

Concept of Client Satisfaction Evaluations

Workshop on treatment evaluations programmes
for drug addiction

B. Bukowska – National Bureau for Drug Prevention

J. Sieroslowski – Institut Psychiatry and Neurology

Zagreb, 04-06. 03. 2013

Content

- What is a client satisfaction evaluation?
 - Why do a client satisfaction evaluation?
 - Limitations of a client satisfaction evaluation
 - How to do a client satisfaction evaluation?
 - Cultural sensitivity
-

What is a client satisfaction evaluation?

- ❑ Client satisfaction evaluation is an unique opportunity to involve patients in the process of evaluating our programme.
 - ❑ It occupies an „intermediate“ step in establishing a healthy culture for evaluation within a programme/setting.
 - ❑ It often follows process evaluation and precedes outcome evaluations.
 - ❑ Client satisfaction evaluation can be the first step in the evaluation process.
-

Why do a client satisfaction evaluation?

- Services providers receive a „patient“ perspective
 - An opportunity to „consult“ with patients about their experiences in programme
 - To increase the chance that patients will benefit from service in the best way what contributes to the outcome
 - Information are more objective
- The information can be used to improve the service in different scopes

Additional external reasons for doing evaluation

- Minimal standards in the accreditation process in Poland
 - Client satisfaction evaluation
 - Process evaluation
-

The scope of client satisfaction evaluation

- ❑ The reliability of services, or the assurance that services are provided in a consistent and dependable manner
 - ❑ The responsiveness of services to meet client's needs
 - ❑ To recognize if there are groups of patients who are less satisfied (for instance women, younger patients)
 - ❑ The courtesy of providers
 - ❑ The security of services, including the security of recorders
-

Specific questions may assess clients' views about:

- The physical setting of services
 - The helpfulness of staff
 - The competence of counsellors
 - The cost of services (if it is paid)
 - The relevance of services to client's needs
 - The accessibility of services
 - Waiting times for service components
 - Frequency of appointments
 - The missing elements of services
 - The effectiveness of services in resolving client's problems etc.
-

Limitations of a client satisfaction evaluation

- Patient satisfaction ratings have been criticised as indicators of the quality of human services because they may reflect unrealistic of expectations
 - The evidence of positive client satisfaction is not sufficient to assess the effectiveness of treatment
 - Patients with no base for comparison may be satisfied with services which is „ineffective“ as determined by more objective outcome evaluations
 - Or patients may be displeased with services that achieve the objective of reducing using substance but employ rigid or challenging approaches.
-

How to do a client satisfaction evaluation – general consideration

- Explain and indicate the reason for making client satisfaction evaluation
 - What steps will be taken to ensure the confidentiality or anonymity
 - That patient's responses will not in any way affect treatment
 - Self- administered questionnaires the most common method and less expensive than other methods
 - During admission, leave, after some time
 - Use ready existing tools or preparing our own tool
 - Open-ended or close - ended questions
-

How to do a client satisfaction evaluation – general consideration

- Face-to-face or telephone interviews or focus group:
 - It is recommended to conduct these methods by someone who is not connected directly with the service (independent evaluator, volunteers)
 - If evaluation is conducted by staff it is recommended to avoid the interview done by personal therapist
 - The interview can be done in a very structured way or less structured and resulting information will be analysed qualitatively
-

The design and conduct of client satisfaction surveys

- Choices of sampling procedures
 - Timing
 - Cultural sensitivity of questions to various levels of satisfaction
-

Choosing samples of client

- There is no one right way to choose samples of client
 - The samples should be consistent with the evaluation objectives
 - If the aim is to learn ab. patient satisfaction who completed the treatment – no need to involve treatment drop –outs
 - If the aim is to find how all admitted patients feel ab. the programmes, a representative sample of all clients would be more appropriate, including drop – outs.
 - It is necessary to describe the sample in relevant report and indicate all limitations of interpretations data
-

Choosing samples of client - timing

- ❑ The timing of patient satisfaction survey can influence the result
 - ❑ There is no „best“ timing for survey
 - ❑ The only condition is to ensure consistency with the objective of evaluation
 - ❑ The time of survey should be clearly indicated in reports and any associated bias should be discussed
-

Cultural sensitivity

- ❑ Simple translation of questionnaire items does not guarantee this same meaning across the cultures
 - ❑ Choosing methods should take into account some individual traits like age
 - ❑ Direct and challenging questions can be culturally inappropriate
-

Other problems

- Seeking out expressions of dissatisfaction
 - The natural tendency of being grateful for care
 - Are there any parts of program that you like more than other?
 - Have you any suggestions for ways in which the programme can be improved?
 - Using five-points scale than simple answer yes/no is recommended to better discrimination the level of satisfaction among the patients
-

Summary

- ❑ Patient satisfaction evaluations are an unique opportunity to involve patients in the process of evaluating programme
 - ❑ Very frequently this type of evaluation is first step to establish healthy culture for evaluation
 - ❑ The information can be useful to improve the service in different scopes
 - ❑ The evidence of positive satisfaction is not sufficient to assess the effectiveness of treatment
 - ❑ There is no one right way to choose samples in satisfaction samples – the sample should be consistent with the evaluation objectives
 - ❑ The cultural context of survey should be always taken into consideration
-