



# Quality of pharmacy services: Evaluation of patient satisfaction

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## Introduction:

### Background:

- Hungarian community pharmacies run under strict professional laws and regulations,
- These laws provide the minimum requirements to operate a pharmacy, and do not focus on the need of the customers/patients,
- No tools available tailored to pharmacy services to measure the quality of pharmacy services from the stakeholder side,

### Aim:

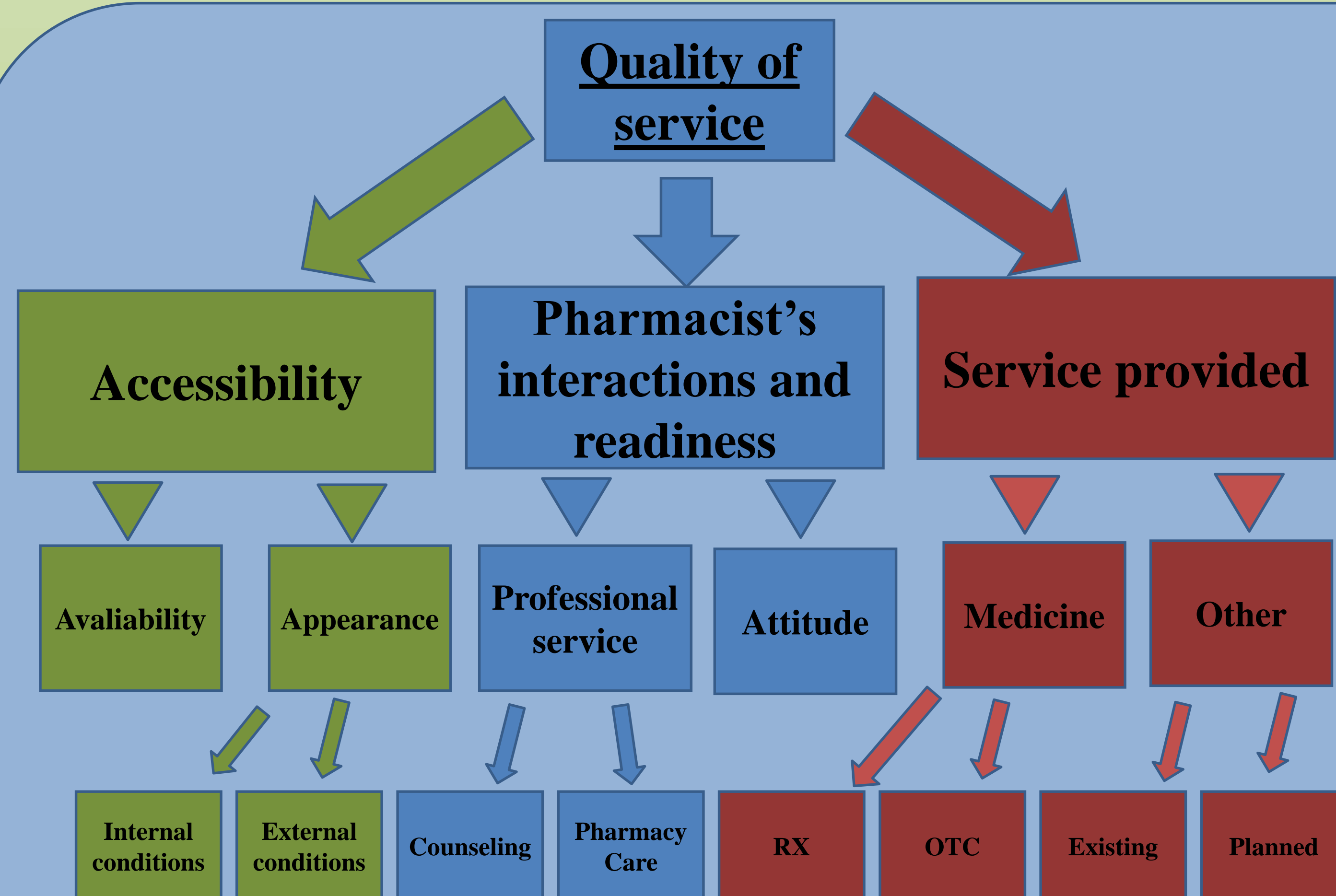
- Construct a questionnaire - assessing patient's satisfaction in Hungarian community pharmacies and validate this tool

## Method:

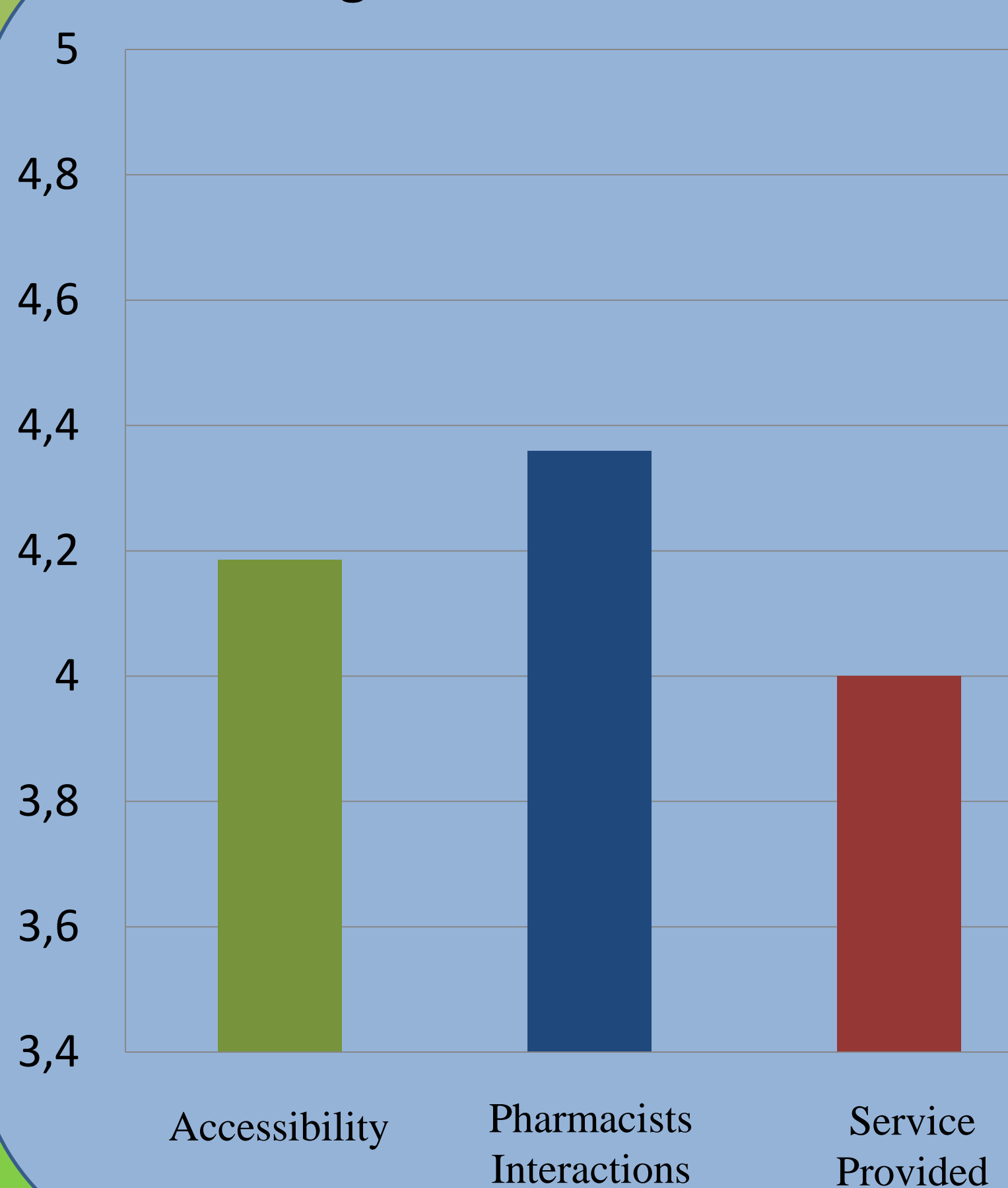
- SERVQUAL model adapted for pharmacy services
- Dimensions:
  - Accessibility,
  - Pharmacist's interactions and readiness,
  - Services provided.
- Approximately ten questions in each dimension
- Evaluation: 5 grade Likert-type scale
- Validated on a focus group pilot study – 50 questionnaires were distributed to all the 20 participating pharmacies to different regions of Hungary before the study

## Results:

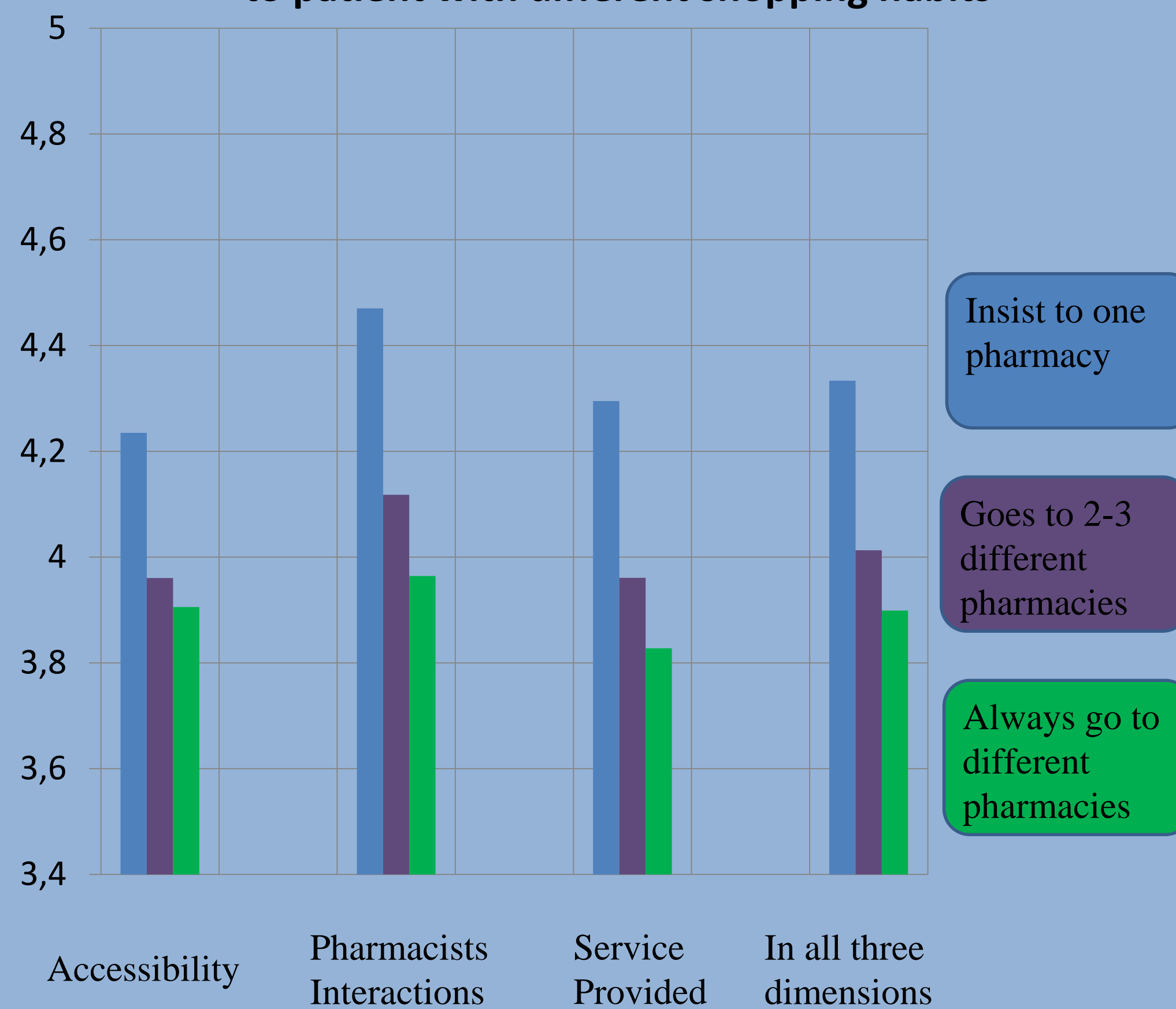
- First study to establish a validated questionnaire to measure patient satisfaction with community pharmacies in Hungary,
- Response rate of the questionnaires: 90,7%
- Participants mainly rated their satisfaction with the pharmacy services as good or above good,
- Loyalty and the level satisfaction showed a good correlation,



Averages in each dimension



Patient satisfaction of each dimensions compered to patient with different shopping habits



## Summary:

- This study was the development and deployment of a tool to measure patient satisfaction in Hungarian community pharmacies.
- The three measured dimensions showed relatively high satisfaction levels
- The general satisfaction was the highest in case of those patients who insist to one pharmacy
- This initial study can be the basis of further similar investigations based on SERVQUAL method and adapted for Hungarian pharmacy conditions



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