



PERCEPTION OF NURSING IN RELATION TO THE REGIONAL COUNCIL OF ITS CATEGORY

PERCEPÇÃO DA ENFERMAGEM EM RELAÇÃO AO CONSELHO REGIONAL DE SUA CATEGORIA LA PERCEPCIÓN DE LA ENFERMERÍA EN RELACIÓN AL CONSEJO REGIONAL DE SU CATEGORÍA

André Luiz Silva Alvim¹, Renata Lacerda Prata Rocha², Thais Cristina Amorim Tadeu³

ABSTRACT

Objective: understanding the perception of nurses and nursing technicians in relation to the Regional Council of its category. **Method:** a field study, exploratory and descriptive of a qualitative approach, with seven nurses and six nursing technicians, in a private hospital in Belo Horizonte/BH, Brazil. It was applied a semi-structured interview, using an MP4 recorder; then there was made the transcript of the responses, analyzed by the technique of Analysis of Thematic Content. The research project was approved by the Research Ethics Committee, CAAE: 24695113.0.0000.5098. **Results:** the professionals realize COREN as a strong and representative organ with great capacity to work on improvements in the profession, but that does not fulfill its role, since they act in a difficult manner, without transparency. **Final notes:** it becomes essential that actions be created with the view to improve its image as well as the services offered in order to solidify its relationship with its subscribers. **Descriptors:** Nursing Societies; Nursing; User's Satisfaction.

RESUMO

Objetivo: compreender a percepção dos enfermeiros e técnicos de enfermagem em relação ao Conselho Regional de sua categoria. **Método:** estudo de campo, exploratório e descritivo com abordagem qualitativa, com sete enfermeiros e seis técnicos de enfermagem, em um hospital privado de Belo Horizonte/BH, Brasil. Foi empregada a entrevista semiestruturada, utilizando um gravador MP4; em seguida, foi feita a transcrição das respostas, analisadas pela técnica de Análise Temática de Conteúdo. O projeto de pesquisa teve a aprovação do Comitê de Ética em Pesquisas, CAAE: 24695113.0.0000.5098. **Resultados:** os profissionais percebem o COREN como um órgão forte e representativo, com grande capacidade para atuar em melhorias na profissão, mas que não cumpre o seu papel, uma vez que age de forma inábil, sem transparência. **Considerações finais:** torna-se fundamental que sejam criadas ações que com vistas à melhoria de sua imagem, bem como dos serviços oferecidos, a fim de solidificar sua relação com seus inscritos. **Descritores:** Sociedades de Enfermagem; Enfermagem; Satisfação do Usuário.

RESUMEN

Objetivo: comprender la percepción de enfermeras y técnicos de enfermería en relación con el Consejo Regional de su clase. **Método:** este es un estudio de campo, exploratorio y descriptivo, con enfoque cualitativo, conducido con siete enfermeras y seis técnicos de enfermería, en un hospital privado en Belo Horizonte/BH, Brasil. Se utilizó una entrevista semi-estructurada, usando una grabadora MP4; a continuación, la transcripción se hizo de las respuestas analizadas por la técnica de Análisis de Contenido Temático. El proyecto de investigación fue aprobado por el Comité de Ética en Investigación, CAAE: 24695113.0.0000.5098. **Resultados:** los profesionales realizan el COREN como un órgano fuerte y representativo, con gran capacidad para trabajar en la mejora de la profesión, pero que no cumple su función, ya que actúan de manera torpe y sin transparencia. **Consideraciones finales:** se hace imprescindible que la acción se crea con el fin de mejorar su imagen, así como los servicios que se ofrecen con el fin de consolidar su relación con sus suscriptores. **Descriptores:** Sociedades de Enfermería; Enfermería; La Satisfacción del Usuario.

¹Nurse, MBA Audit and Quality Management applied to Health Services, University Center UNA. Belo Horizonte (MG), Brazil. Email: andrevolts@hotmail.com; ²Nurse, Master Teacher of Nursing, University Center UNA/University Center Newton Paiva. Belo Horizonte (MG), Brazil. Email: renatalacerdapr@yahoo.com.br; ³Nurse, University Center UNA. Belo Horizonte (MG), Brazil. Email: thaisamorimct@hotmail.com

INTRODUCTION

Professional councils are institutions that are intended to control and inspection of certain regulated professions.¹ In the case of nursing, the profession is supervised by the Regional Council of Nursing (COREN), which is a disciplinary body subordinate to the Federal Nursing Council (COFEN), under the Ministry of Labor and Social Security. It is an authority that oversees and enforces the Law 7.489/86, related to the professional practice of nursing.²

Created by Law No. 5905 of July 12th, 1973, the COREN found in every state in Brazil, based in the capitals and the Federal District. Members and other deputies are elected by personal voting mandatory character. The term of office is of three years and allows only one re-election.²

One of the aims of COREN is to search for quality services, especially in nursing care.³ The quality aims to keep the focus on meeting the needs of its customers, thus generating their satisfaction.³⁻⁵

One way of evaluating the quality of a service is recognizing the perception of its customers about the product offered. Consequently it may be determined how satisfied these clients are, and from then create tools that maintain the spell the services provided. Otherwise, the inverse analysis can support the creation of changes strategies in order to improve the satisfaction on the part of those who receive the service.⁴⁻⁶

The use of the opinions from the customer's perspective as a parameter for assessing the quality of service, is a current trend.⁴ The COREN customers are nurses, technicians and nursing assistants. To act, they must be attached to the Council and compliant with the fixed annuities, considering that thus it is given legal authorization to practice.²

It appears that to date, no scientific studies published in the literature to assess the perception of nursing in relation to the Regional Council in its class. It is assumed that when the service provider is unaware of the perception of its members on them, its actions may not have the expected impact, considering that are not being planned based on their needs, suggestions and opinions.

Recognizing what the customer vision of the place and the offered product is, contributes to constantly improve the site management and this, in seeking to meet the needs and expectations of its beneficial

owners. The customer is the only reason for the existence of an organization.⁴⁻⁷

Faced with this problem, this study may reveal gaps on the theme, helping to identify the aspects that can be improved in relation to the services provided and raise the problems yet unknown due to lack of related research in the scientific community. Through this study, new thinking on the subject may be generated, as well as discussions and consequently improvements in care that customer with a standard of quality improvement. Thus, this study seeks to answer the following question << What is the perception of nursing in relation to the Regional Council in its category? >>

OBJECTIVE

- Understanding the perception of nurses and nursing technicians in relation to the Regional Council in its category.

METHOD

This is a field study, descriptive and exploratory, of a qualitative nature.⁸ The subjects were seven nurses and six nursing technicians, most female and one male. Participants work in caring and management functions, registered and compliant with the COREN. For the selection of nursing professionals there was used by convenience sampling process by selecting the subjects that represent the subject matter of features and can contribute significantly to a better understanding of the phenomenon studied.⁹

The research took place in a private hospital located in the metropolitan region of Belo Horizonte. It is a teaching hospital that serves several specialties, such as: oncology, internal medicine, surgical clinic, intensive care and emergency care, as well as perform transplants with heart and kidney focus.

Data collection took place in March after the project was approved by the Research Ethics Committee (CEP) CAAE 24695113.0.0000.5098. To participate, the professionals read and signed the Informed Consent (IC), according to Resolution 466/2012, with regard to the Guidelines and Norms Regulating Research Involving Human Beings. The professionals were approached in their respective industries and scheduled time subject to availability. It was used as data collection instrument the semi-structured interview with pre-established questions and used an MP4 recorder for transcription of responses with full trust.¹⁰

For the analysis of the data it was used the technique of Content Analysis, therefore, as a

Alvim ALS, Rocha RLP, Tadeu TCA.

method, it becomes a set of communication analysis techniques that uses systematic procedures and description of goals of message content, in three distinct stages:¹¹

Innitialy, for pre-analysis, there were chosen interviews from floating reading to define the material corpus. The coding of data occurred through similarity and categorization, where it sought the real meaning of words, the frequency of the appearance and subsequently the rating group

Perception of nursing in relation to the...

as the similarities. Finally, the interpretation was based on inferences.¹¹

After the content analysis, there were identified three categories: Category 1 - Nursing Team Vision about COREN; Category 2 - Feelings and expectations regarding COREN; Category 3 - The quality of service of COREN: perception of the nursing team.

RESULTS

Table 1. Profile of the participants of the survey, customers registered in COREN - Belo Horizonte - 2014.

Name	Age (in years)	Gender	Category	Training (in years)	Time shift	Registration in COREN (in years)
E1	37	F	Nurse	≥ 5	44 h	11
E2	34	F	Nurse	≥ 5	44 h	8
E3	40	F	Nurse	≥ 5	44 h	13
E4	38	F	Nurse	≥ 5	44 h	19
E5	32	F	Nurse	≥ 5	44 h	6
E6	28	F	Nurse	3 a 4	44 h	10
E7	28	F	Nurse	3 a 4	44 h	4
E8	48	F	Nursing Technician	1 a 2	44 h	1
E9	45	F	Nursing Technician	1 a 2	44 h	2
E10	38	F	Nursing Technician	3 a 4	44 h	4
E11	30	F	Nursing Technician	≥ 5	44 h	15
E12	23	M	Nursing Technician	≥ 5	44 h	5
E13	23	F	Nursing Technician	≥ 5	44 h	6

Regarding the characterization of nursing professionals in the survey (Table 1), it is observed that more than half of respondents (53,9%) were nurses and 46,1% Nursing Technicians.

DISCUSSION

From the content analysis of the interviews emerged categories that know the perception of the nursing team in relation to COREN.

♦ **Category 1 - Nursing Team Vision about COREN**

Regional Councils related to various professions are professional supervisory bodies, created with the main purpose of surveillance in relation to compliance with all laws inherent to that profession. Particularly in nursing, the Regional Council - COREN - supervises compliance with the Professional Practice Law and pursuit ensure the good reputation of the profession and those who practice it in line with the Code of Ethics of Nursing Professionals.¹²

The COREN has close relationship with the professionals who represent it, considering the law of professional practice, and

therefore, a vision is created about it that has the primary duty to supervise their work and ensure the vision of the profession to society.

Therefore, by addressing the COREN, the viewpoint of the nurse's in relationship with the body that represents, it turns out that the perception of respondents is manifested in various ways, taking into account the context, the characteristics of experienced situation and their training (technicians and nurses), and can identify strengths and weaknesses.

The data show that all respondents recognize the leading role of COREN as a supervisory body, and translate in general, as a strong, representative body in health, important for the nursing category, with capacity to act in effective order for the profession, supporting professionals.

The COREN represents the norms to exercise the profession of nursing (E4).

It verifies that the positive outlook is mainly related to the importance attached to COREN as a safe haven for professional support, especially considering its ability to action. The lines can be seen that there is an identity relationship between the professional and the COREN, which gives him some safety.

Alvim ALS, Rocha RLP, Tadeu TCA.

I think it's a major organ, as in any profession. I see I'm not stowaway (E10).

It is important for protection, so I turn to, someone to trust. I think it's a major organ (E11).

It is essential that the Council has professionalism, identify its needs and seek to meet them with effectiveness, so that the customer feels secure and satisfied with the representative body. This favors the relationship between both parties, because an identity is created, and a link. Act with effectiveness is important to generate intrinsically the professional firm regarding his profession and therefore confidence in the organ that subjects resort to clarify the various issues related to nursing.

Creating an identity relationship between the professional and the body that he represents is essential for the realization of what is favorable. However, despite the speeches demonstrate a positive view on the representation of COREN for professional, 7,7% of them reported that the Regional Council of Nursing has a weak image to its customers, regarding the actions taken. This is because their laws vague and outdated, which cause them to act awkward shape compared to other professional advice.

I do not think COREN be so competent as the others I had heard from other professionals from other areas (E8).

For me, it is a body that oversees the profession I have chosen to follow, but that does not represent me; it is a very strong body that could help a lot more people in society. I think it hits the key of certain irrelevant questions and issues that should worry you. it closes its eyes (E7).

The reports show that the professional identifies the COREN as a strong body, but its image is weakened, because for some it does not fulfill its role (38%), since in their perception the function of the Council is linked directly to supervision the profession and its conformity.

Importantly, for the respondent, the COREN has power but does not use it as a tool that addresses the interests of nursing and professional needs. It is clear that the subject speaks of a need for help, but demonstrates dissatisfaction with the actions of that in which it should be used.

It infers that the negative view mentioned may be related to the passivity of the Council to fight for decent minimum wage, establishing a timetable compatible with the profession, as 100% report that nursing is a profession with no financial return and the professional you need has several jobs to meet his financial needs.

Perception of nursing in relation to the...

Regarding the minimum wage [...] I think that's a part of COREN that could help in relation to own hours, better working conditions, I think this all could improve if the body were more active in these areas (E7).

Absence of COREN in wage struggles, the salary of nurses and the thirty hours. I do not see COREN battling for anything. So what has to improve is everything, everything! Reformulate the COREN (E1).

The described approach is a way to justify the passivity of the professional, whereas it is necessary also be nurse's positioning in this fight.

When rescue the historical background of nursing, it is clear that initially the profession was seen as a complementary part of the medical action, often devoid of freedom, especially in relation to decision making, critical and establishment of views. With the creation of the Ethics Code and the Federal Council of Nursing in 1973, the professional freedom has been established; however, the political apathy of workers in the area remains the same. The demands are for better working conditions, fairer wages or social recognition does not extend beyond the work shift and group meetings. The recognition of the profession will only occur when professionals become organized and structured as a class, comprising systemically their role and their importance in the health team.¹³.

Reports emerging from the lack of coordination between the professional and the COREN, related to the lack of exchange between the organ and professionals in order to represent it. This reflects the weakness in what concerns the management of the actions taken, generating COREN the representativeness deficit for the profession. In this case, for professionals, the COREN violates one of its roles is to represent them before the society and the improvement of political struggles for the profession.

My perception is that in Minas Gerais is a weak body, with weak legislation, outdated, and[...] with management without transparency, it is[...] with people who are not skilled enough to keep the management of an agency that is political (E1).

Nursing requires a regulation because it involves values such as life, health, physical and social safety of people; however the mission of this regulatory body of the profession is not addressed with objectivity to its clientele. In this sense, COREN evaluates the professional issues, preserving respect for ethical principles and always seeking improvements for the category. Thus,

Alvim ALS, Rocha RLP, Tadeu TCA.

Perception of nursing in relation to the...

considering that for respondents that role is not performed efficiently, and professionals do not feel represented, it is essential to reflect on this role, proposing discussions and actions to ensure the improvement of the image, and therefore this relationship.

♦ Category 2 - Feelings and expectations regarding COREN

The feelings are intrinsic to personal satisfaction. It is a subjective concept based on individual perception.¹⁴

In any relationship, be it personal or professional, the feelings are present, and for it there is contact between people. The relationship between customers and COREN could not be otherwise, because the nursing professionals create expectations for implementing the agency's duties on behalf of the profession and when there is compliance with these obligations ends up generating negative feelings that distort the real image of COREN on the user's perspective of the service.

In this category we identified the units of meaning expressed the feelings experienced by nursing professionals in relation to COREN such as rebellion, anger, insecurity. Many of these feelings are related to the view that the professional has about the Council. The sight of a little body representing and acting without transparency translates into feelings of anger and revolt in the respondents, particularly as regards accountability with the money raised mandatory annuities, and the benefits that it should arise.

I'm disgusted. Billet coming once a year punctually and accountability, zero! (E8).

As a body that fights for professionals remains asleep. It gives me a lot of anger, I see that it will never wake up (E9).

It emerges from the reports that the failure in accountability is linked to inefficient management. It is emphasized that efficient management is one that translates, among others, for actions committed to transparency of services.¹⁵

The word transparency brings an important set of moral and political associations, including: honesty, fairness and openness.¹⁵

Authors state that it is necessary that the information available related to the management are able to communicate the real meaning expressing, in order to look not misleading.¹⁵ Another author mentions that this transparent management contributes to the formation and strengthening of a link between the Board and its customers, optimizing user access to information, thus generating greater safety.¹⁶

I would like to be clear about what is used in our benefit, because it does not happen, it gives me anger (E7).

For the professionals interviewed, annuities contributions are fair and necessary to keep the COREN and their active services. Recognize that by the amount received, the agency may reverse in benefits to the profession, such as improving the training of nursing through seminars and conferences and creation of free handouts for continuous updating of professionals.

I think it's in line, it must have the same payment. I think it's fair (E4).

Payment is a valuable contribution to the maintenance of council (E12).

Although I think fair to charge professional annuity, 23% of surveyed professionals reported dissatisfaction with annual payment. They attribute this initially, as they believe that COREN depends only on the annuities to stay as a body and does not help the professionals on their needs.

The COREN is only an organ that depends on our annual payment, because, in my understanding, it does not help us at all when we need it in class. It acts only on accusations or complaints, but otherwise, I see no advantage in having it (E7).

I still do not have need to use the COREN; otherwise, except by paying annuities me are charged (E10).

Again, it appears in the statements dissatisfaction professional to the role of COREN in their profession. The professional does not feel welcomed, helped or even saved by the organ. Many of these professionals do not accept the abusive value of annuities, but report that if there were more personal benefits and clarity as to what is done with the money raised through the annuities would not intense complaints and criticisms about the Council.

It appears that the greatest dissatisfaction is linked to the value of annuities established that to respondents, is incompatible with the salary level and no criteria for their collection.

I think it is too expensive in relation to the salary level that we currently receive. I find absurd, because what we receive and what goes up annually could make them decreasing monthly fee. It could be, if you get a minimum wage, you should pay the equivalent of this salary. And it's not so, it is a value very uncritical (E7).

I nonsense, extremely high, I do not return any of it here (E1).

Each year, the billet with annuity is received by all professionals residentially via mail by 30th January. The amount can be paid

Alvim ALS, Rocha RLP, Tadeu TCA.

Perception of nursing in relation to the...

in full or in installments. If no payment until the due date, March 31st, are added to a 2% fine and interest of 1% per month.¹⁷

Through Resolution COFEN 0449/2013, decided that will take effect from 2014, the following values of annuities for those enrolled in COREN-MG: R\$ 279,02 for nurses, R\$ 153,25 for technical Nursing and R\$ 132,11 for auxiliary. However, it is emphasized that the timely payment gives off.¹⁷

Even with the discount, the increase in annuities generated charges for nursing professionals, corroborating the described reports. Customers complain that in practice the increase being incompatible with the financial return through work. The failure to establish criteria for the increase in annuities or non-disclosure of these criteria to professionals contribute to increased customer dissatisfaction and generate riots and indignation because the professional link him directly with financial issues impacting negatively to the Council's image. Again, the lack of transparency interferes with the perception that the professional has about COREN.

It becomes necessary that the Council has a more transparent management offering free access and monitoring by citizens to information on the budget execution and administration of the site, showing the established criteria and the way money has been invested.

♦ Category 3 - The quality of service of COREN: perception of the nursing team

Quality is a requirement that allows the survival of services within a demanding market where we seek companies that offer products and services with high standards. From this fact, quality has become a requirement in the production process and supply services.⁴

In the case of Coren it was not different. The set of services according to the profile of its customer base is essential to keep it well conceptualized and founded on the quality of questions, namely, efficacy, effectiveness, efficiency, optimization, legitimacy, fairness and acceptability.^{4,5,18}

Regarding the quality of services, it is important to have a choice of assessment methods and institutional performance indicators designed to enable the evaluation of the site. These should be adequate to support the provision of services and better decision making.⁴ In this context, they emerged in the core narrative of meaning that translated the perception of the nursing team regarding the provision of services by COREN

related information; facilities, warmth, resolution and ombudsman. Such nuclei were different for the different services. On the information, the thematic analysis identified dissatisfaction, indifference and outdated main cores. On the facilities and friendliness satisfaction stood out. The wait time was associated with dissatisfaction. The ombudsman has emerged as a recommendation for improved services.

The parents' perception about the quality of services is highlighted by dissatisfaction about the information passed on to users, especially regarding the content and its outdatedness.

The key is information. Information as to what they have power to say, what they actually do, the workers have the right and duty, and it does not meet us with this (E7).

Some information is fragile goods, in relation to all events ... not only in relation to the whole (E4).

The information for me is indifferent. Always been talking about promoting guy, director and such (E11).

According to 15,4% of respondents, the newspaper received via mail comes months after the date on which it was published.

He gives me old information, outdated, that it's been (E3).

In terms of facilities, total satisfaction of respondents. Report that the current reforms have provided comfort in the wait for care and modern layout.

A key challenge for people and organizations is how to detect and manage effective information, looking for better positioning in the competitive space in which they operate. In the case of COREN, it is important to maintain the information as part of the updated form of Nursing and will take in various areas of the profession, as there is a strong relationship between the disclosed technology tools and the improvement of their knowledge, and changing their behavior.¹⁹ On the issue of facilities, there is total satisfaction of respondents. They report that the current reforms have provided comfort in waiting for service and modern layout.

This issue has improved a lot, the facilities were recast the way, that in my view, improved. Today the clerk at least looks you in the eye, and the issue warmth, the attendants are more affable (E7).

Two years over here the physical facilities improved, COREN of care improved, so zero, it was zero, it was horrible, you waited almost two days to be able to resolve something in COREN, zero I ... I spend my note to three (E10).

Alvim ALS, Rocha RLP, Tadeu TCA.

Perception of nursing in relation to the...

So I think now the physical facilities improved, as I have been, have not so long that I was, I thought it improved (E4).

The criteria of quality of services listed, service, friendliness and problem solving, are viewed positively by nurses. This is linked to the fact that recent reforms provide greater comfort to the client waiting for the service. It was also explicit in the reports that customers are fully satisfied with the professionals who work for COREN because the issue of eye to eye generated full satisfaction of nurses and technicians, for this way of meeting was interpreted warm and courteous manner the clientele.

When asked about the perception of the services provided, respondents, they brought the recommendation to improve the quality, especially the implementation of suggestion of an ombudsman program. For them, this deployment would increase the customer satisfaction level as simpler problems could be identified and addressed in this system and there would be no need for travel to the location. This could improve a serious problem related to waiting time for service, identified as a poor point for all study participants.

To improve must have Ombudsman by phone. Should have a process for customers, in which case, it's us, technicians and nurses too (E12).

In contrast, despite the customer satisfaction in the categories mentioned above, all respondents said that they felt bothered by the wait time in waiting for the service to address the demands for the profession and COREN.

The waiting time bothers me sometimes are lost hours for things that would be resolved quickly (E7).

Waiting time. And it needs to wake up and see that we are here, working. Stop being passive (E8).

It is [...] I think it takes much care because there is too full, so depending on the time we take long to be served (E4).

The waiting time for long service contributes to the discontent on the part of users. This shows that the service must create strategies to optimize the timing of customer service decreasing discomfort and dissatisfaction on the part of the professional.²⁰

You have to pay attention to the importance of listening to employees; know their opinions and suggestions that collaborate to the improvement process. From the moment that customer satisfaction with the service is addressed and recognized, there may create adaptations and improvement strategies in order to maintain the

enchantment of its customer and show how much the service and its results exceed expectations.⁷

The measurement of customer satisfaction is one of the factors that determine the quality of services provided by a particular site. In the case of COREN, recognition of customer opinion, could contribute to its support and strengthening, since it favors the creation of links between professional and organ, and increasing their representation of it, which is the reason for its existence.^{4,6}

Regarding satisfaction of nursing staff in relation to COREN, there is a predominance of dissatisfaction (46,2% of respondents) when asked and is this more evident among nurses (66,7% are nurses and 33,3% nursing technicians).

The data show that dissatisfaction is higher among nurses, and observed that the more are the years of study, the greater the charges regarding the representativeness of the COREN and the fulfillment of its duties. It is inferred that many respondents have invested in training, but did not achieve the expected financial return, considering the current situation of nursing in the labor market. This can lead to dissatisfaction in the professional, since the search COREN a body that help fight for labor improvements involving the minimum wage and recognition. This dissatisfaction creates weakness in the relationship between professionals and COREN, and the creation of identity with it.

Overall, 30,8% of respondents say they are somewhat satisfied with COREN, and of these, 50% are nurses and 50% of nursing technicians.

Of all the respondents, none said being very pleased with COREN, and only 15,4% said they were satisfied, including all nursing technicians. No study participant nurse quoted satisfaction criteria in relation to COREN.

Meet customer satisfaction enables the body to access the actual needs, concerns and desires of its subscribers, stimulating discussions that will subsidize actions to be taken to improve the negative points mentioned and solidify the relationship with their subscribers. The satisfied customer transmits the other his satisfaction, advising the service and thus creating confidence in the body that oversees.

FINAL REMARKS

This study enabled us to understand that professional nursing, mandatory COREN customers, perceive the Council as an organ with great capacity for action towards improvements in the profession and describe

it as consistent with respect to its importance within the health context, but the majority points out that all the power COREN incorporates, is not used in order to cover nursing in concrete actions to improve the profession. In this sense, it is inferred that most health professionals sees the negatively COREN when the outlines of awkward shape, with weak legislation and non-transparent actions and relate it as inert in the struggle for integrity of minimum wage and compatible work shift for its clientele.

Among the many negative reports about the Council, highlights the dissatisfaction of the majority of the study subjects in relation to the payment of annuities established no criteria adopted to establish their value and the quality of the services provided with respect to waiting time, with the explicit inconvenience for the time lost in waiting for care. On the other hand, the improvement of the facilities and care provided was quoted as satisfactory criteria of quality of services provided.

Although these results are limited to the subjects of this study, it is not plausible to generalize at the sight of each inscribed with the COREN, it was revealed that there are needs to create strategies to improve the image of the Council in view of Nursing. It is essential that the knowledge gained through customer perception contributes to the service providers to create strategies in order to maintain the charm of its customers and thus obtain results that exceed the expectations of those who are the reason for the existence of an organization.

Further studies with other methodologies and other focuses are essential and mandatory to be made to the enrichment and understanding of the theme, contributing and expanding knowledge in this area is still relatively early.

REFERENCES

1. FN. A criação de conselhos profissionais e a delegação da atividade de fiscalização de profissões regulamentadas. Rev de Direito dos Adv da União [Internet]. 2012 [cited 2014 Feb 05];11(11):67-82. Available from: <http://jus.com.br/artigos/21519/a-criacao-de-conselhos-profissionais-e-a-delegacao-da-atividade-de-fiscalizacao-de-profissoes-regulamentadas>
2. Ministério da Saúde (Brasil). 5.905 de 12 de julho de 1973. Dispõe sobre a criação dos Conselhos Federais e Regionais de Enfermagem e dá outras providências. Brasília; 1973.
3. COREN-MG. Conselho Regional de Enfermagem de Minas Gerais. Jornal do COREN-MG; 2013:35.
4. D'Innocenzo M, Adami NP, Cunha ICKO. O movimento pela qualidade nos serviços de saúde e enfermagem. Rev Bras Enferm [Internet]. 2006 [cited 2014 Feb 05];59(1):84-8. Available from: <http://www.scielo.br/pdf/reben/v59n1/a16v59n1.pdf>
5. Uchimura KY, Bosi MLM. Qualidade e subjetividade na avaliação de programas e serviços em saúde. Cad Saúde Pública [Internet]. 2002 [cited 2014 Feb 06];18(6). Available from: <http://www.scielo.org/pdf/csp/v18n6/13251.pdf>
6. Lopes JL, Cardoso MLAP, Alves VLS, D'Innocenzo M. Satisfação de clientes sobre cuidados de enfermagem no contexto hospitalar. Acta Paul Enfer [Internet]. 2009 [cited 2014 Feb 06];22(2):136-141. Available from: <http://www.scielo.br/pdf/ape/v22n2/a04v22n2.pdf>
7. Antunes AV, Trevizan MA. Gerenciamento da qualidade: utilização no serviço de enfermagem. Rev Latino-Am Enfermagem [Internet]. 2000 [cited 06 Feb 06];(8)1:35-44. Available from: <http://www.scielo.br/pdf/rlae/v8n1/12432.pdf>
8. Polit DF, Hungler BP, Beck CT. Fundamentos da pesquisa em enfermagem/métodos, avaliação e utilização. Artes Médicas; 2006.
9. Fontanella BJB, Ricas JR, Turato ER. Amostragem por saturação em pesquisas qualitativas em saúde: contribuições teóricas. Cad Saúde Pública [Internet]. 2008 [cited 2014 Feb 07];24(1):17-27. Available from: <http://www.scielo.org/pdf/csp/v24n1/02.pdf>
10. Ministério da Saúde (Brasil). Conselho Nacional de Saúde. Resolução n. 466, de 12 de dezembro de 2012. Dispõe sobre diretrizes e normas regulamentadoras de pesquisa envolvendo seres humanos. Brasília; 2012.
11. Bardin L. Análise de Conteúdo. Portugal, LDA; 2011.
12. Ministério da Saúde (Brasil). Lei nº 7.498 de 25 de Junho de 1986. Dispõe sobre a regulamentação do exercício da enfermagem e dá outras providências. Brasília; 1986.
13. Lessa ABSL, Araújo CNV. A enfermagem brasileira: reflexão sobre sua atuação política. Rev Mineira de Enferm [Internet]. 2013 [cited 2014 Feb 21];17(2). Available from: <http://www.reme.org.br/artigo/detalhes/664>

Alvim ALS, Rocha RLP, Tadeu TCA.

Perception of nursing in relation to the...

14. Sousa VV, Cruvinel KPS. Ser portador de hepatite C: sentimentos e expectativas. *Texto Contex Enferm* [Internet]. 2008 [cited 2014 Feb 25];17(4):689-95. Available from: <http://www.scielo.br/pdf/tce/v17n4/09>
15. Cruz CF, Ferreira ACS, Silva LM, Macedo MAS. Transparência da gestão pública municipal: um estudo a partir dos portais eletrônicos dos maiores municípios brasileiros. *Rev Adm Pública* [Internet]. 2012 [cited 2014 Mar 02];46(1):153-76. Available from: http://www.scielo.br/scielo.php?pid=S0034-76122012000100008&script=sci_arttext
16. Silva LM. Contabilidade governamental: um enfoque administrativo. Atlas. 2009; (8)
17. Conselho Regional de Enfermagem. Resolução nº 435/2012. Fixa o valor de anuidades dos Conselhos Regionais de Enfermagem e dá outras providências. Brasília; 2012.
18. Kurgant P, Melleiro MM, Tronchin DMR. Indicadores para avaliação de qualidade do gerenciamento de recursos humanos em enfermagem. *Rev Bras Enferm* [Internet]. 2008 [cited 2014 Mar 04];61(5):539-44. Available from: <http://www.scielo.br/pdf/reben/v61n5/a02v61n5.pdf>
19. Lira WS, Cândido GA, Araújo GM, Barros MA. A busca e o uso da informação nas organizações. *Perspect Ciênc Inf* [Internet]. 2008 [cited 2014 Mar 04];13(1):166-83. Available from: http://www.scielo.br/scielo.php?pid=S1413-99362008000100011&script=sci_arttext
20. Santiago RF, Mendes ACG, Miranda GMD, Duarte PO, Furtado BMASM, Souza WV. Qualidade do atendimento nas Unidades de Saúde da Família no município de Recife: a percepção dos usuários. *Ciênc Saúde Coletiva* [Internet]. 2013 [cited 2014 Mar 05];18(1):[about 5 p.]. Available from: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1413-81232013000100005

Submission: 15/06/2014

Accepted: 26/09/2015

Published: 15/01/2016

Corresponding Address

André Luiz Silva Alvim
Av. Contorno, 4747
Bairro Funcionários
CEP 30110-921 – Belo Horizonte (MG), Brazil