



CLIENT SATISFACTION REGARDING ANTENATAL SERVICES IN PRIMARY HEALTH CENTRES OF UDAIPUR DISTRICT OF RAJASTHAN – A TOOL FOR QUALITY ASSESSMENT

Community Medicine

Reshma Reja* 3rd year resident M.D. (PSM) RNT Medical College Udaipur *Corresponding Author

Rekha Bhatnager Sr. Professor RNTMC, Udaipur

Atul Kumar Gupta 2nd year resident M.D.(Pathology)

ABSTRACT

Introduction: As India strives towards achieving the Sustainable Development Goals (SDGs) and looks ahead to the Post-Millennium Development Goal-2015 era, progress in reducing maternal mortality becomes an important frontier. Evaluation of client satisfaction with antenatal care services is clinically relevant, as satisfied women are more likely to comply with treatment. The study is an attempt to assess women satisfaction regarding antenatal services.

Methodology: A health facility based cross-sectional study was conducted at PHC of Udaipur district of Rajasthan. 410 subjects were selected for data collection from 40 PHCs using semistructured modified questionnaire.

Results: Majority of women 51.5% stated behavior of service provider to be good. Overall 52.7% women were satisfied and 30% were dissatisfied with the antenatal services received

Conclusion: Although overall satisfaction with the quality of antenatal services is high, some very important aspect of provided services were inadequate.

KEYWORDS

Antenatal care, Quality, Client satisfaction.

INTRODUCTION

As India strives towards achieving the Sustainable Development Goals (SDGs) and looks ahead to the Post-Millennium Development Goal-2015 era, progress in reducing maternal mortality becomes an important frontier. Every pregnancy is special and every pregnant woman must receive special care. Any pregnant woman may develop life-threatening complications with little or no advance warning. So all pregnant women need access quality antenatal services to detect and prevent life threatening complications during child birth¹.

Antenatal care is the care before birth to promote the well being of mother and foetus and is essential to reduce maternal morbidity & mortality, low weigh births and perinatal mortality^{2,3}.

According to WHO estimates in 2015, the global Maternal Mortality Rate (MMR) was 216 per 100000 live births. According to World Bank data, India's MMR was 174 per 100,000 live births in 2015⁴. From 1990 to 2015, the global maternal mortality ratio declined by 44. Though in India the trends have been better that is from 556 in 1990 to 174 in 2015, a total decline of 69%. The annual rate is still far from satisfactory and a lot needs to be done to achieve the target MMR.⁵

Quality of health care can be accessed from two perspectives, quality of health care and clients satisfaction with the manner in which the service is delivered⁶. Satisfaction can be defined as the extent of a client's experience compared with her expectations. Evaluation of client satisfaction with antenatal care services is clinically relevant, as satisfied women are more likely to comply with treatment, take an active role in their own care, continue using the services and stay with the health provider⁷.

AIMS AND OBJECTIVES

- To assess women's satisfaction with the quality of antenatal care at the primary health care centers of Udaipur District.
- To recommend plan for improvement of Antenatal services.

MATERIAL & METHODS

A health facility based cross sectional study was conducted in urban, rural and tribal Primary Health Centres of Udaipur district. Study was conducted from June 2017 to May 2018. All subjects visiting the health facility for antenatal checkup on the day of our visit to the health centre were included in the study after taking their verbal consent.

Sampling Technique:

Multistage sampling technique is used to select PHCs. There are total 12 Blocks in Udaipur district, six tribal, five rural and one urban. 30% of each block (One urban, two rural and two tribal blocks) were selected randomly by lottery method in first stage. The blocks thus selected were Girwa, Badgaon, Mavli, Rhashabdev and Jhadol

(Phalasia). Selected urban block has 11 PHCs, rural blocks have 18 PHCs and tribal blocks have 11 PHCs. In second stage all PHCs (total 40) were selected (Eleven urban, eighteen rural and eleven tribal) for data collection. Total 410 women were interviewed.

Client satisfaction questionnaire is prepared using 5 point likert scale ranging from quiet dissatisfied (1) to very satisfied (5)⁸.

Data was coded and entered on Microsoft excel sheet and analysis done on SPSS version 16. The plan was submitted to the Ethical Committee of the institute and study was initiated only after ethical approval.

RESULTS

Table-1: Feedback among Antenatal Clients Regarding Behavior of Service Provider and Quality of the Services.

Feedback among Antenatal Clients Regarding (n=410)	Feedback				
	Excellent	Good	Average	Fair	Poor
Behavior of Service Provider	9 (2.2)	211 (51.5)	170 (41.5)	17 (3.7)	5 (1.2)
Overall Quality of the Services	13 (3.2)	261 (63.7)	88 (21.5)	40 (9.8)	8 (2)

(Figures in parenthesis indicate percentage)

Majority of women 211(51.5%) stated behavior of service provider to be good. 41.5% stated average, 2.2% stated excellent behavior and only 1.2% stated poor behavior of the service provider. Answering to overall quality of services 261(63.7%) said good quality of antenatal services. 21.5% stated average, 3.2% stated excellent services and only 2% said poor quality of services.

Table-2: Feedback among Antenatal Clients Regarding Physical Examination, Time Given and Overall Satisfaction.

Feedback among Antenatal Clients Regarding (n=410)	Feedback				
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Physical Examination done	5 (1.2)	185 (45.1)	211 (51.5)	4 (1)	5 (1.2)
Time Given for Checkup	15 (3.7)	185 (45.1)	153 (37.3)	49 (12)	8 (2)

Overall Satisfaction	32 (7.8)	184 (44.9)	83 (20.7)	108 (26.3)	3 (0.7)
----------------------	----------	------------	-----------	------------	---------

(Figures in parenthesis indicate percentage)

As per satisfaction regarding physical examination done by the service provider 46.3% of women were satisfied (including both satisfied and very satisfied), 2.2% were dissatisfied (including both dissatisfied and very dissatisfied), 51.5% were neutral (neither satisfied nor dissatisfied). As per time given for checkup 48.8% were satisfied, 14% were dissatisfied and 37.3% were neutral. Overall 52.7% women were satisfied and 30% were dissatisfied with the antenatal services received.

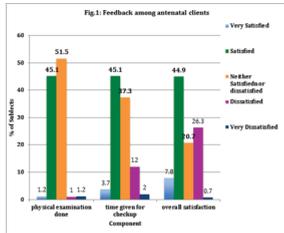


Table-3: Feedback of Client Regarding Advices Given by the Service Provider Regarding Various Components of Antenatal Care

Advices Given Regarding	Feedback				
	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
Danger Signs	47 (11.5)	210 (51.2)	67 (16.3)	82 (20)	4 (1)
Breast Feeding	71 (17.3)	193 (47.1)	39 (9.5)	102 (24.9)	5 (1.2)
Diet and Nutrition	32 (7.8)	184 (44.9)	41 (10)	153 (37.3)	0 (0)
Family Planning	34 (8.3)	201 (49)	65 (15.9)	110 (26.8)	0 (0)

In present study 62.7% women were satisfied regarding advices for danger signs, 64.4% were satisfied with the advices given about breast feeding, for dietary advices 52.7% were satisfied. Regarding family planning advices 57.3% women were satisfied.

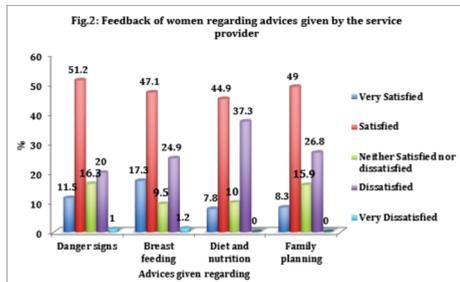


Table-4: Feedback of Client Regarding Approaching This Facility Again

Feedback among Antenatal Clients Regarding (n=410)	Feedback				
	Yes, Definitely	Yes, I think So	May Be Yes	No, I Don't Think So	No, Definitely Not
Answering queries	87 (21.2)	205 (50)	35 (8.5)	81 (19.8)	2 (0.5)
Visiting same facility again	77 (18.8)	227 (55.4)	63 (15.4)	43 (10.5)	0 (0)
Recommending same facility to your friend.	59 (14.4)	235 (57.3)	63 (15.4)	49 (12)	4 (1)

As regards answering queries our study showed 21.2% women were satisfied and 20.3% were dissatisfied. On the component of visiting the same facility again 18.8% women were willing to do so and 55.4% of women were willing to recommend it to some of their friends.

DISCUSSION

In our study majority of women 51.5% stated behavior of service provider to be good and 41.5% stated average. Only 2% stated poor behavior of service provider.

As per satisfaction regarding physical examination done by the service provider 46.3% of women were satisfied, 2.2% were dissatisfied and 51.5% were neutral (neither satisfied nor dissatisfied). As per time given for checkup 48.8% were satisfied, 14% were dissatisfied and 37.3% were neutral.

Counseling and advices are equally important in antenatal services. In present study 62.7% women were satisfied regarding advices for danger signs, 64.4% were satisfied with the advices given about breast feeding, for dietary advices 52.7% were satisfied. Regarding family planning advices 57.3% women were satisfied. In congruence with these findings study conducted by **Suresh Mehata et al**⁹ showed 50.8% of women were satisfied regarding advices about danger signs, 61.3% were satisfied as regards exclusive breast feeding advices and 37.6% were satisfied with advices given for family planning. Similarly study by **Ruby Angeline Pricilla, et al, 2016**¹⁰ showed 31.8% of mothers were satisfied with the health education on family planning. They suggested in their study that there is need to improve in the education component especially with regard to family planning as antenatal check-up is the ideal opportunity to discuss family planning methods.

In contrast to this study by **Rashmi and Vijaykumar (2010)**¹¹ showed clients were satisfied and graded family planning as excellent. Except 7% people were unhappy that IUD's were not available always also queries and side effects were not answered.

As regards answering queries our study showed 21.2% women were satisfied. On the component of visiting the same facility again 18.8% women were willing to do so and 55.4% of women were willing to recommend it to some of their friends. Contrary to this study done by **Ango Jessica Timane et al (2016)**¹² showed 98.4% would like to use the facility again and 95.5% of subjects were willing to recommend the facility to family and friends for antenatal care.

Present study showed 52.7% of women were satisfied combining all the components of antenatal care. Women satisfaction pertaining to overall quality of services was 66.9%.

CONCLUSION

It can be concluded from the results of the present study that although overall satisfaction with the quality of antenatal services is high, some very important aspect of provided services were inadequate especially counseling regarding danger signs and family planning.

RECOMMENDATIONS

Repeated practical reorientation trainings in the skilled labs / capacity building workshops should be organized for all ANMs at regular intervals to enhance their Capacity for essential antenatal care and develop skills towards higher client satisfaction.

REFERENCES

- National Rural Health Mission, Maternal Health Division, Ministry of Health & Family Welfare, Government of India, Page No. 15 (Accessed on 24th October 2016).
- World Health Organization: Antenatal Care: Report of a Technical Working Group. Geneva WHO, 1994.
- WHO: WHR 2005: Make Every Mother & Child Count. Geneva WHO, 2005.
- Maternal mortality: fact sheet. Geneva: World Health Organization; 2016 (<http://www.who.int/mediacentre/factsheets/fs348/en/index.html>. accessed 10 January 2018).
- Trends in Maternal Mortality 1990 to 2015 – UNICEF data available at <http://data.unicef.org> accessed on 20.6.2017.
- Pascoe GC, patients' satisfaction in primary health care, a literature review and analysis. Eval Prog Plan 1983;6:185-210.
- Titaley C, Hunter C, Heywood P, Dibley M. Why don't some women attend antenatal and postnatal care services?: a qualitative study of community members' perspectives in Garut, Sukabumi and Ciamis districts of west Java Province, Indonesia. BMC Pregnancy and Childbirth 2010; 10:61 <http://www.biomedcentral.com/1471-2393/10/61>
- Larsen, D.L., Attkisson, C.C., Hargreaves, W.A., and Nguyen, T.D. (1979): Client Satisfaction Questionnaire (CSQ-8) Assessment of client/patient satisfaction, development of a general scale, Evaluation and Program Planning, 2, 197-207. Instrument reproduced with permission of C. Clifford Attkisson.
- Suresh Mehata et al: Factors determining satisfaction among facility-based maternity clients in Nepal published in journal BMC Pregnancy and Childbirth (2017) 17:319 DOI 10.1186/s12884-017-1532-0.
- Ruby Angeline Pricilla, et al: Satisfaction of antenatal mothers with the care provided by nurses-midwives in an urban secondary care unit published in journal of Family Medicine Primary Care 2016 Vol-5 Issue-2 Pages 420-423.
- Rashmi and Vijaykumar B et al: Client Satisfaction in Rural India for Primary Health Care – A Tool for Quality Assessment, Al Ameen J Med Sci (2010)3(2):109-114 ISSN 0974-1143.
- Ango Jessica Timane et al. Clients' satisfaction with maternal and child health services in primary health care centers in Sokoto metropolis, Nigeria. Edorium J Matern Child Health 2017; 2:9-18. Accessible at www.edorionjournals.com/ej/mch.