



The Role of the Health System Development Plan for Improving the Performance of Educational and Therapeutic Hospitals in Yasuj city

Aflatoon amiri¹, Reza Ali Nejad ², Ahmad Alamdari ³, Mahdi zare kahnali⁴

1. Assistant Professor science Islamic Azad University of Kerman, Department of Management, Kerman, Iran

2. Ph.D. student of public administration Islamic Azad University of Kerman, Department of Management, Decision making and policy making, Iran.

3. Social Determinants of Health Research Center, Yasuj University of Medical Sciences, Yasuj, Iran

4. Ph.D. student of public Administration, Faculty of Literature & Humanities, Islamic Azad University - Kerman Branch.

Abstract

Background: health risk factors are constantly changing and especially currently it experience rapid changes. Responding to this argument is the most important changes that require them to transform and upgrade the health system. This study aimed to Investigating the Role of Health System Development Plan On improving the performance of hospitals in Yasuj.

Methods: This study is a descriptive-correlational which was conducted in 2017-2018 on patients referred to hospitals and medical training in Yasuj. Morgan table was used to determine the sample size of 381 individuals were selected as sample. To collect data, a questionnaire was used. Internal reliability for/ 74 health and Performance questionnaire development plan / 88. Respectively. The questionnaire's sum up the software SPSS 20 was then prepared were analyzed and grouped. In order to analyze the data, descriptive and inferential statistics (correlation and regression) were used.

Results: there was a significant relationship between implementation of healthcare reform in terms of different dimensions (physical dimensions Hospital, responsiveness, assurance, reliability, empathy) and Performance the teaching hospital Yasuj.

Conclusion: healthcare managers need to equip hospitals and centers for up to date machinery and Health equipment and adequate and appropriate funds in this area. To relish the doctors and hospital staff to increase their activities and provide an increased level of satisfaction.

Keywords: Performance, healthcare reform plan, finds best responds, sympathy, comfort, reliability, tangible.



Introduction

The health sector is one of the main sectors of the country's economy, which is regarded as an infrastructure in the process of economic development, so that most countries are paying special attention to this sector. Maintenance, improvement and promotion of health services are one of the requirements of society and this is one of the developmental indicators of the countries.

Parasurman (2000) defines the perceived quality as a customer's judgment of superiority with the overall advantage of an object, and generally the quality of service literature is conceptualized on the basis of perceived quality of service. (4).

Oliver says that service organizations increasingly use customer satisfaction as a basis for quality measurement, because customer satisfaction is required for global competition. Quality in service can be defined as an indicator of satisfaction (8). Increasing advances in medical sciences, as well as increasing customer awareness and expectations, have turned health service providers into competitive and competitive environments (9). Therefore, these organizations view their development and improvement as well as the cost of its development for its development and continuity, and this will not be possible except by satisfying customers (6).

Patient satisfaction is a complex set of various factors. To achieve this, several dimensions of services, such as nursing care, medical care, support, and various organizational units, are in a way coordinated with each other and with full compliance. Patient's rights in all respects provide suitable conditions for its creation and promotion (10).

The importance of the issue of satisfaction in the provision of health services is increasing as the experience of the disease and the necessity of adherence to and follow up of the treatment and care process increase the vulnerability of patients and increase their need for more universal support. Although, changing social conditions, along with the promotion of public awareness in recent years, has exacerbated patients' expectations for receiving services (3). According to Gregens et al., Patients' satisfaction can be interpreted in such a way that patients during the admission not only receive the necessary care and treatment but also are satisfied and satisfied with the existing conditions and services provided by the staff and the whole system. And are willing to return to the center if necessary, and beyond, to recommend the referral to the center (5).

In a study, Sarani studied the effect of postal service quality on satisfaction of citizens of Zahedan. The results showed that there is a significant relationship between quality of service and satisfaction, which correlation coefficient is 443. (3).



Jabraeli et al., In a study entitled "Survey of Patients' Satisfaction with Quality of Services Provided in Urmia University of Medical Sciences's Educational Centers", achieved the most results in the five dimensions of response quality (0.70) and the least relevant gap. The results of the statistical test showed that, apart from the scope of intensity, in the other dimensions of quality, the gap between expectation and perception of patients is significant (1).

Julia et al. Obtained the results of a study titled "Patient Satisfaction Survey of Nursing Services Provided in Educational Centers". Most of the patients (72%) provided satisfactory nursing services. Satisfaction with the two variables of "hospital" and "type of department" was statistically significant. Among demographic variables, only the level of education of patients with their satisfaction from nursing services was statistically significant (2).

In a study on quality of bank services, customer satisfaction and loyalty in the Ethiopian banking sector, Shanaka has been studying. Correlation results indicate that there is a positive relationship between the dimensions of service quality and customer satisfaction. The results of the regression test showed that the quality of the service had a positive effect on the overall customer satisfaction. The findings of this research also show that the increase in the quality of customer satisfaction services, which in turn leads to a high level of customer commitment and loyalty (11).

Mosahab et al. (2010), in a study entitled Quality of Service, Customer Satisfaction and Loyalty. The results of this research show that, in all aspects, customers' expectations are lower than their perception of bank operations and, in fact, the quality of provided services is low. In addition, these research findings show that customer satisfaction plays a role in mediating the quality of service on loyalty of services (7).

The health sector is one of the main sectors of the country's economy, which is regarded as an infrastructure in the process of economic development, so that most countries are paying special attention to this sector. Maintenance, improvement and promotion of health services is one of the requirements of the community and this is one of the developmental indicators of the countries. Health is a worthwhile asset that maintenance and promotion should be considered as the most important efforts of everyday life of human beings. Considering the mentioned issues and the importance of health and that the development of health system is one of the most important and most important plans and programs that has been done in the country's health field and plays an important role in the future of health of the country. Since the present study in Yasuj University of Medical Sciences has not done so, the aim of this study was to determine This study aimed to



Investigating the Role of Health System Development Plan On improving the performance of hospitals in Yasuj.

Analysis method

This descriptive-correlational study was conducted on patients referred to educational and therapeutic hospitals in Yasuj during the years 2017-2018. Data were collected using available sampling. Morgan table was used to determine the sample size and 381 subjects were selected as sample size. A researcher-made questionnaire was used to collect data. The questions in each field were summed up and grouped into the spss20 software and were prepared as analytical variables. Respondents did not receive any special training; the questionnaires were given after a brief explanation of the subject of the research. The questionnaire contains two parts:

The first part of the questionnaire includes demographic questions (age, sex, education, duration of hospitalization). The second part of the questionnaire consists of: a researcher-made quality of service questionnaire that includes dimensions, tangibility (physical dimension), validity, accountability, assurance, empathy, which is measured using the Likert scale on the 5th option range, which is used extensively, Much, somewhat, little and very little designed. B. Researcher-made Performance questionnaire, which is measured using Likert scale 5 options, the terms used are very, very, slightly, very little, and very little. In order to analyze the data, descriptive statistics and inferential statistics (regression) were used. The data collection tool is a questionnaire in this research.

In order to maintain the validity of the data measurement tool in terms of content, attempts have been made to ask questions based on the theoretical basis of the research. Before the questionnaire is distributed among patients, with the cooperation of the professors of the field of management, the necessary amendments have been made to the questionnaire to avoid ambiguity for the respondents. The answers in the five groups are very large, very small, somewhat, very small and very small, giving the questions a factor of 5-1. The questions in each area were summarized and grouped using spss20 software and were analyzed as independent and dependent variables. By entering the variables grouped into SPSS 20, the Cronbach's alpha was calculated. For this purpose, a preliminary study on 20 of the statistical population, the internal reliability of the questionnaire for the implementation of the health change plan was 0.74 and for the Performance questionnaire 0.88. It has been estimated that the validity of the measuring instrument is high.



Findings

The results of Pearson correlation test show that there is a significant correlation between the development of health system and improvement of performance of Yasuj educational and therapeutic hospitals in the level of 95%. Also, the results showed that there is a significant relationship between all the components of the health promotion plan and performance of Yasuj educational hospitals (Table 1,2).

Table (1): Pearson Correlation Coefficients

Variable	Pearson		Abundance
	The correlation coefficient	Significance level	
Health reform plan	.689	.001	381

Table (2): Pearson Correlation Coefficients

Variable	Pearson		Abundance
	The correlation coefficient	Significance level	
Physical Dimensions	.680	.004	381
responsiveness	.591	.001	381
Guaranteed	.621	.001	381
Credit	.662	.002	381
Sympathy	.641	.001	381

According to the results of the research, it can be concluded that there is a significant relationship between the design of the health system in terms of different dimensions (hospital physical dimensions, responsiveness, assurance, validity, empathy) and the performance of the Yasuj hospital. Based on the calculated beta rate that prioritizes the effect of the variables without



considering the index, the health education reform variable in terms of empathy has the most role in the performance of the teaching hospitals in Yasuj, and then, respectively, Physical dimension, then the guarantee, validity and response are given (Table 3).

Table (3): regression coefficients

Variable	Not standardized coefficients		Standardized coefficients	t	The significance level
	B	The standard error	BETA		
Constant	7.220	2.252	**	3.202	.001
Physical Dimensions	1.198	.215	.270	5.577	.001
responsiveness	.452	.187	.019	.380	.003
Guaranteed	.669	.270	.161	2.446	.007
Credit	.455	.210	.111	2.110	.028
Sympathy	1.049	.161	.372	6.479	.018

Discussion and Conclusion

According to the results of the research, it can be concluded that there is a significant relationship between the design of the health system in terms of different dimensions (hospital physical dimensions, responsiveness, assurance, validity, empathy) and the performance of the Yasuj hospita. In service organizations, providing better and suitable quality is one of the basic strategies for the survival of the organization. Therefore, the most important factor in obtaining patients' satisfaction in Yasuj medical university is to increase the quality of services. The activity of the staff involved in the educational and therapeutic hospitals with patients is critical to the development of effective relationships with the client; therefore, the skills and concerns of employees in this area are important. Because people are ultimately responsible for providing quality services that patients expect today. Given that the study area is from less developed areas in the health sector, healthcare managers should be up-to-date and sufficiently equipped to equip



hospitals and centers with sanitary and hygiene equipment and to allocate the necessary funds in Try this field. To increase the willingness of physicians and health personnel to increase the number of hospitals for activities and to increase patients' satisfaction. Also, by motivating the staff who are in direct contact with the patient, by increasing wages and benefits such as bringing staff recruits closer to doctors, reducing working hours and paying attention to the attitude of customer service providers in health care providers, they increase their enthusiasm and empathy become more in them.

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