

ABSTRACT
**A RESEARCH FOR INTERNAL AND EXTERNAL PUBLIC RELATIONS
IN PRIVATE HEALTH CARE PRACTICE**

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Patients / relatives of patients who are the target audience of healthcare institutions needs and expectations are sophisticated compared to other sectors. This situation force institutions customers (patients) needs and satisfaction to be taken more sensitive.

The purpose of the research made recommendations that were conducted by health organizations public relations activities to measure the adequacy and patients reflections in the light of the information obtained as a result of survey. For this purpose, the scope of work consisted of patients who benefit from the services in Aydin province hospital and private hospitals public relations.

In this thesis two separate surveys have conducted for hospital patients and hospital staff. A questionnaire to be administered to the patients and staff from two separate kinds of questions and propositions were formed. Propositions are scaled with Likert scale. When the questionnaire prepared literature on this subject searched and benefitted from previous thesis. Research data were analyzed using SPSS statistical software.

Result of the research applied in health care and patient satisfaction public relations programme within the organization on the functioning of the program is to what extent the companies in the healthcare sector what can be done in this regard has tried to expose.

Keywords: Private Health Institutions, Public Relations, Patient Satisfaction