

Improving Performance for Private Practice Midwife through Online Client Satisfaction Survey

D.SURYANINGSIH¹, NUWIRMAN²
MOMENTUM Private Healthcare Delivery

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INTRODUCTION

- Quality health services are a fundamental right for every individual. In Indonesia, private midwife practice plays an important role on providing services for woman's reproductive health, pregnant women, delivery, and newborn care.
- To improve the quality of these services, understanding the level of patient satisfaction is something that cannot be ignored. Therefore, patient satisfaction surveys are a very useful tool to measure the effectiveness and quality of services provided at private midwife practice.

AIM

- Through this survey, it will be identified which factors in midwifery services need to be improved, as well as what factors have provided positive experiences
- Provide feedback to **Indonesian Midwife Association (IMA)** in general and **private midwife practice (PMP)** in particular, to maximize their capacity on midwifery services and perform a holistic and a more person centered care services.

METHOD

- The survey conducted in 3 areas: Kediri District, Bojonegoro District in East Java Province, and Makassar City in South Sulawesi Province
- Sample was selected from 10% of the total number of private midwife practice (PMP): Bojonegoro District **39** out of 389, Kediri District **37** out of 374, and in Makassar City was **37**, which was the total number of PMP in the city
- From the selected PMP, the patient sample was calculated according to Krejcie and Morgan plus an estimated non-response rate of 20%
- Data collection is carried out online with the client's consent by sending a survey link via short message to be distributed randomly to PMP clients.
- Data was analyze using guideline from *PERMENPAN* No. 14 of 2017 regarding Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units*

RESULTS

Perception Value	Interval Score	Interval Conversion Score	Quality of Services (x)	Performance Services Unit (y)
1	1,00 – 2,5996	25,00 – 64,99	D	Not good
2	2,60 – 3,064	65,00 – 76,60	C	Fair
3	3,0644 – 3,532	76,61 – 88,30	B	Good
4	3,5324 – 4,00	88,31 – 100,00	A	Very good

The results of the survey data collection calculated from the interpretation of the total score of the client survey data analysis in *Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (PERMENPAN)* or Ministry of State Apparatus Empowerment and Bureaucratic Reform No. 14 of 2017 concerning Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units.

The calculation of the interval value is the client's assessment score with a range of 1-4 for each satisfaction element answered by the client who filled out the survey, then from this score the median value is calculated to be categorized based on the interval value scale. The results of the conversion of the calculation of each satisfaction element in this survey can be seen in Table below

The client satisfaction survey private practice midwife results show that almost all services are **Fair**. Only friendliness of communication provided to patients is **Very Good**.

Points of Services	Score of Perception	Score of Conversion	Quality	Performance
1. Clarity of information provided to patients	3	75	C	Fair
2. Patient understanding of service procedures	3	75	C	Fair
3. Speed of service	3	75	C	Fair
4. Affordability of service fee	3	75	C	Fair
5. Satisfaction with service received	3	75	C	Fair
6. Competency and ability of service providers	3	75	C	Fair
7. Friendliness of communication provided to patients	4	100	A	Very good
8. Quality of facility	3	75	C	Fair
9. Availability of complain channels	3	75	C	Fair
10. Follow up from complain channels	3	75	C	Fair
Average				Fair

- The survey was looking at 10 different points of services in midwifery practice provided by the PMPs
- The score perception was converted into performance, based on client's experience of care.
- All areas of points of care has a quality of C (fair), except for the point of care regarding -the friendliness of midwives in providing services which has a quality value of A (Very good).

CONCLUSIONS

1. Private midwife practice already showed an excellent images by its friendly nature
 2. Private midwife practice need to improve their quality of services related with
 - a) Timely services
 - b) Facilities and Infrastructure in the waiting room and examination room
 - c) Providing more clear information to the Community
- Recommendation:**
- Conduct additional services to attract client such as mother class, pregnancy exercises, yoga, baby treatment and other complementary midwifery care
 - IMA need to conduct routine monitoring and evaluation, and conducted clinical updated through IMA branch in provinces and districts

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REFERENCES

Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi (PERMENPAN) or Ministry of State Apparatus Empowerment and Bureaucratic Reform No. 14 of 2017 regarding Guidelines for Compiling Public Satisfaction Surveys of Public Service Provider Units

CONTACT INFORMATION

FOR MORE INFORMATION

www.USAIDMOMENTUM.org | Damaryanti
Suryaningsih | DCOP MPHD |
damar.Suryaningsih@ihpiego.org



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