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A survey of patient satisfaction at pacific university

Peter W. Glennie
Pacific University

Stephen J. Olsen
Pacific University

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A survey of patient satisfaction at Pacific University

Abstract
Questionnaires were sent to 150 patients of the Pacific University College of Optometry to determine the satisfaction of care given by the interns and staff at the optometry clinic in Forest Grove, Oregon. The survey was limited to patients who had ordered spectacles after their comprehensive examination by a fourth year intern. The 150 patients had been wearing the spectacles for at least two weeks prior to receiving the questionnaire. Fifty-seven of the one hundred fifty patients responded to the survey for a 38% return. The results were compiled to determine the strengths and weaknesses of the Forest Grove Clinic. A demographic profile of the patients was studied to determine if a specific location had more “likes” or “dislikes” about the clinic than other locations. The survey did reveal the strengths and weaknesses in Pacific’s delivery of health care, but it did not reveal any demographic predilection.

Degree Type
Thesis

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A SURVEY OF PATIENT SATISFACTION AT PACIFIC UNIVERSITY

COLLEGE OF OPTOMETRY

RESEARCHERS: PETER W. GLENNIE
STEPHEN J. OLSEN

ADVISOR: JOHN R. ROGGENKAMP O.D.

THESIS RESEARCH
PACIFIC UNIVERSITY COLLEGE OF OPTOMETRY
FOREST GROVE, OREGON

MAY 10, 1987
ACKNOWLEDGEMENTS

The authors would like to thank Dr. John R. Roggenkamp for his time and suggestions for this project, and to Dean Willard Bleything for his input on the questionnaire format. We would also like to thank Dr. Richard Reinke for the funding to conduct the mailings. A special thanks to the office staff for allowing us to search through the files for patient records.
BIOGRAPHICAL PROFILE

Peter Glennie graduated in 1984 from Pacific University in Forest Grove, Oregon with a B.S. in Visual Science. He received a Doctor of Optometry from Pacific University College of Optometry in 1987.

Stephen Olsen graduated in 1983 from Montana State University in Bozeman, Montana with a B.S. in Biomedical Science. He received a Doctor of Optometry from Pacific University College of Optometry in Forest Grove, Oregon in 1987.
ABSTRACT

Questionnaires were sent to 150 patients of the Pacific University College of Optometry to determine the satisfaction of care given by the intern's and staff at the optometry clinic in Forest Grove, Oregon. The survey was limited to patients who had ordered spectacles after their comprehensive examination by a fourth year intern. The 150 patients had been wearing the spectacles for at least two weeks prior to receiving the questionnaire. Fifty-seven of the one hundred fifty patients responded to the survey for a 38% return. The results were compiled to determine the strengths and weakness of the Forest Grove Clinic. A demographic profile of the patients was studied to determine if a specific location had more "likes" or "dislikes" about the clinic than other locations. The survey did reveal the strengths and weaknesses in Pacific's delivery of health care, but it did not reveal any demographic predilection.
INTRODUCTION

This project was constructed as part of a larger effort to assess the quality of care at the Pacific University College of Optometry and to determine the possibility of increasing patient flow at the clinic. To that end we developed a questionnaire to be mailed to current patients which would determine their level of satisfaction with our present system of patient care. The survey was limited to patients who had received spectacles from our clinic and had been wearing that correction for at least two weeks. One hundred and fifty of the most recent patient records were pulled from the files of the clinic and questionnaires sent.

The results of each question were tabulated and percentages of each response was calculated. Based on these results we have made certain observations and recommendations to increase the level of patient care at the clinic. A copy of the questionnaire appears at the end of this paper.
**RESULTS**

The questions appear below as they were presented to the patients in the survey. Following each response is the number of times that response was selected and the percentage of the total it represents. Questions #1 and #2 show a number of responses greater than the total surveys returned, as some patients indicated more than one response. Fifty-seven surveys were returned from the original mailing of one hundred and fifty (38%), and not all questions were completed by each respondent.

1. How did you first hear about Pacific University's Optometry Clinic?

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>NO. OF RESPONSES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Family</td>
<td>17</td>
<td>28.8</td>
</tr>
<tr>
<td>B. Friends</td>
<td>20</td>
<td>33.9</td>
</tr>
<tr>
<td>C. Referred by your physician or other health care specialist.</td>
<td>3</td>
<td>5.1</td>
</tr>
<tr>
<td>D. PUCO's public screening program</td>
<td>2</td>
<td>3.4</td>
</tr>
<tr>
<td>E. Other</td>
<td>17</td>
<td>28.8</td>
</tr>
</tbody>
</table>

2. Why did you select our clinic for your treatment?

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>NO. OF RESPONSES</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Cost</td>
<td>29</td>
<td>31.2</td>
</tr>
<tr>
<td>B. Services provided</td>
<td>21</td>
<td>22.6</td>
</tr>
<tr>
<td>C. Referred by family or friend</td>
<td>18</td>
<td>19.4</td>
</tr>
<tr>
<td>D. Close to home</td>
<td>16</td>
<td>17.2</td>
</tr>
<tr>
<td>E. Other</td>
<td>9</td>
<td>9.6</td>
</tr>
</tbody>
</table>
3. When you called for an appointment, were you informed of our exam fee, the appointment times available, and the approximate length of your examination?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>42</td>
<td>73.7</td>
</tr>
<tr>
<td>B. No</td>
<td>15</td>
<td>26.3</td>
</tr>
</tbody>
</table>

4. How would you rate the atmosphere of our clinic?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Excellent</td>
<td>15</td>
<td>26.3</td>
</tr>
<tr>
<td>B. Good</td>
<td>35</td>
<td>61.4</td>
</tr>
<tr>
<td>C. Fair</td>
<td>7</td>
<td>12.3</td>
</tr>
<tr>
<td>D. Poor</td>
<td>0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

5. Did you receive prompt and courteous attention from our receptionist?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>53</td>
<td>96.4</td>
</tr>
<tr>
<td>B. No</td>
<td>2</td>
<td>3.6</td>
</tr>
</tbody>
</table>

6. Was our reception area adequate for your needs?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>52</td>
<td>96.3</td>
</tr>
<tr>
<td>B. No</td>
<td>4</td>
<td>3.7</td>
</tr>
</tbody>
</table>

7. Did you feel that the thoroughness of the exam was worth the time spent by you?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>56</td>
<td>98.2</td>
</tr>
<tr>
<td>B. No</td>
<td>1</td>
<td>1.8</td>
</tr>
</tbody>
</table>

8. Did you feel the exam thoroughly assessed your visual condition including the problem that brought you in to the clinic?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>52</td>
<td>94.5</td>
</tr>
<tr>
<td>B. No</td>
<td>3</td>
<td>5.5</td>
</tr>
</tbody>
</table>

9. Did you have confidence in your intern's abilities?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Yes</td>
<td>51</td>
<td>94.4</td>
</tr>
<tr>
<td>B. No</td>
<td>3</td>
<td>5.6</td>
</tr>
</tbody>
</table>
10. Did you feel the intern and staff optometrist showed concern for your vision problem(s)?
   A. Yes 53  94.6
   B. No  3   5.4

11. Were you satisfied with the faculty supervision of your care?
   A. Yes 52  91.2
   B. No  5   8.8

12. The intern's explanation of your eye condition was:
   A. Satisfactory 54  96.4
   B. Not satisfactory  2  3.6
   C. Problem was not explained  0  0.0

13. How would you rate our frame selection?
   A. Adequate 49  89.0
   B. Not enough styles or colors  3  5.5
   C. I thought the number of frames made it confusing  3  5.5

14. Did you get the help you needed in the selection of your frame(s)?
   A. Yes 48  88.9
   B. No  6  11.1

15. Were your glasses properly adjusted for you when you received them?
   A. Yes 42  76.4
   B. No 13  23.6
16. In regard to our fees, did you feel:
   A. They were fair for the service received. 41 74.5
   B. They were too high for the service received 14 25.5
   C. They were too low for the service received. 0 0.0

17. Now that you have been wearing your glasses, are you satisfied with them?
   A. Yes 49 87.5
   B. No 5 8.9
   C. Undecided 2 3.6

18. Were you satisfied with the care which you received in our Optometry Clinic?
   A. Yes 52 92.9
   B. No 4 7.1

19. What did you like best about our clinic?
   Patient responses:
   1) Friendly atmosphere and professionalism of students.
   2) Concern for patients mental attitude and feelings.
   3) The friendliness of all the people in and around the clinic.
   4) Genuine concern for my eyes, not just to hurry me through to get to the next patient.
   5) Professional and personal regard to me as a person with special needs.
   6) Received very concerned care and follow up.
   7) Thorough exam and up-to-date care.
   8) The enthusiasm exhibited by the interns and staff optometrists.
   9) Courteous treatment, the concern shown by the doctors, and their positive attitude.
   10) Taking the time to explain problems (personalized attention).
   11) Pleasant atmosphere.
   12) Sincerity, clean, efficient, and promptness in seeing intern or getting into fitting room.
20. What did you like the least about our clinic?

Patient responses:
1) Too expensive (especially for a school)
2) Attitudes of interns and staff.
3) Too long of wait before intern comes to get the patient.
4) No weekend appointments.
5) Having to return on another day to finish the exam or to select the frames.
6) Length of the examination is too long.
7) Poor magazine selection. Need some picture or story books for children.
8) The waiting room is too small, congested and poorly decorated.
9) Nobody advised me of the approximate time it would take for the exam when I made the appointment.
10) Some confusion by intern with examination procedure.
11) Described symptoms were not fully investigated.
12) Intern's fitting frames should explain to the patients what's going on and to let you know when your glasses will be ready and how the patient will be notified.
13) Too long of wait to get glasses. I can go elsewhere and get the same glasses in three days for the same price.
14) Too regimented with insufficient individualism. It's like Kaiser permanente where you're just another number.
15) The optician is rude and unfriendly.
21. What are your recommendations for improvement in our system of patient care?  

**Patient responses:**  
1) More care in explaining perceived vision problems and follow-up on described symptoms.  
2) Make sure patient is informed before the exam the cost of the exam, the cost of frames, the cost of lenses, etc.  
3) Intern should let patients know that a staff doctor will come in and check the intern's work.  
4) The waiting room needs to be updated. It's poorly decorated, too noisy and awfully congested.  
5) Quicker examinations.  
6) Have the same intern handle case from beginning to end.  
7) The postcards that the clinic sends out saying that the glasses are ready for pick-up state that you've tried to call. I feel that this is false as I have an answering machine on my phone 24 hours a day. Please tell the truth.  
8) Have the interns come sooner to get the patients.  
9) Up lift of moral.  
10) Perhaps less time between the exam and the fitting.  
11) Develop better business/customer relationship.  
12) Quicker recognition when you check-in with receptionist.  
13) More individual attention to one's problems and better public relations in communicating with the public relative to policy on procedures.  
14) Find a polite person for the frame department. The optician is rude.  
15) Double check glasses to make sure they are what the patient ordered (correct RX, correct tint, etc.) before notifying the patient.

22. Would you recommend our clinic to your family members or your friends?  
A. Yes 47 85.5  
B. No 7 12.7  
C. Undecided 1 1.8

23. Will you continue to receive your eye care from us?  
A. Yes 43 81.1  
B. No 9 17.0  
C. Undecided 1 1.9
POSITIVE ASPECTS OF THE FOREST GROVE CLINIC
(determined by frequent responses from patients in survey)

1) Friendliness of all the people in and around the clinic.
2) Professionalism of the intern's and staff.
3) Thorough examinations.
4) Receive proper and accurate therapy.
5) Prompt and courteous attention from receptionists.
6) Contemporary equipment and testing methods.
7) Interns and staff show concern for all patients.
8) Interns and staff optometrists give a thorough explanation of your eye condition.
9) The clinic is clean and well organized.

NEGATIVE ASPECTS OF THE FOREST GROVE CLINIC
(determined by frequent responses from patients in survey)

1) No weekend appointments.
2) Length of examination is too long. Often have to return another day to finish the exam or to select your frame(s).
3) Long wait for lenses once ordered.
4) Prices are too high for a professional school.
5) Reception area is small, congested and poorly decorated.
6) Poor magazine selection.
7) Too long of wait before the interns come to get the patients.
SUGGESTED SOLUTIONS TO RESOLVE THE PROBLEMS THAT PATIENTS PERCEIVE AS NEGATIVE ASPECTS OF PACIFIC UNIVERSITY COLLEGE OF OPTOMETRY.
(constructed by the authors)

1) No weekend appointments
solutions:
   a) Schedule weekend appointments (sat. 9 a.m.-2 p.m.) with third and fourth year intern's. Have the first and second year students performing trance skills, taking blood pressure (etc.) and observing the Intern's. Have optometry students working at the front office to gain experience in managing an office. Have a staff optometrist for an advisor.

   b) Have staff optometrist performing weekend examinations, allowing optometry students to observe.

2) Length of the examination is too long
solution:
   a) Curriculum should stress the "problem solving approach" where the test sequence is devised to provide information that solves the problem.

3) Long wait for lenses once ordered.
solutions:
   a) Unavoidable. The optical labs have control over lens fabrication. Intern's should explain to the patients that Pacific demands perfection so sends all of its work to professional optical lab's that have strict standards. The labs that advertise that glasses will be ready in one hour do offer convenience but tend to have poor quality control.

4) Prices are too high for a professional school
solutions:
   a) Lower the prices. Let the public know that because Pacific is a teaching institution its fees are lower.

   b) Patient education. Let the public know that our standard examination includes many tests that other practitioners don't include in their standard exam. If they did include the tests their exam fee would be comparable to Pacific's. (Ex. Tonometry, Fields, etc.)
5) Reception area is small, congested and poorly decorated.  
   **solutions:**
   a) Remodel the reception area.
      1) Patient waiting area needs to be larger. Expand the waiting area by building an addition at the front entry of the clinic.
      2) Take the reception windows out and put in a u-shaped counter which will make the reception area less congested and also give a more contemporary setting.
      3) Waiting area needs new furniture, pictures and plants to make it more appealing.

6) Poor magazine selection  
   **solution:**
   a) subscribe to more magazines.
   b) Encourage staff and students to give their old magazines to the clinic.

7) Too long of wait before the intern's come to get the patients.  
   **solutions:**
   a) The authors feel that too much time is spent in the dispensary looking up frame prices and frame parameters. We suggest that tags be placed on the frames indicating the price and parameters of the frame. This will allow the intern's to get to their next patient faster and thus decrease patient waiting time.
   b) Staggered appointments to disperse patients so they are not all checking in / out at the same time.
   c) Curriculum should stress the "problem solving approach" where you do only the tests that will give you useful information to make an accurate diagnosis. This will decrease the exam time and allow the interns to get to their next patient on time.
QUESTION # 1
How did you first hear about Pacific University's Optometry Clinic?

- FAMILY: 17
- FRIENDS: 20
- REFERRED: 3
- SCREENING: 2
- OTHER: 17

TOTALS

RESPONSES

TOTALS
QUESTION # 2 Why did you select our clinic for your treatment?

COST
SERVICES PROVIDED
REFERRED
CLOSE TO HOME
OTHER

TOTALS

0 10 20 30 40

RESPONSES

TOTALS
QUESTION #3  When you called for an appointment, were you informed of our exam fee, the appointment times available, and the approximate length of your examination?
QUESTION # 4   How would you rate the atmosphere of our clinic?
QUESTION # 5  Did you receive prompt and courteous attention from our receptionist?
QUESTION # 6  Was our reception area adequate for your needs?

RESPONSES

YES

NO

0 10 20 30 40 50 60

TOTALS

52

4

TOTALS
QUESTION # 7  Did you feel that the thoroughness of the exam was worth the time spent by you?
QUESTION # 8  Did you feel the exam thoroughly assessed your visual condition including the problem that brought you in to the clinic?
QUESTION # 9   Did you have confidence in your intern's abilities?
QUESTION # 10  Did you feel the intern and staff optometrist showed concern for your vision problem(s)?
QUESTION # 11  Were you satisfied with the faculty supervision of your care?

- YES: 52
- NO: 5

TOTALS: 57
QUESTION # 12  The intern's explanation of your eye condition was:

- SATISFACTORY
- NOT SATISFACTORY
- PROBLEM NOT EXPLAINED

TOTALS: 0, 2, 54
QUESTION # 13  How would you rate our frame selection?

- ADEQUATE: 49
- NOT ENOUGH STYLES OR COLORS: 3
- CONFUSING: 3
QUESTION #14  Did you get the help you needed in the selection of your frame(s)?

[Bar chart showing responses with 48 for YES and 6 for NO]
QUESTION #15  Were your glasses properly adjusted for you when you received them?

Responses:
- Yes: 42
- No: 13

Totals:
QUESTION # 16 In regard to our fees, did you feel:

- THEY WERE FAIR: 41
- THEY WERE TOO HIGH: 14
- THEY WERE TOO LOW: 0

TOTALS
QUESTION # 17  Now that you have been wearing your glasses, are you satisfied with them?
QUESTION #18  Were you satisfied with the care which you received in our Optometry Clinic?

<table>
<thead>
<tr>
<th>RESPONSES</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>52</td>
</tr>
<tr>
<td>NO</td>
<td>4</td>
</tr>
</tbody>
</table>

TOTALS

0  10  20  30  40  50  60
QUESTION #22  Would you recommend our clinic to your family members or your friends?

- YES: 47
- NO: 7
- UNDECIDED: 1

TOTALS: 55
QUESTION # 23  Will you continue to receive your eye care from us?

[Bar chart showing responses to the question:
- Yes: 43
- No: 9
- Undecided: 1
]
Our faculty, staff, and interns constantly strive to improve the quality of our optometric care. This research project is part of a larger effort to assist our service planning. Your name has been included in our survey since you recently had an eye examination and received new glasses from our Forest Grove Clinic. Please take a few minutes to complete the enclosed form and return it in the self-addressed, stamped envelope. Feel free to add any comments you may have, as all results will be strictly confidential. Thank you for helping us to serve you better.

1. How did you first hear about Pacific University's Optometry Clinic?
   A. Family
   B. Friends
   C. Referred by your physician or other health care specialist
   D. Pacific University's Public Screening Program
   E. Other—specify _______________________________

2. Why did you select our clinic for your treatment?
   A. Cost
   B. Services provided
   C. Referred by family or friend
   D. Close to home
   E. Other—specify _______________________________

3. When you called for an appointment, were you informed of our examination fee, the appointment times available, and the approximate length of your examination?
   A. Yes
   B. No

4. How would you rate the atmosphere of our clinic?
   A. Excellent
   B. Good
   C. Fair
   D. Poor

5. Did you receive prompt and courteous attention from our receptionist?
   A. Yes
   B. No

6. Was our reception area adequate for your needs?
   A. Yes
   B. No If no, why not _______________________________

7. Did you feel that the thoroughness of the exam was worth the time spent by you?
   A. Yes
   B. No

8. Did you feel the exam thoroughly assessed your visual condition including the problem that brought you in to the clinic?
   A. Yes
   B. No If no, why not _______________________________

9. Did you have confidence in your intern's abilities?
   A. Yes
   B. No If no, why not _______________________________

10. Did you feel the intern and staff optometrist showed concern for your vision problem(s)?
    A. Yes
    B. No
11. Were you satisfied with the faculty supervision of your care?
   A. Yes
   B. No  If no, why not __________________________

12. The intern's explanation of your eye condition was:
   A. Satisfactory
   B. Not satisfactory
   C. Problem was not explained at all

13. How would you rate our frame selection?
   A. Adequate for your needs
   B. Not enough styles or colors
   C. I thought the number of frames made it confusing

14. Did you get the help you needed in the selection of your frame(s)?
   A. Yes
   B. No

15. Were your glasses properly adjusted for you when you received them?
   A. Yes
   B. No

16. In regard to our fees, did you feel:
   A. They were fair for the service received
   B. They were too high for the service received
   C. They were too low for the service received

17. Now that you have been wearing your glasses, are you satisfied with them?
   A. Yes
   B. No

18. Were you satisfied with the care which you received in our Optometry Clinic?
   A. Yes
   B. No

19. What did you like best about our clinic? ____________________________

20. What did you like the least about our clinic? __________________________

21. What are your recommendations for improvement in our system of patient care? ____________________________

22. Would you recommend our clinic to your family members or your friends?
   A. Yes
   B. No

23. Will you continue to receive your eye care from us?
   A. Yes
   B. No  If no, why not ____________________________

Dr. Jack Roggenkamp (Thesis Advisor)   Peter Glennie (Intern)

__________________________________________

Steve Olsen (Intern)