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Improving Physician Performance Through Patient Satisfaction Supported by Quality of Service and Health Facilities

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Abstract: This study aims to improve physician performance through patient satisfaction supported by service quality and health facilities. Patient satisfaction is considered a key factor in driving the motivation and performance of medical personnel, especially doctors. Service quality, including doctor-patient interactions, and adequate healthcare facilities play an important role in ensuring patients have a good treatment experience. This study used a qualitative method with an observation approach and a literature review of previous studies related to the role of medical service quality and health facilities on physician performance. Data were analyzed to understand the relationship between patient satisfaction, service quality, health facilities, and their impact on physician performance. The results showed that high patient satisfaction was positively correlated with improved physician performance. Optimal service quality and adequate facilities create a supportive environment for doctors to perform their duties effectively. The originality of this study lies in its approach that directly links patient satisfaction with physician performance, taking into account the dual role of service quality and health facilities. In conclusion, improving patient satisfaction through good service and adequate facilities is proven to be effective in improving physician performance in health facilities.

Keyword: Physician Performance, Patient Satisfaction, Quality Of Service, and Health Facilities

INTRODUCTION

Improving patient satisfaction is a vital aspect of healthcare service delivery. Patient satisfaction is not merely a customer service goal, but it is also a crucial component of quality and financial incentives, as well as public reporting requirements (Hefner et al., 2019). High levels of patient satisfaction can lead to various benefits, including reduced costs associated with new client acquisition, better client retention, and increased value of existing clients as tenure increases. (Alrubaiee & Alkaa'ida, 2011). Furthermore, satisfied patients are more likely to comply with

treatment regimens, maintain a continuing relationship with a physician, and enjoy better health outcomes (Pouragha & Zarei, 2016).

The importance of patient satisfaction is further underscored by its impact on healthcare organizations' financial and operational performance. Satisfied patients are more likely to increase an organization's market share, improve financial outcomes, and reduce malpractice claims (Tailaso et al., 2018). Moreover, patient satisfaction scores are now used to determine provider compensation, making it a critical metric for healthcare organizations to monitor and improve (Hefner et al., 2019).

To address the importance of patient satisfaction, healthcare organizations must adopt a comprehensive approach that goes beyond simply focusing on customer service (Lim et al., 2018). This approach should involve integrating patient experience initiatives with quality and safety efforts, rather than treating them as separate silos. By aligning patient experience with broader quality and safety initiatives, healthcare organizations can holistically address the factors that contribute to patient satisfaction and improved health outcomes (Bhat & McCammon, 2021).

METHOD

A narrative review approach was used to achieve the objectives of this study. Out of 84 electronically read articles, only 60 articles were considered for this paper. The study ranged from 2011 to 2022. No time limit was applied. The research instrument was a literature review incorporating keywords such as physician performance, patient satisfaction, service quality, and healthcare facilities. Literature was searched in databases such as Emerald, Medline/PubMed, Web of Science, ScienceDirect, Scopus. Inclusion and exclusion criteria were adopted. As sources were reviewed, additional citations were found and explored. The aim was to look at which are the determinants of patient satisfaction and the most widely used theory for the most widely used to measure it, which is more appropriate for the healthcare sector.

RESULTS AND DISCUSSION

Implications of service quality and healthy facility on customer satisfaction

As the modern business landscape becomes increasingly competitive, the concept of service quality has emerged as a critical determinant of customer satisfaction and organizational success. Organizations across various sectors, including the service industry, have recognized the strategic importance of addressing customer needs and expectations to foster loyalty, enhance profitability, and secure a sustainable competitive advantage (Purkayastha, 2014).

The existing literature suggests that service quality is a multidimensional construct that encompasses tangible aspects of the service environment, the reliability and responsiveness of service providers, the assurance and confidence instilled in customers, and the empathetic approach adopted by the organization (Balinado et al., 2021). Empirical studies have demonstrated that these service quality dimensions significantly influence customer satisfaction, which in turn impacts customer retention, referrals, and ultimately, the financial performance of the organization (Valdez et al., 2020).

In the hospital, for instance, a study conducted in Vietnam revealed that the dimensions of Reliability, Responsiveness, Assurance, and Empathy were critical drivers of customer satisfaction (Minh et al., 2015). Similarly, research on fast-food outlets has highlighted the pivotal role of service quality in shaping repurchase frequency and customer satisfaction (Minh et al., 2015). These findings underscore the need for hotel managers to prioritize service quality as a strategic imperative, focusing on areas such as employee training, process efficiency, and customer-centric practices to enhance the overall customer experience.

Physician performance is a crucial aspect of healthcare delivery that has garnered significant attention in recent years. Factors such as physician wellness, work-life balance, and organizational support have been identified as key determinants of physician performance (Chmielewska et al., 2020). One study found that physicians who experienced excessive workloads and poor health were more likely to retire, highlighting the need for healthcare organizations to prioritize initiatives that promote physician well-being (Silver et al., 2016). Another study emphasized the importance of non-financial factors, such as management, motivation, and performance feedback, in improving organizational performance in the healthcare sector.

Implications of patient Satisfaction on physician performance

The relationship between patient satisfaction and physician performance has long been a topic of interest in the healthcare industry. Satisfied patients are more likely to maintain a continuing relationship with a physician, adhere to treatment regimens, and ultimately enjoy better health outcomes (Kim & Oh, 2020). This makes patient satisfaction a crucial metric for healthcare organizations, as it not only serves as a measure of performance but also helps identify areas for improvement to provide better care (Govender & Suleman, 2019).

Patient satisfaction has significant implications beyond just the individual patient-provider relationship. The high satisfaction is related to increased market share, better financial outcomes, and reduced claims of malpractice, factors that can directly impact a healthcare organization's success. As a result, patient satisfaction scores are now commonly used to determine provider compensation, further emphasizing its importance (Pouragha & Zarei, 2016).

The quality of medical care has traditionally been evaluated based on parameters such as complication rates and mortality. However, in recent decades, the concept of patient satisfaction has gained increased popularity and economic impact, as providers recognize that patients' perceptions of their care are also crucial (Bachman, 2016). Through the continuity of care and adherence, patient satisfaction has the potential to improve health care outcomes, making it a valuable metric for healthcare organizations to monitor and improve.

Patient satisfaction scores are increasingly used as a metric to evaluate physician performance. Positive feedback can enhance a physician's reputation and may lead to improved job satisfaction, while negative feedback can create stress and impact well-being. For instance, a study highlighted that neurologist perceived patient satisfaction feedback as a critical element affecting their personal well-being and performance (Susilo et al., 2020). Research indicates that patient satisfaction surveys can influence physicians' clinical decision-making and practice patterns. Pediatricians reported feeling pressured to alter their treatment approaches to achieve higher satisfaction scores, which sometimes led to unnecessary tests or medications (Anaba et al., 2020). This pressure can detract from the quality of care, as physicians might prioritize patient satisfaction over clinical appropriateness.

CONCLUSION

The conclusion of this study is that physician performance can be significantly improved through patient satisfaction, which is influenced by service quality and healthcare facilities. Good service quality and adequate health facilities contribute to an improved patient experience, which in turn has a positive impact on their satisfaction. Patient satisfaction is an important factor that encourages doctors to provide more optimal care, improve efficiency, and overall professional performance. Thus, a focus on service quality and improved healthcare facilities is essential in efforts to improve physician performance in healthcare institutions.

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