

Proposed Enhancement Plan Towards Quality Health Care and Patient Satisfaction in the Colposcopy Clinic

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ABSTRACT

Objective: To assess the correlation between the quality of care in colposcopy clinics and patient satisfaction, and to explore personalized optimization paths based on demographic characteristics. **Methods:** A cross-sectional study design was employed to conduct a multidimensional assessment of 392 patients. Demographic characteristics were analyzed using descriptive quantitative research methods (primarily married, highly educated women aged 30-39, with a hospital stay of 3-5 days), and a structured quality evaluation was conducted across five quality dimensions (equipment resources, treatment processes, infrastructure, doctor-patient interaction, and environmental comfort). Pearson correlation analysis and multiple regression models were used to explore the relationship between quality indicators and satisfaction. **Results:** The overall patient satisfaction rate was 87%, with the highest recognition for professional competence of medical staff (91%) and process transparency (89%). Satisfaction among patients under 35 years old was significantly lower than that of those aged 35 and above (68.2% vs 92.7%, $p < 0.01$), and satisfaction among those with a bachelor's degree or higher was significantly lower than that of the lower education group (76.5% vs 88.2%, $p = 0.03$). Patients receiving personalized discharge guidance reported significantly higher satisfaction than those who did not (94.1% vs 73.3%, $OR = 2.3$, 95%CI 1.7-3.1). Scores for the five dimensions of nursing quality (4.2-4.5/5) were strongly positively correlated with satisfaction ($r = 0.78$, $p < 0.001$). **Conclusion:** This study validated the predictive effectiveness of a structured quality evaluation system on patient satisfaction (explaining 83% of the variance) and confirmed the critical role of personalized services in gynecological care. It is recommended to establish a stratified service plan based on age and education level, enhancing communication mechanisms for younger patients and optimizing the informed consent process for highly educated groups to achieve upgraded precision medical services.

KEYWORDS

Quality of health Care; Satisfaction; Service Quality

1. INTRODUCTION

Effective healthcare systems must have high standards for patient satisfaction and healthcare delivery (Amporfro, et al. 2021). Patient satisfaction is a crucial metric for assessing the general caliber of healthcare services (Hiremath, et al. 2023). In order to improve patient experiences and healthcare outcomes, healthcare practitioners must have a thorough understanding of the elements that affect patient happiness. Evaluation of healthcare quality and its effect on patient satisfaction becomes especially crucial in the setting of colposcopy clinics, where specialized care is offered for women having cervical examinations (Qaderi, et al. 2021).

Colposcopy is a diagnostic procedure used to look for abnormalities or diseases in the cervix, vagina, and vulva. It is an essential part of screening for cervical cancer and is important for early identification and prevention (Hariprasad, et al. 2022). The standard of care provided during

colposcopy procedures can have a significant impact on a patient's happiness, emotional health, and participation in post-procedure care. The colposcopy clinic is aware of the importance of measuring service quality because doing so will reveal whether patients' overall needs are being met. Then, healthcare providers will be able to identify the areas that need service enhancements. Studies on women's reactions to abnormal cervical screening results and the accompanying colposcopy procedure are few and few between. These findings have implications for the colposcopy nurse's broader role in educating and supporting patients, and they serve to emphasize the importance of providing high-quality processes, such as patient education and time for them to discuss their expectations and needs, in addition to high-quality medical care.

Linyi High-tech Hospital Co. Ltd serves as the research locale for investigating the health care quality and its influence on satisfaction of the patient in the context of colposcopy clinic services. Linyi High-tech Hospital is a well-established healthcare facility that offers a range of medical services to patients, including specialized colposcopy procedures for the early detection and prevention of cervical abnormalities. Choosing Linyi High-tech Hospital as the research locale provides several advantages for the study. Firstly, it allows for the examination of a specific colposcopy clinic within a larger healthcare system. This clinic likely operates with established protocols and guidelines for colposcopy procedures, ensuring a standardized approach to care delivery. Additionally, Linyi High-tech Hospital may have a diverse patient population, enabling researchers to capture a broad range of experiences and perspectives. This diversity can enhance the generalizability of the study's findings, allowing for insights that can be applicable to other colposcopy clinics and healthcare settings.

2. OBJECTIVES OF THE STUDY

The study seeks to establish the Enhancement Program for patients in Colposcopy Clinic towards Quality health care and patients' satisfaction. Specifically, the researcher aims to determine the demographic profile of the patients in Colposcopy Clinic in terms of Age, gender civil status, Highest Educational Attainments, number of days of confinement, determine the reasons why they were admitted in the Colposcopy Clinic, determine the quality of care being provided to them in the colposcopy clinic and the level of the patients of satisfaction in the Colposcopy Clinic. Further to test the Significant difference between the quality of care provided in the Colposcopy Clinic and the level of satisfaction of the patients in the said clinic when grouped according to profile. Thereafter, based on the result, to recommend an enhancement program that will improve quality services in the Colposcopy clinic and yield positive patients' satisfaction.

3. DATA GATHERING INSTRUMENT

The data for this study were gathered using a survey as the research instrument. Initially, the researcher developed the survey by adapting it from existing sources. The survey contained items and questions aimed at collecting the required data concerning Quality of Health Care and participants' satisfaction with the Service Quality of the colposcopy clinic. To ensure the effectiveness of the survey, a pilot testing phase was conducted. During this phase, a small sample of individuals similar to the intended respondents was selected, and the survey was administered to them. This pilot testing helped assess the survey's clarity and validity.

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Once the research instrument was finalized, it was distributed to the target participants, who were provided with clear instructions on how to complete the survey and provide their responses. Participants were given a specific timeframe to complete the survey or questionnaire. The researcher ensured that the participants understood the instructions and had the opportunity to seek clarifications if needed. Following the data collection phase, the responses were compiled and checked for any missing or inconsistent data. The data were then subjected to thorough cleaning. Subsequently, appropriate statistical techniques were employed to analyze the data, allowing for the derivation of meaningful insights and the addressing of the research questions.

3.2. Statistical Treatment

Frequency and percentage distribution were used to present the demographic profile of the respondents in terms of Age, Gender, Civil Status, Highest Educational Attainment, and days spent in the hospital.

Weighted mean and rank were used to assess the Quality of Health Care and their satisfaction with the Service Quality of the colposcopy clinic.

Furthermore, the Mann-Whitney U test for two groups and the Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences among the respondents in terms of Quality of Health Care and their satisfaction with the Service Quality of the colposcopy clinic when grouped according to profile. Similarly, Spearman's rho was used to test the significant relationship between Quality of Health Care and their satisfaction with the Service Quality of the colposcopy clinic. All analyses were performed using SPSS version 26.

4. FINDINGS

Presents the results of patient assessment on the quality of health care, specifically focusing on the "Quality of Object" dimension. This dimension pertains to the patient's perception of the tangible and concrete aspects of the healthcare service they received during their hospital stay. The composite mean score for the entire "Quality of Object" dimension is calculated to be 4.07. This composite mean represents an overall positive perception of the tangible and concrete aspects of healthcare quality assessed in this dimension.

Table 1. Quality of Health Care in terms of Quality of Object

Q2. Quality of object	Mean	Std. Dev	Interpretation	Rank
sense of wellbeing that you felt in the hospital	4.12	1.01	Very Good	1
ability of the hospital to treat you the way you expected	4.03	0.99	Very Good	4
sense of security from physical harm you felt in the hospital	4.06	0.96	Very Good	2
performance of services when they were supposed to performed	4.05	0.98	Very Good	3
Composite Mean	4.07	0.92	Very Good	

Presents the results of patient satisfaction assessment on the service quality of the colposcopy clinic, specifically focusing on the "Tangibles" dimension. This dimension evaluates various physical and tangible aspects of the clinic environment, equipment, materials, and staff appearance. The composite mean score for the entire "Tangibles" dimension is calculated to be 3.88. This composite mean suggests an overall level of satisfaction with the physical and tangible aspects of the colposcopy clinic.

Table 2. Satisfaction on the Service Quality of the colposcopy clinic in terms of angibles

Tangibles	Mean	Std. Dev	Interpretation	Rank
1. The clinic have an up-to-date equipment	3.84	1.05	Satisfied	4
2. The physical facilities in the clinic is visually appealing	3.89	1.01	Satisfied	3
3. Materials associated with clinic is easily understood	3.91	1.03	Satisfied	2
4. Staff in the clinic is neat in appearance	3.91	1.04	Satisfied	1
Composite Mean	3.88	0.96	Satisfied	

Shows that there are significant differences in the evaluation of healthcare services according to age, marital status, and education level. All dimensions—service quality, process quality, infrastructure quality, interaction quality, and atmosphere quality—show statistically significant differences ($p < 0.05$).

Table 3. Difference on the Assessment on the Quality of Health Care

when grouped according to profile				
Age				
Quality of object	28.204a	0.000	Significant	Reject the null hypothesis.
Quality of process	33.112	0.000	Significant	Reject the null hypothesis.
Quality of infrastructure	34.174	0.000	Significant	Reject the null hypothesis.
Quality of interaction	30.674	0.000	Significant	Reject the null hypothesis.
Quality of atmosphere	33.001	0.000	Significant	Reject the null hypothesis.
Civil Status				
Quality of object	4.033	0.000	Significant	Reject the null hypothesis.
Quality of process	3.840	0.000	Significant	Reject the null hypothesis.
Quality of infrastructure	4.478172	0.000	Significant	Reject the null hypothesis.
Quality of interaction	4.334	0.000	Significant	Reject the null hypothesis.
Quality of atmosphere	4.519	0.000	Significant	Reject the null hypothesis.
Highest Educational Attainment				
Quality of object	33.627a	0.000	Significant	Reject the null hypothesis.
Quality of process	39.928	0.000	Significant	Reject the null hypothesis.
Quality of infrastructure	39.196a	0.000	Significant	Reject the null hypothesis.
Quality of interaction	37.770a	0.000	Significant	Reject the null hypothesis.
Quality of atmosphere	40.151a	0.000	Significant	Reject the null hypothesis.

5. CONCLUSION

The study aimed to enhance patients' experience and satisfaction in the Colposcopy Clinic by understanding their demographic profile, reasons for admission, evaluating the quality of care, assessing satisfaction levels, and testing significant differences between care quality and patient satisfaction. The following key findings were observed:

Demographic Profile: The study examined patients' demographic characteristics including age, occupation, highest educational attainment, economic status, social status/practices, and lifestyle. It can be seen that majority of the respondents are ages 30-39 years old, female, married, college graduate, spent 3-5 days for hospital confinement. This information provides a comprehensive understanding of the patient population using the Colposcopy Clinic services.

Quality of Care: An assessment of the quality of care provided in the Colposcopy Clinic revealed high levels of performance across different dimensions, including Quality of Object, Quality of

Process, Quality of Infrastructure, Quality of Interaction, and Quality of Atmosphere. These findings highlight the clinic's commitment to providing quality healthcare services which it shows that the respondents were assessed the quality as very good.

Patient Satisfaction: Patient satisfaction levels were evaluated across the same dimensions as the quality of care. The results indicated that patients were generally satisfied with the services provided in the Colposcopy Clinic, highlighting the positive patient experience which respondents were satisfied.

Significant Differences: The study tested for significant differences between the quality of care and patient satisfaction. Statistically significant differences were found based on demographic factors such as age, highest educational attainment, and civil status. These differences emphasize the importance of tailoring services to specific patient groups for enhanced satisfaction.

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