

QRM Proposal of Hospital Action Study

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Abstract

No need for abstract

Every person has an equal right to obtain access to health services with safe, adequate quality and affordable prices, a lot of effort is still required, especially for improving the health facilities. Hospitals, as one of the health services providers, are also the involved in the UHC implementation; thus, increasing and enhancing their service quality is important to fulfill patients' needs.

Background

Hospitals vary from resource availability, patients' perspectives, measures hospital ownership, and their specialty, services offered, and widely measured with scales that gauge a need for research to develop a scale that an hospitals, regardless of their nature or

Ok - some general background
However contextualize it to the area you are going to focus on

Introduction

This does not sound like a qualitative study.

The purpose of this study is to assess the quality of services being provided in private hospitals of Tehran as judged by patients. This cross-sectional study was conducted in 2010 in Tehran. The study sample comprised 983 patients, randomly selected from 8 private hospitals. The survey instrument was a SERVQUAL questionnaire.

Which? Why Tehran?

There is no citation here at all

SERVQUAL, created by Parasuraman et al, is a widely used scale for measuring service quality in the service sector. Editor et al argued that it is also suitable for measuring service quality in hospitals; however, its suitability must be evaluated in different contexts. Patients from various parts of the world have different expectations and perceptions of service quality based on the social, cultural, and economic conditions in which they live.

Part of the introduction - opening

Literature Review

The foundation of the service industry is the relationship between 2 parties: the consumer and service provider. Many scholars have studied the connections among service quality, customer satisfaction, and behavior in several service organizations,

How can you have a literature review without one single reference?

particularly hotels and restaurants

?

In the aggregate, the model "health care process quality" suggests a statistically significant positive association between procedure quality and patient fulfillment.

Research Method

You need research questions OR research objectives before method

This research will have ~~research methods for data collection~~. Firstly, we intend to use the SERVQUAL method through questionnaires in English and Chinese. The purpose of the SERVQUAL method is to understand and identify the gaps between perception in what the service providers believe they are delivering and the perception in the minds of consumers. SERVQUAL model will be our primary mode of research methodology, using the 22 SERVQUAL questionnaires. Secondly, we plan to harvest primary data in the form of personal interviews. Due to time-consuming factors and limitations, personal interviews will mainly be a substitute for the SERVQUAL method.

primary data

Both are primary data

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SERVQUAL (RATER) method

The objective of this method is to understand what the consumers perceive and understand the firm's overall service quality.

SERVQUAL's method includes evaluating five dimensions of service. Empathy, Tangibility, Responsiveness, Assurance, Reliability are the measuring factors for the perception and expectations of patients/service consumers.

Design: A questionnaire using the SERVQUAL's 22 questions.

Subjects/Participants: Patients from both private or public hospitals. Further categorized into two groups long-term and short-term patients. Characteristics are age, gender, income, education level.

Instrumentation: In order to make sure most of the respondents can read and understand the questionnaire, it will be designed in both English and Chinese version. The content of the questionnaire will be divided into five different parts of SERVQUAL.

Procedure: This will be according to Likert scale a fivepoint scale range from 1 (strongly disagree) to 5 (strongly agree) to be selected as their responses.

Sample questions

Tangible: Does the hospital have up-to-date equipments?

Reliability: How would you rate the hospital for timely service as promised on a scale of 1-5?

Assurance: Are they polite and welcoming?

Empathy: Do customers get individualized attention?

Responsiveness: How would you describe their timely response to inquiry an request?

Personal Interviews method

Same sets of questions in the same sequence for all the personal interviews. This interview will mainly focus on communication with the interviewee and their expectation in a health care service.

Secondary Data

I do not follow

Google reviews can also give a different angle of customers' rating based on their experience. Even though chances of unreliability source is quite high, we will use this as a guiding tool for comparing

Expected Results:

The research findings will help quality in the health care sector. The actual service received will be ta much more than just prolonging

Why is this needed?
You need to *motivate* the study through a description of the context and by demonstrating the issue you want to study has not been adequately explored already

reasons why customers' service perception, expectations and explain why health care service is

Research Time Frame:

Preparation of questionnaire: 8-12 April

Distribution of questionnaire: 16 April

Commencement of Interview: 16 April

Estimate completion of Interview: May 6

Research Analysis: May 20

Final report: TBD

?

Foreseeable Ch
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Language barrier for better communication
Time-Limitation
Lack of relevant experience as an interviewer
Idle participation

Bullet points are not adequate. What is, for example, "idle participation"?

Conclusion

Results speak louder than everything, but but the service flow and structure also count!
Customer perception also matters to satisfaction.

This is first mention of this focus

Overall sanitary conditions is also the concern for the patience, which means the service environment is one of the main topic to look into.

Service quality directly lead to patient satisfaction, even though they are lack of medical knowledge background. They do care how they are being treated during the whole diagnosis procedure.

Patience usually come to hospital with different results expectation, and to what extent hospital can live up to is also a main concern

This is not a conclusion but a random set of statements

To rank the patient satisfaction factor in descending order can be reliability, tangibility, responsiveness, empathy, and assurance.

Limitation of research

How is this different from "challenges"?
Where is the structure I explained in class?

According to the two journals, it is not possible to understand what the key matters to patient satisfaction, but to take actions is still outstanding item to discuss.

On the perspective of the research, the data collection only from patient but not from the service provider, so patient doesn't have a holistic perception of how they shall being serve

Contributions in managerial side

Instead of providing the finest medical surgery and advanced equipment, all the service quality components shall be take into serious consideration, such as procedure flow being announce to each patient, sanitary conditions, living up to expectations, reliability, empathy and all sorts of humanity carness.

Contributions in theoretical side

The research model is developed in European country, but actually implement in Asia developing country based on the research.

Suggestion can be further the study on larger database and region to extract more data as to support all the main point.

Data Collection Method / Places

Suddenly another part of the method!

Interview the patient who've been to NCKU Hospital, NTU Hospital, Local Clinic

Reference:

S
K

These do not look like any references I have ever seen

Service Quality Assessment of Hospital in Pakistan ext- An Empirical Evidence From

Modeling Service Quality in Hospital as a Second Order Factor, Thailand

Outpatient service quality and doctor-patient relationship- a study in Chinese public hospital

Quality of graduates' preparation for labour market - a ServQual analysis

Service Quality Assessment in Health Care Sector- The case of Durres Public Hospital

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

THE GROUP YOU ARE ASSESSING:		Save your file. Use this format: group being assessed your group.doc So an example would be TIV Voltes5.doc – where TIV is the group being assessed and Voltes5 is your group.	
MAAJIS			
YOUR GROUP NAME:			
INSTRUCTOR			
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clearly supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

5%	5%	5%	5%
<p>Comments (space will expand as you type) Do not forget to add family names</p> <p>No need for an abstract for this kind of proposal</p> <p>Do not forget - short simple points and animate them</p> <p>We do not have any findings yet!</p> <p>Qu - "private hospitals of Tehran" (p.1) Qu - citation Qu - SERVQUAL - how to use? Qu - Online reviews Qu - need to motivate the study Qu - what is the focus? What are the RQs Qu - references Qu - empathy - how do you know what your respondents think? Qu - Final report TBD... :(</p> <p>Report. This proposal is highly confused. Your basic idea is to explore Chinese patient satisfaction in a Chinese setting -- ok. So this idea is sound. The rest of the proposal has numerous fundamental problems:</p> <ul style="list-style-type: none"> - it does not follow the structure I outline in class - it has a quantative orientation (we are studying qualitative methods) - where is the background to the context? - where is the theoretical background on patient satisfaction? (in a Chinese setting) - where are the research questions or objectives - the references lack any understandable format 			

NCKU, IMBA - FEEDBACK, CLASS PRESENTATIONS

- some sections read more like a random collection of thoughts rather than a well considered set of paragraphs

65%

Grade (%) 20%

Peer review

Kemi

SERVQUAL is a popular scale in measuring services quality. I think it is a good and relevant choice. What I was wondering is the set of questions. It would appear to be more quantitative-based rather than qualitative.

The slides are easy to digest and have logical flow. With reference in the literature review, I think it would add more reliability and credentials.

The geographical focus of the study could be elaborated more. I was not very clear on which area the study would focus on (name of the report maybe). I guess the context of hospital service quality in Taiwan, Europe, and America (for instances) would be different.

Abe

Good Idea and nice Presentation. but,

- **the slide preparation should be attractive.**
- *what kind of validity check for SERVQUAL you used?*
- *The idea should be supported by the scholars idea.*
- *as far as the SERVQUAL is designed to be administered after respondents have experienced a service, who is your target respondents and sample size Specifically?*
- *the flow of the idea and presentation should be according to format*

Sarah

I missed a huge part of the presentation. My comment will be on the flow of the presentation. Maybe, the slides should have been more seamless in the transition. It was a bit difficult for me to follow the discussion since I missed a lot of content.

Marx

I think the topic is too broad, maybe it's better to focus on a more specific hospital service. Overall though, I think it's a very interesting topic that really needs to be looked into.

Wei

(Sorry I didn't catch most of the presentation due to being in-transit. For now I don't have anything to contribute.)

Petch

(Sorry I was late for this group presentation, **encountered an accident on my way** back. I have got nothing to comment for this group.) [I hope it was not too serious]