



Applicant Information

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Abstract Details

Title:

Nurse-caregivers’ lived experiences and perspectives on factors influencing customer care at the Volta Regional Hospital, Ghana.

Category:

Scaling access, delivery and integration of health services and goods (including traditional medicine)

Authors:

Joseph Sam, Paul Amuna

Objectives:

This study is an explorative analysis of customer care and patient satisfaction from caregivers’ perspectives on factors that influence customer care.

Method:

A qualitative study design using Focus Groups as the data collection method with a purposive sample of 18 registered nurses (F=10; M=8) of various ranks and experience were recruited. The inductive method of thematic analysis and MAXQDA Version 2022 was employed for data analysis. Findings were presented through personal narratives.

Results:

Lack of resources to work with, low motivation and understaffing were identified as the main structural factors influencing customer care. The absence of equipment and computers at the general OPD, the labour wards and gynaecological wards; and the compartmentalization of the laboratory were attributed to account for long waiting times at the hospital with negative influence on customer care and patients’ satisfaction. The exploratory approach used in this study has shown that customer care and patient satisfaction are greatly influenced by structural factors within the healthcare setting. The customer care delivery processes among caregivers are shaped by the presence of resources, and staff motivation including available education and training programmes.

Conclusion:

Over 71% to 93% of nurses and midwives in Ghana are 35 years or younger. Advocating for policies that address the timely allocation of health resources and continuing education programmes to build the capacity of young health workers; including in customer care, emotional intelligence and cultural competence will improve healthcare access and efficiency.

Submission Date:

2024-09-11 10:30:28