

# THE EVALUATION OF THE SATISFACTION DEGREE IN A DENTAL PRACTICE IN SIBIU

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**Abstract:** Dental medicine provides specialized treatment and has the objective of maintaining oral health, but at the same time, it is an activity that can be considered productive, can create profit and can be effective. Satisfaction questionnaire has been designed to continue the evaluation of the dental practice, to improve quality of services, which are offered to patients. SWOT analysis of the dental practice in study was made to highlight weaknesses and threats. Following the conducted survey of medical services satisfaction received at the dental practice, we notice a very high level of patients (72%) who are very satisfied, 20% were satisfied, and 8% are only barely satisfied. Most patients said they will use in future the services of the dental practice and they are going to recommend it to other people. In conclusion, we recommend greater addressability from physicians by offering more complete information and details about medication and treatment given to patients.

## INTRODUCTION

Dentistry is a health profession that aims to prevent the development of oro-dental diseases through specific methods, to provide dental care to the individual and community and to obtain profit as any other specialty in medicine in today market economy.(1,2)

Modern dentistry requires a multidisciplinary approach using all means for the conduct of management.(3) The doctor needs to know always the overall health and financial status of his dental practice. This is achieved through a continuous work, hard work and perseverance.(4,5)

It appears the notion of “business” (small business) in dental practice which aims to develop services to consumer and the practice style is designed to identify and fix the patient in the dental office, leading to the concept of “market”.(6,7)

## PURPOSE

We designed a questionnaire order to evaluate the satisfaction degree in a dental practice, to continually improve the quality of services that the dental practice is offering. The patients were asked to complete the questionnaire at the end of the dental treatment before leaving the practice.

## MATERIALS AND METHODS

Studied dental office is located in Sibiu, being owned by a doctor of dental medicine, with an experience of over 20 years. This questionnaire was applied to a number of 50 patients (35 female and 15 male), from the studied dental practice.

The population served in private practice is from all ages (from children 3-6 years to patients of advanced age), all having different levels and occupations (teachers, academics, people involved in city administration, students, workers in factories in the city).

We will take into discussion for the description of the pathology and to determine the total number of patients present in dental practice the period between November 2015 - July 2016.

The total number of patients present in dental practice

in the study, and received various dental treatments, is: 1 854 adults and 642 children. The dental practice was established to do general dentistry for both adults and children, and also work with a dental practice laboratory and a BMF surgery practice in the city of Sibiu.

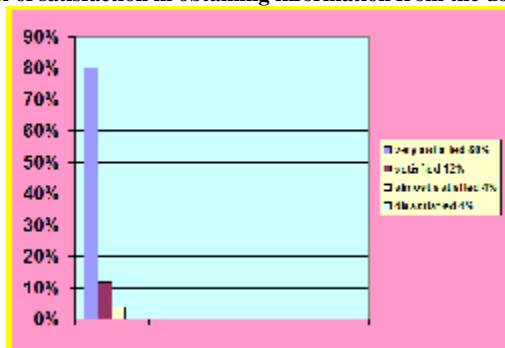
The SWOT analysis of the studied dental practice

Strong points	Weaknesses
<ul style="list-style-type: none"> <li>- easy accessibility (ground floor of a building located on one of the city's major boulevards)</li> <li>- a circulated area (near a food complex)</li> <li>- experienced medical practitioner with continues medical training and with a very good reputation.</li> <li>- medical practitioner reputation among patients</li> <li>- the courtesy of the doctor from entering the dental practice towards patients</li> <li>- nice ambience in the dental practice, warm colors and inviting waiting room, immersive for the patient</li> <li>- patient loyalty</li> <li>- programming system (morning and afternoon)</li> <li>- doctor lives near dental practice</li> <li>- collaborating with the best dental technicians in town</li> <li>- collaboration with a BMF surgeon practice from Sibiu to solve specific cases</li> <li>- collaboration with the medical representatives who bring new products periodically.</li> </ul>	<ul style="list-style-type: none"> <li>- no contract with CJAS (you also have to pay for the children up to 18 years)</li> <li>- one medical practitioner (fewer patients are served)</li> <li>- lack of modern equipment</li> <li>- low promoting image of the dental practice.</li> <li>- the lack of dental practice exit in the boulevard</li> <li>- lack of parking in front of the dental practice</li> <li>- nonexistent auxiliary staff (makes the practitioner work much harder)</li> <li>- lack of a strategy to develop the dental practice.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- exploration and maximum use of strong points</li> <li>- eliminate weaknesses</li> <li>- a permanent increase dental care health</li> <li>- increased income population in the area</li> <li>- increasing demands of the population in terms of quality and effectiveness of dental care</li> <li>- the possibility of obtaining sponsorships</li> <li>- location of the dental practice near a school and a shopping center</li> </ul>	<ul style="list-style-type: none"> <li>- the threat of competition (opening of new dental practice in the same area)</li> <li>- decreased financial strength of patients</li> <li>- patients orientation to dental practices with lower prices</li> <li>- migration of patients from neighboring practice (especially during holidays)</li> <li>- the fluctuation of currency exchange, towards a bank loan.</li> <li>- the existence of too many practices open in the city in recent years resulting a decrease in the number of patients in all dental practices.</li> <li>- the large number of annual graduates of the Faculty of Dentistry, willing to work for low prices.</li> </ul>

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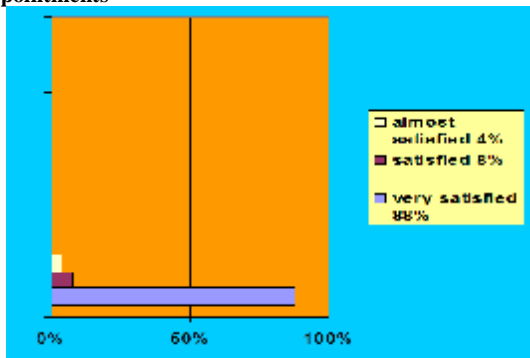
RESULTS AND DISCUSSIONS

Figure no. 1. The distribution of patients according to the level of satisfaction in obtaining information from the doctor



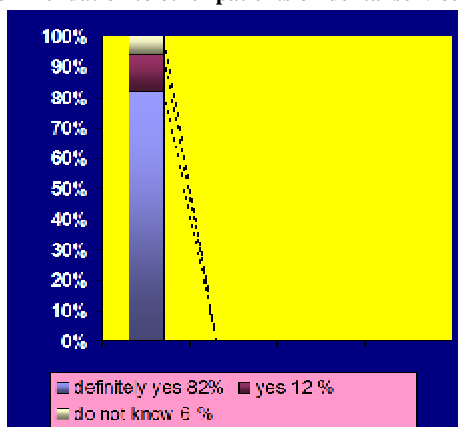
From the distribution of the patients, we notice that 80% of them are very satisfied with the obtaining of all the information they need, from the doctor, 12% are satisfied, and the remaining in equal percentages of 4% are almost satisfied or dissatisfied.

Figure no. 2. The distribution of patients according to level of satisfaction related to system access in dental practice appointments



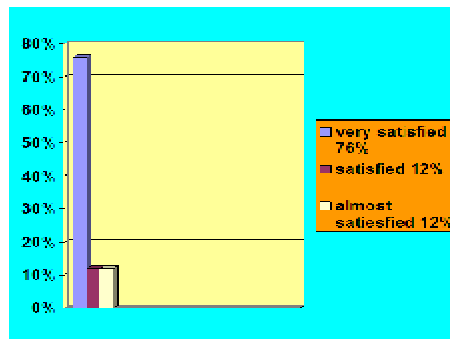
From the above chart, we can see that the majority (88%) of patients are very satisfied with the system of access to dental practice appointments, while only 8% are satisfied, and 4% are almost satisfied.

Figure no. 3. The distribution of patients towards intentions of recommendation to other patients on dental services



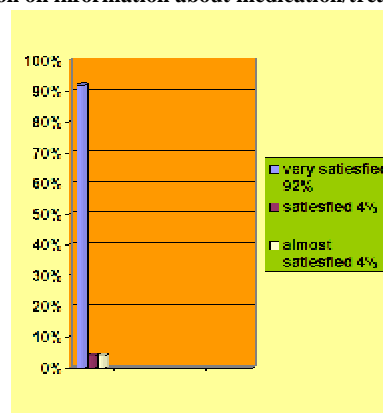
Regarding the intention to recommend the dental practice services to other people, it appears that 82% of patients definitely will recommend, 12% say yes, while 6% say they do not know if they will.

Figure no. 4. The distribution of patients regarding the level of satisfaction in the way of examination to establish diagnosis



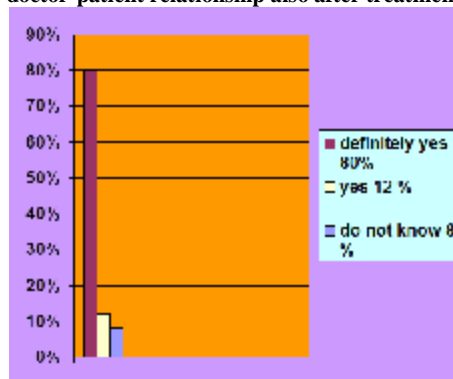
Analyzing figure no. 9 we see that the majority (76%) of the patients were very satisfied with the way in which they were examined in the dental practice, to establish diagnosis, 12% were satisfied and 12% were just about satisfied.

Figure no. 5. The distribution of patients in the degree of satisfaction on information about medication/treatment



In 92% cases patients are very satisfied with the information and details of medication/treatment received from the dentist, the rest divided in almost equal proportions are happy and satisfied.

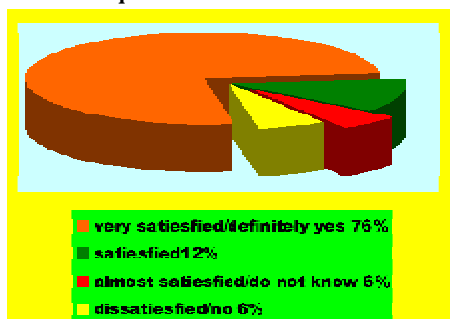
Figure no. 6. The distribution of patients in the continuation of the doctor-patient relationship also after treatment



## CLINICAL ASPECTS

The continuity of doctor-patient relationship also after treatment will definitely be in a percentage of 70% and a percentage of 2% will not continue.

**Figure no. 7. The distribution of answer options of patients in the satisfaction questionnaire**



In the chart above, it is observed that most patients (76%) gave answers “very satisfied/definitely yes”, 12% responded “satisfied/yes” and 6% gave answers “almost satisfied/do not know” or “dissatisfied/no”. Note that no patient has not responded “very dissatisfied/categorically no”.

### DISCUSSIONS

1. Creating a more pleasant ambience, kindness, attention, promptness and empathy from staff that serve the dental practice, because often this matters to the patient, rather than technical equipment.
2. Purchase of modern equipment, better organization and administration of dental practice, to improve medical services to patients.
3. Motivation of medical staff according to service quality.
4. Patient awareness regarding the need to maintain a rigorous dental hygiene, maintain relationship also after treatment, concretized in conducting regular checks for early detection of potential problems.
5. Creating periodic questionnaires to investigate patient satisfaction in terms of quality of services offered in dental practice.

### CONCLUSIONS

1. In respect of their studies, patients have graduated from high school in almost equal proportions with post-secondary school or college.
2. Most patients are satisfied with how they got the information they needed from the dentist.
3. In respect of medical services provided at the dental practice level, most patients declare themselves very satisfied and satisfied.
4. Most patients said they will in the future use the services of this dental practice and they are going to recommend to other persons.
5. Another aspect that most patients 76% declares that they are very satisfied in the way they have been examined for diagnosis and only a small fraction, divided into equal percentage (12%) are satisfied or nearly satisfied.
6. For the information and details of medication/treatment, most patients 92% declare themselves very satisfied, and only a small proportion satisfied and almost satisfied.
7. Most patients were categorical determined in terms of keeping the relationship with the doctor and after treatment, almost a quarter of them said they would keep in touch with the doctor, two patients were undecided and one said that he will not keep in touch.

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