, Sharjah, Dubai, Fujairah, Umm Al Quwain) and Oman. Semi-structured questionnaires were utilized to gather information from sixty respondents in which closed-ended statements of the questionnaire were planned to cover the essential aspects of CABRI services and an open-ended questions were used to pin-point what was considered to be the most troublesome for clients in the services.

Results: Out of 60 clients, 31% of clients were highly satisfied and 66% of clients were satisfied with the service provided by CABRI.

Conclusion: The majority of clients were commented about problems they were faced were, delayed in delivery of report, less insurance coverage, higher cost for non-insured patients, delayed in delivery of hard copy of report and test sample collection timing. To improve the services, improvement in customer care support was suggested and to cover non-insured patients problem, re-vise in cost of tests was suggested.

2 INTRODUCTION

Clients' satisfaction is related to the human activity directed at satisfying human wants through the exchange of goods and services. Satisfying the customers occupies a most important position in business management. Clients' satisfaction plays a crucial role as it deals with customer and their need. The major task of organization is to satisfy customers by meeting their needs and wants.

The important goals of diagnostic laboratories are to deliver high quality health care services and to respond to the needs of the clients' and as well as patients. The degree to which these goals are fulfilled at a diagnostic laboratory can be determined by clients' satisfaction level. This degree of clients' satisfaction can in-turn be used as a means of assessing the quality of health care and the personnel. It reflects the ability of the provider to meet the patients' needs.

Satisfied clients are more likely than the unsatisfied ones, to continue using the health care services at a particular healthcare centre, maintaining their relationships with specific health care providers and complying with the care regimens. Satisfaction studies have been done extensively in the developed countries. In the developing countries, such studies are scarce and are of a general nature.

Client's satisfaction is the result of a process of evaluation of the laboratory service obtained from various objects (e.g., samples pick up time, cost of test, quality of services, comprehensiveness of report, behaviour of sales staff) in the patient's health care system. Client's satisfaction is one of the most sensitive indicators of the quality of diagnostic services as it measures the gap between what is expected and ideal from one side, and what actually exists in reality.

UAE has been developing health care services in order to improve the quality of laboratory services. Many key performance indicators are used to monitor and evaluate the results of working organizations and their staffs. Increasing customer satisfaction has been shown to directly affect companies' market share, which leads to improved

profits, positive recommendation, lower marketing expenditures and greatly impact the corporate image and survival.

CABRI which provides services in histopathology, ctogenetic, molecular biology, bioanalytical, microbiology immunology, maternal and child health, diabete, cardiac disease research, allergy and hemoglobinopathy and analyzing more than 500 tests and it also provides round-the-clock services.

3 LITERATURE REVIEW

Assessing customer satisfaction with laboratory services is considered an important component of a laboratory quality assurance program and is required for accreditation by the College of American Pathologists (CAP). Physicians are one of the primary customers of laboratory services and obtaining their feedback provides laboratory managers with opportunities to identify areas for improvement. The study found a high level of overall satisfaction with laboratory services. Seventy-five percent of laboratories received mean satisfaction scores of 4.0 or higher (out of a possible score of 5). Quality and/or reliability of results were listed as the most important category of laboratory services by 31.7% of physicians. [1]

The College of American Pathologists mentioned the important parameters to improve the quality management of laboratory. For example: Critical Value Reporting: Percent of critical results with documentation that results have been reported to caregivers; Customer Satisfaction: Use a standardized satisfaction survey tool with a reference database of physician or nurse respondents to investigate and analyze the issues, with corrective and/or preventive action as appropriate, should be a part of the laboratory quality management to improve the services. [2]

The importance of customer satisfaction in driving quality improvement has been increasing in laboratory medicine. Patients are the ultimate customers of laboratory medicine, but physicians and nurses are considered preferred internal customers. Therefore, their opinions are essential to improve laboratory management. [3]

Measurement of customer satisfaction brings customer preferences into the quality assessment process and corrects for mistaken assumptions about which particular

aspects of service customers value most. These measurements have also been instrumental in helping organization identify target groups, clarify objectives, define measures of performance, and develop performance information system. Physicians and nurses are among the primary customers of laboratory services, and obtaining their feedback provides laboratory managers with opportunities to identify areas for improvement. Hence, the aim of this study was to assess physicians' and nurses' satisfaction with the service provided by the laboratory at Gondar University Hospital in northwest Ethiopia. [4]

According to study conducted on Quality of the clinical laboratory department in a specialized hospital in Alexandria, Egypt measured physician satisfaction level (n=107), where the highest excellent rating of all laboratory service categories was for staff courtesy (43.1%), which had the highest mean satisfaction score (4.20), followed by quality or reliability of results (21.5%). The highest poor rating of the laboratory service categories was for laboratory management responsiveness. [5]

Customer satisfaction may be defined as expectation before purchase and perception about performance after purchase, The expectancy disconfirmation paradigm suggests that consumers are satisfied when the product perform better than expected (positive disconfirmation), dissatisfied when consumers' expectations exceeded actual product performance (negative disconfirmation), and neutral satisfaction when the product performance matches expectations (zero disconfirmation/confirmation). Customer satisfaction can be derived from product which relates to the customer's evaluation of product performance based on such characteristics as durability, dollar value, technical sophistication, and ease of use consumption experience and price. Moreover, satisfaction with salesperson performance has received considerable attention which relates to the interaction between the sales personnel and the customer and the ability of the sales. [6]

According to study conducted on from customer satisfaction survey to corrective actions in laboratory services in a university hospital analyzed survey of 70 respondents which shows that the highest percentage of disagreement (35.9%) was related to missing test results. In addition, there was a high percentage of dissatisfaction with the laboratory information system when reviewing the laboratory results (30.8%), and with

the turnaround times of both stat tests (28.4%) and routine tests for in-patients (26.5%). The most important problems in laboratory services, based on the responses to the open-ended question are summarized that the respondents reported a total of 103 problems (range 0–6, average 1.8 problems/response). The problems most frequently reported pertained to computerized test requests and reporting, phlebotomy services, and turnaround times of tests. Many respondents perceived the electronic information supporting the ordering, reporting, and interpretation of laboratory tests as being insufficient and electronic requesting as too complicated. [7]

4 RESEARCH QUESTIONS

Q1 What are the problems that clients are facing within services provided by CABRI?

Q2 Are the clients' satisfied with diagnostic services?

5 STUDY OBJECTIVES

- To find out various factors influencing the satisfaction level of clients in context to CABRI services.
- To find out the problems associated with CABRI services.
- To establish measures to counteract the possible reasons of dissatisfaction among the clients.

6 RESEARCH METHODOLOGY

- a. **Type of study:** Descriptive Research
- b. **Location of study:** UAE (including different emirates of Ajman, Dubai, Sharjah, Umm Al Quwain, Fujairah) and Oman
- c. **Study subjects:** Physicians, Nurses and receptionists
- d. **Sample size:** 60 clients
- e. **Tools Used For Data Collection:** Direct interview method
 - **Type of Questionnaire-** Semi-Structured
 - **Type of Questions-** Close-ended and open-ended
- f. **Tools used for data analysis:**
 - SPSS
 - MS- Excel

7 ETHICAL CONSIDERATION

Each participants (physicians) were notified about the purpose of the study along with the right to refuse to participate in the study, and anonymity and confidentiality of the information gathered. They were assured that they would not be penalized for not participating and their participation will not have any adverse effect on their care.

8 RESULTS

Reliability test was carried out by using SPSS software.

Table 7.1 Reliability measure for questionnaire

Reliability Statistics	
Cronbach's Alpha	N of Items
.616	15

Table 7.1 shows that the reliability value more than 0.5 was good and it can be seen from almost all the reliability methods applied here that reliability value was higher than the standard value, hence the scale was highly reliable.

Q.1 A. On an average how many patients in a day are referred for diagnostic tests?

B. How many of them are referred to CABRI?

Figure 7.2 On an average per day patients were referred to CABRI for diagnostic tests from various clinics.

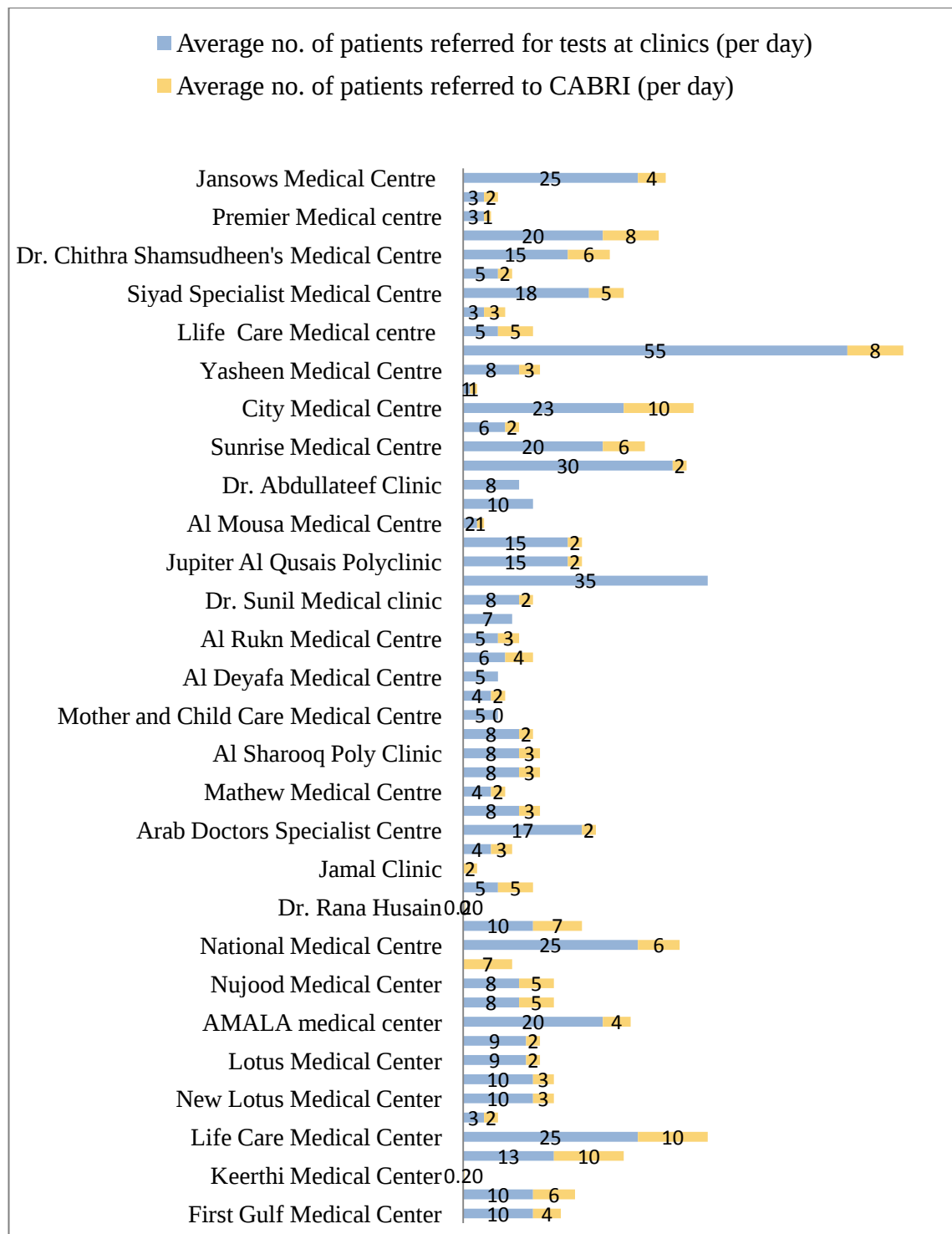


Figure 7.2 shows that on an average per day patients were referred for diagnostic tests from the various clinics, from where average numbers of patients were referred for CABRI. It shows that per day frequency of patients samples were suggested for CABRI.

Q.2 For the patients who come for OPD in your clinics. How often do you suggest diagnostics test for them?

Figure 7.3 Diagnostic tests suggested to OPD patients.

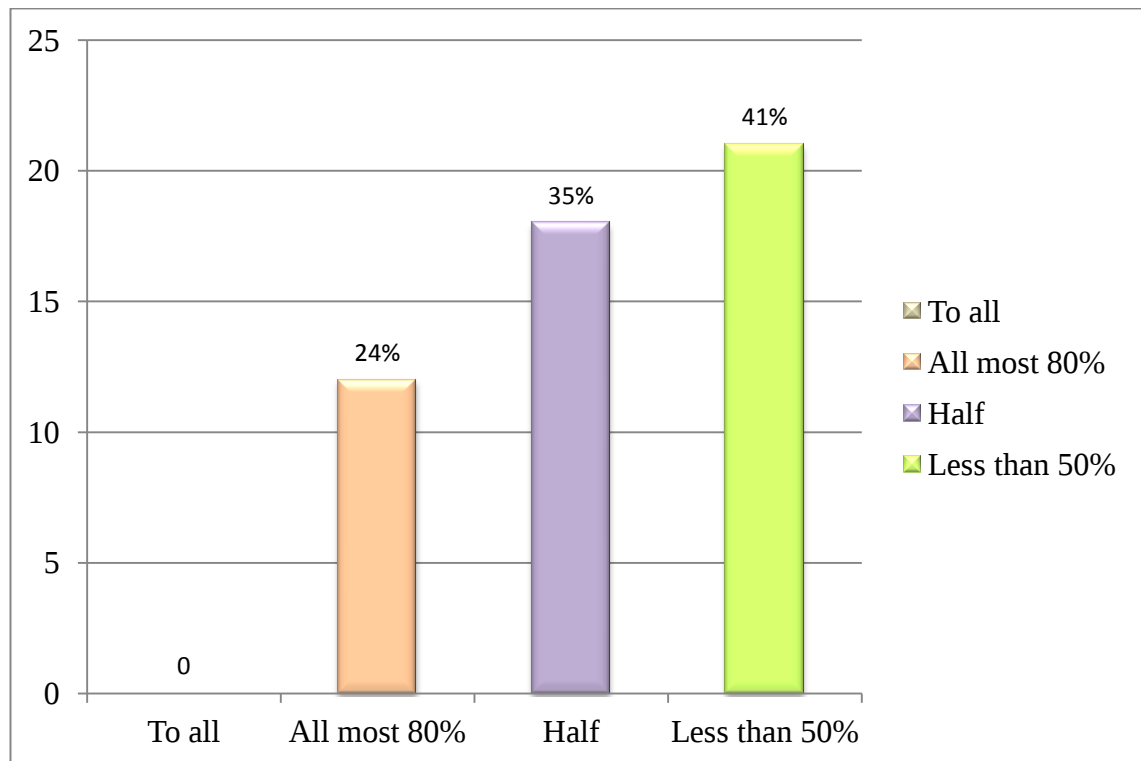


Figure 7.3 shows that 24% of clients were getting more OPD patients and those clients were mostly suggesting diagnostic tests to them. 41% of clients were getting less OPD patients.

Q.3 Which diagnostic tests are prescribed most frequently in your clinic?

When the question was asked to clients they respond that majority of tests prescribed for patients were:

- Blood tests
- Lipid profile
- Vit-D
- Hormones
- Routine urine analysis
- FSH
- ESR

Q.4 Are you facing any problems within our diagnostic laboratory?

Figure 7.4 Any problems within CABRI

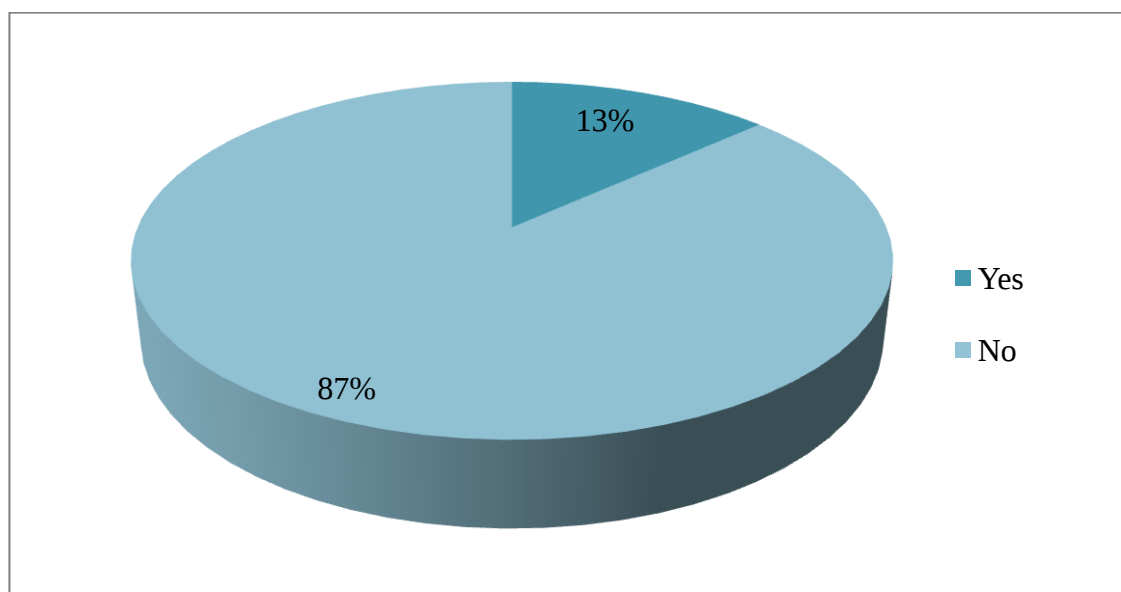


Figure 7.4 shows that 87% of clients are satisfied with CABRI services as they are not facing any problems where 13% of clients were facing problems.

Table 7.4 Issues were been faced by clients.

Clinics Name	Issues Faced
Al shifa	Delay in report delivery
Jamal Clinic	Report release issue, Fax acknowledgment issue
Arab Doctors Specialist Centre	Mention Doctor's name on PAP smear report
IBIN SINA Hospital	Reports issue, Samples collection timing problem
Mother and Child Care Medical Centre	Samples collection timing problem Delay in report delivery
Al Deyafa Medical Centre	Delay in report delivery

Table 7.4 shows that issues faced by clients within CABRI services. Majority of issues were related to 'delay in report delivery' and 'samples collection timing problem'.

Q.5 Compared to your experience with other laboratory providers, CABRI Laboratory's service is?

Figure 7.5 Clients' experience with CABRI service.



Figure 7.5 shows that majority of clients (48.33%) were put CABRI service in 'very good' category where 33.33% said as good services.

Q.6 Are you satisfied with the time of the day when the test samples are collected from your clinic?

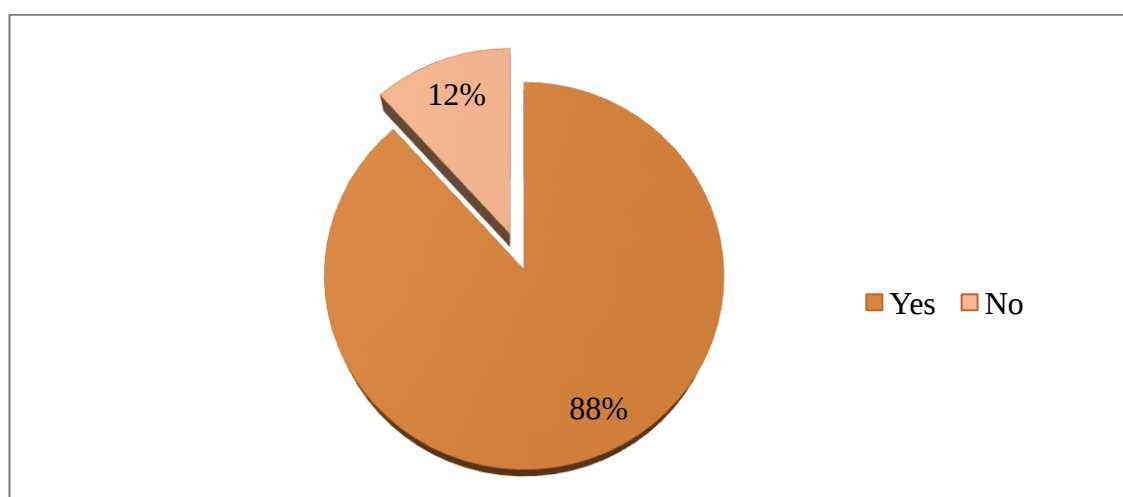


Figure 7.6 show that 88% of clients were satisfied with the test samples were collected from their clinics.

Table 7.6 Clients comments regarding samples collection timing

Clinic Names	Clients comments
Al shifa Medical Center	Morning and Evening time
Al Deyar Clinic	Morning time
IBIN SINA Hospital	Flexible time for pick up of samples
Mother and Child Care Medical Centre (Dr. Sapna)	Timing hours should be extended
Mother and Child Care Medical Centre (Dr. Rajesh)	Sample pick up from 9am - 10 pm
Health for all Medical	Samples pick up at night

Table 7.6 shows a clients requirement for samples collection timing.

Q.7 How would you rate the overall quality of your relationship with our laboratory?

Figure 7.7 Clients' quality of relationship with CABRI

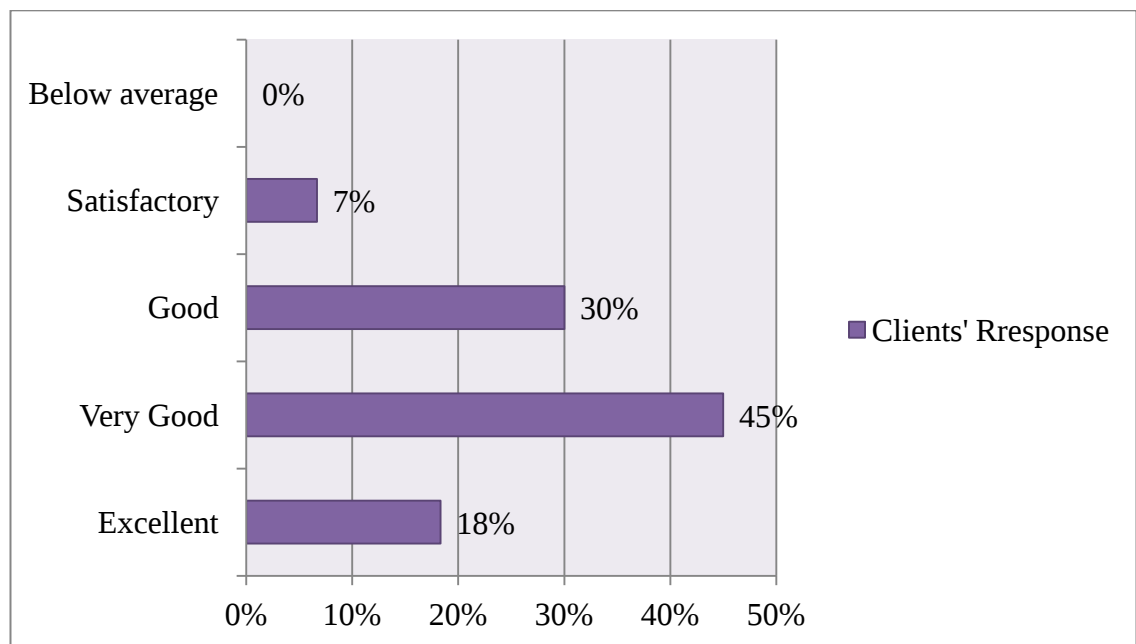


Figure 7.7 shows that majority of clients (45%) were put their quality of services with CABRI in 'very good' category, 18% of clients were said excellent, 30% of clients were said 30% and 7 % clients said as satisfactory.

Q.8 Majority of patients refereed by you to a diagnostic center belong to category of.

Figure 7.8 Majority of patients referred to a diagnostic center belong to category of

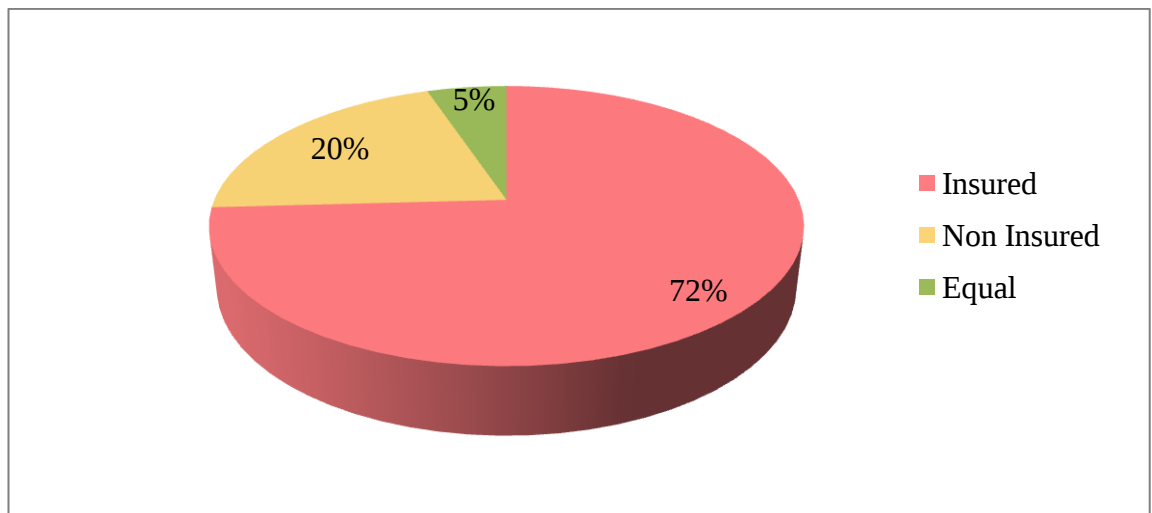


Figure 7.8 shows that majority of patients (72%) were referred to diagnostic centre was belong to category of insurance.

Q.9 Do you refer patients (samples) to other diagnostic laboratory due to any reasons?

Figure 7.9 Reasons behind patients referred to other diagnostic laboratory.

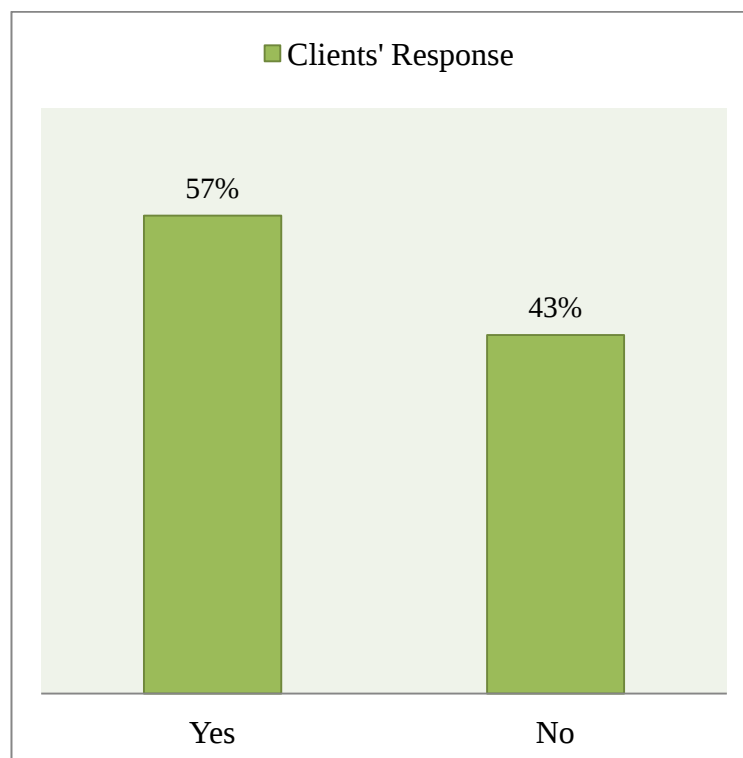


Figure 7.9 shows that majority of clients referred patients to other diagnostics due to various reasons where 43% of clients were referred patients' samples to CABRI.

Q.10 Which laboratory do you prefer most for diagnostic tests?

Figure 7.10 Most preferred diagnostic laboratory

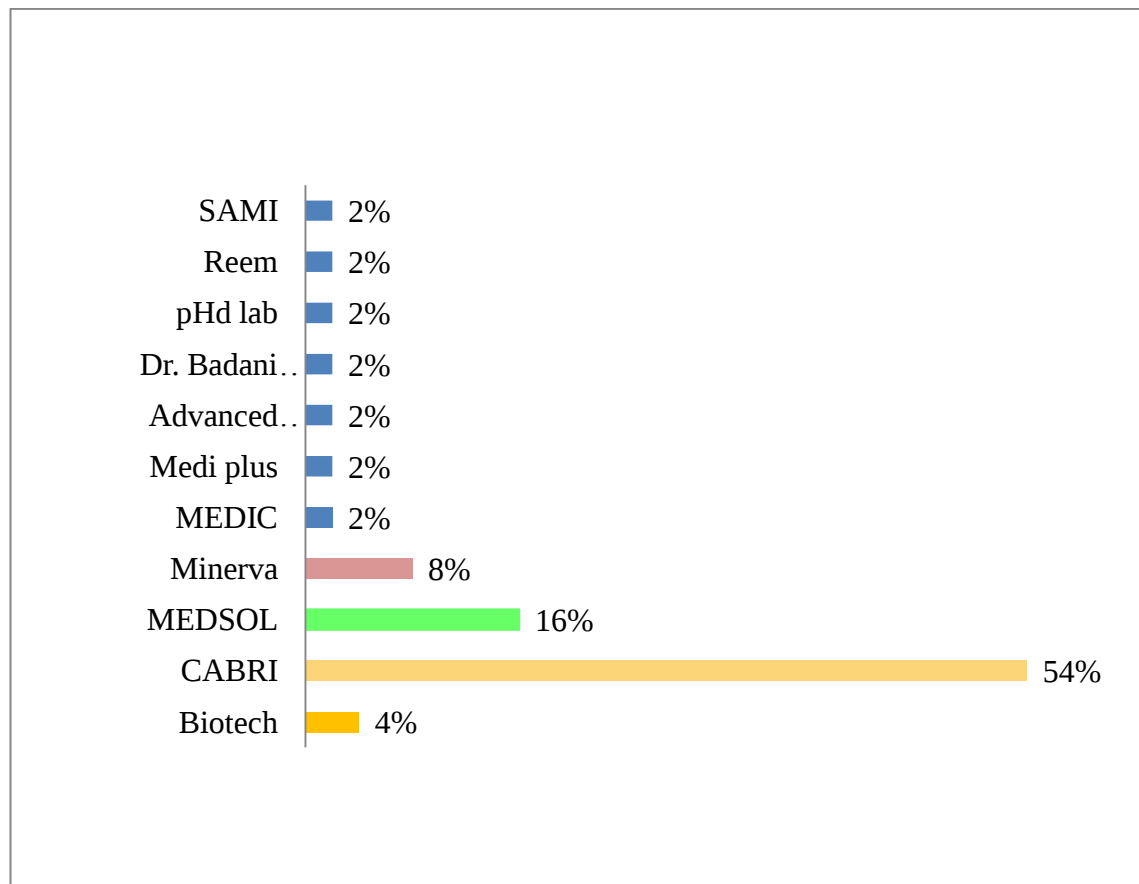


Figure 7.10 shows that 54% clients were referred CABRI for diagnostic services where 16 % of tests were referred to Medsol laboratory.

Q.11 Please put a tick mark on the following attributes of CABRI.

Figure 7.11.a Clients' satisfaction with quality of services

Figure 7.11.a shows that 31% of clients were highly satisfied with quality of CABRI services, 66% of clients were still included as a neutral category.

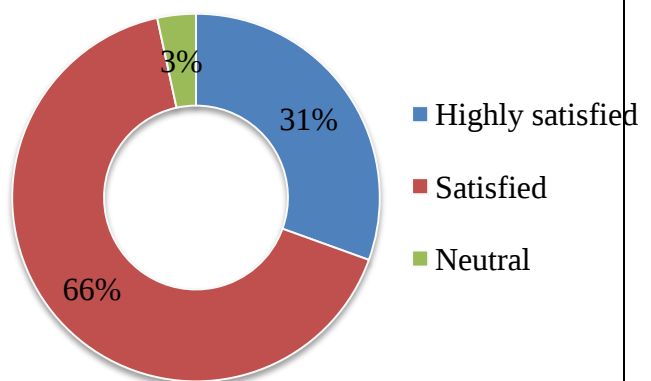


Figure 7.11.b Clients' satisfaction with behaviour of sales staff.

Figure 7.11.b shows that 52% of clients were highly satisfied with behaviour of sales staff where rest of 48% clients were satisfied with behaviour of sales staff.

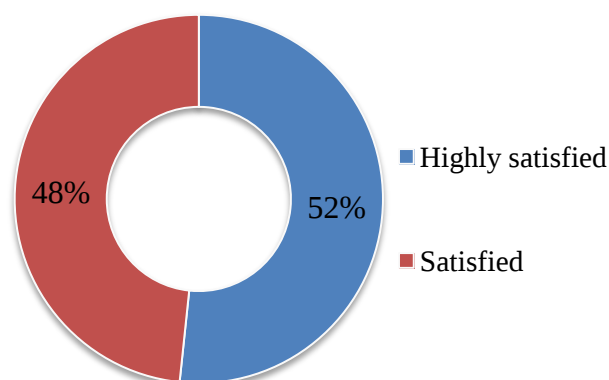


Figure 7.11.c Clients' satisfaction with cost of tests.

Figure 7.11.c shows that 15% of clients were highly satisfied with cost of tests, 52% clients were satisfied with cost of tests.

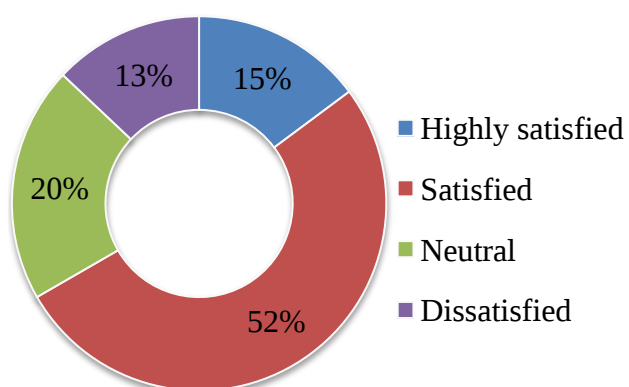


Figure 7.11.d Clients' satisfaction with post service follow up.

Figure 7.11.d shows that 19% of clients were highly satisfied with, 69% clients were satisfied with cost of tests, 10% of clients were said neutral and 2% of clients were dissatisfied with post service follow up.

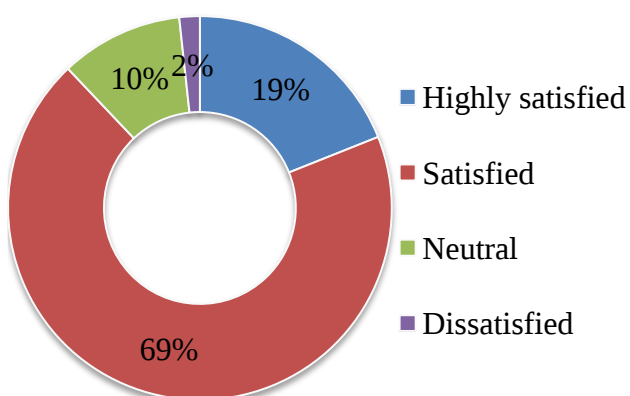


Figure 7.11.e Clients' satisfaction with customer care support.

Figure 7.11.e shows that 19% of clients were highly satisfied with, 69% clients were satisfied with cost of tests, 10% of clients were said neutral and 2% of clients were dissatisfied with post service follow up.

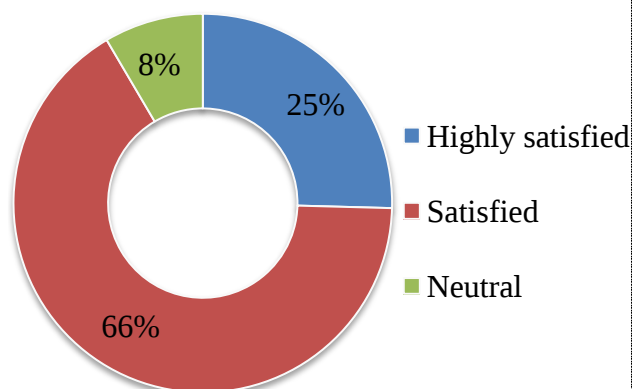
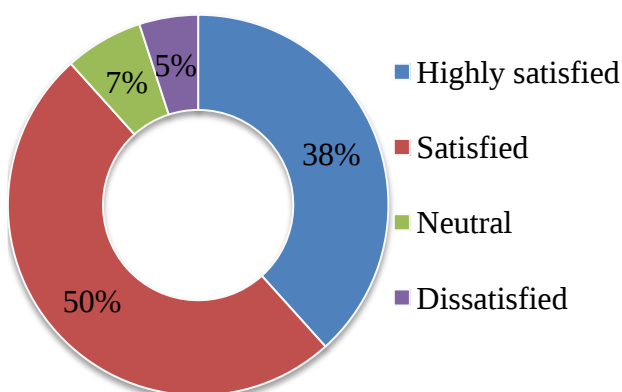


Figure 7.11.f Clients' satisfaction with frequency of samples collection by messengers.

Figure 7.11.f shows that 38% of clients were highly satisfied with frequency of samples collection by messengers, 50% clients were satisfied, 7% of clients were said neutral and 5% of clients were dissatisfied with frequency of samples collection by messengers.



7.12 Cross Tabulation

I. Cross tab between client's experience with CABRI services and quality of CABRI services.

H0 (Null Hypothesis): There was no relationship between client's experience with CABRI services and quality of CABRI services.

Table 7.12.a Client's experience with CABRI services * Quality of CABRI services.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.771 ^a	6	.032

8 cells (66.7%) have expected count less than 5. The minimum expected count is .17.

Table 7.12.a This result was indicate that significance value was $p < 0.05$, so there was statistically significant association between the client's experience with CABRI services and quality of CABRI services, so we reject the null hypothesis and accept the alternative hypothesis.

Figure 7.12.a Bar graph of client's experience with CABRI services and quality of CABRI services.

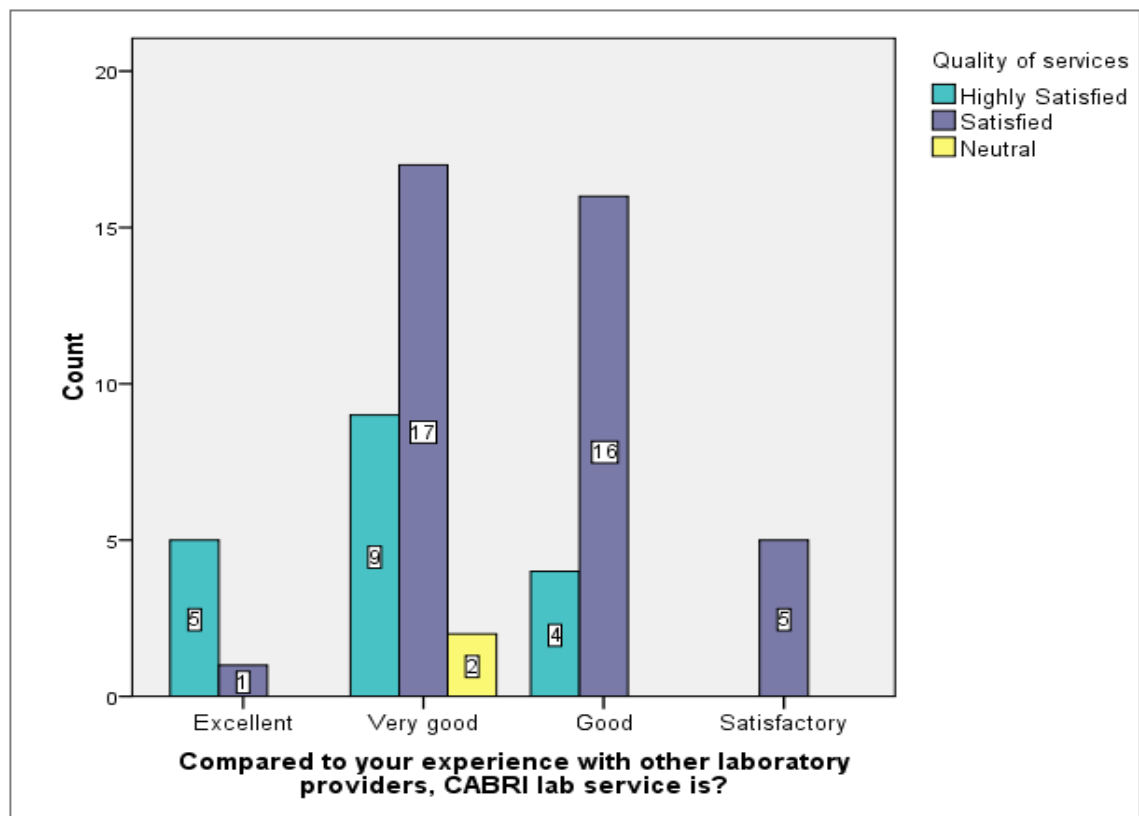


Figure 7.12.a The graph shows that majority of clients (28) were have very good experience with CABRI services, from them

9 clients were highly satisfied with quality of CABRI services.

17 clients were satisfied with quality of CABRI services.

2 clients were neutral with quality of CABRI services.

II. Between relationship between client's experience with CABRI services and post service follow up.

H0 (Null Hypothesis): There was no relationship between client's experience with CABRI services and post service follows up.

Table 7.12.b Client's experience with CABRI services * post service follows up.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.668 ^a	9	.000

a.13 cells (81.3%) have expected count less than 5. The minimum expected count is .09.

Table 7.12.b This result was indicate that significance value was $p < 0.05$, so there was highly statistically significant association between the client's experience with CABRI services and post service follows up, so we reject the null hypothesis and accept the alternative hypothesis.

Figure 7.12.b Bar graph of client's experience with CABRI services and Post service follow up.

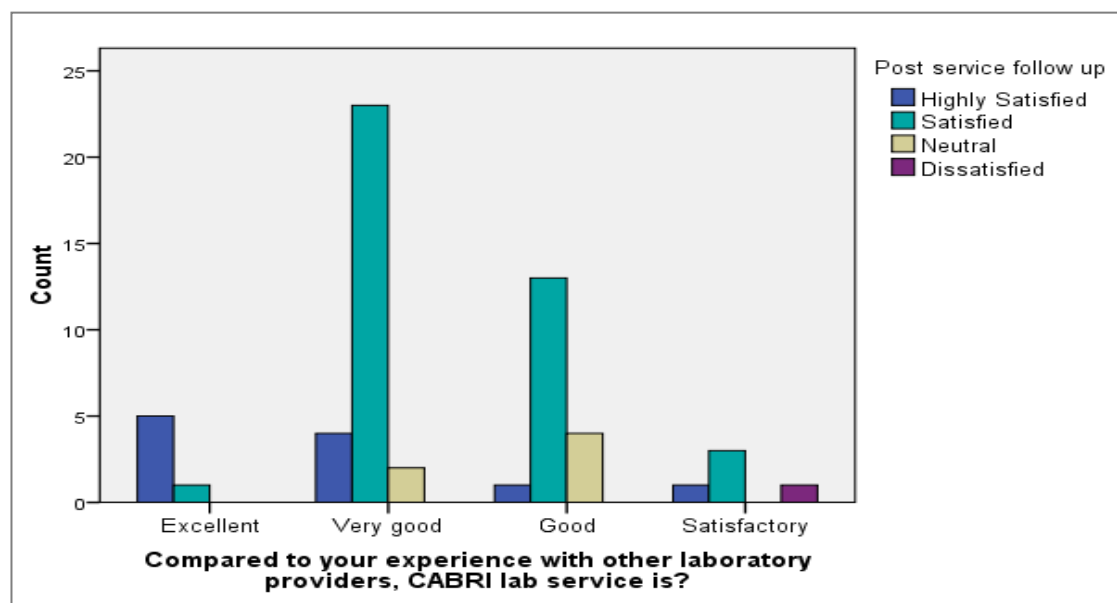


Figure 7.12.b The graph shows that majority of clients (29) were have very good experience with CABRI services and from them

4 clients were highly satisfied with post service follow up.

23 clients were satisfied with post service follow up.

2 clients were neutral with post service follow up.

5 out of 60 clients were have satisfactory experience with CABRI services, from them

4 clients were highly satisfied with post service follow up.

23 clients were satisfied with post service follow up.

2 clients were neutral with post service follow up.

III. Cross tab between client's experience with CABRI services and customer care support.

H0 (Null Hypothesis): There was no relationship between client's experience with CABRI services and customer care support.

Table 7.12.c Client's experience with CABRI services*customer care support.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.543 ^a	6	.016

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is 0.42.

Table 7.12.c This result was indicate that significance value was $p < 0.05$, so there was statistically significant association between the client's experience with CABRI services and customer care support, so we reject the null hypothesis and accept the alternative hypothesis.

Figure 7.12.c Bar graph of client's experience with CABRI services and customer care support.

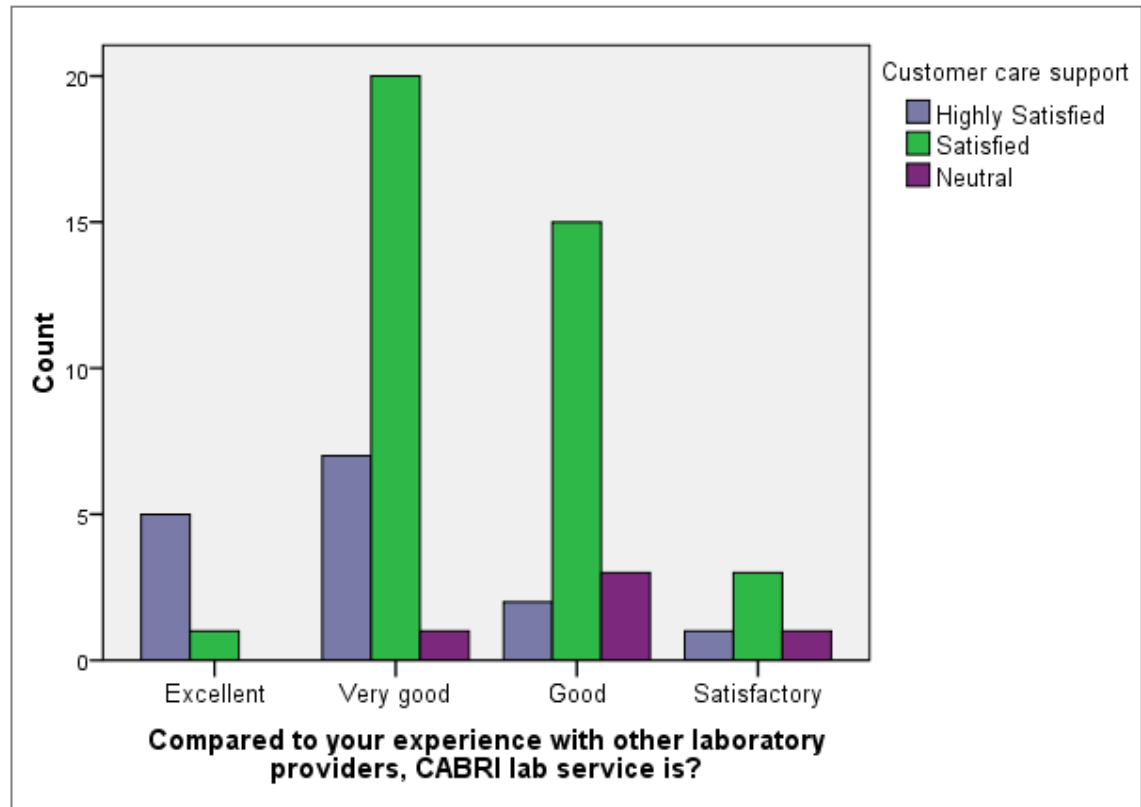


Figure 7.12.c The graph shows that majority of clients (28) were have very good experience with CABRI services and from them

7 clients were highly satisfied with customer care support.

20 clients were satisfied with customer care support.

1 client was neutral with customer care support.

20 out of 60 clients were have good experience with CABRI services, from them

2 clients were highly satisfied with customer care support.

15 clients were satisfied with customer care support.

3 clients were neutral with customer care support.

VI. Cross tab between client's experience with CABRI services and comprehensiveness of reports.

H0 (Null Hypothesis): There was no relationship between client's experience with CABRI services and comprehensiveness of reports.

Table 7.12.d Client's experience with CABRI services* comprehensiveness of reports.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.193 ^a	9	.033

12 cells (75.0%) have expected count less than 5. The minimum expected count is .08.

Table 7.12.d This result was indicate that significance value was $p < 0.05$, so there was statistically significant association between the client's experience with CABRI services and comprehensiveness of reports, so we reject the null hypothesis and accept the alternative hypothesis.

Figure 7.12.d Bar graph of client's experience with CABRI services and comprehensiveness of reports.

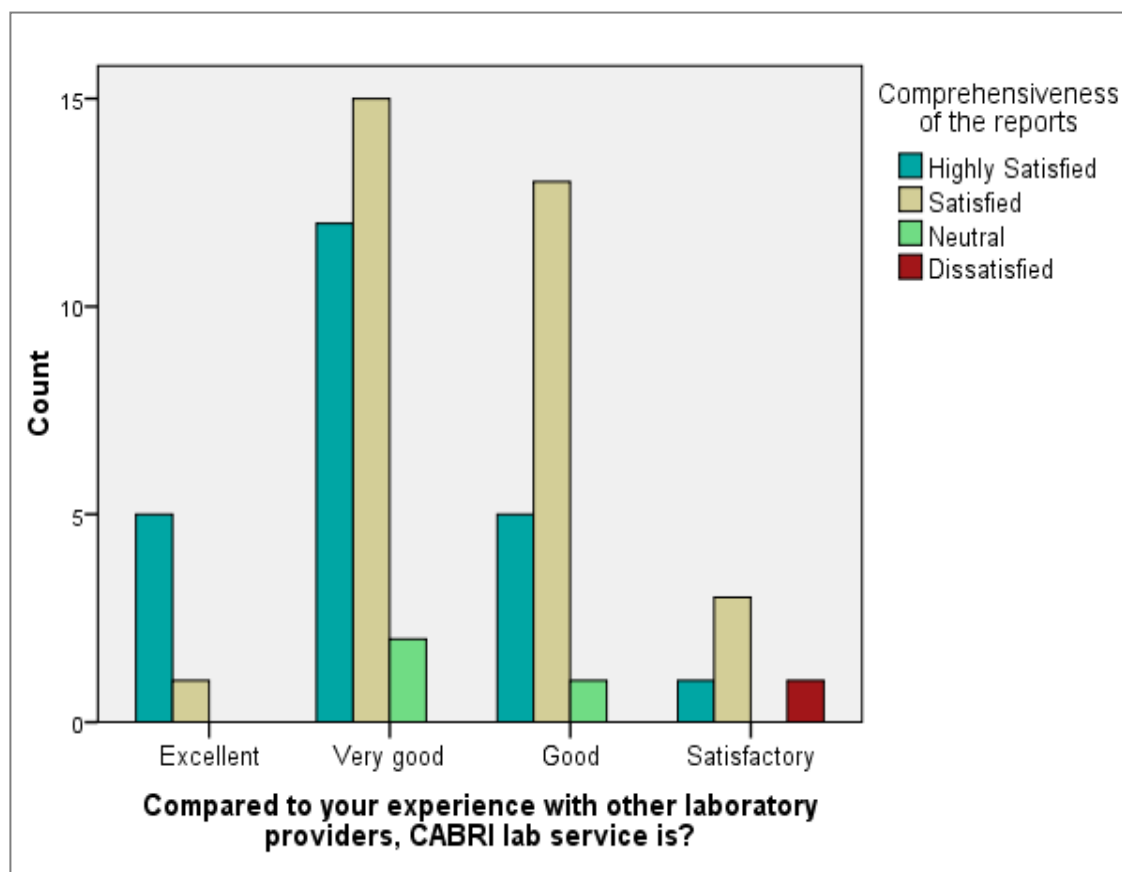


Figure 7.12.d The graph shows that majority of clients (29) were have very good experience with CABRI services and from them

12 clients were highly satisfied with comprehensiveness of reports.

15 clients were satisfied with comprehensiveness of reports.

2 clients were neutral with comprehensiveness of reports.

5 out of 60 clients were have satisfactory experience with CABRI services, from them

1 client was highly satisfied with comprehensiveness of reports.

3 clients were satisfied with comprehensiveness of reports.

1 client was dissatisfied with comprehensiveness of reports.

Q.12 Will the development of a mobile application help you in placing an order for sample collection and giving information on collection of reports when ready in CABRI laboratory?

Figure 7.13 Usefulness of Mobile Application

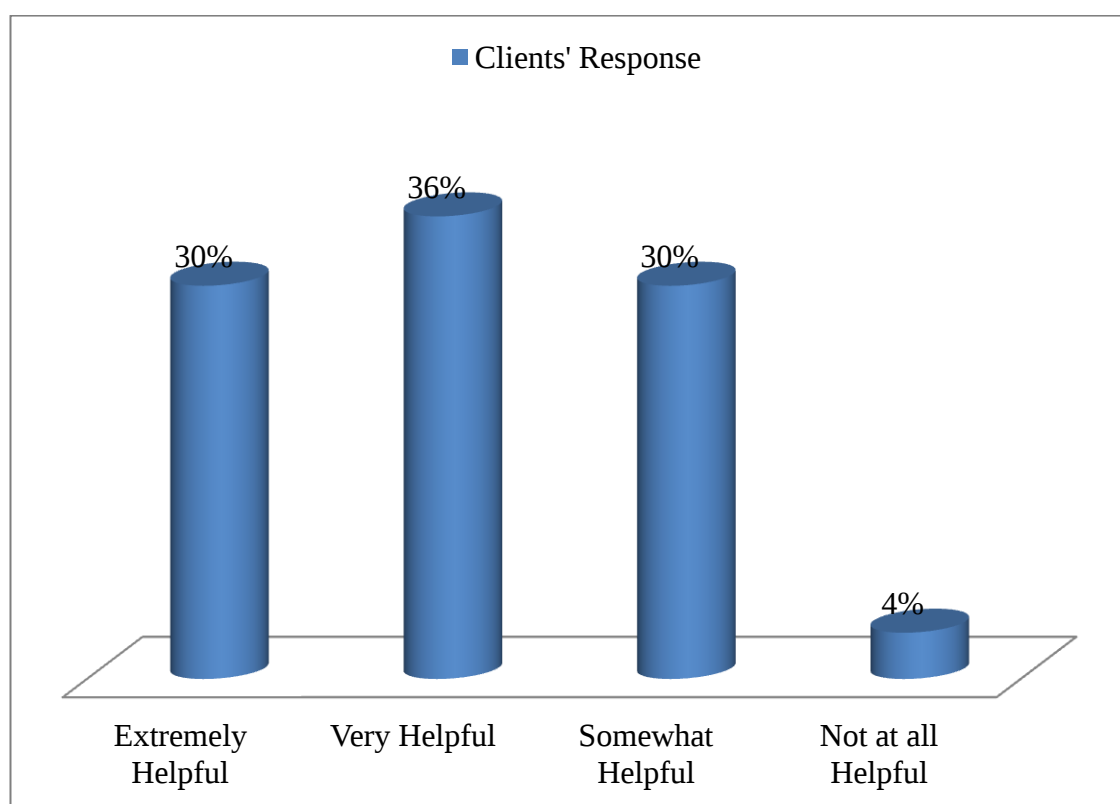


Figure 7.13 shows that 36% of clients were categories mobile application as very helpful. 30% of clients said extremely helpful and 4 % were said mobile application would not helpful for them.

Q.13 Please share any other comments or suggestions that would help us to improve our services for you.

Table 7.14 Clients comments for improvement of services.

Comments	No. of Respondents
Problems in delay in approval time	1
Delay in delivery of reports	6
Problems with issuing hard copy of report	3
Need single consolidated report	2
Problems with samples collection timing	5
Reduce cost of tests	4
Require online access	2
Problems with tests (Vit D3, Culture, PAP smear)	3
Incorporate more insurance companies	1
Flexible time for pick up of samples	2
Issues with customer care support	3
Total	32

Table 7.14 shows that majority of clients were commented for improvement of services in delivery of reports, samples collection timing, cost of tests.

9 DISCUSSION

The purpose of the satisfaction surveys is to identify problems in the CABRI services and to carry out corrective actions. A study helped to analyse all the factors that satisfied and dissatisfied to clients.

First of all before analysis of data the questionnaire reliability was carry out with the help of SPSS. Sixty respondents were involved in study where the response rates of the surveys can be considered as good.

A study revealed the following discussion,

- Through this study, the information regarding number of samples referred to CABRI per day from different clinics are known, through that it will help CABRI to maximize the referred samples by increasing relationship with those clients.

- 24% of clients prescribe diagnostic tests to almost 80% of OPD patients, focusing on those clients can help CABRI get maximum number of test samples from those clinics.
- Most frequently prescribed diagnostic tests are blood tests, lipid profile, ESR, Vit-D, Hormones; focusing on these testing services and providing better customer satisfaction can help maintain a good client base for CABRI over a long time and help establish standards for other services and new testing services in future.
- Majority of clients are not facing any problems within CABRI services where-as 13% of clients are facing some problems, which were delay in delivery of report, cost issue etc. This can be remediated by employing better system of report delivery and reduced cost on certain test on special days.
- When asked about clients' preference with CABRI compared to other diagnostic laboratory, majority of clients favoured CABRI.
- Majority of clients are satisfied with the samples collection timing but few of clients need particular time for samples collection. Clients have mentioned the particular time as they want for sample collection, conforming to their suggestions can help us keep them as clients and maintain their support for the future.
- Majority of patients visited to clients' clinic belonged to category of insurance patients, whereas 20% patients of clients are non-insured. So, it can be deduced from this fact that CABRI's high quality service comes with a cost that most non-insured patients does not prefer. CABRI needs to plan strategies to broaden their client base by catching the attention of non-insured patients if possible. If not, then focus should be made on the insured patients so as to maintain the clients base we have now.
- The most important point this study reveals, that majority of clients are referring patients to other diagnostic laboratory. The reasons behind this concern are costs

for non-insured patients, approval time for insured patients, samples collection timing issue, urgent report deliver services not provided by CABRI etc.

- When satisfaction and dissatisfaction towards attributes of CABRI services are asked to clients, majority of clients were able to answer frankly about the problem they are facing. On the other hand, other some of dissatisfied clients could not specify what exactly the problem was. This might be the result of inability of sales team to properly educate and present the services offered by CABRI to the clients..
- Physicians would recommend the specimens to other laboratory. This type of customer assessment, sometimes referred to as a net promoter score, has been found in some businesses to be a better measure of customer loyalty and for identifying problems.

10 CONCLUSION

It can be concluded that a satisfaction survey can be used as a screening tool to identify causes of dissatisfaction among clients. In addition, further clarifications with selected clients are needed to specify the causes for their dissatisfaction and to undertake proper corrective actions. Clients surveys give information of the overall satisfaction with the aspects of interest. With additional contacts, we were able to find out the specific problems of CABRI. It is, however, natural that some of the corrective actions may be carried out immediately, and others must wait for an appropriate time for, e.g., investments. In line with our quality system, we will continue regular satisfaction surveys at the clinics by using the cycle of continuous quality improvement: survey—data analysis—planning and performing corrective actions—survey. Most important problems were identified by both closed-ended statements and the open-ended question, supporting the view of representative coverage of essential problems. CABRI clients are aware that the laboratory has an accredited quality system with organized collection of client feedback. They may have anticipated that, by giving their comments, laboratory takes notice of the comments for the improvement of its services.

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12 ANNEXURE

Q.1 A. On an average how many patients in a day are referred for diagnostic tests?

B. How many of them are referred to CABRI?

Q.2 For the patients who come for OPD in your clinics. How often do you suggest diagnostics test for them?

- ☐ To all ☐ All most 80% ☐ Half ☐ Less than 50%

Q.3 Which diagnostic tests are prescribed most frequently in your clinic?

Q.4 Are you facing any problems within our diagnostic laboratory?

☐ Yes

☐ No

If yes, what are the problems?

Q.5 Compared to your experience with other laboratory providers, CABRI Laboratory's service is?

- ☐ Excellent ☐ Very good ☐ Good ☐ Satisfactory ☐ Below average

Q.6 Are you satisfied with the time of the day when the test samples are collected from your clinic?

☐ Yes

☐ No

If not, then your desired time of the day for this purpose is.....

Q.7 How would you rate the overall quality of your relationship with our laboratory?

- ☐ Excellent ☐ Very good ☐ Good ☐ Satisfactory ☐ Below average

Q.8 Majority of patients refereed by you to a diagnostic center belong to category of

☐ Insured

☐ Non- insured

☐ Equal

Q.9 Do you refer patients to other diagnostic laboratory due to any reasons?

☐ Yes

☐ No

If yes, Why?

Q.10 Which laboratory do you prefer most for diagnostic tests?

.....

Q.11 Please put a tick mark on the following attributes of CABRI.

Attributes	<i>Highly satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Highly dissatisfied</i>
Quality of services					
Behaviour of sales staff					
Cost of tests					
Post services follow up					
Customer care support					
Frequency of samples collection by Messengers					
Comprehensiveness of the reports					

Q.12 Will the development of a mobile application help you in placing a order for sample collection and giving information on collection of reports when ready in CABRI laboratory?

☐ Extremely Helpful
 ☐ Very Helpful
 ☐ Somewhat Helpful
 ☐ Not at all Helpful

Q.13 Please shares any other comments or suggestions that would help us to improve our services for you.
