

تقرير صلاحية رسالة دكتوراة

Identifying Factors Affecting Patient Satisfaction in Egyptian Private Hospitals	عنوان الرسالة
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	اولا: مشكلة البحث وأهميتها:
<p>This investigation provides a better understanding of the constructs within health care, which form the patient experience and consequently are proposed to affect patient satisfaction in a private in-patient healthcare setting in Egypt as there is no consensus among researchers about the exact factors that affect patient satisfaction.</p> <p>In addition, this research takes the under-researched concept of customer/patient experience into consideration through combining the most reliable theories of service quality in healthcare with the most recent and comprehensive theories of servicescape in a unified model rather than having them in different models to facilitate patient satisfaction measurement for both academics and practitioners. The model will incorporate both hedonic and functional aspects of the service provision in order to create the ultimate patient experience that is emphasized in the literature and that is proposed to affect patient satisfaction.</p> <p>Further, responding to the research call of Hightower and Shariat (2009), this study aims to adapt their international servicescape scale to the healthcare industry in Egypt, thus proposing a "Healthscape" scale that is adapted to the healthcare industry for the first time worldwide, as the literature suggests that the servicescape is considered one of the dimensions that form the patient experience (Grace and O'Cass, 2004; Fottler et al, 2000; Hoffman and Turley, 2002)</p> <p>The academic importance of this research is to test the relation between the customer experience and customer satisfaction in a different environment as it will focus on private in-patient hospitals. No research to date has tackled the previous relation from the holistic perspective that is addressed in this research in the context of healthcare.</p> <p>This research will aid healthcare practitioners in efficiently differentiating themselves by providing them with the most important patient experience factors that can affect patient satisfaction. In addition, given that hospitals nowadays operate in a more complex environment with intensifying competition, this puts demands on hospitals to compete on "hedonic aspects", and not solely depend on refining the "functional aspects" of the service provision.</p>	

الفروض التي قررت والطرق المنهجية في معالجة المشكلة:

- H1: There is a positive relationship between Healthscapes and patient satisfaction.
- H2: There is a positive relationship between SERVQUAL of Healthcare and patient
- H3: Patient demographics influence the relationship between the patient experience and patient satisfaction.
- H4: Patients' cause of admission influences the relationship between the patient Experience and patient satisfaction.
- H5: Certain SERVQUAL and healthscape factors explain the variance in patient satisfaction.

In order to test the hypotheses (H1 and H2), correlation analysis was run. Also Analysis of Variance (ANOVA) and t-tests have been run to test (H3 and H4). Finally, in order to test H5, linear stepwise regression was run.

أدوات البحث المستخدمة والمراجع:

The statistical package for social sciences (SPSS) version 20 is used for the statistical analysis. Descriptive statistics, Cronbach alpha (reliability measure), linear stepwise regression analysis ANOVA tests and t-tests were the statistical techniques used in the current study.

References mainly used: are articles from academic journals (e.g. Marketing management journal, journal of services marketing, et.), websites such as the World Health Organization website and marketing books.

- Hightower, R. & Shariat, M. (2009). SERVICESCAPE ' S HIERARCHICAL FACTOR STRUCTURE MODEL. Global Review of Business and Economic Research, 5(2), pp.375-398.
- Ugolini, M.M., Rossato, C. & Baccarani, C. (2014). A five-senses perspective to quality in hospitals. TQM Journal, 26(3), pp.284-299.
- Hightower, R.J. (2010). Commentary on Conceptualizing the Servicescape Construct in "A Study of the Service Encounter in Eight Countries." Marketing Management Journal, 20(1), pp.76-86.
- Rosenbaum, M.S. & Massiah, C. (2011). An expanded servicescape perspective. Journal of Service Management, 22(4), pp.471-490.
- Holder, M. & Berndt, A. (2011). The effect of changes in servicescape and service quality perceptions in a maternity unit. International journal of health care quality assurance, 24(5), pp.389-405.

This research consists of five chapters as follows:

Chapter 1: Introduction

In the introduction chapter, an overview on the importance of the services sector in general and an overview on healthcare in Egypt is presented. This overview has paved the way to the statement of the research problem, this is followed by the identification of the research importance on both the academic and practical levels.

Chapter 2: Literature Review

In the second chapter, an overview of the theoretical perspective of the patient experience and patient satisfaction is presented. Initially a discussion of the definition of patient satisfaction and the criteria of measuring patient satisfaction is presented. Then this section defines the patient experience construct and highlights the criteria that form the patient experience, which is proposed to affect patient satisfaction. Finally, the literature discusses the patient experience concept through a holistic perspective that takes into consideration both functional and hedonic aspects of the service provision.

Chapter 3: Research Methodology

Chapter three presents a statement of the research hypotheses, followed by a specification of the model used with a full description of all its variables. This is followed by a presentation of the methodology used in the study, describing the different stages of the quantitative analysis in details. Also the sample population and sampling technique are discussed.

Chapter 4: Research Findings

In chapter four the findings and the results of the analysis are presented, followed by a detailed discussion and analysis of the main findings while comparing them to the hypotheses previously postulated.

Chapter 5: Discussion and Recommendations

Finally, chapter five presents a conclusion for the study, while explaining the thesis contribution and presenting the proposed tested patient experience model. In addition some managerial implications are suggested to healthcare practitioners, these suggestions are followed by recommendations for further studies and finally research limitations are presented.

خامساً:

النتائج

One of the most important results of this research was the fact that the patient experience model was very fit since the results of the regression analysis showed that our model which includes Tangibles, Courtesy, Assurance, Ambient Conditions and Design Elements explains 45.9 % of the variance in patient satisfaction. Another major result of the study is that the results of the regression analysis proved that Hightower and Shariat's (2009) international servicescape scale should face several modifications if applied to the Egyptian healthcare sector as not all its dimensions had a significant contribution to patient satisfaction. The whole Social dimension for example was not mentioned in the regression analysis as a significant variable.

التعليق العام:

سادساً:

This study identified the most important factors which form the “patient experience”, and investigated the effect of the patient experience on patient satisfaction in private in-patient Egyptian hospitals. A proposed tested Patient Experience model that encompassed both hedonic and functional aspects of the service consumption experience was provided. The uniqueness of the model lies in its emphasis and more adequate representation of the hedonic aspects of the service consumption experience that beg for additional research in the healthcare field.

الرأى والتوصية:

سابعاً:

This study might be seen as one of the studies that may initiate a new healthcare marketing trend that builds on the importance of hedonic aspects in healthcare. The adoption of hedonic consumption in healthcare is especially important as favourable atmospheric and tangible cues can make the hospital stay less stressful, thus offsetting expected negative experiences and can allow patients to be more psychologically prepared to receive the treatment, consequently contributing to better clinical outcomes which will reduce bed blocking and overcrowding.

In addition, today healthcare organizations in Egypt should start applying strategies from the guest services industry about how to provide the type of environments patients expect. Managers should satisfy the detailed needs of the customers and this should be injected in their marketing strategies as done by marketers in the guest services industry. This dictates that healthcare marketers should finally make use of segmentation strategies in the healthcare sector. Furthermore, marketing in health care is even moving from segmentation to fragmentation and towards niche markets as patients become more and more demanding. This can be accomplished through the formulation of patient typologies, by segmenting patients according to their functional or hedonic preferences and/or based on the special needs of each medical condition.

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	 :	التاريخ

