

# **PATIENT SATISFACTION TOWARDS SERVICE QUALITY OF REHABILITATION CENTERS FOR SUBSTANCE ABUSERS – TAMILNADU**

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## **ABSTRACT**

Patient satisfaction is the one of the imperative parameter to measure service quality. Rehabilitation program for substance addiction is not an exceptional, its service quality also measured through patient satisfaction. This study was conducted in Tamilnadu state, aims to finds out patient satisfaction of service determinants of rehabilitation centers. Protecting society from drug abuse is considered as the most essential and burning need of the society. Hence, analyzing the quality of service provided by the treatment providers of drug rehabilitation Centres has become a real significance of many researchers of recent days. Result came from the study shows rehabilitation programs are performing well in Tamilnadu state. Since it needs much improvement on few areas.

**Key word: De-addiction, Counseling, Rehabilitation**

## **INTRODUCTION ON DE-ADDICTION CUM REHABILITATION CENTERS SERVICE QUALITY**

Rehabilitation programs for substance abusers are type of inpatient treatment program. Here, patients have to stay for a minimum of 28 days to one year, depending on the severity of addiction. It is being called structured program, because, rehabilitation programs for substance abusers addresses the problems of both physical and psychological factors, so that this program helps the person overcome any physical ailment due to addiction and changing of life style through CBT (Cognitive Behavior Therapy). It also offers them a new life style to face the society. Various treatment programs are also available for addiction people like psychiatric treatment or counseling

techniques. But in these techniques, either physical or psychological factors are only being treated, but not both simultaneously. But in rehabilitation concept, it addresses both physical health and mental health.

Research on Service quality of rehabilitation center for substance addiction is an important study in recent scenario. More number of studies is required to perform on service quality of rehabilitation center. Though more number of psychological and scientific studies have been performed on chemical reaction on human body, and behavior of addiction people and their impact on families, more number research needed on analyzing service providers service quality. In state like Tamilnadu, Rehabilitation center got emerged and developed in recent scenario only. Hence this may be the one of the reason for not having adequate number of research performed on this area in India. However, dimensions applied for Healthcare can also be applicable for rehabilitation services to. Because of the similar function carried for treatment process. But after extensive research on Literature review on service quality of HEALTH CARE and quality discussion with service providers of rehabilitation centers and patient, it was perceived health care dimension are not alone adequate to analyses the service quality of Rehabilitation centers of substance abusers. So, pilot study was conducted to derive the variable for service quality of health care. The few more dimensions are finally derived as a dimension of rehabilitation services.

Rehabilitation Centres are considered as one of the structured treatment programs in TamilNadu to get away from addiction. As it is addressing both physical and psychological factors, it is being perceived as effective treatment program in TamilNadu than any other treatment.

### **FACTORS AND VARIABLES TO BE CONSIDERED FOR THIS STUDY**

The following variables and factors has been defined after extensive research on literature reviews and brain storming session with administrative staff of rehabilitation Centres and with patients discharged from rehab treatment services. Service quality variables defined by Parasuraman et al is the famous tool to evaluate the service quality of any service sector later so many service quality dimension has been defined by so many researchers like HEALTH START, but all this dimension are not exactly suitable to analyse the service quality of rehabilitation Centres for substance abusers. So, more attentions are required for every single process of rehabilitation of substance addicts. Since, rehabilitation of addict involves both physical and mental wellness of the patient.

So, equal importance has to be given for both physical and mental condition of the patient. Hence the following variables are considered for this fact

#### **Factor to be considered for this research**

- Tangibility
- Reliability
- Response
- Assurance
- Counseling and communication
- Respect and care
- Safety
- Follow up

#### **RESEARCH METHODOLOGY**

Descriptive and inferential research were adopted for this research. The choice of sampling units will depend on the type of study conducted and the information obtained from the Universe. Persons who availed rehabilitation treatment for addiction problem in registered rehabilitation treatment centers in “TamilNadu de-addiction and rehabilitation center association of India” are considered as the sampling population for this study. Based on the minimum sample requirement (RaoSoft), minimum sample required for unknown population is 385. Samples were collected from Anniversary and Alcoholic Anonymous meeting.

The sampling procedure adopted in the study is **Stratified Random Sampling** in stratified random sampling, the population (universe) is first divided into a number of groups or strata based on designated criteria and then from each stratum certain items are chosen on the basis of a simple random sampling either proportionately or disproportionately.

Here, the Strata are divided based on geographical distribution of an area (North, Central and South Tamilnadu). From each strata 130 samples were selected for the study. One main hub for every zone has been identified. Like, for South Zone, Madurai is considered to be the hub, For North, Chennai is a hub and for Central TamilNadu, Salem is a hub. From these 3 main locations samples were collected through the anniversary and AA programs where all recovered patients and recovering patient from addiction use to meet to share their experience. Out of 420 samples, 385

samples were considered accurately from South 122, North 135 and Central 128 and 45 samples were rejected due to inaccuracy and unresponsiveness.

Garret Score has been given to mean value of each factor. Based on that the following table has been derived.

**Table 1.1 Based on the GARRETT score Ranks has been given for the Factor service quality of rehabilitation Centres.**

S.NO	FEATURES OF REHABILITATION CENTRES SERVICE QUALITY	GARRETT SCORE	RANK 1 TO 10
1	Tangibility	23294	7
2	Reliability	17586	6
3	Response	27620	5
4	Assurance	29640	2
5	Respect and care	32866	3
6	Counseling & Communication	40103	1
7	Safety	27148	4
8	Follow-up	33897	8

From the above Table 1.1 it is being understood “Counseling & Communication” holds the first Rank among all the factor, having mean score of (3.51). Follow-up factor has least score of (3.2), Assurance has second highest rank by having (3.43) as mean value, followed by “Respect and care” (3.4) in fourth place, Response (3.26) in fifth place, Reliability (3.19) in sixth place and Tangibility is in seventh place respectively.

## CONCLUSION

Hence, Counseling and Communication plays a vital role deciding patient satisfaction and service quality, all rehabilitation centers in TamilNadu have strong evident for having good “counseling and communication” factor. Next most influencing factor is Follow-up. And the least score holds by Reliability, Hence, service providers has to concentrate more on most influencing factors of “counseling and communication” and “Assurance” Which have direct impact on service quality. And for remaining factors by looking at their standardized coefficient value, it has been perceived service providers have to take steps for its improvements.

Treatment centres in Tamilnadu are good in “counseling and communication” factor, since its much related to psychological factor, which is intangible cannot be easily replicate by others. So, Counseling and communication factors plays important role in deciding patient satisfaction in large. Rehabilitation centres in Tamilnadu has to concentrate on follow-up factor for discharged patient which could offer huge business potential from the satisfied and recovered clients. Reliability in service, Prompt response, having good and safety environment and Strengthening counseling factor, make the professionalism in services which are the key ingredients for the better service and it will enhance not only the better customer perception and satisfaction towards service quality but also good reputation and profit of the organization.

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