CASE REPORT ARTICLE

ASSESSING THE USER SATISFACTION: THE EXPERIENCE OF THE WELCOMING YOUNG PROJECT

AVALIANO A SATISFACCIÓN DO USUÁRIO: A EXPERIÊNCIA DO PROJETO JOVENS ACOLEDORES

EVALUACIÓN DE SATISFACCIÓN DEL USUARIO: LA EXPERIENCIA DEL PROYECTO PARA LA JUVENTUD AMIGABLE

Lúcia Margarete dos Reis¹, Lorena Belentani², Lais Fernanda Ferreira da Silva³, Maycon Rogério Seleghim⁴, Ana Carolina Manna Bellasalma⁵, Magda Lúcia Felix de Oliveira⁶

ABSTRACT

Objective: to describe the practice of a university extension project that conducts the User Satisfaction Survey in a hospital service. Method: this is an experience report on the Welcoming Young Project, linked to the Ombudsman Office Service, by using data from a documentary source and arising from a reflective seminar involving the project team. Result: for the performance of the User Satisfaction Survey, we have used two assessment modes: spontaneous, it is a questionnaire that is self-completed by the user; and directed, through an interview script that is applied by students who are participating in the project, called Welcoming Young. We have observed the integration between knowledge and practice, experienced through the interviews performed by students together with users. Conclusion: it was realized that the User Satisfaction Survey, in the modality at stake, have represented the link between teaching, user and managers of the institution to promote actions aimed at improving the attendance quality. Descriptors: User Satisfaction; Hospital Services; Welcoming; Humanization of Care.

RESUMO

Objetivo: describir la práctica de un proyecto de extensión universitaria que realiza la Encuesta de Satisfacción del Usuario en un servicio hospitalario. Método: se trata de un informe de la experiencia del Proyecto Juventud Amigable vinculado al Servicio de Defensoría, utilizando datos de un documento de origen y resultante de seminario reflexivo envolviendo a equipo del proyecto. Resultado: para la realización de la Encuesta de Satisfacción los Usuarios son utilizados dos modos evaluativos: espontáneo, es un cuestionario que se auto-completa por el usuario; e dirigido, por medio de roteiro de entrevista aplicado por estudiantes participantes del proyecto, denominados jovens acolhedores. Observamos la integración entre conocimiento y práctica, vivenciada las entrevistas realizadas por los estudiantes junto a los usuarios. Conclusión: se percebió que la Encuesta de Satisfacción del Usuario, en la modalidad en cuestión, representó un puente entre la educación, el usuario y los gestores de la institución para promover acciones que visen la mejora de la calidad del atendimento. Descriptores: Satisfacción Del Usuario; Servicios Hospitalarios; Acolchamiento; Humanización de la Asistencia.

RESUMEN

Objetivo: describir la práctica de un proyecto de extensión universitaria que realiza investigaciones sobre satisfacción de los usuarios en un servicio hospitalario. Método: se trata de un informe de la experiencia del Proyecto Juventud de ayuda relacionada con el Servicio de Defensoría del Pueblo, mediante el uso de los datos de un documento de origen, y el resultado del seminario de reflexión que implica el equipo del proyecto. Resultado: la realización de la Encuesta de Satisfacción del Usuario dos modos de evaluación fueron el uso: espontáneo, auto-cuestionario completado por el usuario, y guiado a través de un esquema de una entrevista estructurada aplicada por los estudiantes que participan en el proyecto, denominado Juventud Amigable. Se observa en el análisis de los resultados y prácticas que en las entrevistas con los usuarios se observó. Conclusión: se observó que la Encuesta de Satisfacción del Usuario informó en el modo mencionado representaba el puente entre la educación, los usuarios y los administradores de las instituciones para promover acciones destinadas a mejorar la calidad de cuidados. Descriptores: Satisfacción del usuario; Servicios Hospitalarios; Reparto; Humanización de Cuidados.

¹Nurse, Master Student in Nursing from the PSE - Universidade Estadual de Maringá (UEM), Maringá (PR), Brazil. E-mail: luchiamargarete@gmail.com; ²Former-Volunteer Nurse from the Intoxication Control Center (Hospital Universitário Regional de Maringá (HUM)). (In memorian); ³Undergraduate Student of Nursing from the Universidade Estadual de Maringá (UEM), Maringá (PR), Brazil. E-mail: la_lfernandad@hotmail.com; ⁴Nurse, Master Student in Nursing from the PSE - Universidade Estadual de Maringá (UEM), Maringá (PR), Brazil. E-mail: macleghim@yahoo.com.br; ⁵Psychologist from the Intoxication Control Center (Hospital Universitário Regional de Maringá (HUM)). E-mail: sec-csol@uem.br; ⁶Nurse, PhD in Collective Health and Professor from the PSE - Universidade Estadual de Maringá (UEM), Coordinator from the Intoxication Control Center (Hospital Universitário Regional de Maringá (HUM)), Maringá (PR), Brazil. E-mail: mfloliveira@uem.br
INTRODUCTION

A means for the social control and the designing of quality in healthcare institutions is the assessment of the user satisfaction. The definition of satisfaction is complex and can only occur when the user needs and expectations are fully met and the expected results for the interventions were reached. For this purpose, the user should be considered in the assessment process; hence, to understand the user perception about the received care has been a concern of healthcare institutions, in order to improve the attendance and drive the care.1,2

The user satisfaction is a personal assessment, which is based on subjective standards of cognitive and affective nature, and is established by the comparison between the lived experience and the subjective criteria of the user.3 The knowledge of the degree of user satisfaction contributes to the managerial decision-making and the improvement of the interaction between the healthcare service provider and the user.3

Overall, the health assessment covers two dimensions: technical performance and relationship with the user. The first concerns the application of health knowledge and technology, in order to maximize benefits and minimize risks. As for the second, it focuses on the humanization of the user as part of the attendance quality, which demands reorganization of services and renovation of healthcare practices.4

The assessment of the user satisfaction is a decisive factor to the management of SUS healthcare services, since it provides a access route for population to demonstrate what it really thinks and aims thereof, by favoring the practice of welcoming its users. Experience shows that problems faced by users could be minimized by means of careful attitudes, with availability for an open listening to their needs and ability to guide their inclusion within the healthcare service.5

To know the perception of the patient and family about the received care has been a concern of researchers and professionals who are responsible for healthcare shares.6 In Brazilian hospitals, the Ministry of Health has developed actions aiming at providing quality services to the population. As one of the proposals to improve the attendance, the Brazilian Ministry of Health established, in the year 2000, the National Humanization Policy - Política Nacional de Humanização (PNH), aiming at enhancing the comprehensive care, i.e., resolute and humanized to the clientele.5

The preparation of this paper was motivated by the experience of the authors in the research activities on the user satisfaction of a healthcare service, and our objective is to describe the practice of a university extension project that promotes the welcoming and listening of the user in a healthcare hospital institution.

METHOD

This is an experience report about the participation of academics and healthcare professionals in the application and analysis of User Satisfaction Survey - Pesquisa de Satisfação do Usuário (PSU) performed through the university extension project “Welcoming Young: assessing the user satisfaction at the Hospital Universitário Regional de Maringá - HUM”.

The data stemmed from a documentary source and from a reflective seminar of the participating team, which helped in the preparation of the annual report of the 2011 project.

The documentary study matched the description of the methodological process of the User Satisfaction Survey at the HUM, by using the annual reports of the project, which were produced during the period 2007-2011, as a data source. The reflective seminar was attended by all members of the project in question and, for group discussion, data arising from records in field diaries were used, which were produced from January to December 2011.

After reading the reports, a critical content analysis was undertaken, because the seminar was aimed at consolidating information, in a process of reflection on the experience before the development of the PSU and the literature review as an allowance for the understanding of the proposal regarding actions to qualify the health assistance, aiming at building an annual report.

RESULTS AND DISCUSSION

The results of this current paper will be presented in two steps. The first is to describe the User Satisfaction Survey process of the HUM, and the second intends to discuss the experience of members of the Welcoming Young Project.

- The Satisfaction Survey process of the HUM

The Hospital Universitário Regional de Maringá (HUM) is a public hospital, associated with the Universidade Estadual de Maringá (UEM), which develops healthcare assistance activities, teaching and research. It is
designated as a teaching hospital and, due to its active operational capacity, can be ranked as a size III hospital.

Hence, due to its strategic importance in the network of healthcare assistance for the population of the Northwest of Paraná state and for the field of practices and training of healthcare professionals, it should be highlighted that we pursue humanization and quality for its services. The knowledge of the degree of user satisfaction, as an indicator of quality, contributes to the managerial decision-making and to subsidize actions that aim to improve the offered services to users of the aforementioned hospital.

By considering the importance of the ongoing assessment of user satisfaction regarding hospital services, the Hospital Universitário Regional de Maringá (HUM) holds, since 2007, the User Satisfaction Survey, which is coordinated by the Ombudsman Office Service and developed in a university extension project.

The assessment process was attended by all inpatients treated in outpatient units, aged over 18 years, and who were in favorable clinical conditions to answer the data collection instrument, or their caregivers, in cases in which users were younger than 18 years. The approach is performed in the customer healthcare sector, and the same just assesses those sectors and services directly used in the institution.

To perform the User Satisfaction Survey at the HUM, we have used two assessment modes: spontaneous mode and directed mode, through self-administered questionnaire and interview script, respectively.

The self-administered mode is the assessment type in which the user spontaneously answers a questionnaire and then deposits it filled out in the collection “ballots”, which are installed in the reception areas of the institution - in the Specialties Outpatient Unit, Emergency Room and Social Reception. The questionnaire is comprised of seven domains, covering attributes of hospital services: attendance at the reception; cleaning and organization of units/sectors; quality of meals; hospital signaling; intensity of noise / silence; quality of the received treatment/outcome and overall satisfaction with the attendance.

The directed interview is conducted by means of the direct approach to the users and / or caregivers, by performing individual interviews, in the sectors: Specialties Outpatient Unit, Surgical Clinic, Gynecological and Obstetric Clinics, Medical Clinic, Pediatric Clinic and Emergency Room, using a script semi-structured interview. When thinking also about the feasibility of the analysis of collected data throughout the interviews, we have stipulated the minimum performance of 100 interviews during the period of one month.

The interview script is adapted from the Discharge Questionnaire, which is comprised of one area intended to the collection of user sociodemographic data (age, gender, schooling, city of origin and length of stay), and another one, called specific part, composed of questions that assess the user satisfaction regarding the structure and the attendance process of eight services and / or hospital environments: reception, wards, nutrition service, radiology service, medical analysis laboratory/examinations collection, nursing staff, medical staff, and social service staff.

For data analysis of the specific part, we have used the Positivity Index (PI), which considers the number of affirmative and negative answers, obtained for each item. When the PI result is greater than or equal to 70%, it is considered that the user is satisfied with the provided service.

The sociodemographic and specific data are compiled and treated in a database, in the Microsoft Excel, and data concerning the users suggestions are subjected to the thematic content analysis.

The results are tabulated and presented in monthly reports, which are sent to the Head Office, Manager Collegiate and Health Local Board of the hospital in question, constituting an institutional tool of the Ombudsman Office Service, for ongoing assessment of quality of the provided care.

- Experience of the do Welcoming Young Project members

One of the challenges for the consolidation of the Unified Health System - Sistema Único de Saúde (SUS) is the way how services and work processes are organized, involving qualified professionals for facing the major health problems and engaged to the struggle for the right to health and life.

Nonetheless, when training professionals within the idealized profile for SUS, it should be realized that the field for practices does not fit into the “ideal reality” that students would like to experience, as proposed in theory. When coming upon a reality different from that treated in theoretical classes, the student is faced with two distinct pathways to go: adapt itself to the found reality or put itself at the disposal of the duty for
transforming the reality, in order to pursue the desired reality, according to the consolidation of SUS that the legislation in force proposes.12

From the viewpoint of the healthcare professionals training, the experience in university extension projects and a rapprochement with the users of healthcare services appear to be relevant to the University, as it enables the collective building of actions in a methodology that enhances the “learning by doing”, with emphasis on the building of university practice-based knowledge and the integration between the future professional and the community.

The university extension project “Welcoming Young: assessing the user satisfaction at the Hospital Universitário Regional de Maringá – HUM” which began its activities in June 2009, encompasses this proposal of making the student closer to the reality, by means of the conduction of the User Satisfaction Survey, where it has direct contact with the patient and his/her caregiver / family member, by promoting the consolidation of knowledge through practice..

The project is developed through a partnership among the Board of Nursing of the HUM, the Nursing Department and the Psychology Department of the UEM, and linked to the Ombudsman Office Service. The technical team of the project consists of professors from the Psychology and Nursing Departments, nurses and psychologists from the HUM, undergraduate and graduate students in Nursing and Psychology, being that these last ones are called Welcoming Young.

When taking into account that to accommodate the user in a humanized manner, it is necessary that the professional develops its capacity to dialogue with the another one, the Welcoming Young focus their attention on the welfare and comfort of the user at the time of interview, by seeking to minimize the negative aspects of illness and admission, in a humanized manner, using communication as main resource.13

The Welcoming Young perform, in practice, the welcoming and listening of the user, through its verbalization, without any pretense of therapeutic nature. The activity of active listening sets an important moment for the humanization of the assessment process of the User Satisfaction Survey, through the welcoming attendance to those who are being served.

Thus, the User Satisfaction Survey conducted by the Welcoming Young Project does not have as technical and operational objective only measure the user satisfaction and provide subsidies for actions of improvement in the attendance quality. Its greater objective is to promote the welcoming of the users during the application of the interview script, being extended beyond just reporting the complaints and get suggestions thereof for the improvement of the care provided by the HUM.

The data obtained by means of the interview have a significant connotation, since through the open listening, users are welcomed and they verbalize their experiences, feelings and expectations about the received care and the illness process itself, considering that people differ in the judgment of their perception with regard to the received care, as besides beliefs and values, they bring individual experiences from the received care.6

For the fulfilment of the technical-scientific process, which is recommended for the User Satisfaction Survey, an activities protocol was established, called “Standards for Performing the User Satisfaction Survey”, which contains the steps of planning, execution and analysis of the research results. This protocol is discussed in monthly meetings for the standardization of these steps.

For the approach of the patient, family member or caregiver, some criteria are adopted, such as the rapprochement and greeting in a cordial manner, with the initial presentation of the objectives of the User Satisfaction Survey, by punctuating the confidentiality of answers; application of the interview script, by combining the formal fulfilment of the answers to all questions and the respect to the user report, when it qualifies the answers and exposes its expectations, anguishes and anxieties arising from its admission and even from the illness process itself, by hearing it without opinion or issue comments and, at this time, promoting the welcoming.

Moreover, the conduction of integrative actions of teaching, research and extension, because this is a university extension project, occur by means of scientific publication and communication in events concerning the Health and Education areas, as well as through participation in periodic meetings for discussion on the progress of the Welcoming Young Project.

Among the facilities to perform the User Satisfaction Survey in this modality, it should be highlighted the existence of a support service to users, configured in the HUM.
Ombudsman Office Service, which seeks to investigate the user satisfaction to subsidize strategies for the improvement of care and to promote periodical meetings among members of the project for internal assessment of activities, by functioning as institutional articulator of the assessment process.

However, since it is a public healthcare institution, it should be realized that users see the service as something “donated” by the government leaders and not as a right to citizenship and health. So, the user tends to favor a positive assessment of the public healthcare institutions. One can infer, from this viewpoint, that the user feels afraid to expose a negative assessment of the service, due to its gratitude to the provided care, but the assessment of the satisfaction guided by less bureaucratic precepts needs to be performed, in order to empower users with citizenship principles.

**FINAL REMARKS**

The combination of assessments appears to contribute to the understanding of the reality from several angles, by allowing us to deepen an interdisciplinary discussion in an interactive way and providing subsidies for the directioning of the care and planning future quality programs.

In the activities developed in the Welcoming Young Project for the User Satisfaction Survey, we have observed the importance of the integration between knowledge and practice, experienced through the interviews performed by students together with users. It is noticed that the User Satisfaction Survey is the bridge between the user and the managers of the institutions, considering that users assess the received care and the results serve as subsidies to promote actions aimed at improving the attendance quality.

The User Satisfaction Survey encourages us to promote changes regarding the services provided to the users, but, mainly, to think up about new behaviors that bring improvement in the coexistence between professionals and users. It is noteworthy that the “be all right” of the user, surely, is the feedback for all professionals of the healthcare institutions, thus bringing them satisfaction and professional growth, as well as quality for the healthcare service and for everyone’s life.

Whether the opinion polls are a powerful management tool, since they can reveal users expectations and, thus, guide improvement actions, through the application of the interview scripts, the users were welcomed by the young students, by means of a careful attitude and available for an open listening to their needs, by unveiling their perception about the attendance and care received at the institution.

**REFERENCES**

9. Torres MM, Andrade D, Santos CB. Punção venosa periférica: Avaliação de desempenho...
Assessing the user satisfaction: the...