Performance and Patient satisfaction in Public Health Service Organizations (PHSO) in Eastern Province of Sri Lanka

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Abstract — Organizational activities are based on key service lines, customers, resources, and learning & growth. These four aspects that are based on the balanced scorecard (BSC) are used for understanding performance of an organisation. Customers are patients who get treatment in different key disease service lines. Patient satisfaction represents degree to which they perceive that their needs are fulfilled in different key disease service lines. Objectives of this study are to determine factors affecting performance of PHSOs; to know factors influencing on patient satisfaction in public health service organizations and to determine the relationship between performance of PHSOs and patient satisfaction. 100 employees were selected as sample size for answering performance. 100 patients were also selected as sample size for answering patient satisfaction in this study. Questionnaires were used to collect responses from employees and patients. Primary data have been collected during the period of first quarter of 2013. Collected questionnaires have been analysed by factor analysis, correlation and regression analysis. Study found that patient, key service line, learning & growth and resource have been identified as factors influencing the performance of public health service organizations. Patient satisfaction is determined by human element, non-human element and servicescapes factors. Relationship between performance of public health service organization and patient satisfaction are tested by correlation and regression followed by factor analysis. Pearson correlation value is higher than 0.662. This indicates that performance of PHSOs is correlated with patient satisfaction. Value of R is 0.662. There is a high strength of association between performance of PHSO and patient satisfaction. Value of R square is 0.438. There is a moderate degree of association between performance of PHSO and patient satisfaction. Value of adjusted R square is 0.432. There is a moderate degree of association between performance of PHSO and patient satisfaction. In this study, non- standardized beta coefficient for corporate performance is 0.544. When there is an increase in corporate performance by one unit patient satisfaction increases by 0.544 unit. Patient satisfaction [$\check{Y}_i$] = 1.460 + .5443 * corporate performance.

Index Terms — Balanced Score Card, Eastern Province, Performance, Patient satisfaction, Public Health Service Organizations, Sri Lanka