

عنوان مقاله:

Identification of Effective Dimensions and Factors on Improving Patient Relationship Management Strategy in Kerman City Hospitals, Iran : A Qualitative Study

محل انتشار:

مجله تحقیقات کیفی در علوم بهداشتی، دوره 7، شماره 4 (سال: 1397)

تعداد صفحات اصل مقاله: 14

نویسندگان:

Mahmood Nekoie-moghadam - Professor, Department of Health in Disaster Management, Research Center for Health Services Management, Institute for Futures Studies in Health, Kerman University of Medical Sciences, Kerman, Iran

Mohammadreza Amiresmaili - Associate Professor, Department of Health Care Management, Research Center for Health Services Management, Institute for Futures Studies in Health, Kerman University of Medical Sciences, Kerman, Iran

Vida Kardan-moghadam - MSc in Health Services Management, Research Center for Health Services Management, Institute for Futures Studies in Health, Kerman University of Medical Sciences, Kerman, Iran

Yunes Jahani - Assistant Professor, Department of Biostatistics and Epidemiology, School of Public Health, Kerman University of Medical Sciences, Kerman, Iran

خلاصه مقاله:

Introduction: The patient relationship management is a comprehensive strategy of reception, preservation, and cooperation of customers and gaining information about them as much as possible to create increased value for both the organization and customer. Achieving this goal in hospitals increases patient satisfaction, trust, and commitment. Therefore, this study aimed to determine the dimensions and affecting factors in boosting patient relationship management strategies in Kerman City hospitals, Iran, in ۲۰۱۵. **Method:** This functional qualitative-correlation study was conducted through phenomenological method in the city of Kerman. The research participants were ۱۵ male and female managers, experts, physicians, assistants, nurses, and scholars in the field of healthcare and treatment, and also patients and their companies in public and private hospitals in Kerman City. **Results:** The six dimensions of "identifying and attracting the patient", "patient participation", "patient confrontation", "patient empowerment", "understanding patient's expectation", and "patient relationship" were identified as general criteria of patient relationship management in hospitals. **Conclusion:** Regarding the results, familiarization of hospital managers with the importance of the issue of patient relationship management must be conducted by Kerman University of Medical Sciences. Provision and operationalization of practical and theoretical guidelines for the implementation of patient relationship management strategies in three domains of staffs, equipment, and procedures are suggested.

کلمات کلیدی:

Physician-patient relations, Nurse-patient relations, Patient Satisfaction, Teaching hospitals, qualitative research

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/2046140>



