

EFFECT OF POSTMODERNISM ON HEALTHCARE ACCREDITATION AND MULTI-DIMENSIONAL QUALITY MODEL

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Objectives

World Health Organization (WHO) has defined Health as "It is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". In postmodern era, this definition of WHO has begun to be fully implemented and not only quality but also features such as diversity, presentation, image and aesthetics have begun to be sought in health services. Complexity of postmodernism has also been reflected in health services and more well-being beyond cure of diseases has begun to be expected. In this study, effect of Postmodernism on quality and accreditation in health services is discussed and it is aimed to add different dimensions to health services quality system.

Methods

Quality dimensions which are building blocks on the way to health services accreditation have been revised with effects of Postmodernism.

Conclusion

Due to improving in health literacy, health care consumers can choose health institution and doctor who both identify problem and give the best solution. Although expectations and processes become more complex in Postmodern era, when health sector is out of disease and in state of health promotion, its impact on health services quality and accreditation will guide development of future accreditation standards.

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Results

In Postmodern era which has been experienced after modernism and we are in now, it has been seen that a multidimensional quality model is needed as in Figure.1 in order to ensure continuity and development of health services accreditation. According to Multi-Dimensional Quality Model in Health Services (MDQ, Kayral, 2014) in Figure.1, quality dimensions that need to be developed can be summarized as follows;

1-Technical Structure Quality of Health Services: People of postmodern era can access information quickly due to convenience brought by technology and therefore they are now very knowledgeable about treatment options, medical drugs and materials. For this reason, both health institution and health employees should improve themselves more.

2-Technical Process Quality of Health Services: It is process in which all techniques, treatment and examination are given. With development of technology in postmodern period, it is possible to facilitate processes in health services. In postmodern era, right technology should be used in right and necessary areas for quality of health care.

3-Technical Output Quality of Health Services (Clinical Quality): They are results of all examination, diagnosis and treatment services. Holistic approach in health services has come to fore with awareness of individuals in postmodern era.

4. Functional Process Quality of Care Services: In care process, a patient-centered process is created by acting with perception that each individual is unique and different. It is known that there is no generalization in features of the postmodern period and that patients wants special products and services. It should approach patient in a holistic way and provide necessary psychological support, education and care.

5. Technical Structure Quality of Hospitality and Support Services: In postmodern period, image and visuality have become more important. For this reason, individuals evaluate institutions they receive service with their visuals. These visuals include all elements such as structure of building, its appearance, presentation of food, its taste and attitude of staff. Even if treatment of individuals is very good, they may find health institution of poor quality due to staff whose behavior is not good.

6. Functional Output Quality of Hospitality and Support Services: In postmodern period; time and ease of transactions are important for individuals. With development of health technology, length of stay in hospitals is decreasing, and with increase in digital health applications, waiting times in hospitals are decreasing.

Figure 1. Multi-Dimensional Quality Model (MDQ) in Health Services (Kayral,2014)

