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TITLE: Evaluation of the peritoneal dialysis patients' satisfaction living in Aydın and İzmir; an ampiric study

SUMMARY

Advances in technology and increasing competition has lead to important developments in various areas. These changes affected various industries, so that industries had to go over and to review their management styles, services, quality and customer management systems. Those trends had also affected health industry.

After the health industry is recoqnotion patients as customers, the health service organizations started evaluating the needs of patients scientifically, and offering services that satisfy patients, instead of offering what they want and wait for patients to use those services. Those kind of thinking has lead to concept of improved quality in service, and patient satisfaction.

The objective of this study is to measure the level of satisfaction of chronic renal failure pations from the peritoneal dialysis treatment. To this end, a survey was conducted on 117 patients receiving PD treatment in five hospitals in Aydın and İzmir. The results of the survey, is interpreted by applying regression and factor analysis.

According to the results of the study, the most important factor that affects the satisfaction level of patients is doctor, then nurse and those followed by educational opportunities and physical conditions of the hospital. The hospitals that patients in the study were treated in, has met the needs of patients in general, and %68 of patients were very satisfied with the service they receive.

KEY WORDS: Health Services, Service Marketing, Customer Satisfaction, Patient Satisfaction.