

Patient Satisfaction with the Pharmacy Services A Survey of Patient Expectation and Experiences

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Abstract

This study explores patient satisfaction with pharmacy services by examining both patient expectations and experiences. A survey was conducted to assess how well pharmacy services meet patient needs, focusing on various aspects such as medication management, staff communication, wait times, and overall service quality. The results reveal that while patients generally express high levels of satisfaction with the professionalism and helpfulness of pharmacy staff, certain areas, such as wait times and the availability of specific medications, were identified as opportunities for improvement. The study also highlights the importance of clear communication, personalized care, and efficient service in shaping patient perceptions of pharmacy services. Understanding these factors can help pharmacy providers enhance the patient experience, increase patient loyalty, and improve overall service delivery. The findings suggest that ongoing assessments of patient expectations and experiences are essential for maintaining high levels of satisfaction and ensuring that pharmacy services meet the evolving needs of the population.

Keyword: Patient satisfaction, Patient Expectation And Experienced Hospital Pharmacy Services And Community Pharmacy Services.

1. INTRODUCTION

The pharmacist's position has evolved during the past 20 years. Pharmacists increasingly provide pharmaceutical care in addition to just dispensing medications[1]. A patient's assessment or appraisal of medical treatments might be considered a measure of patient satisfaction[2]. Being one of the most important elements of health care quality[3], it is also a critical component of quality control and improvement in health care systems and, as such, is a significant indicator of the quality of services rendered[4]. It is also seen as a crucial component of health care systems' sustainability and viability[5]. A health care recipient's response to significant elements of the circumstances, procedure, and outcome of their service experience is known as patient satisfaction. Patients' pleasure is a perception, an emotion, and a sensation. It results from how patients evaluate their experiences receiving hospital treatments; it includes both internal and exterior likes and dislikes[6].

Patient satisfaction is used to gauge the quality of medical care and pinpoint possible areas for enhancement to boost the system's efficacy. The most happy groups were older, less educated, and of Indian and Chinese ethnic backgrounds, according to local research done among patients who visited public health clinics[7]. An update on the variables related to patient satisfaction was necessary as pharmacy services in the public health clinics have grown over time.

Numerous surveys have been created to gauge how satisfied patients are with pharmacy services, including the Pharmacy Services Questionnaire (PSQ). The feasibility and durability of health care services are significantly influenced by patient happiness, a humanistic outcome that is commonly reported[15]. Through patient evaluation, objective and subjective testing of illness parameters, continuous follow-ups, and cooperation with other healthcare professionals, these specialized service models integrate the concept of qualified pharmacists offering pharmaceutical treatment or disease management. Numerous cutting-edge pharmacy-based services have been created and evaluated in the past ten years, and they have shown promising results in a range of clinical domains, such as diabetes, osteoporosis, asthma, and cardiovascular disease[8].

Based on the patient's experience obtaining medical care, patient satisfaction is defined as each patient's emotions, feelings, and perception issues[9]. Patient satisfaction is evaluated by comparing the patient's expectations with the degree of sentiments that result from the health care they received. It is impossible to separate assessing patient happiness from evaluating the caliber of medical care[10]. Five assessment dimensions tangibles (direct evidence), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (care)—can be used to gauge patient satisfaction in relation to service quality[11]. Recent research indicates that when a pharmacist interacts with consumers and gives them comprehensive explanations, they are more happy with the pharmacy's services, among the prescriptions. 61.2% of patrons expressed dissatisfaction over the pharmacist's explanations. The research had a total of 287 respondents, 149 of whom (51.9%) expressed satisfaction with the services offered by pharmacies. Of the 304 respondents, 48.2% expressed satisfaction with the pharmacy's services. Most clients said they were happy with the pharmaceutical services. Of those surveyed, 56.6% expressed dissatisfaction with the pharmaceutical services [10-11]. The patient Another important metric for evaluating the caliber of services in various patient care settings is satisfaction

Programs, systems, and services. These metrics are useful for enhancing medical treatment and for guaranteeing increased adherence^[12]. It is also an essential tool for tracking the progress and caliber of enhancement of the systems that deliver health care^[13]. Studies on patient satisfaction are helpful for establishing a starting point for new tactics. An evaluation of patients' contentment is required to maximize the use of resources. Numerous investigations have been carried out globally to assess how satisfied patients are with the services provided by community pharmacies^[14].

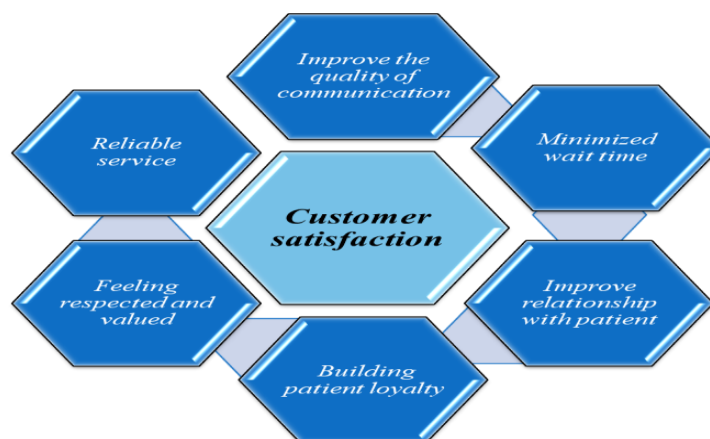


Figure : 1

2. METHODOLOGY:

2.1 Study design and population:

A self-made questionnaire was distributed to 30 hospital pharmacy patient and 20 community pharmacy who agreed to participate in the study. The outcome of the study were to evaluated the level of satisfaction, experienced and expectation.

2.2 Study Procedure:

Data were collected using a semi structured questionnaire to obtain information to participant satisfaction, experienced and expectation related to patient. The data were collected through the face to face interviews to minimize the risk of any possible misinterpretations by the participants or having incomplete surveys.

2.3 Location of study : Wardha

Wardha district is located in the central part of India. Wardha district is located on the north eastern side of Maharashtra state. It is bound on the west and north by Amravati district, on the south by yavatmal district, on the south-east by chandrapur district and on the east by Nagpur district. The boundaries with the Amravati and yavatmal districts are identified by the river Wardha. Wardha district is a part of Nagpur revenue division. The Wardha district covers an area of 6309sq km, which is 2% area of the Maharashtra state.

2.4 Study Population:

We were studied about 50 patients of Hospital and Community pharmacy in our locality (Wardha district). In between we do the survey of total 50 patient in which 30 are hospital pharmacy patient and remaining 20 community pharmacy patient.

3. QUESTIONNAIRE

Topic Name: Patient Satisfaction With Pharmacy Services: “A Survey Of Expectation And Experiences”

Name:

Age: Gender: Male Female

Qualification: Address:

1. What is your preferred Way to communicate with the pharmacist?

a) Online b) Offline

2. How often do you visit the pharmacy ?

a) Daily b) Weekly

c) Monthly d) Rarely

3. Do the pharmacist explain your medication clearly?

a) Yes b) No

4. Do the pharmacist provide written information on your medication?

a) Yes b) No

5. Do the pharmacist answer your question about medication ?

a) Yes b) No

6. What is the most important factor to you when choosing a pharmacy ?

a) Location b) Availability of medication

c) Speed of service d) Other

7. Is the pharmacist knowledgeable?

a) Yes b) No

8. Do you receive your medication in a timely manner?

a) Yes b) No

9. How important is it for you to have a pharmacy open 24/7 ?

a) Very important b) Somewhat important

c) Not very important d) Not as or important

10 .what do you expect from pharmacy?

a) Convenient location b) Helpful staff

c) Accurate prescription filling d) All of the above

11. Do you expect pharmacist to offer guidance on OTC (Over the counter) medication?

a) Yes b) No

12. Do you complaint any product to pharmacist?

a) Yes b) No

13. Do the pharmacist listen actively to your concern?

a) Yes b) No

14. How you experience any issue or problem in service?

a) Yes b) No

15. Do you satisfied with pharmacist explanation of your medication?

a) Yes b) No

16. How would you rate the clarity information provided by pharmacist?

a) Excellent b) Good c) Average d) Poor

17. How would you rate the pharmacist communication skill?

a) Excellent b) Good c) Average d) Poor

18 .How could you rate the overall satisfaction with pharmacist?

a) Excellent b) Good c) Average d) Poor

19 How could you rate the overall services provided by pharmacist?

a) Excellent b) Good c) Average d) Poor

20 How is your experience with pharmacy?

a) Excellent b) Good c) Average d) Poor

21 Do you have any additional comment for improving the pharmacy Service?

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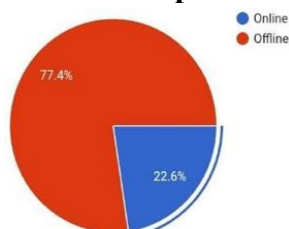
Student name: Ms. Punam Waratkar ,Mr. Pranay Akhade, Ms. Samiksha chaudhari.

4. RESULT

Data generation and analysis of patient satisfaction from pharmacy services

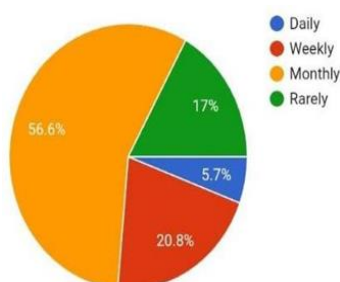
Considering all the parameters from the data of 50 patients we surveyed, we had generated following data and analyzed it accordingly.

1) Count of preferred way to communicate with the pharmacist?



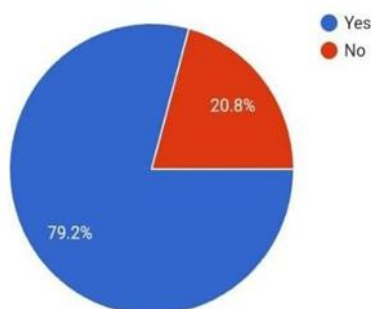
According to the analysis of data obtained in survey it has been observed that 77.4% patient who preferred the offline way to communicate with the pharmacist and 22.6% of patient preferred the online way.

2) Count of visit of pharmacy?



1. According to the analysis of data obtained in survey it has been observed that 56.6% patient visit the pharmacy monthly.
2. 20.8% patient visit the pharmacy weekly.
3. 5.7% patient visit the pharmacy daily
4. 1.7% patient visit the pharmacy rarely.

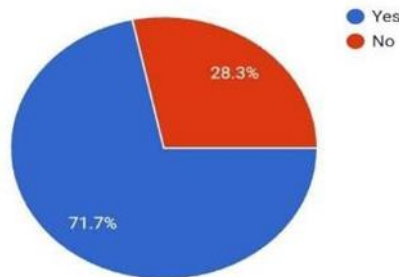
3) Count of the patient opinion about pharmacist explain medication clearly?



1. According to the analysis of data obtained in survey has been observed that 79.2% pharmacist explain medication.
2. 20.8% of patients opinion about pharmacist is not explain the medication clearly.

4) Count of pharmacist provide written information on your medication?

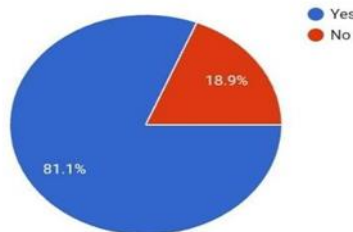
53 responses



1. According to the analysis of data obtained in survey it has been observed that 71.7%.
2. 28.3% of patient opinion about pharmacist is not provide written information on medication.

5) Count of patient opinion about pharmacist answer the question of medication?

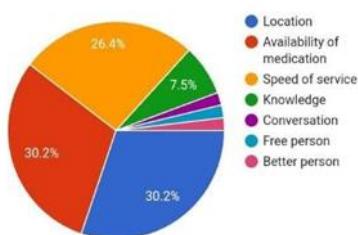
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1. According to the analysis of data obtained in survey has been observed that 81.1%.
2. 18.9% of patient opinion about pharmacist is not provide answer about medication.

6) Count of patient opinion about choosing the pharmacy?

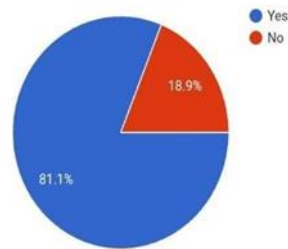
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1. According to the analysis of data obtaining in survey it has been observed that 30.2% of patient choose the factor of availability of medication while choosing the pharmacy.
2. 30.2% of patient choose the factor of location while choosing the pharmacy.
3. 26.4% of patient choose the factor of speed of service while Choose pharmacy
4. 13.2% of patient choose the factor of others while choosing the pharmacy.

7) According to patient opinion about pharmacist knowledgeable?

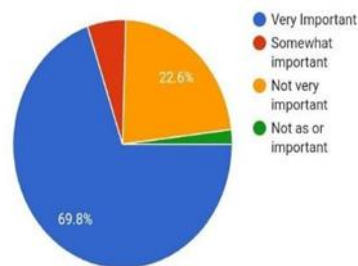
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1. According to analysis of data obtaining in survey it has been observed that 81.1% patient give the opinion about pharmacist are knowledgeable.
2. Opinion of 18.9% patient is the pharmacist are not knowledgeable.

8) Count of importance of patient opinion about pharmacy open 24/7?

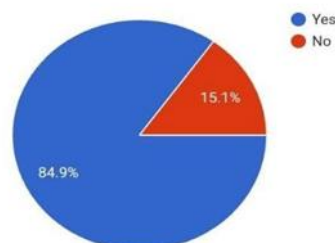
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1. According to patient opinion 69.8% of patient are says that very important are opening of pharmacy24/7.
2. 22.6% of patient opinion are not very important Opinion of 18.9% patient is the pharmacist are not knowledgeable.

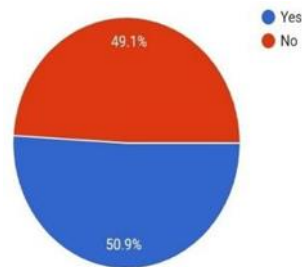
9) Count of patient expectation about guidance offer by pharmacist on OTC medication?

53 responses



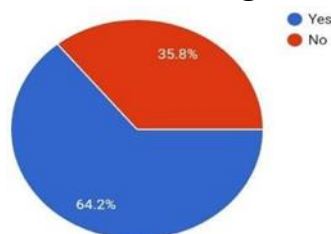
1. According to survey 84.9% patient expect the guidance offer by pharmacist on OTC medication.
2. 15.1%patient does not expect the guidance offer by the pharmacist on the OTC medication.

10) Count of patient complaint of any product to pharmacist?



1. According to survey 50.9% patient does not complaint of any product to pharmacist.
2. 49.1% of patient complaint of any product to pharmacist.

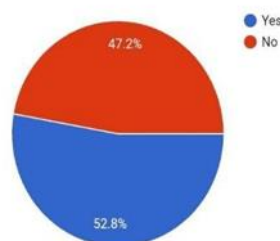
11) Count of patient opinion about pharmacist listening their concern actively?



1. According to survey 64.2% patient opinion about the pharmacist listening their concern actively.
2. 35.8% of patient opinion about the pharmacist dose not listening their concern.

12) Count of patient about experiencing any issue in the service?

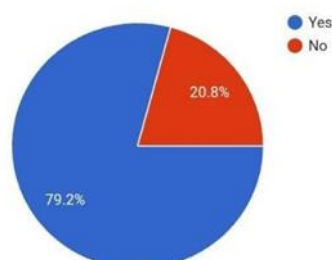
53 responses



1. According to the survey 52.8% of patient experiencing issue in the service.
2. 47.2% of patient does not experience any issue in the service.

13) Count of satisfaction of patient about pharmacist explanation on medication?

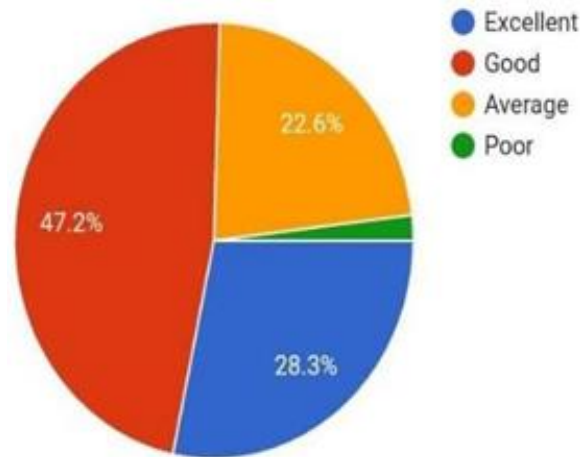
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1. According to this survey 79.2% of patient are satisfied from the pharmacist explanation.

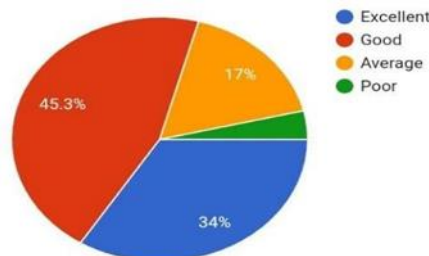
2. 20.8% are not satisfied from the pharmacist explanation.

14) Count of patients rating to pharmacist communication skill?



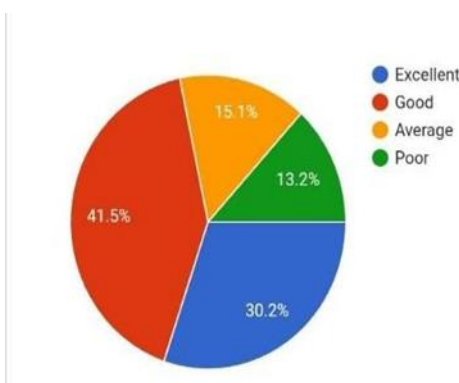
1. According to the survey 47.2% of the patient rate the pharmacist communication skill “Good”.
2. 28.3% of the patient rate “Excellent”.
3. 22.6% of the patient rate “Average”
4. 1.9% of the patient rate “Poor”.

15) Count of patient experience with pharmacy?



1. According to the survey 45.3% of the patient rate the experience with pharmacy “Excellent”.
2. 34% of the patient rate “Good.”
3. 17% of the patient rate “Average”.
4. 3.8% of the patient rate “Poor.”

16) Count the rate of patient opinion overall services provided by pharmacist?



1. According to the survey 41.5% patient rate the overall services provided by the pharmacist “Good”.
2. 30.2% of the patient rate “Excellent”.
3. 15.1% of the patient rate “Average”.
4. 13.2% of the patient rate “Poor”.

CONCLUSION

We can conclude that, As per our report of analysis of survey, the patient satisfaction level is high with the pharmacist on the basis of their experiences. And the patient are satisfied with overall services. Patient are satisfied with pharmacy services and so that their expectation are low.

The patient does not have the very much expectation from the community pharmacy and hospital pharmacy and they are satisfied with good communication skill of pharmacist and fast service provided by the pharmacist.

The respondent tends to show the high satisfaction towards the privacy of conversation the counseling time medication precaution and side effect and the medication storage condition.

According to report we are conclude that much more patient are satisfied with overall services provided by the pharmacist.

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