

Assessment of Clients Satisfaction towards Primary Health Care Centers Services in Babylon Governorate, Iraq

Zahraa Abdullah Kharullah^{1*};ButhaynahAtyah Rashid^{*2};

Raheem SaberShwakh^{*3}

^{*1}Master degree students, Middle Technical University, Iraq;

^{*2}Assistant Professor Middle Technical University, Iraq;

^{*3}Assistant Professor, Nursing Department, Baghdad university.

Abstract:

Background:Client's satisfaction is related to clinical outcomes, patient retention, and medical malpractice claims. It affects the timely, efficient, and patient-centered delivery of quality health care.

Objectives: To assessment client's satisfaction towards primary health care centers services in Babylon Governorate, find out relationships between client satisfaction and socio-demographic characteristic and type of health services.

Subject and Method:This is a descriptive, cross sectional study conducted at (23) randomly selected (multistage sampling technique) Primary Health Centers in Babylon governorate. Data were collected during the period extended (December 2020 to March 2021). (15-25) clients for each center using a questionnaire to assess the client's satisfaction for the service and the use of the direct method of interview, which lasts for (20-25) minutes. Descriptive statistical data analysis approach (SPSS-27), which includes frequencies, percentages, mean of scores, range (minimum-maximum values)and inferential statistical data analysis approach that include chi squared test.

Result: This study includes (460) participants. More than half of them were female,highest percentage (47%) were in the age group (20-29)means of age was 32.8 ± 11.2 and (30.2%) of clients were having primary school graduation with insufficient monthly income. with regard to the social situation, the majority of the sample are married and represent 355 (77.2%) of the

entire sample. The overall satisfaction to health care services delivered were poor satisfied at percent were(49.6%). High satisfaction score towards insurance health and empathy domains, while low satisfaction score concerning infrastructure of primary health care centers services.

Conclusions: According to the present findings, the study concluded that the most of client's satisfaction score reveals that majority were (49.6%) who reviews primary health care centers in Babylon Governorate were unsatisfied regarding primary health care centers services.

Recommendation: it's necessary periodic follow-up by the department of health to health centersto identify weaknesses point and find out possible solutions to themin order toincrease community awareness of the importance of primary health care services and that the services provided are not only for women but for men also, Further studies that can be conducted to involve a national level to assess the health care services and to compare the health care services provided at rural and urban primary health care centers.

Key word:Assessment, Client Satisfaction, Primary Health Care Centers Services, Babylon Governorate.

Introduction:Client satisfaction is characterized as a psychological state in which a consumer feels or thinks about an experience or a satisfied when the demand is met (1). It associated with client demand, and a customer is satisfied only if the demand is fulfilled (2).

It was found to be associated with efficiency and duration of care as well as the empathy and communication with the health care providers (3).There for it is an important aspect of assessing the quality of patient care received at healthcare facilities globally (4). Literatures showed that, satisfied patients are more likely to form a positive relationship with the health system, which leads to improved compliance, quality of care, and, overall, a better health outcome (5). Recently, quality in health care service has generated a lot of interest in a sector that previously paid less attention. Service quality has also been identified as a major link between customer's satisfaction and loyalty, essential determinants of organizational sustainability (6). Customers who wish to return to use the services, purchase them again, and then recommend them to friends and family are referred to as loyal. Customer loyalty happens when consumers are pleasure with a particular product or service, and it is accompanied by loyal customers buying products on a regular basis (7).

Lastly, client satisfaction is a measure of a patient's level of satisfaction with the health care provider's results. Recognizing its significance, a number of studies have been performed to establish client satisfaction metrics and to investigate its determinants (8). Technically, the health care system in Iraq has been on a centralized, curative and hospital-oriented model. Such a system has lacked the capacity to provide services that address the major health issues faced by the majority of the population in an equitable and sustainable manner (9).

Objectives of study: To assessment client's satisfaction towards primary health care centers services in Babylon Governorate. find out relationships between client satisfaction and sociodemographic characteristic and types of health services.

Materials and methods:

Study design: This is a Cross-Sectional Study with analytical methods. Carried out in primary health care centers in Babylon governorate.

Duration of the Study:The data collection extended from 13th December 2020 and ending to 30th March 2021.

Place of study: The study was conducted in primary health care centers which provided package of primary health care in Babylon governorate.

Study Sample: It included (460)participants (male and female) who attended to PHC Centers in Babylon governorate.

Data Collection:

The data were collected by direct face-to-face interview personally with the respondents utilized the healthcare services provided by the healthcare service provider with their questions about items of the questionnaire, through use of Arabic detailed questionnaire form, depended on the questionnaire Iraq Ministry of Health, Department of Public Health (10) and developed by the researcher which depends on an extensive review of the relevant literature of previous similar studies and modified after reviewing by supervisors and the expert panel. Included details on demographic characteristics of respondents, socioeconomic characteristics, Type healthcare utilization and satisfaction related questions towards the primary health care services.

Selection Criteria of Study:

Inclusion Criteria:Adult (male and female) at aged 18 years old and over and Clients within geographical zone accepted to cooperate in study.

Exclusion criteria: Accompanying of Clients in waiting area and don't taking any services, Clients who chosen for making Pilot study and outside of mental capacity (Down Syndrome).

Statistical Analysis:Data was tabulated on Microsoft Office Excel 2016 and analyzed by using the available statistical package of SPSS-27 (Statistical Packages for Social Sciences-version 27). Data were presented in simple measures of frequency, percentage, mean, standard deviation, and range (minimum-maximum values) to determine client's satisfaction towards primary health care services in Babylon Governorate.

Results:

1- Socio-Demographic characteristic of participants:

Table 1 reveals that the (27.4%) of the study sample are within the second age group (20-29) years old. Regarding gender, the majority of the study sample(64.8%) were female and the remaining is male. Concerning their residence (55.7%) urban,and education level the study results indicate that (30.2%) of the study sample are primary school. In addition to the study sample occupation, the results indicate that (40.9%) are housewife. concerning socioeconomic status, the study indicates that (47.8%) are insufficient monthly income.

Table 1: Distribution of Clients sample according toSocio-Demographic Characteristics (N=460).

Variables	Category	N=460	%
Age (Years)	<20years	13	2.8
	20-29	218	47.4
	30-39	119	25.9
	40-49	57	12.4
	50-59	39	8.5

	≥60years	14	3.0
	Total	460	100%
	Mean ±SD(Range) 32.8±11.1 (18-68)		
Gender	Male	162	35.2
	Female	298	64.8
	Total	460	100%
Residence	Rural	204	44.3
	Urban	256	55.7
	Total	460	100%
Marital Status	Single	82	17.8
	Married	355	77.2
	Divorced/ Separated	16	3.5
	Widowed	7	1.5
	Total	460	100%
Educational level	Illiterate	22	4.8
	Read & write	31	6.7
	Primary	139	30.2
	Intermediate	70	15.2
	Secondary	62	13.5
	College/ Institute	120	26.1
	Higher education	16	3.5
	Total	460	100%
Occupational Status	Unemployed	37	8.0
	Governmental employee	123	26.7

	Self-employed (free job)	53	11.5
	Housewife	188	40.9
	Retired	9	2.0
	Not working	28	6.1
	Student	22	4.8
	Total	460	100%
Economic Status (Monthly Income)	Insufficient	220	47.8
	Sufficient to Some Extent	120	26.1
	Sufficient	120	26.1
	Total	460	100%

2- Type of main health care services of study sample that came for primary health care centers:

Illustrated clients to primary health care centers for the purpose of receiving health care services. Findings indicate that most of clients were reviews the maternal and child health for antenatal care, vaccinations, family planning and promote of their health at percentage (50%). This results are agreed with survey that was done by Radhi on systematic random sample of (240) consumers, the findings show (56%) visited for MCH (11). because of free health care services and vaccinations unit for mother and child that utilization of public services limited only in PHC centers **Table 2**.

Table 2: distribution of participants according to reason of visiting of primary health care:

Type Services	N=460	%
MCH (ANC, Child, Vaccine, FP, HP)	231	50.2
Emergency	25	5.4
Dental health	62	13.5

Examination & treatment	123	26.7
School health	11	2.4
Others	8	1.7
Total	460	100%

3- Overall Client Satisfaction Score towards Primary Health Care Services

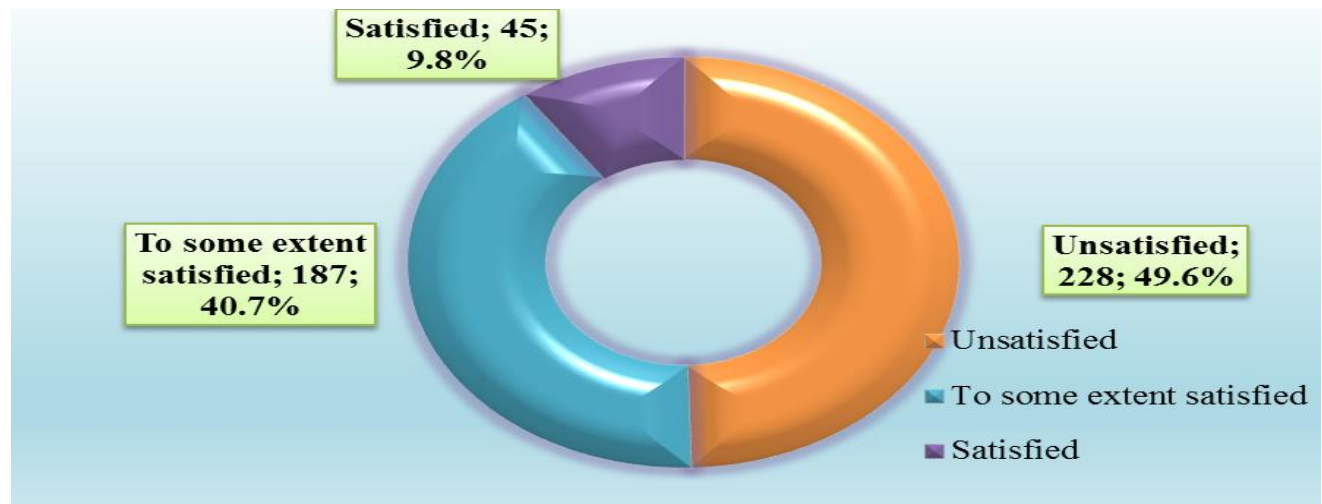


Figure 1: Overall Satisfaction score towards primary health care center services in Babylon Governorate

Figure 1 illustrate that response of majority (49.6%) of clients who reviews primary health care centers in Babylon Governorate were unsatisfied regarding health care services, (41%) to some extent satisfied and approximately (10%) satisfied.

4- Relationship between the Demographic Data and the Clients Overall Assessment of the Health Care Services Provided at the Primary Health Care Center

Table 4 presents that there is a non-significant association between the overall client's satisfaction with health care services and their demographic data at p-value more than 0.05, except with their age, educational level, occupational status and their socioeconomic status, which has a significant association with participant's satisfaction at p. value less than 0.05. has a significant association client's satisfaction.

Table 3: Statistical Correlation between the overall Clients Satisfaction and their Demographic Data (N=460) in Babylon governorate:

Variables	Rating	Total Satisfaction Score						P value
		Unsatisfied		To some extent satisfied		Satisfied		
		Freq.	%	Freq.	%	Freq.	%	
Age (years)	<20years	8	3.5	5	2.7	-	-	0.029* S
	20---29	121	53.1	78	41.7	19	42.2	
	30---39	57	25.0	53	28.3	9	20.0	
	40---49	21	9.2	30	16.0	6	13.3	
	50---59	18	7.9	13	7.0	8	17.8	
	=>60years	3	1.3	8	4.3	3	6.7	
Gender	Male	70	30.7	78	41.7	14	31.1	0.054
	Female	158	69.3	109	58.3	31	68.9	NS
Residence	Rural	91	39.9	88	47.1	25	55.6	0.097
	Urban	137	60.1	99	52.9	20	44.4	NS
Marital status	Single	46	20.2	32	17.1	4	8.9	0.252 NS
	Married	170	74.6	145	77.5	40	88.9	
	Divorced/ Separated	10	4.4	5	2.7	1	2.2	
	Widowed	2	0.9	5	2.7	-	-	
Educational level	Illiterate	7	3.1	10	5.3	5	11.1	0.028* S
	Read & write	11	4.8	14	7.5	6	13.3	
	Primary	63	27.6	59	31.6	17	37.8	
	Intermediate	32	14.0	29	15.5	9	20.0	
	Secondary	35	15.4	23	12.3	4	8.9	
	College/ Institute	70	30.7	47	25.1	3	6.7	
	Higher education	10	4.4	5	2.7	1	2.2	
Occupational	Unemployed	26	11.4	11	5.9	-	-	0.004*

status	Governmental employee	61	26.8	56	29.9	6	13.3	S
	Self-employed (free job)	25	11.0	23	12.3	5	11.1	
	Housewife	85	37.3	75	40.1	28	62.2	
	Retired	5	2.2	4	2.1	-	-	
	Not working	10	4.4	12	6.4	6	13.3	
	Student	16	7.0	6	3.2	-	-	
Economic status	Insufficient	110	48.2	85	45.5	25	55.6	0.040* NS
	Sufficient to some extent	50	21.9	58	31.0	12	26.7	
	Sufficient	68	29.8	44	23.5	8	17.8	
*Significant difference between percentages using Pearson Chi-square test (χ^2-test) at 0.05 level.								

Discussion:

1- Socio-demographic characteristic of participants: The study results indicate that the majority of the study sample 47.4% were within the first age group (20-29) years old, at mean \pm SD of their ages was 32.8 ± 11.1 (18-68) and More than two third (64.8%) out total number of the study sample is female and the remaining is male. The present study is concurrent with study done by Almutairi in Saudi Arabia show the majority of the participants 56% were in the age range (18–30) years old and (57%) of study sample were female (12), In another study of Almoajel and others (2014) who have studied patient’s satisfaction with primary health care in Jubail City, Saudi Arabia. Their findings disagree, indicate that the two-third of the study sample is male (73.5%) and the remaining is female (13). Regarding the socioeconomic status, the study results showed that most of the study sample (47%) have low socio-economic status. In a study of Al-Sadaway (2020) the results indicates that the majority (49%) of those reviewing to primary health care centers are insufficient socio-economic status (14). The study results regarding occupation, indicate that more of them are housewife, which showed that 41%. This result disagreed with the finding of previous studies done in Jahrom (Iran) Zareet *al.*, 2015, which

found that the percent of housewife attending for PHC center were 78% (15). Concerning their education, this study demonstrates that 30% of clients were primary school graduate, these results were higher than findings of previous study which found that 16% of clients were primary school visited PHC center (11).

2- overall client satisfaction score towards primary health care services

The important finding in this study is that nearly half the studied sample were unsatisfied with health care services provided at 23 health care facilities at different PHC centers in Babylon Governorate. These results are agreeing with those observed in study done in Thi-qar, participation of 222 Clients (49.1%) were dissatisfied with the health care services (16). Another study done in Nasiriya city by Al-Sadaway for 200 clients, which indicates that three quarter study sample were not pleased with the health care services received at PHC centers (14). The reasons behind high level of un satisfaction may be due to fact that Babylon is a city with large population which is represented in relatively large number of clients attending the PHC center, which in turn not enable health care providers to provide satisfactory health services for clients. A cross-sectional study conducted in Riyadh, Saudi Arabia, overall satisfaction of clients was 80.1 % good satisfied. This result disagrees with findings of present study. The possible explanation of this contrariety results with current study due to relative improvement in factors such as comprehensiveness and coordination, communication, advanced quality of care and attitude of staff (12).

4- Discussion of the Relationship between the Demographic Data and the Overall assessment client's satisfaction the Health Care Services Provided at the Health Care Centers:

Findings presents that there is a non-significant relationship between the client's satisfaction with health care services and their demographic data at p-value more than 0.05, except with their age (P=0.029), education (P=0.028) and occupation (P=0.004), which has a significant relation with client's satisfaction at p. value less than 0.05. Study show statistically significant relationship between the client satisfaction with health care services and the age groups of clients (p=0.029). This result agreement with the finding of previous study by (17), Which showed was a significant association between age and client satisfaction within age group (20-29). Regarding the gender with satisfaction of health care services, however association was not statistically

significant with overall response satisfaction of health services($p=0.054$). This finding agreed with study done by Radhi (11).

No statistically significant association between client satisfaction with health services and residence, marital status ($p=0.097$), ($p=0.252$) respectively. Also agreed with (18), Which showed non-significant association with residences and marital status at($p=0.436$) ($p=0.838$).

Conclusions: the most of client's satisfaction score reveals that majority were (49.6%) who reviews primary health care centers in Babylon Governorate were unsatisfied regarding primary health care centers services.

Recommendation: increase community awareness of the importance of primary health care services and that the services provided are not only for women but for men, Further studies that can be conducted to involve a national level to assess the health care services and to compare the health care services provided at rural and urban primary health care centers.

Reference:

- 1-Neupane, R., &Devkota, M. (2017). Evaluation of the impacts of service quality dimensions on patient/customer satisfaction: A study of private hospitals in Nepal. *International Journal of Social Sciences and Management*, 4(3), 165–176.
- 2- Joudeh, J. M. M., &Dandis, A. O. (2018). Service quality, customer satisfaction, and loyalty in Internet service providers. *International Journal of business and management's* 13(8), 108.
- 3-Walsh, S., O'Neill, A., Hannigan, A., & Harmon, D. (2019). Patient-rated physician empathy and patient satisfaction during pain clinic consultations. *IrishJournal of Medical Science* (1971-), 188(4), 1379-1384.
- 4-Zhang, H., Wang, W., Haggerty, J., & Schuster, T. (2020). Predictors of patient satisfaction and outpatient health services in China: evidence from the WHO SAGE survey. *Family Practice*.
- 5-Leonardsen, A. C. L., Hardeland, C., Helgesen, A. K., &Grøndahl, V. A. (2020). Patient experiences with technology enabled care across healthcare settings-a systematic review. *BMC health services research*, 20(1), 1-17.

- 6-Mahmoud, A. B., Ekwere, T., Fuxman, L., &Meero, A. A. (2019). Assessing patients' perception of health care service quality offered by cohsasa-accredited hospitals in Nigeria. *SAGE Open*, 9(2), 2158244019852480.
- 7- Hashem, T. N., & Ali, N. D. (2019). The impact of service quality on customer loyalty: A study of dental clinics in Jordan. *International Journal of Medical and Health Research*, 5(1), 65-68.
- 8- Cleary, P. D. (2016). Evolving concepts of patient-centered care and the assessment of patient care experiences: optimism and opposition. *Journal of health politics, policy and law*, 41(4), 675-696.
- 9- World Health Organization. (2018). Framework for health information systems and core indicators for monitoring health situation and health system performance. Geneva (Switzerland): World Health Organization.
- 10- Iraqi Ministry of Health, Department of Public Health. (2019). Citizen satisfaction questionnaire about health services in primary health care centers.<https://www.facebook.com/www.phd.iq/posts/1062765653916983/>.
- 11-- Radhi, M. M. (2016). Evaluation of Consumers' Satisfaction towards Rural Primary Health Care Services in Babylon Governorate.
- 12-Almutairi, K. M. (2017). Satisfaction of patients attending in primary healthcare centers in Riyadh, Saudi Arabia: a random cross-sectional study. *Journal of religion and health*, 56(3), 876-883.
- 13-Almoajel, A.; Fetohi, E. and Alshamrani, A.: Patient Satisfaction with Primary Health Care in Jubail City, Saudi Arabia. *World Journal of Medical Sciences*, 11 (2), 2014, p. 285
- 14-Al-Sadawy, M. K. (2020). Assessment of Patients Satisfication toward Primary Health Care Services in Al-Nasiriyah City. *Annals of Tropical Medicine and Health*, 23, 231-335.
- 15-Zare, A., Taheri, L., &Jahromi, M. K. (2015). Clients satisfaction with primary health care in Jahrom: a cross-sectional study on Iranian health centers. *International Journal of Current Microbiology and Applied Sciences*, 4(3), 84-89.
- 16- AbdSa'adoon, A., Hussien, A. H., &Museher, T. R. (2008). Patients' satisfaction for health care services at Thi-qar province, Iraq. *Thi-Qar Medical Journal*, 2(1).

- 17- Al-Ali, B. A., Al Mousawi, A., Hatef, Z. S., & Mohammed, H. R. (2020). Patient's Satisfaction with Primary Health centers in Karbala City/Iraq in 2018. *Journal of Critical Reviews*, 7(11), 1072-85. oviders. *International Journal of business and management's* 13(8), 108.
- 18-Hemadeh, R., Hammoud, R., Kdouh, O., Jaber, T., & Ammar, L. (2019). Patient satisfaction with primary healthcare services in Lebanon. *The international journal of health planning and management*, 34(1), e423-e435.