



**Determining patients preferences for hospital services quality in
Kerman's teaching hospitals using discrete choice
experiment
(DCE) in 2014**

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Abstract:

Background:

high quality services can attract new patients , satisfy the existing ones and also tighten the relationship between them and service providers. Therefore, it is necessary to pay attention to the efecting elements of the care quality. It is a priority n all health systems to respond appropriately to the needs and demands of patients .Due to the importance and uniqueness of the health sector's characteristics, one of the most important priorities of the Ministry of Health is measuring the efficiency and quality of services which are provided for the people who refer to the health sectors.

So ,the present study intends to use discrete choice experiment to elicit patients preferences in the health sector in order to consider patient's point of view in there, more than before; and also using a proper way to prioritize health care quality using patient's opinion and detecting a pattern to prioritize it, using utility.

Materials and Methods:

This is a descriptive cross-sectional study and it can be classified into an applied study in terms of results. Data were collected by a checklist filled by patients who were admitted to Kerman's teaching hospitals, and to estimate the utility function, STATA software(version 12) was applied. In this study the preferences of patients admitted to hospitals were identified by calculating the marginal utility of the characteristics. after calculating the marginal utility, patient preferences for hospital and health care quality was prioritized.

Results:

Determination of the marginal utility of the characteristics showed that the first priority in receiving hospital services is "type of examination" and the second most important priority was "training the patient before hospital dismissal". All attributes were statistically significant ($P < 0.05$) except staff behavior. None of the demographic characteristics were significant. The results of marginal rate of substitution showed that the ratio between "type of examination" and "waiting time" is the highest (3.8). This means that the utility gained from examination type is 3.8 times more than waiting time.

Conclusion:

The results of this study showed that from the patient's perspective, "type of examination" is the most important quality characteristic. In other words, we can say that the ultimate purpose of the hospital visit is the quality of service and examination, where many patients are willing to wait longer to get the best services.

Overall according to the importance of patient preference, to increase the utility of patients