

User satisfaction in the affiliation to Seguro Popular modules

La Satisfacción del usuario en los módulos de afiliación del Seguro Popular

Satisfação do usuário nos módulos de afiliação do Seguro Popular

La satisfaction des utilisateurs dans les modules d'affiliation au Seguro Popular

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Abstract

Objective: Identify the level of patient satisfaction (user) with respect to the perception of quality with the services received by the affliator of Seguro Popular (SP).

Materials and Methods: A Prospective and cross-sectional descriptive study was carried out in the affiliation and orientation modules (MAO) of the municipality of Cárdenas, Tabasco. A mixed survey instrument was applied, designed based on the State Health Services Supervision and Monitoring Model (MOSSSES for its initial in Spanish), the State Regimes of Social Protection in Health at the national level until 2016, the sections of "attention" and "waiting time" were taken, adapting the items to the context of the attention process during the user's affiliation. The universe was 156,559 affiliated to the SP, the sample was calculated, using an error rate of 6%, a confidence level of 95% and a $p = 0.5$, resulting in a sample of 266 beneficiaries.

Results: From the 266 beneficiaries surveyed, 92% were women, the average age of users was 32.62 years. 98% responded to be satisfied with the attention received in the MAO and that they would return to the same module to perform procedures, the main reasons were location and treatment received. Regarding the waiting time, 73.7% of the population reported being very satisfied with the waiting time, 23.3% satisfied, 2.6% perceived it as regular and 0.4% was dissatisfied.

Conclusions: the percentages obtained in the degrees of satisfaction for the attention received and the waiting time, show ample satisfaction with the service offered by MAOs, mainly for the treatment received and the location of it. The communication between staff and user was decisive in the satisfaction of user.

Keywords: Quality of services; Health services; Patient satisfaction.

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Resumen

Objetivo: Caracterizar el nivel de satisfacción del paciente (usuario) con respecto a la percepción de calidad de los servicios recibidos por el afiliado del Seguro Popular (SP).

Materiales y Métodos: Se aplicó un instrumento mixto tipo encuesta, diseñado con base al Modelo de Supervisión y Seguimiento Estatal de Servicios de Salud, operado por los Regímenes Estatales de Protección Social en Salud a nivel nacional hasta el año 2016, se tomaron los apartados de "atención" y "tiempo de espera", adecuándose los ítems al contexto del proceso de atención durante la afiliación del usuario. El universo fue de 156,559 afiliados al SP, se calculó la muestra, utilizando un porcentaje de error del 6%, un nivel de confianza del 95% y una $p=0.5$, resultando una muestra de 266 beneficiarios.

Resultados: El 92% fueron mujeres, la edad media de los usuarios fue de 32.62. El 98% respondieron estar satisfechos con la atención recibida en el MAO y que regresarían al mismo módulo a realizar trámites, siendo los principales motivos la ubicación y el trato recibido. En cuanto al tiempo de espera, el 73.7% de la población refirió estar muy satisfecho con el tiempo de espera, el 23.3% satisfecho, el 2.6% lo percibió como regular y el 0.4% quedó insatisfecho.

Conclusiones: Los porcentajes obtenidos en los grados de satisfacción por la atención recibida y el tiempo de espera, demuestran amplia satisfacción con el servicio de los MAO, principalmente por el trato recibido y la ubicación del mismo. La comunicación entre el personal y el usuario, fue determinante en la satisfacción del afiliado.

Palabras clave: Calidad de los servicios; servicios de salud; satisfacción del paciente

Resumo

Objetivo: Caracterizar o nível de satisfação do paciente (usuário) em relação à percepção de qualidade dos serviços recebidos pelo afiliado do Seguro Popular (SP).

Materiais e Métodos: estudo prospectivo e transversal descritivo realizado nos módulos de afiliação e orientação (MAO) do município de Cárdenas, Tabasco, foi aplicado um levantamento de tipo de instrumento misto, elaborado com base no Modelo de Supervisão e Acompanhamento Estatal de Serviços de Saúde, operado pelos Regimes Estatais de Proteção Social em Saúde a nível nacional até 2016, foram tomadas as seções de "atenção" e "tempo de espera", adaptando os itens ao contexto do processo de atendimento durante a filiação do usuário. O universo foi 156,559 afiliado ao SP, a amostra foi calculada, usando uma taxa de erro de 6%, um nível de confiança de 95% e $p = 0,5$, resultandem uma mostra de 266 beneficiários.

Resultados: 92% eram mulheres, a idade média dos usuários era de 32,62. 98% responderam estar satisfeitos com a atenção recebida na MAO e que retornariam ao mesmo módulo para realizar procedimentos, sendo os principais motivos de localização e tratamento recebido. Em relação ao tempo de espera, 73,7% da população relataram ser muito Satisfeito com o tempo de espera, 23,3% satisfeito, 2,6% o percebeu como regular e 0,4% estava insatisfeito.

Conclusões: As porcentagens obtidas nos graus de satisfação pela atenção recebida e o tempo de esperamos tramam pla satisfação com o serviço da MAO, principalmente para o tratamento recebido e a localização do mesmo. A comunicação entre o pessoal e o usuário foi decisiva na satisfação do afiliado.

Palavras-chave: qualidade dos serviços; serviços de saúde; Satisfação do paciente

Résumé

Objectif: identifier le niveau de satisfaction du patient (utilisateur) par rapport à la perception de la qualité des services reçus par l'affilié de Seguro Popular (SP).

Matériaux et méthodes: Étude descriptive prospective et transversale réalisée dans les modules d'affiliation et d'orientation (MAO) de la municipalité de Cárdenas à Tabasco. Une instrument mixte de type enquête a été appliquée, conçu sur la base du Modèle de Supervision et de suivi de l'État des Services de Santé, géré par les Régimes de Protection Sociale de l'État en Santé au niveau national jusqu'en 2016, les sections "attention" et "temps d'attente" ont été prises, adaptant les éléments au contexte du processus d'attention pendant l'affiliation de l'utilisateur. L'univers était composé par 156,559 membres du SP, l'échantillon a été calculé en utilisant un taux d'erreur de 6%, un niveau de confiance de 95% et un $p = 0,5$, résultant en un échantillon de 266 bénéficiaires.

Résultats: le 92% étaient des femmes, dont l'âge moyen des utilisateurs était de 32,62 ans. 98% ont répondu qu'ils étaient satisfaits des soins reçus au MAO et qu'ils retourneraient au même module pour effectuer des procédures, les principales raisons étant l'emplacement et le traitement reçu. En ce qui concerne le temps d'attente, 73,7% de la population ont déclaré être très satisfaits du temps d'attente, 23,3% satisfaits, 2,6% perçus comme étant réguliers et 0,4% insatisfaits.

Conclusions: les pourcentages obtenus dans les degrés de satisfaction pour l'attention reçue et le temps d'attente, montrent une grande satisfaction avec le service proportionné par les MAOs, principalement pour le traitement reçu et son emplacement. La communication entre le personnel et l'utilisateur a été déterminante pour la satisfaction de l'affilié.

Mots-clés: Qualité des services; services de santé; Satisfaction des patients.

Introduction

The Social Protection in Health System (SPSS for its initials in Spanish) is a scheme of public and voluntary insurance to all Mexicans not covered by any of the social security schemes existing in the country, which offers financial coverage in health services, trying to satisfy in a comprehensive manner the needs of the insured population, without affecting the family economy. The study of satisfaction, allows to identify users' perception, among other things, regarding the medical attention received in the different phases that determine it; the opportunity and the results of the attention; kindness, relationships with the staff and information regarding the health problem¹.

User satisfaction has been measured from doctor-patient relationship and not from user-affiliator perspective, as indicated by Mexico's Ministry of Health (SSA for its initials in Spanish)² which places this relationship as: "the dimension resulting from the fulfillment of needs and expectations in the schemes of measurement of quality from the user's perspective". On the other hand, Palacios-Gómez refers that it is "the main indicator of the of service quality and is the best predictor of customer loyalty with respect to the service (use and / or later purchase thereof)... understanding this as a global perception of service which is constructed on the addition of "partial" perceptions that generate greater or lower satisfaction"³.

In turn, the Mexico's Ministry of Health, the SPSS and the National Institute of Public Health (INSP for its initials in Spanish) have implemented from 2009 to 2015, studies in order to measure the users' satisfaction with the social protection system in health under the same approach^{1, 4 and 5}.

The affiliator is the user's first contact with health services, its work consist into incorporate users to SPSS. During the affiliation process, the staff follows a model of standardized user care at a national level by the National Commission for the Social Protection in Health (CNPSS for its initials in Spanish) and this model is universal, it is applied throughout the country^{6, 7 and 8}. However, in the literature reviewed no research was found that measures user satisfaction in relation to the attention received in the affiliation modules, those examined are related to the service provider (medical consultations, medicine supply, among others)^{9, 10, 11, 12, 13, 14, 15, 16, 17 and 18}.

Therefore, this study aims to identify the level of users' satisfaction with respect to the perception of quality in the service received by the Seguro Popular (SP) affiliator.

Materials and methods

A descriptive, prospective and cross-sectional study was carried out from October to November 2017 in the Affiliation and Orientation Modules (MAO in Spanish) of the municipality of Cárdenas, Tabasco. During this period of time, a mixed survey instrument was applied, designed based on the State Health Services Supervision and Monitoring Model (MOSSSES for its initial in Spanish), operated by the State Regimes of Social Protection in Health (REPSS in Spanish) nationally until 2016 and applied by the Seguro Popular managers in order to know users' satisfaction in relation to the service provided by health personnel. From the model, the sections of "attention" and "waiting time" were taken, adapting the items to the context of the attention process during the user's affiliation.

Table 1. Sample stratified by MAO

Affiliation and Orientation Modules (MAO)	Universe	Sample
Cárdenas	45,491	77
Villa Benito Juárez	30,346	52
C-16	30,843	52
Cárdenas - Centro	23,276	40
Azucena 2da. sección	26,603	45
Total	156,559	266

Source: REPSS (2017)¹⁹

The adequacy of the model resulted in a two-part instrument. The first consists of seven items that integrate the general user data and location of the MAO, such statements present dichotomous (Yes/No) and polytomous response options (Very Satisfied, Satisfied, Regular, Dissatisfied) following Likert scales, designed according to the questions. The second section integrates two questions related to the waiting time and the degree of satisfaction during the service, adapting the scale options of the previous section.

The study's population is represented by all those people who are beneficiaries of the Seguro Popular (SP), 156,559 affiliates¹⁶. The sample was calculated, by the TheSurveySystem sample calculator available at <http://www.surveysystem.net/sscalce.htm>, using an error rate of 6%, a confidence level of 95% and a $p = 0.5$, resulting in a sample of 266 beneficiaries of the SP, which was stratified for each of the MAOs, leaving the number of surveys as shown in table 1.

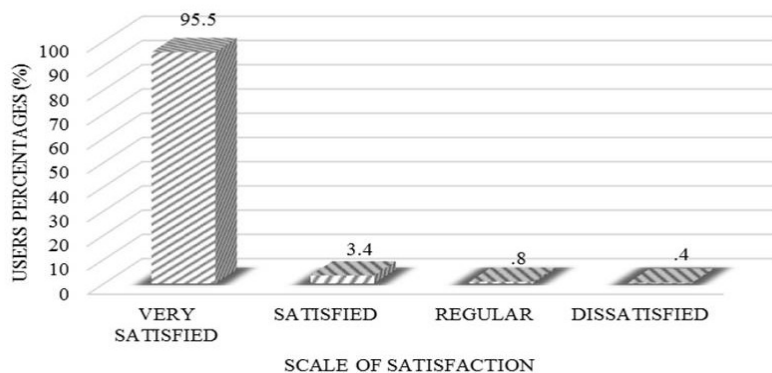


Figure 1. Degree of users' satisfaction who carry out procedures in the MAO of Cárdenas, Tabasco

Source: Measurement Instrument Database for users' satisfaction at the MAO in Cárdenas, Tabasco. 2017

Results

From the 266 beneficiaries surveyed, 92% were women and 8% were men, the average age of users was 32.62 years with a maximum of 84 years and a minimum of 15 years of age. Figure 1 presents the frequency of the responses given to

each of the items that make up satisfaction with the attention received in the MAO. , 98% of respondents answered to be satisfied with the service, only one user responded not to be satisfied. It is important to note that the most frequent degree of satisfaction indicated was "very satisfied", as illustrated below.

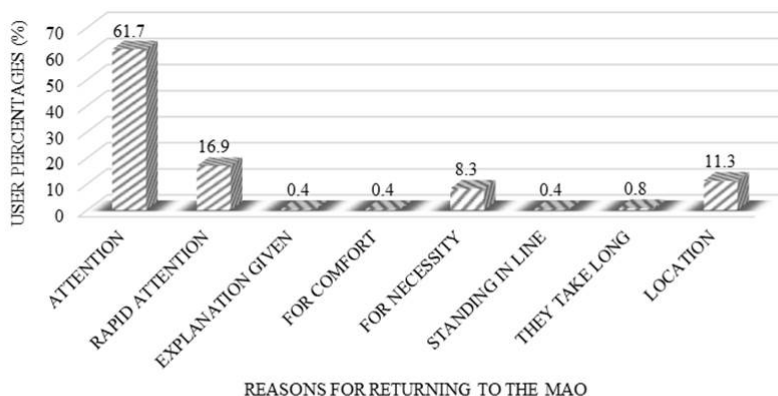


Figure 2. Users' reasons to return to carry out procedures at the MAO in Cardenas, Tabasco

Source: Measurement Instrument Database for users' satisfaction at the MAO in Cárdenas, Tabasco. 2017

We questioned the users about returning to do the procedure at the same MAO, it was obtained that 98% of them answered affirmatively and only 2% gave a negative response. Among the main reasons identified, four were more frequent: the

attention given (62%), rapid attention (17%), location of the MAO (12%) and necessity (9%), the rest presented lower frequencies. Figure 2 illustrate the distribution of these results.

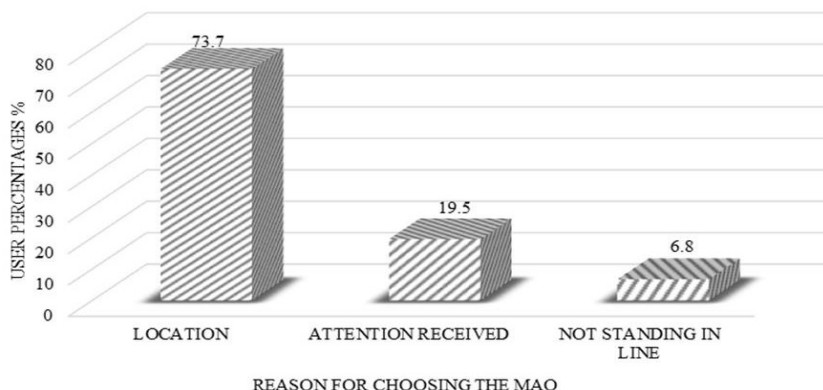


Figure 3. Reasons exposed by users about the election of the MAO to carry out procedures in Cárdenas, Tabasco.

Source: Measurement Instrument Database for users' satisfaction at the MAO in Cárdenas, Tabasco. 2017

Regarding the information received, 255 of the participants answered that they did receive it, it was also complete and understandable, 10 did not receive it and one considered it was incomplete.

With regards to complains about the care received in MAOs, 100% of the population responded that they had not presented any objection.

In the matter of waiting time, 73.7% of the population reported being very satisfied, 23.3% satisfied, 2.6% regular and 0.4% dissatisfied; in figure 4, the waiting times referred by users are presented.

Discussion

The results obtained in this study showed that 92% of the respondents who carried up procedures at the MAOs in the municipality of Cárdenas, Tabasco, were women; this accords with the ownership in the affiliation policies, indicated by the CNPSS "Currently, 16.8 million women are owners of their SPSS affiliation policy, which represents 72.5% of the 23.2million affiliate policies registered until June 2017"²⁰.

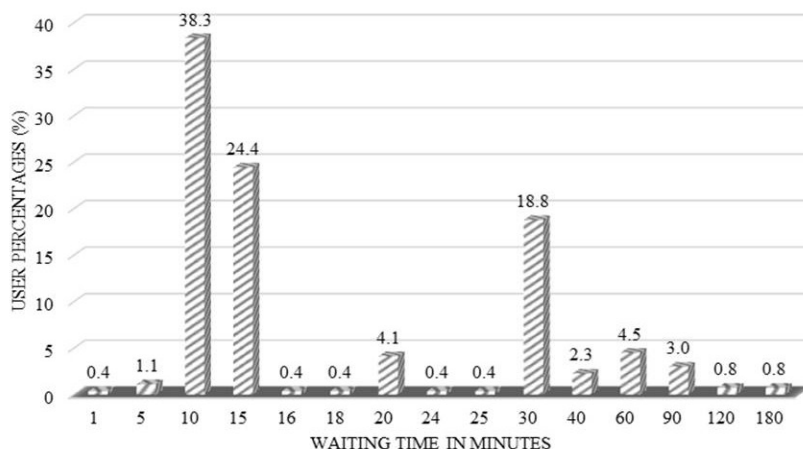


Figure 4. Measurement in minutes of waiting time, perceived by users who carry out procedures at the MAO in Cárdenas, Tabasco.

Source: Measurement Instrument Database for users' satisfaction at the MAO in Cárdenas, Tabasco. 2017

In this regard, the CNPSS explains:

“... This statistic is not comparable to the female head of households in Mexico ... since for the SPSS the observed data is a measurement of the ownership of the protected core rights policy, without determining the functional and sociological role of women in the structure of the home which they belong to”.

According to the results obtained, 98% of users were satisfied with the attention received in the MAOs, and they did not present any complains during the studied period. Agreeing with the statement of the 2017 satisfaction survey report of the REPSS in Tabasco: “With respect to our affiliated users have filed a complaint ... of the 4370 respondents, 92% report not having submitted it”²¹

This finding coincides with the statements made by Saturno-Hernández et al (2016) who refer “Measuring the satisfaction of SPSS affiliates is a complex but a necessary process, both to meet with existing regulations and to have solid foundations to design strategies to improve the services that are financed.”²². Likewise, Priego (2002) mentions “Intangible services of attention are elements that cannot be measured, however, they count and influence to determine and define a quality service”²³, in turn, Ross and Infante (2000) state: “user satisfaction can be measured at least in four areas that would be comparing, evaluating health systems and services, identify needs for change in procedures to improve user satisfaction and assist health organizations to access users with little acceptance of the service”²⁴.

On the other hand, the CNPSS²⁵ through its Call Center, in the first semester of 2017, recorded for Tabasco, 343 calls, of which only three corresponded to complaints related to affiliation procedures (denial of affiliation and re-affiliation problems, in the municipalities of Centro and Comalcalco).

Likewise, the INEGI in 2016, states: “in carrying out procedures, payments and requests for public services, in addition to other contacts with public servants, 74.6% of users said they felt satisfied” referring that the surveyed population declared to be very satisfied or satisfied with the service²⁶.

Regarding the waiting time, the results obtained indicate that 74% of MAO users responded to be very satisfied with the waiting time, being between 10 and 15 minutes the most frequent indicated, differs from that found in the study of user satisfaction of SPSS in 2015, in which it is indicated that the 26,991 people surveyed “... 66.1% consider the affiliation procedures are not fast ...”²¹.

Another important piece of information was provided by the item of information received, the 95.9% answered having received complete and understandable information regarding the affiliation process, however, 73% of users said they did not

know another MAO. In this respect, the CNPSS in 2017 states: “The problems related to information and the functioning of the services at the time of affiliation to Seguro Popular are very frequent and relevant”²⁰ found in its user satisfaction study that 71% of its respondents considered the information received insufficient.

Conclusions

The percentages obtained in the degrees of satisfaction for the attention received and the waiting time during the process of affiliation in the MAO, they show that the users are satisfied with the service, in such a way, that they will continue attending that same module for quality and for location.

The information received during the process was a determinant in the satisfaction of users, a high percentage of users responded having received complete and understandable information.

Conflict of interests

Authors declare noconflict of personal, social, economic or other interests.

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